

Table 29a

Region by Access to Māori Radio and Listening Proficiency

Access to Māori radio
For Māori aged 15 years and over
Number of people

Access and Listening Proficiency	Region								
	Northland	Auckland	Waikato	Bay of Plenty	Gisborne/ Hawke's Bay	Taranaki/ Manawatu- Wanganui	Wellington/ Nelson- Marlborough	Rest of South Island	Total
Yes									
Very Well	3,829	4,588	4,116	3,807	4,255	* 1,484	* 2,013	**	24,689
Well	* 1,568	* 2,818	* 1,937	3,083	3,143	* 1,730	* 2,785	**	17,859
Fairly Well	4,802	10,254	9,427	5,851	6,091	4,856	5,005	* 2,218	48,505
Not Very Well	5,397	12,523	9,937	8,679	7,843	7,455	7,703	3,087	62,623
No More than a Few Words or Phrases	5,347	27,137	16,524	11,469	7,756	11,847	7,543	3,560	91,182
Total	20,943	57,321	41,941	32,890	29,087	27,373	25,050	10,254	244,859
No									
Very Well	**	**	**	**	**	**	**	**	* 2,875
Well	**	**	**	**	**	0	**	**	* 2,379
Fairly Well	**	* 1,138	**	**	**	**	* 1,014	* 1,985	6,210
Not Very Well	**	* 1,297	**	**	**	**	* 1,804	* 2,721	8,741
No More than a Few Words or Phrases	**	5,258	**	**	**	**	* 2,891	4,224	15,328
Total	* 1,277	8,836	* 2,197	* 2,363	* 1,376	* 2,559	6,866	10,060	35,533
Don't Know									
Very Well	**	**	0	**	**	**	**	**	* 1,288
Well	0	0	0	**	**	0	**	0	**
Fairly Well	**	* 1,696	**	**	**	**	**	* 1,359	4,679
Not Very Well	**	3,302	**	**	**	**	* 2,100	3,188	10,840
No More than a Few Words or Phrases	**	9,569	* 1,144	* 1,488	**	* 1,156	4,234	7,246	25,986
Total	**	15,095	* 1,313	3,108	* 1,581	* 1,907	7,600	11,818	43,191
Total									
Very Well	4,039	5,887	4,276	4,405	4,357	* 1,791	* 2,887	* 1,210	28,852
Well	* 1,804	3,190	* 1,997	3,626	3,406	* 1,730	3,550	* 1,334	20,636
Fairly Well	5,138	13,088	9,949	6,886	6,345	5,621	6,805	5,563	59,394
Not Very Well	5,944	17,122	10,931	10,053	8,730	8,821	11,608	8,996	82,205
No More than a Few Words or Phrases	6,064	41,964	18,298	13,391	9,207	13,874	14,668	15,029	132,496
Total	22,989	81,251	45,451	38,361	32,044	31,839	39,516	32,132	323,583

