Various Māori language services are funded or provided by the Government to assist the revitalisation of the Māori language.

In 2010, an Impact Survey was conducted of some of these Services to measure their contribution towards greater Māori language use, changes in Māori language learning, and Māori language proficiency gains. This factsheet focuses on the contributing impact of Iwi radio. The other factsheets are:

- the contributing impact of Māori Television;
- the contributing impact of the Mā te Reo and Kōrero Māori websites (administered by The Māori Language Commission / Te Taura Whiri i te Reo Māori).

This factsheet provides a summary of key findings. More detailed information is available in the Report on the Impact of Māori Language Services.

**GENERAL INFORMATION**

Overall the Impact Survey records similar information on Māori language skills and usage as other surveys. In the Impact Survey, 23% of respondents indicated moderate to advanced levels of Māori language proficiency; that is an ability to at least understand and participate in conversations on familiar topics in the language, through to complete confidence using the Māori language in any situation. This is consistent with other survey results.

---

1. The survey also collected limited information on other Māori language services, such as Māori language programming on mainstream television but this was not a primary focus. Further information of additional elements of the survey can be found in the full report, Impact Survey of Māori Language Services on the health of the Māori language 2011.
2. The survey only surveyed Māori as the goals of the Māori Language Strategy in relation to language skills and language use are targeted at Māori.
3. 3% is the sampling error for the total survey group. The sampling error rose to 3.4% at the 95% confidence interval for those who had watched Māori Television in the past seven days. For further information on the sampling method refer to the 2010 Māori Language Impact Survey Methodology report.
4. Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.
5. Refer to the Health of the Māori Language in 2001 Survey, and Census data.

---

**MÖHIOHIO WHÄNUI**

He āhua ārōtēti te möhiohio püknenga reo, whakamahi reo kua kohia i tēnei Tāngata Whānau Pāpātanga kī ērā mahi rangahau kua oti kē te mahi. E 23% o ngā tāngata i whakaatu mai i tō rātou āhuatanga, matatua rānei ki te reo; ārā, te mārama ki te reo me te kōrero reo mō ngā kaupapa māmā piki ake ki te hunga ka kōrero i te reo Māori ahaoka te horopaki. He rite tonu tēnei kitenga kī ngā hua o ētahi atu rangahau.

---

1. I kohia hoki ētahi atu pitopito möhiohio ētahi atu Ratonga Reo Māori pērā me ngā hātaka reo Māori o ngā te hana a tākapa ngā whakarite o te Māori kua kōrero i te pāpātanga. Kei te Pūrongo 2010 Māori Language Impact Survey Methodology ngā haua rānei mō te taha rautaki.
3. Te Tauranga o ngā rauranga o te Health of the Māori Language in 2001 Survey me te Kautetanga.
Māori language abilities are also valued, with 69% of respondents indicating it was important for them to learn the Māori language, and 33% were undertaking some type of initiative to improve their Māori language skills.

LISTENERSHIP OF IWI RADIO

In 1982 the first iwi radio station – Te Upoko o te Ika a Māui began transmitting in the Wellington region, and in 1986 Radio Ngāti Porou was launched on the East Coast. In 1993 Te Māngai Pāho was established in part to administer funding for iwi radio stations. Currently the agency funds 21 iwi radio stations. These iwi radio stations are contracted to broadcast eight hours of Māori language per day, seven days a week.

The Impact Survey found that over a quarter (28%) of Māori listened to at least one iwi radio station within the last twelve months, and 16% had listened to iwi radio within the seven days prior to the survey taking place. Of those listening to iwi radio within the seven day period, the survey showed that around half were listening on a daily basis. Extrapolating this result out to the entire Māori population indicates that approximately 69,800 Māori aged 15 years or older listen to iwi radio on a weekly basis.

I puta i te Rangahau Papätanga, neke atu i te 28% o te iwi Māori i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i te teiku mā rua mara kima korie ake, ā, 16% i whakarongo ki tētahi reo irirangi i roto i te wiki mā mua toni i te mētāanga o te rangahau. Haurua o ērā i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i taua wiki i whakarongo atu ki ia rā, ia rā. Ina mētia tēnei kitenga ki te iwi Māori whānui ki tohua ki te ērā 69,800 o te iwi Māori, 15 tau te pakeke neke atu e whakarongo ana ki tētahi reo irirangi ā-iwi i ia wiki.

