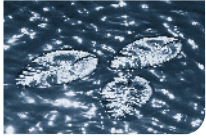




**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

## Te Tautoko a ngā Reo Irirangi mō te Reo Māori

### Impact of Iwi Radio on the Māori Language



*The Impact Survey was commissioned by Te Puni Kōkiri, in conjunction with the Māori Television Service, Te Māngai Pāho and Te Taura Whiri i te Reo Māori. The survey was administered by a research consultancy. It involved 1,503 Māori people<sup>2</sup> aged 15 years and over being surveyed through telephone interviews, and has a sampling error of plus or minus 3%, with 95% confidence.<sup>3</sup> The survey was designed to complement existing research knowledge on the Māori language obtained through broader national surveys on the language.*

Nā Te Puni Kōkiri, Te Ratonga Whakaata Māori, Te Māngai Pāho me Te Taura Whiri i te Reo Māori te Rangahau Papātanga i whakarite. Nā tētahi rōpū rangahau i whakahaere. 1,503 ngā tāngata Māori<sup>2</sup> neke atu i te 15 tau te pakeke i uru, i uiuia mai mā te waea, ā, ka piki ake pea i te 3% heke iho rānei te taha hapa, ā, e 95% ka mea mai he tika tēnei rangahau.<sup>3</sup> I whakaritea te rangahau hei whakakīnaki i ngā mahi rangahau mō te reo Māori kua oti kē te mahi.

Te Kāwanatanga o Aotearoa

### 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.<sup>1</sup> 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;<sup>4</sup> 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.<sup>5</sup>

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

<sup>5</sup> Refer to the Health of the Māori Language in 2001 Survey, and Census data.

### Ka whakaratohia e te Kāwanatanga, ka āwhina ā-tahuatia rānei ētahi ratonga reo hei āwhina i te whakarauatanga o te reo Māori.

I te tau 2010, i whakaritea he Rangahau Papātanga o ētahi o ēnei Ratonga hei ine i te hua o ā rātou mahi kia nui atu te kōrerotia i te reo Māori, kia rerekē te āhua o te ako i te reo Māori, kia pakari haere hoki te matatau o te tangata ki te reo Māori.<sup>1</sup> Ka arotahi atu tēnei puka tikanga ki te papātanga o ngā reo irirangi ā-iwi. Kei ētahi atu puka tikanga he kōrero mō:

- te papātanga o Whakaata Māori;
- te papātanga o ngā paetukutuku o Mā te Reo me Kōrero Māori (Ko te Taura Whiri i te Reo Māori e whakahaere ana).

Ko tā tēnei puka tikanga he whakarāpopoto i ngā kitenga matua. Kei te Pūrongo mō te Pāpātanga o ngā Ratonga Reo Māori ngā kōrero whānui.

#### MŌHIOHIO WHĀNUI

He āhua ōrite te mōhiohio pūkenga reo, whakamahia reo kua kohia i tēnei Rangahau Papātanga ki ō ērā mahi rangahau kua oti kē te mahi. E 23% o ngā tāngata i whakaatu mai i tō rātou āhua mōhio, matatau rānei ki te reo;<sup>4</sup> arā, te mārāma ki te reo me te kōrerorero mō ngā kaupapa māmā piki ake ki te hunga ka kōrero i te reo Māori ahakoa te horopaki. He rite tonu tēnei kitenga ki ngā hua o ētahi atu rangahau.<sup>5</sup>

<sup>1</sup> I kohia hoki ētahi atu pitopito mōhiohio i ētahi atu Ratonga Reo Māori pērā me ngā hōtaka reo Māori o ngā teihana auraki engari ehara ko tēnei i te arotahi matua. Kei te pūrongo matua, Impact Survey of Māori Language Services on the health of the Māori language 2011 ētahi atu mōhiohio.

<sup>2</sup> I aro atu anake te rangahau ki te tangata Māori i runga anō i ngā whāinga o Te Rautaki Reo Māori mō ngā pūkenga reo me te whakamahia reo Māori a te Māori tonu.

<sup>3</sup> Ko te 3% te taha hapa o te rōpū katoa i uia ai. I piki ake te taha hapa ki te 3.4% te taha hapa mō te hunga māia i whakarongo rā ki ngā reo irirangi ā-iwi i roto i te tekau mā rua marama. Kei te Pūrongo 2010 Māori Language Impact Survey Methodology ngā kōrero mō te taha rautaki.

<sup>4</sup> E rima ngā taumata reo i meatia ai i tēnei rangahau. Kei te 2010 Māori Language Impact Survey Methodology report ngā kōrero.