Table 29b

Region by Listening to Māori Radio and Listening Proficiency

Listening to Māori radio
For Māori aged 15 years and over
Number of people

Listening to Radio and Listening Proficiency	Region								Total
	Northland	Auckland	Waikato	Bay of Plenty	Gisborne/ Hawke's Bay	Taranaki/ Manawatu- Wanganui	Wellington/ Nelson- Marlborough	Rest of South Island	
Yes									
Very Well	3,750	4,178	3,965	3,322	3,730	* 1,308	* 1,903	**	22,608
Well	* 1,375	* 1,636	* 1,753	* 2,818	3,004	* 1,591	* 2,052	**	14,786
Fairly Well	4,349	8,253	8,059	4,508	5,092	4,246	4,401	* 1,811	40,718
Not Very Well	4,281	7,746	7,668	5,965	5,990	6,382	4,907	* 2,029	44,969
No More than a Few Words or Phrases	3,171	15,222	11,663	6,868	4,761	8,060	3,724	* 1,945	55,414
Total	16,926	37,034	33,107	23,481	22,577	21,586	16,987	6,797	178,495
No									
Very Well	**	**	**	**	**	**	**	**	* 2,080
Well	**	* 1,182	**	**	**	**	**	**	3,073
Fairly Well	**	* 2,002	* 1,369	* 1,343	**	**	**	**	7,787
Not Very Well	* 1,117	4,777	* 2,269	* 2,714	* 1,852	* 1,073	* 2,796	* 1,058	17,655
No More than a Few Words or Phrases	* 2,176	11,915	4,861	4,601	* 2,995	3,788	3,818	* 1,614	35,768
Total	4,018	20,287	8,834	9,409	6,510	5,787	8,063	3,457	66,364
Total									
Very Well	3,829	4,588	4,116	3,807	4,255	* 1,484	* 2,013	**	24,689
Well	* 1,568	* 2,818	* 1,937	3,083	3,143	* 1,730	* 2,785	**	17,859
Fairly Well	4,802	10,254	9,427	5,851	6,091	4,856	5,005	* 2,218	48,505
Not Very Well	5,397	12,523	9,937	8,679	7,843	7,455	7,703	3,087	62,623
No More than a Few Words or Phrases	5,347	27,137	16,524	11,469	7,756	11,847	7,543	3,560	91,182
Total	20,943	57,321	41,941	32,890	29,087	27,373	25,050	10,254	244,859

Table 29c

Age by Listening to Māori Radio and Listening Proficiency

Listening to Māori radio

For Māori aged 15 years and over with access to a Māori radio station

Number of people

Listening to Radio and Listening Proficiency	Age					Total
	15-24 years	25-34 years	35-44 years	45-54 years	55+ years	
Yes						
Very Well	* 2,451	* 1,404	* 2,951	4,755	11,048	22,608
Well	5,021	* 1,921	* 2,961	* 2,746	* 2,137	14,786
Fairly Well	11,463	12,252	8,529	4,181	4,294	40,718
Not Very Well	13,567	11,167	10,717	6,202	3,317	44,969
No More than a Few Words or Phrases	17,677	13,504	12,936	6,926	4,371	55,414
Total	50,179	40,247	38,093	24,810	25,167	178,495
No						
Very Well	**	**	**	**	**	* 2,080
Well	* 1,251	**	**	**	**	3,073
Fairly Well	* 2,235	* 2,301	* 1,073	* 1,261	**	7,787
Not Very Well	4,881	3,988	5,208	* 2,351	* 1,227	17,655
No More than a Few Words or Phrases	9,268	9,728	9,673	3,627	3,471	35,768
Total	17,830	16,708	16,751	7,975	7,100	66,364
Total						
Very Well	* 2,645	* 1,487	3,292	5,252	12,012	24,689
Well	6,273	* 2,529	3,416	* 2,985	* 2,657	17,859
Fairly Well	13,698	14,553	9,601	5,442	5,211	48,505
Not Very Well	18,448	15,154	15,925	8,553	4,544	62,623
No More than a Few Words or Phrases	26,945	23,232	22,609	10,554	7,843	91,182
Total	68,009	56,955	54,843	32,785	32,267	244,859