MĀORI LANGUAGE USE

The Impact Survey shows a relationship between listening to iwi radio and Māori language usage. Those people who are using the Māori language more than they did twelve months earlier have consistently higher rates of listening to iwi radio than others. Of those who have increased their usage of Māori language, 23% had listened to iwi radio within the seven days prior to the survey – half listened daily.

TE WHAKAMAHI I TE REO MĀORI

E whakaaturia ana e te Rangahau Papātanga tētahi hononga i waenga i te kaiwhakarongo reo irirangi ā-iwi me te whakamahinga o te reo Māori. Ko ērā tētahi kia piki ake tā rātou kōrero i te reo i āianei i tā rātou o tērā tau tētahi reo irirangi ā-iwi. Ko ērā 23% o tētahi tētahi reo irirangi ā-iwi i roto i te wiki o mua i te rangahau – ko ērā tētahi reo irirangi ā-iwi i roto i te wiki o mua i te rangahau – ko ērā tētahi reo irirangi ā-iwi.
The Impact Survey shows a positive relationship between listening to iwi radio and learning the Māori language, with 25% of current Māori language learners listening to iwi radio within seven days prior to the survey. This is a higher rate than those who are not learning the language.

The survey shows that for 5% of regular listeners, Māori language learning was the first explanation given for listening to iwi radio. The availability of the service also made 58% of respondents want to learn or improve their Māori language skills. These results show that iwi radio is both a mechanism and motivator for language learning.

The survey also identifies a gender difference in Māori language learning rates, with 59% of learners being female and 41% being male.

Māori Language Use

<table>
<thead>
<tr>
<th>Paearu Mahi Usage Indicators</th>
<th>Tāngata rite tonu ana te whakamahi i te reo Māori</th>
<th>Tāngata kua piki ake te whakamahi i te reo Māori</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake iwi radio listened to within the last twelve months</td>
<td>22%</td>
<td>36%</td>
</tr>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake iwi radio listened to within the last seven days</td>
<td>11%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Note: Percentages have been derived from different source tables. I ahu mai ngā oraunui nā ngā raaraunga huhua

Māori Language Learning

The Impact Survey shows that there is a relationship between iwi radio listenership and improvements in proficiency, and the maintenance of high proficiency. Of those who have increased their Māori language use, 40% of current Māori language learners are also learning the language. The availability of the service also made 58% of respondents want to learn or improve their Māori language skills. These results show that iwi radio is both a mechanism and motivator for language learning.

Māori Language Proficiency

The Impact Survey shows that there is a relationship between iwi radio listenership and improvements in proficiency, and the maintenance of high proficiency. Of those who have increased their Māori language use, 40% of current Māori language learners are also learning the language. The availability of the service also made 58% of respondents want to learn or improve their Māori language skills. These results show that iwi radio is both a mechanism and motivator for language learning.

Māori Language Learning Indicators

<table>
<thead>
<tr>
<th>Paearu Ako Reo Language Learning Indicators</th>
<th>Tāngata rite tonu ana te whakamahi i te reo Māori</th>
<th>Tāngata kua piki ake te whakamahi i te reo Māori</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake iwi radio listened to within the last twelve months</td>
<td>22%</td>
<td>40%</td>
</tr>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake iwi radio listened to within the last seven days</td>
<td>11%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Note: Percentages have been derived from different source tables. I ahu mai ngā oraunui nā ngā raaraunga huhua

Māori Language Proficiency

The Impact Survey shows that there is a relationship between iwi radio listenership and improvements in proficiency, and the maintenance of high proficiency. Of those who have increased their Māori language use, 40% of current Māori language learners are also learning the language. The availability of the service also made 58% of respondents want to learn or improve their Māori language skills. These results show that iwi radio is both a mechanism and motivator for language learning.