<sup>5</sup> Tirohia ngā raraunga 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.<sup>6</sup>

## RIPANGA 1: TE HUNGA WHAKARONGO

TABLE 1: LISTENERSHIP OF IWI RADIO

Paearu Mahi <i>Usage Indicators</i>	Pakeke Māori katoa <i>Total Māori adult population</i>	Meatia te kaute ki te Māori 15 tau neke atu te pakeke' <i>Extrapolated count of Māori aged 15 years or older'</i>
Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake <i>Iwi radio listened to within the last twelve months</i>	28%	122,100
Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake <i>Iwi radio listened to within the last seven days</i>	16%	69,800

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

## 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.

<sup>6</sup> Estimate may be over or under 69,800. This excludes Māori children and non-Māori listeners.

<sup>7</sup> The 'extrapolated count' is an estimate (not an actual count) of those who viewed Māori Television based on Statistics New Zealand's population estimate of 436,200 Māori aged 15 years or older in 2010.

He taonga kāmehameha te āhei ki te kōrero me te 69% o ngā tāngata i kī mai ai he mea nui ki a rātou te ako i te reo, ā, e 33% o rātou e whai atu ana i tētahi huarahi hei whakapakari i ō rātou pūkenga reo Māori.

## TE HUNGA WHAKARONGO KI NGĀ REO IRIRANGI Ā-IWI

I te tau 1982 i timata ai te reo irirangi Māori tuatahi – Te Upoko o te Ika a Māui – ki te whakapāoho atu i te rohe o Te Upoko o te Ika, ā, i te tau 1986 i whakarewatia a Te Reo Irirangi o Ngāti Porou i te Tairāwhiti. I te tau 1993 i whakamānutia Te Māngai Pāho me āna mahi whakahaere tahua mō ngā reo irirangi ā-iwi. I ēnei wā e 21 ngā reo irirangi ā-iwi kei te tautokohia ā-pūtea nei e Te Māngai Pāho. Kua kirimanatia ngā reo irirangi ā-iwi kia whakapāohotia te reo Māori mō te waru haora o ia rā, o ia wiki.

I puta i te Rangahau Papātanga, neke atu i te 28% o te iwi Māori i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i te tekau mā rua marama ka hori ake, ā, 16% i whakarongo ki tētahi reo irirangi i roto i te wiki i mua tonu i te meatanga o te rangahau. Haurua o ērā i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i taua wiki ka whakarongo atu i ia rā, i ia rā. Ina meatia tēnei kitenga ki te iwi Māori whānui ka tohua ko te āhua 69,800 o te iwi Māori, 15 tau te pakeke neke atu e whakarongo ana ki tētahi reo irirangi ā-iwi i ia wiki.<sup>6</sup>

## 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 tāngata kua piki ake tā rātou kōrero i te reo i āiane i tā rātou o tērā tau ngā tāngata kaha ki te whakarongo atu ki ngā reo irirangi ā-iwi. E 23% o ēnei tāngata i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i te wiki o mua i te rangahau – ko te haurua i whakarongo atu i ia rā, i ia rā.

<sup>6</sup> Neke ake, iti iho rānei te matapae i te 69,800. Noho ki waho ko ngā tamariki Māori me ērā ehara i te Māori.

<sup>7</sup> He whiringa noa te kaute whānui (ehara i te kaute tūturu) o ērā i mātakitaki i a Whakaata Māori e ai ki te matapae o Tatauranga Aotearoa i te tau 2010, e 436,200 ngā Māori 15 tau te pakeke neke atu rānei.

## RIPANGA 2: TE WHAKAMAHI I TE REO MĀORI

TABLE 2: MĀORI LANGUAGE USE

Paearu Mahi Usage Indicators	Tāngata rite tonu ana te whakamahi i te reo Māori <i>Respondents with unchanged Māori language usage</i>	Tāngata kua piki ake te whakamahi i te reo Māori <i>Respondents with increased Māori language usage</i>
Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake <i>Iwi radio listened to within the last twelve months</i>	22%	36%
Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake <i>Iwi radio listened to within the last seven days</i>	11%	23%

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

### MĀORI LANGUAGE LEARNING

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.<sup>8</sup> 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.