Table 29d

Listening to Māori Language on Non-Māori Radio by Age and Listening Proficiency

Listening to Māori on non-Māori radio

For Māori aged 15 years and over with access to a Māori radio station

Number of people

Age and Listening Proficiency	Listening to Māori Language on Non-Māori Radio			
	Yes	No	Not Specified	Total
15-24 Years				
Very Well	**	* 2,152	0	* 2,757
Well	* 1,437	5,080	0	6,518
Fairly Well	3,682	13,787	0	17,469
Not Very Well	4,639	19,438	**	24,192
No More than a Few Words or Phrases	4,469	33,360	**	38,161
Total	14,831	73,818	**	89,096
25-34 Years				
Very Well	**	* 1,317	0	* 1,925
Well	**	* 2,506	0	3,187
Fairly Well	* 2,948	13,496	**	16,582
Not Very Well	4,378	16,531	0	20,909
No More than a Few Words or Phrases	3,425	30,950	**	34,826
Total	12,040	64,800	**	77,429
35-44 Years				
Very Well	**	* 2,416	**	3,510
Well	**	3,229	0	4,098
Fairly Well	* 2,811	8,656	0	11,466
Not Very Well	3,439	16,194	0	19,634
No More than a Few Words or Phrases	3,816	26,443	**	30,603
Total	11,891	56,937	**	69,311
45-54 Years				
Very Well	* 1,258	5,009	0	6,267
Well	**	3,027	0	3,333
Fairly Well	* 1,298	5,864	0	7,162
Not Very Well	* 1,575	9,238	0	10,813
No More than a Few Words or Phrases	* 1,425	14,742	0	16,167
Total	5,862	37,880	0	43,742
55+ Years				
Very Well	2,630	11,363	**	14,045
Well	**	2,703	0	3,022
Fairly Well	* 900	5,582	0	6,483
Not Very Well	* 1,053	5,059	**	6,161
No More than a Few Words or Phrases	* 977	10,804	**	11,810
Total	5,878	35,512	**	41,520
Total				
Very Well	6,054	22,259	**	28,503
Well	3,613	16,546	0	20,158
Fairly Well	11,639	47,385	**	59,161
Not Very Well	15,084	66,459	**	81,708
No More than a Few Words or Phrases	14,112	116,299	* 1,157	131,568
Total	50,502	268,947	* 1,650	321,099

Note: Respondents who do not have a radio were not asked whether they listen to Māori language on non-Māori radio.

Table 30a

Monthly Frequency by Age and Listening Proficiency

Frequency of listening to Māori radio

For Māori aged 15 years and over

Number of people

Age and Listening Proficiency	Monthly Frequency							Total
	Every Day	Every 2-3 Days	At Least Once a Week	At Least Once Every Two Weeks	At Least Once During the Last Four Weeks	Not at All in the Last Four Weeks	Not Specified	
15-34 Years								
Very Well/Well	4,024	3,076	* 1,900	**	**	**	0	10,797
Fairly Well	7,856	5,539	5,331	* 1,918	* 2,025	* 1,045	0	23,715
Not Very Well/Few Words	15,925	10,811	13,118	3,435	6,444	5,701	**	55,914
Total	27,804	19,426	20,349	6,032	9,009	7,325	**	90,426
35-54 Years								
Very Well/Well	5,847	* 2,880	* 2,929	**	**	**	0	13,412
Fairly Well	4,070	* 2,654	3,147	**	* 1,142	**	**	12,709
Not Very Well/Few Words	9,355	5,206	9,974	* 2,950	4,143	4,977	**	36,780
Total	19,272	10,741	16,051	4,113	5,785	6,735	**	62,902
55+ Years								
Very Well/Well	6,641	2,372	2,164	* 647	**	* 912	**	13,185
Fairly Well	1,710	* 737	* 1,072	**	**	**	0	4,294
Not Very Well/Few Words	1,810	* 1,439	1,797	**	* 936	* 1,401	**	7,688
Total	10,160	4,548	5,033	* 1,108	1,518	2,675	**	25,167
Total								
Very Well/Well	16,511	8,328	6,992	* 1,823	* 1,379	* 2,249	**	37,394
Fairly Well	13,635	8,930	9,550	* 2,753	3,412	* 2,406	**	40,718
Not Very Well/Few Words	27,090	17,457	24,890	6,678	11,522	12,080	**	100,383
Total	57,237	34,715	41,432	11,253	16,313	16,735	**	178,495