Māori Language Learning Indicators

<table>
<thead>
<tr>
<th>Paearu Ako Reo Language Learning Indicators</th>
<th>Tāngata rite tonu ana te whakamahi i te reo Māori</th>
<th>Tāngata kua piki ake te whakamahi i te reo Māori</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake iwi radio listened to within the last twelve months</td>
<td>22%</td>
<td>40%</td>
</tr>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake iwi radio listened to within the last seven days</td>
<td>11%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Note: Percentages have been derived from different source tables. I ahu mai ngā oraunui nā ngā raaraunga huhua

Kitea hoki mō te 5% o ngā tāngata kaha te whakarongohia kaha kahi i whakarongohia, ko te ako i te reo Māori te take i whakarongohia atu rātou ki te reo irirangi ā-iwi. Nā te āhei ki te whakarongohia i whakatenetanga atu ai i tōna 58% tāngata ki te ako i te reo, ki te whakapakari ake rānį i ō rātou pūkenga reo. Hua pai mai ko te irirangi ā-iwi tētahi huarahi, tētahi whakahihiko tangata mō te ako reo. E tautuhi ana hoki te rangahau e tokomaha ake ngā wāhine i ngā tāne e ako ana i te reo, e 59% he wāhine e 41% he tāne.
language skills in the previous twelve months, 21% had listened to iwi radio in the seven day period before the survey, which is 10 percentage points higher listenership than respondents whose proficiency had remained the same. Overall 64% of those with increased Māori language skills attributed some of their gain to the provision of iwi radio services.

Further, 63% of those with very high proficiency had listened to iwi radio in the last twelve months, compared with 15% of those with little or no proficiency. And 45% of those with very high proficiency had listened to iwi radio in the past 7 days. These findings highlight a co-relation between listenership and maintaining proficiency.10

RIPANGA 4: MATATAU KI TE REO MĀORI

TABLE 4: MĀORI LANGUAGE PROFICIENCY

<table>
<thead>
<tr>
<th>Paearu Matatau</th>
<th>Tāngata kāre i piki te matatau i roto i te tau ka hori ake</th>
<th>Tāngata i piki te matatau i roto i te tau ka hori ake</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tāngata kāre i piki te matatau i roto i te tau ka hori ake</td>
<td>Respondents who have no change in proficiency in the last 12 months</td>
<td>Respondents who have increased their proficiency in the last 12 months</td>
</tr>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake</td>
<td>23%</td>
<td>35%</td>
</tr>
<tr>
<td>Iwi radio listened to within the last twelve months</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Reo irirangi ā-iwi i whakarongohia i te whitu ka hori ake</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>Iwi radio listened to within the last seven days</td>
<td>21%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Note: Percentages have been derived from different source tables. I ahu mai ngā ārau nā ngā rarauhunga huahua

SUMMARY

Language revitalisation occurs due to a range of factors and cannot be attributable to a single causal factor. However the Impact Survey results show a consistent relationship between greater listening to iwi radio and increasing language usage, greater language learning, and proficiency increases and maintenance. Collectively these outcomes point towards iwi radio having a marked positive contributing impact on Māori language revitalisation. This occurs by motivating and prompting people to use their Māori language skills, while at the same time providing opportunities for individuals to enhance their existing skills.

10 Very high proficiency means those respondents who indicated they can completely use the Māori language in most/any situations. Little or no proficiency means those respondents who indicated they only know a few words in the Māori language.

HE KUPU WHAKAKAPI

He whānui ngā take hei whakaurua reo, ā, e kore e taea e tētahi anake o aua take te reo te whakaurua reo. Heoi anō, nā ngā hua o te Rangahau Papātanga e taea ai te kī, nā te kaha whakarongo atu ki te reo irirangi ā-iwi ā i kaha ake ai hoki te kōrero tō o te reo, te ako i te reo me te aha anō ka matautau haere te tangata. Hui katoa ēnei hua ka tohu atu ki te reo irirangi ā-iwi hei huaraahi, nui te pai, mō te whakaurua reo i te Māori. I pēnei tātā ia whakahihi, nā te whakatenata hoki i te tangata ki te whakamahi i ōna pūkenga reo me te ritenga mai kia whai wāhi te tangata ki te whakapakari i ōna pūkenga reo ōna.

10 Ko te hunga tino matautau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te teina o te wā i ngā wā/wāhi katoa rānei. Ko ērā a ko ahu kia mea mai ai ka mōhio rātou ki ētahi kupu noa iho.