## RIPANGA 3: AKO I TE REO MĀORI

TABLE 3: MĀORI LANGUAGE LEARNING

Paearu Ako Reo Language Learning Indicators	Tāngata rite tonu ana te whakamahi i te reo Māori <i>Respondents who are not learning the Māori language</i>	Tāngata kua piki ake te whakamahi i te reo Māori <i>Respondents who are learning the Māori language</i>
Reo irirangi ā-iwi i whakarongohia i te tau ka hori ake <i>Iwi radio listened to within the last twelve months</i>	22%	40%
Reo irirangi ā-iwi i whakarongohia i te wiki ka hori ake <i>Iwi radio listened to within the last seven days</i>	11%	25%

Note: Percentages have been derived from different source tables. I ahu mai ngā ōrau nā ngā raraunga 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.<sup>9</sup> Of those who have increased their

<sup>8</sup> This survey result is based on a subset of respondents who identified iwi radio as one of their most listened to radio stations.

<sup>9</sup> Proficiency was self-defined in this survey, against five levels. For details refer to the 2010 Māori Language Impact Survey Methodology report.

### AKO I TE REO MĀORI

E whakaaturia ana e te Rangahau Papātanga he tino painga tō te hononga o te whakarongo ki te reo irirangi ā-iwi me te ako i te reo Māori, e 25% o ngā tāngata e ako ana i te reo i tēnei wā i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i te wiki o mua i te rangahau. Nui atu te kaute nei i tērā mō ngā tāngata kāhore i te ako i te reo.

Kitea hoki mō te 5% o ngā tāngata kaha te whakarongo atu, ko te ako i te reo Māori te take i whakarongo atu rātou ki te reo irirangi ā-iwi.<sup>8</sup> Nā te āhei ki te whakarongo ki te reo irirangi ā-iwi i whakatenatena atu ai i tōna 58% tāngata ki te ako i te reo, ki te whakapakari ake rānei i ō rātou pūkenga reo. Hua pai mai ko te reo 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.

### MATATAU KI TE REO MĀORI

Kitea mai i te Rangahau Papātanga he hononga i waenga i te hunga whakarongo ki te reo irirangi ā-iwi me te pakari haere o te reo, ā, pakari ake, pakari ake.<sup>9</sup> O ērā tāngata kua whakapakari i ō rātou

<sup>8</sup> I runga anō tēnei rangahau i te kōrero a ētahi tāngata ko te reo irirangi ā-iwi tētahi o te reo irirangi i kaha whakarongohia.

<sup>9</sup> Nā te rangahau anō i whakarite ngā taumata matatau e rima. Tirohia te 2010 Māori Language Impact Survey Methodology report.





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.<sup>10</sup>

pūkenga reo i te tau ka hori ake, e 21% i whakarongo atu ki tētahi reo irirangi ā-iwi i roto i te wiki o mua i te rangahau, he pikinga 10 ōrau tēnei i ō te hunga whakarongo kāore i te whakapakari pūkenga. Katoa, e 64% o ērā tāngata i whakapakari i ō rātou pūkenga reo i mea mai ko te ratonga reo irirangi ā-iwi tētahi o ngā take i pakari ai te reo.

Whaihoki, e 63% o te hunga matatau i whakarongo atu ki tētahi reo irirangi ā-iwi i te tekau mā rua marama ka hori ake, engari 15% noa iho o te hunga e ako tonu ana. Ā, e 45% o ngā mea matatau i whakarongo atu i te whitu rangi o mua tonu. I tino kitea ko te aro mai o te hunga whakarongo ki te reo irirangi ā-iwi he huarahi kia tino matatau tonu te tangata.<sup>10</sup>

#### RIPANGA 4: MATATAU KI TE REO MĀORI

TABLE 4: MĀORI LANGUAGE PROFICIENCY

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

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

#### 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.

#### HE KUPU WHAKAKAPI

He whānui ngā take hei whakarauora reo, ā, e kore e taea e tētahi anake o aua take te reo te whakarauora ake. 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 i kaha ake ai hoki te kōrerotia o te reo, te ako i te reo me te aha anō ka matatau haere te tangata. Hui katoa ēnei hua ka tohu atu ki te reo irirangi ā-iwi hei huarahi, nui te pai, mō te whakarauora i te reo Māori. I pēneitia nā te whakahihiko, nā te whakatenatena hoki i te tangata ki te whakamahi i ōna pūkenga reo me te ritenga mai kia whai wāhi te tangata ki te whakapakari i aua pūkenga reo ōna.

<sup>10</sup> 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

<sup>10</sup> Ko te hunga tino matatau ko ērā tāngata i mea mai ai ka taea e rātou te reo Māori te kōrero i te nuinga o te wā i ngā wā/wāhi katoa rānei. Ko ērā e ako tonu e mea mai ai ka mōhio rātou ki ētahi kupu noa iho.

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