Table 30b

Hours per Week Listening to Māori Radio by Age and Listening Proficiency

Frequency of listening to Māori radio

For Māori aged 15 years and over that listen to a Māori radio station

Number of people

Age and Listening Proficiency	Hours per Week Listening to Māori Radio								Total
	Less than 1 Hour	1-5 Hours	6-10 Hours	11-20 Hours	21-30 Hours	31-40 Hours	41 Hours or More	Not Specified	
15-34 Years									
Very Well/Well	* 2,368	3,853	* 1,207	* 1,434	**	**	**	0	10,219
Fairly Well	3,167	10,999	4,048	* 2,613	**	**	**	**	22,669
Not Very Well/Few Words	10,107	24,439	5,885	3,955	3,066	* 1,254	**	**	50,213
Total	15,642	39,292	11,140	8,002	4,440	* 1,726	* 2,047	**	83,101
35-54 Years									
Very Well/Well	* 1,574	5,561	* 2,325	* 1,371	**	**	**	0	12,654
Fairly Well	* 1,896	4,361	* 2,175	* 1,098	**	**	**	0	11,711
Not Very Well/Few Words	8,316	14,601	3,585	* 2,273	* 1,556	**	**	**	31,803
Total	11,786	24,522	8,085	4,742	3,000	* 1,796	* 1,947	**	56,167
55+ Years									
Very Well/Well	* 1,133	4,567	1,761	* 1,459	* 1,440	* 755	* 866	**	12,273
Fairly Well	* 772	1,729	* 507	**	**	**	**	0	3,932
Not Very Well/Few Words	1,557	2,902	* 772	**	**	**	**	**	6,287
Total	3,462	9,199	3,039	2,184	1,971	* 1,044	* 1,288	**	22,492
Total									
Very Well/Well	5,075	13,981	5,293	4,264	* 2,695	* 1,411	* 2,134	**	35,145
Fairly Well	5,835	17,090	6,729	3,951	* 1,854	* 1,285	* 1,469	**	38,312
Not Very Well/Few Words	19,979	41,943	10,242	6,713	4,862	* 1,870	* 1,679	* 1,015	88,303
Total	30,889	73,013	22,264	14,928	9,412	4,566	5,282	* 1,406	161,760

Note: Respondents who did not listen to Māori radio in the last four weeks were not asked about their frequency of listening to Māori radio.

Table 30c

Monthly Frequency by Age and Listening Proficiency
Frequency of listening to Māori language on non-Māori radio
 For Māori aged 15 years and over that listen to a non-Māori radio station
 Number of people

Age and Listening Proficiency	Monthly Frequency							Total
	Every Day	Every 2-3 Days	At Least Once a Week	At Least Once Every Two Weeks	At Least Once During the Last Four Weeks	Not at All in the Last Four Weeks	Not Specified	
15-34 Years								
Very Well/Well	* 1,020	**	**	**	**	**	**	3,330
Fairly Well	* 1,149	* 2,098	* 1,213	**	**	**	**	6,767
Not Very Well/Few Words	3,325	* 2,038	4,887	* 1,163	3,156	* 2,516	**	17,809
Total	5,494	4,508	6,922	* 2,134	4,131	3,352	* 1,366	27,907
35-54 Years								
Very Well/Well	**	**	* 1,028	**	**	**	**	3,527
Fairly Well	**	**	* 1,314	**	**	**	**	4,109
Not Very Well/Few Words	* 2,704	* 1,371	* 1,163	* 1,520	* 1,665	* 1,621	**	10,601
Total	3,689	* 2,520	3,505	* 2,512	* 2,385	* 2,932	**	18,236
55+ Years								
Very Well/Well	* 809	**	* 892	**	**	**	**	3,000
Fairly Well	**	**	**	**	**	**	**	* 900
Not Very Well/Few Words	**	**	**	**	**	* 544	**	2,108
Total	* 1,268	* 894	* 1,431	**	* 537	* 1,180	**	6,008
Total								
Very Well/Well	* 2,285	* 1,463	* 2,742	**	* 1,006	* 1,282	**	9,857
Fairly Well	* 1,736	* 2,687	* 2,708	* 1,403	* 1,028	* 1,500	**	11,776
Not Very Well/Few Words	6,430	3,772	6,408	* 2,808	5,020	4,681	* 1,399	30,518
Total	10,451	7,922	11,858	4,954	7,053	7,463	* 2,450	52,152

Table 31

**How Much Māori Language Heard by Number of Hours per Week
Listening to Māori Radio and Listening Proficiency**

Hearing Māori language while listening to Māori radio
For Māori aged 15 years and over that listen to a Māori radio station
Number of people

