He Tohu Ora: Te reo Māori speaking

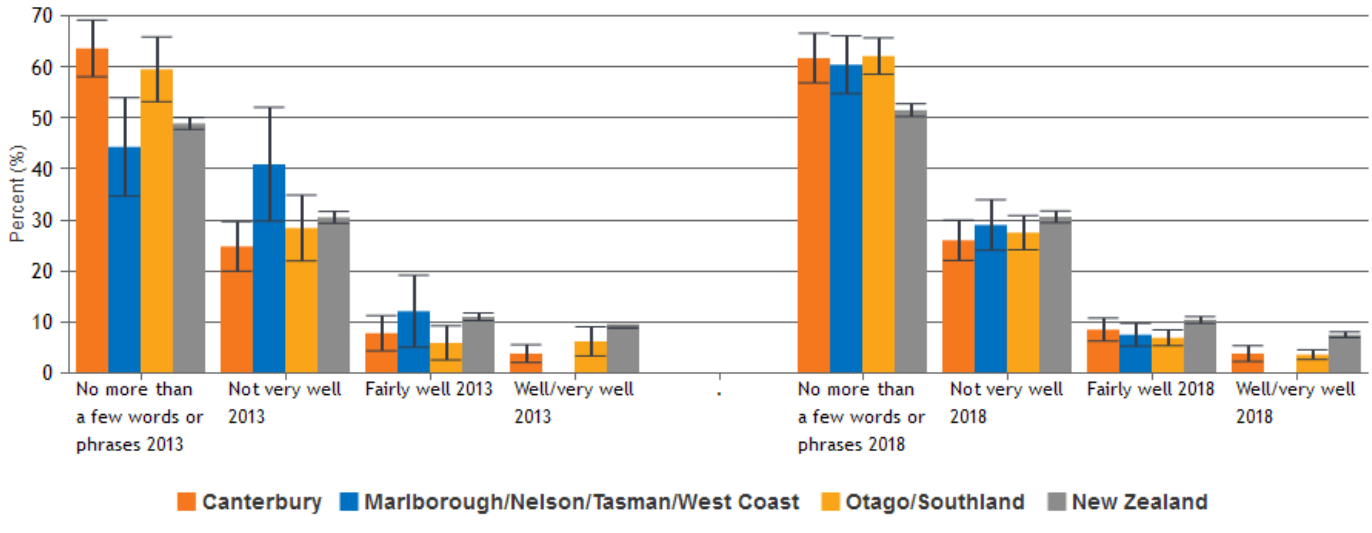
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Māori language is a measure of cultural resource and a contributor to cultural identity [1]. For Māori, high levels of cultural efficacy (including speaking te reo Māori, marae protocol and Māori heritage) have been found to be associated with better 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 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/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.

Figure 8: Proportion of Māori aged 15 years and over who reported speaking te reo Māori no more than a few words or phrases, not very well, fairly well or well/very well, in Canterbury, Marlborough/Nelson/Tasman/West Coast, Otago/Southland, and New Zealand, 2013 and 2018



The figure shows that in 2018, higher proportions of respondents reported speaking te reo Māori very well or well (7.5%), or fairly well (10.4%) at the national level compared with Canterbury (3.8% and 8.5% respectively). A majority of respondents in Canterbury (61.7%) reported speaking no more than a few words of te reo Māori, compared with 51.5 percent at the national level - a statistically significant difference and a pattern also seen in the 2013 result.

Data Sources

Source: Statistics New Zealand.
Survey/data set: Te Kupenga 2013 and 2018. Access publicly available data from the Statistics New Zealand website www.stats.govt.nz/information-releases/te-kupenga-2018-final-english

Source data frequency: Survey conducted every 10 years - following the national census.

Metadata for this indicator is available at https://www.canterburywellbeing.org.nz/index-data

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