

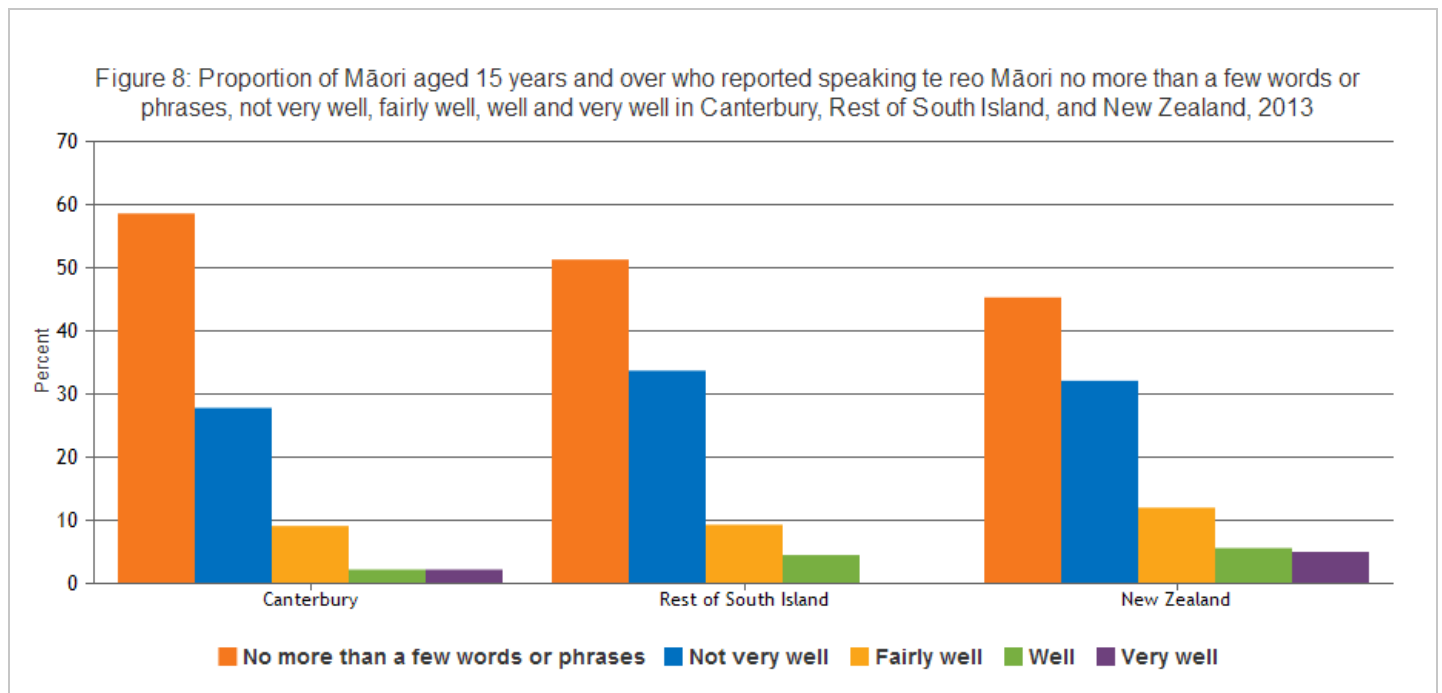
He Tohu Ora: Te reo Māori speaking

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Māori language is a measure of cultural resource and a contributor to cultural identity [1]. For Māori, high levels of cultural efficacy (including speaking te reo Māori, marae protocol and Māori heritage) have been found to be associated with better emotional wellbeing [19]. However, over the last century, the proportion of Māori speakers has declined significantly. In the 2013 Census, 21.3 percent of all Māori reported they could hold a conversation in te reo Māori, a decrease of 3.7 percentage points from 1996 [20]. This declining proportion has sparked efforts to revive te reo Māori among Māori, through community and national initiatives, such as the provision of free te reo Māori language courses and increased funding for Māori television [21].

Te Kupenga 2013 asked respondents how well they were able to speak te reo Māori in day-to-day conversation [12]. The questions had five response options ranging from no more than a few words or phrases to very well.

This indicator presents the proportion of respondents who reported speaking te reo Māori no more than a few words or phrases, not very well, fairly well, well, and very well.



The figure shows that in 2013, there were higher proportions of respondents who reported speaking te reo Māori very well (5%), well (5.6%), or fairly well (12%) at the national level compared with Canterbury and the rest of the South Island. A majority of respondents in Canterbury (58.6%) and the rest of the South Island (51.3%) reported speaking no more than a few words. This compares to 45.3 percent at the national level (a difference of 13.3 and 6 percentage points, respectively).

Data Sources

Source: Statistics New Zealand.

Survey/data set: Te Kupenga 2013. Access publicly available data from the Statistics New Zealand website

www.archive.stats.govt.nz/browse_for_stats/people_and_communities/maori/te-kupenga.aspx

Source data frequency: Updated in 2018 and then 10-yearly.

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