Hours per Week Listening and Listening Proficiency	How Much Māori Language Heard						Total
	All Māori	Mostly Māori	Māori Equally with English	Some Māori	No Māori	Not Specified	
Less than an Hour							
Very Well/Well	**	* 1,892	* 1,285	**	**	**	5,075
Fairly Well	**	* 2,399	* 1,704	**	**	0	5,835
Not Very Well/Few Words	* 1,851	6,623	5,666	5,063	**	**	19,979
Total	3,555	10,915	8,655	6,871	**	**	30,889
1-5 Hours							
Very Well/Well	* 1,864	6,395	3,959	* 1,751	0	**	13,981
Fairly Well	* 2,264	8,098	5,042	* 1,686	0	0	17,090
Not Very Well/Few Words	* 2,312	20,280	11,401	7,521	**	0	41,943
Total	6,440	34,773	20,402	10,958	**	**	73,013
6-10 Hours							
Very Well/Well	* 1,022	* 2,730	* 1,298	**	0	0	5,293
Fairly Well	**	3,944	* 1,729	**	0	0	6,729
Not Very Well/Few Words	**	4,070	3,649	* 1,376	**	0	10,242
Total	* 2,541	10,743	6,677	* 2,092	**	0	22,264
11-20 Hours							
Very Well/Well	**	* 2,454	* 1,117	**	**	0	4,264
Fairly Well	**	* 1,826	* 1,334	**	0	0	3,951
Not Very Well/Few Words	**	3,327	* 2,359	**	0	0	6,713
Total	* 1,005	7,607	4,810	* 1,483	**	0	14,928
21-30 Hours							
Very Well/Well	**	* 1,661	**	**	0	0	* 2,695
Fairly Well	**	* 1,210	**	**	0	0	* 1,854
Not Very Well/Few Words	**	* 1,870	* 2,108	**	0	0	4,862
Total	**	4,741	3,036	**	0	0	9,412
31-40 Hours							
Very Well/Well	**	**	**	**	**	0	* 1,411
Fairly Well	**	**	**	**	0	0	* 1,285
Not Very Well/Few Words	0	**	**	**	0	0	* 1,870
Total	**	* 2,588	**	**	**	0	4,566
41+ Hours							
Very Well/Well	**	* 1,377	**	**	0	0	* 2,134
Fairly Well	**	**	**	**	0	0	* 1,469
Not Very Well/Few Words	**	**	**	**	0	0	* 1,679
Total	**	* 2,945	* 1,291	**	0	0	5,282
Not Specified	0	**	**	**	0	* 1,107	* 1,406
Total							
Very Well/Well	5,159	17,477	8,663	3,413	**	**	35,145
Fairly Well	4,613	18,871	10,998	3,710	**	**	38,312
Not Very Well/Few Words	5,395	37,979	26,258	16,524	* 1,262	**	88,303
Total	15,167	74,328	45,919	23,646	* 1,354	* 1,346	161,760

Note: Respondents who did not listen to Māori radio in the last four weeks were not asked how much Māori language they heard while listening to Māori radio.

Table 32a

Satisfaction with the Amount of Māori Language Heard by Age and Listening Proficiency

Satisfaction with the amount of Māori language heard while listening to Māori radio

For Māori aged 15 years and over that listen to a Māori radio station

Number of people

Age and Listening Proficiency	Satisfaction with the Amount of Māori Language Heard						Total
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Specified	
15-34 Years							
Very Well/Well	* 1,827	5,023	* 2,163	* 1,426	**	0	10,797
Fairly Well	3,823	11,402	5,741	* 2,202	**	**	23,715
Not Very Well/Few Words	4,920	25,515	20,920	3,517	**	**	55,914
Total	10,570	41,940	28,824	7,146	* 1,007	**	90,426
35-54 Years							
Very Well/Well	* 2,153	6,083	* 2,767	* 1,885	**	**	13,412
Fairly Well	* 2,387	5,082	* 2,599	* 2,482	**	0	12,709
Not Very Well/Few Words	4,183	16,782	11,401	3,905	**	**	36,780
Total	8,723	27,946	16,767	8,272	**	**	62,902
55+ Years							
Very Well/Well	2,375	5,473	1,998	2,022	* 1,089	**	13,185
Fairly Well	* 693	2,088	* 850	* 511	**	**	4,294
Not Very Well/Few Words	**	3,401	2,675	* 886	**	**	7,688
Total	3,494	10,962	5,523	3,419	* 1,235	* 534	25,167
Total							
Very Well/Well	6,355	16,579	6,928	5,333	* 1,833	**	37,394
Fairly Well	6,902	18,572	9,190	5,195	**	**	40,718
Not Very Well/Few Words	9,528	45,698	34,996	8,308	**	* 1,378	100,383
Total	22,786	80,849	51,114	18,836	* 2,967	* 1,943	178,495

Table 32b

**Satisfaction with the Amount of Māori Language Heard by Number of Hours per Week
Listening to Māori Radio and Listening Proficiency**

Satisfaction with the amount of Māori language heard while listening to Māori radio

For Māori aged 15 years and over that listen to a Māori radio station

Number of people

Hours per Week Listening and Listening Proficiency	Satisfaction with the Amount of Māori Language Heard						Total
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Specified	
Less than an Hour							
Very Well/Well	**	* 1,997	* 1,141	**	**	**	5,075
Fairly Well	**	* 2,807	* 1,352	**	0	0	5,835
Not Very Well/Few Words	* 1,719	8,067	8,406	* 1,647	0	**	19,979
Total	3,396	12,871	10,899	3,388	**	**	30,889
1-5 Hours							
Very Well/Well	* 1,943	6,667	* 2,473	* 2,345	**	**	13,981
Fairly Well	* 2,911	8,630	3,803	* 1,565	**	**	17,090
Not Very Well/Few Words	3,459	22,489	12,621	3,011	**	**	41,943
Total	8,313	37,786	18,896	6,921	**	**	73,013
6-10 Hours							
Very Well/Well	**	* 2,334	**	**	**	**	5,293
Fairly Well	* 1,137	3,294	* 1,119	* 1,105	**	0	6,729
Not Very Well/Few Words	* 1,278	4,834	3,026	* 1,004	0	**	10,242
Total	3,326	10,462	5,027	* 2,673	**	**	22,264
11-20 Hours							
Very Well/Well	**	* 1,499	* 1,149	**	**	0	4,264
Fairly Well	**	* 1,139	* 1,203	**	**	0	3,951
Not Very Well/Few Words	**	* 2,746	* 2,129	**	**	**	6,713
Total	* 1,664	5,384	4,481	* 2,600	**	**	14,928
21-30 Hours							
Very Well/Well	**	* 1,348	**	**	**	0	* 2,695
Fairly Well	**	**	**	**	0	0	* 1,854
Not Very Well/Few Words	**	* 2,052	* 1,562	**	**	0	4,862
Total	* 1,837	4,301	* 2,410	**	**	0	9,412
31-40 Hours							
Very Well/Well	**	**	**	**	**	0	* 1,411
Fairly Well	**	**	**	**	**	0	* 1,285
Not Very Well/Few Words	**	**	**	**	0	**	* 1,870
Total	**	* 1,653	**	* 1,013	**	**	4,566
41+ Hours							
Very Well/Well	**	**	**	**	**	**	* 2,134
Fairly Well	**	**	**	**	0	**	* 1,469
Not Very Well/Few Words	**	**	**	0	0	0	* 1,679
Total	* 1,008	* 2,347	* 1,084	**	**	**	5,282
Not Specified							
	**	**	**	**	0	**	* 1,406
Total							
Very Well/Well	5,839	15,628	6,446	5,233	* 1,632	**	35,145
Fairly Well	6,551	17,723	8,224	5,036	**	**	38,312
Not Very Well/Few Words	8,169	41,839	29,106	7,595	**	* 1,121	88,303
Total	20,558	75,189	43,777	17,864	* 2,687	* 1,686	161,760

Note: Respondents who did not listen to Māori radio in the last four weeks were not asked about their frequency of listening to Māori radio.

Table 32c

Satisfaction with the Amount of Māori Language Heard by Age and Listening Proficiency

Satisfaction with the amount of Māori heard while listening to non-Māori radio

For Māori aged 15 years and over that listen to Māori language on non-Māori radio

Number of people

Age and Listening Proficiency	Satisfaction with the Amount of Māori Language Heard						
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Specified	Total
15-34 Years							
Very Well/Well	0	* 1,174	* 1,002	**	**	**	* 2,869
Fairly Well	**	* 1,875	* 2,136	* 1,295	**	**	6,393
Not Very Well/Few Words	**	4,449	6,521	* 2,492	**	**	15,293
Total	**	7,498	9,660	4,225	**	* 1,777	24,555
35-54 Years							
Very Well/Well	**	**	**	* 1,298	**	**	3,012
Fairly Well	0	* 1,301	**	* 1,088	**	**	3,313
Not Very Well/Few Words	**	* 2,517	3,378	* 1,652	**	**	8,980
Total	**	4,542	4,295	4,038	* 1,154	**	15,305
55+ Years							
Very Well/Well	**	* 649	* 647	* 762	**	**	2,694
Fairly Well	**	**	**	**	0	**	* 570
Not Very Well/Few Words	**	* 610	* 562	**	**	**	1,564
Total	**	* 1,467	* 1,371	* 1,051	**	**	4,828
Total							
Very Well/Well	**	* 2,548	* 2,071	* 2,497	**	**	8,575
Fairly Well	**	3,384	* 2,793	* 2,435	**	**	10,277
Not Very Well/Few Words	**	7,576	10,461	4,382	**	* 1,555	25,837
Total	* 1,638	13,507	15,325	9,314	* 2,141	* 2,763	44,688

Note: Respondents who did not listen to non-Māori in the last four weeks were not asked about satisfaction with the amount of Māori language heard.

Table 33a

Age by Listening Proficiency and Watching Māori Television

Watching Māori television
For Māori aged 15 years and over
Number of people

Watching Māori TV and Listening Proficiency	Age					Total
	15-24 Years	25-34 Years	35-44 Years	45-54 Years	55+ Years	
Yes						
Very Well	* 2,718	* 1,950	3,063	5,974	13,771	27,477
Well	6,342	3,176	4,169	3,213	3,012	19,913
Fairly Well	16,524	15,835	10,785	6,039	5,902	55,086
Not Very Well	21,717	18,238	16,090	9,691	5,446	71,181
No More than a Few Words or Phrases	30,649	26,744	23,628	11,711	8,348	101,080
Total	77,950	65,944	57,736	36,628	36,479	274,737
No						
Very Well	**	**	**	**	**	* 1,331
Well	**	**	**	**	**	**
Fairly Well	* 1,017	**	**	* 1,123	* 666	4,171
Not Very Well	* 2,591	* 2,730	3,566	* 1,189	* 819	10,895
No More than a Few Words or Phrases	7,673	8,306	7,407	4,509	3,492	31,387
Total	11,632	11,848	12,247	7,306	5,474	48,507
Not Specified	0	**	**	0	**	**
Total						
Very Well	* 2,893	* 2,008	3,510	6,267	14,173	28,852
Well	6,518	3,322	4,241	3,406	3,150	20,636
Fairly Well	17,541	16,582	11,541	7,162	6,568	59,394
Not Very Well	24,308	20,968	19,785	10,879	6,265	82,205
No More than a Few Words or Phrases	38,322	35,050	31,034	16,220	11,870	132,496
Total	89,582	77,930	70,111	43,934	42,026	323,583

Table 33b

Monthly Frequency by Age and Listening Proficiency*Frequency of watching Māori television*

For Māori aged 15 years and over that watch Māori television

Number of people

Age and Listening Proficiency	Monthly Frequency							Total
	Every Day	Every 2-3 Days	At Least Once a Week	At Least Once Every Two Weeks	At Least Once during the Last Four Weeks	Not at All in the Last Four Weeks	Not Specified	
15-34 Years								
Very Well	* 2,064	**	* 1,312	**	**	0	0	4,669
Well	* 1,628	* 1,640	4,833	**	**	**	0	9,518
Fairly Well	3,841	4,437	15,747	3,826	3,545	* 1,001	**	32,497
Not Very Well	3,237	3,768	16,207	7,427	6,145	* 2,840	**	39,955
No More than a Few Words or Phrases	4,247	3,875	24,812	7,688	12,193	4,415	**	57,393
Total	15,017	14,378	62,910	20,197	22,550	8,385	**	144,032
35-54 Years								
Very Well	4,584	* 1,460	* 2,201	0	**	**	**	9,037
Well	* 2,491	* 1,130	* 2,454	**	**	**	0	7,383
Fairly Well	4,367	* 2,187	6,661	* 1,559	* 1,400	**	0	16,824
Not Very Well	4,059	3,628	9,714	* 2,131	3,856	* 2,449	**	25,909
No More than a Few Words or Phrases	4,510	4,593	10,997	4,877	7,331	* 2,971	**	35,339
Total	20,011	12,998	32,028	9,039	13,692	6,498	**	94,492
55+ Years								
Very Well	8,199	1,860	2,657	**	**	**	**	13,814
Well	* 1,406	* 514	* 901	**	**	**	**	3,012
Fairly Well	2,780	* 726	1,584	**	**	**	0	5,902
Not Very Well	2,019	**	1,631	**	* 752	**	0	5,446
No More than a Few Words or Phrases	1,981	* 1,235	2,203	* 735	1,561	* 640	**	8,377
Total	16,385	4,674	8,976	1,772	2,811	1,852	**	36,552
Total								
Very Well	14,847	3,979	6,170	**	**	**	**	27,520
Well	5,525	3,284	8,189	* 1,430	* 1,246	**	**	19,913
Fairly Well	10,988	7,351	23,991	5,726	5,066	* 2,001	**	55,224
Not Very Well	9,315	7,734	27,552	9,919	10,753	5,635	**	71,310
No More than a Few Words or Phrases	10,737	9,704	38,012	13,300	21,085	8,027	**	101,109
Total	51,412	32,051	103,914	31,008	39,053	16,736	**	275,076

Table 33c

Satisfaction with the Amount of Māori Programming by Age and Listening Proficiency

Satisfaction with overall amount of Māori television

For Māori aged 15 years and over with television

Number of people

Age and Listening Proficiency	Satisfaction with the Amount of Māori Programming						Total
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Not Specified	
15-34 Years							
Very Well/Well	**	3,402	3,128	5,582	* 1,640	**	14,675
Fairly Well	* 1,512	7,584	9,777	10,792	3,834	**	33,586
Not Very Well/Few Words	3,646	26,918	50,509	29,728	5,248	**	116,340
Total	5,986	37,904	63,413	46,102	10,722	**	164,601
35-54 Years							
Very Well/Well	**	3,159	* 2,688	6,162	4,187	**	17,197
Fairly Well	**	3,962	4,512	7,261	* 2,062	0	18,397
Not Very Well/Few Words	* 2,084	18,683	28,726	21,566	4,267	**	75,826
Total	3,591	25,803	35,926	34,990	10,516	**	111,421
55+ Years							
Very Well/Well	* 1,098	3,557	2,272	6,794	3,380	**	17,168
Fairly Well	**	1,758	* 1,197	2,407	* 578	**	6,377
Not Very Well/Few Words	**	4,562	7,242	4,778	* 920	**	17,885
Total	1,807	9,876	10,711	13,979	4,879	**	41,431
Total							
Very Well/Well	* 2,832	10,118	8,089	18,538	9,207	**	49,041
Fairly Well	* 2,533	13,303	15,486	20,461	6,474	**	58,360
Not Very Well/Few Words	6,019	50,162	86,476	56,072	10,436	**	210,052
Total	11,384	73,583	110,051	95,070	26,117	* 1,248	317,453