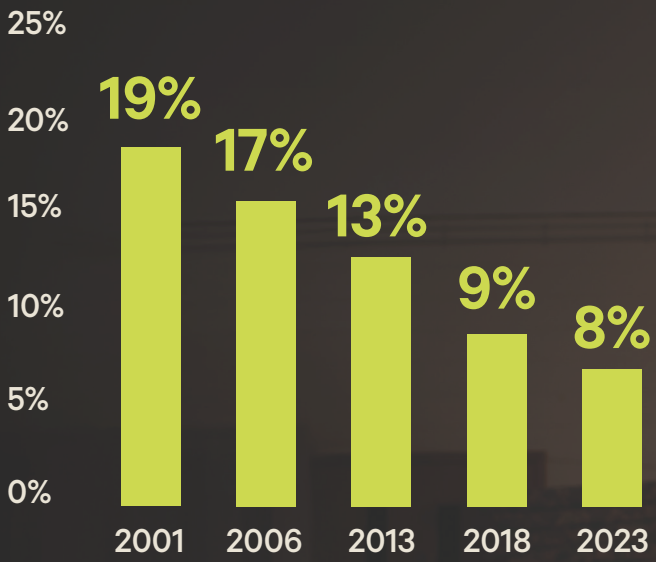


The proportion of te reo Māori Kūki 'Airani speakers across the Cook Islands population in New Zealand* is declining...



* excluding those who do not speak any language, e.g. too young to talk.

The language is being maintained at higher rates among Cook Islands people born overseas than those born in New Zealand.

Proportion of speakers among those born in New Zealand



Proportion of speakers among those born overseas



IDI Disclaimer: This infographic contains census data that has been created for research purposes from the Integrated Data Infrastructure (IDI) which is carefully managed by Statistics New Zealand. These results are not official statistics. For more information about the IDI please visit: <https://www.stats.govt.nz/integrated-data/>. Access to the data used in this study was provided by Stats NZ under conditions designed to give effect to the security and confidentiality provisions of the Data and Statistics Act 2022. The data presented here is the work of the author, not Stats NZ or individual data suppliers.

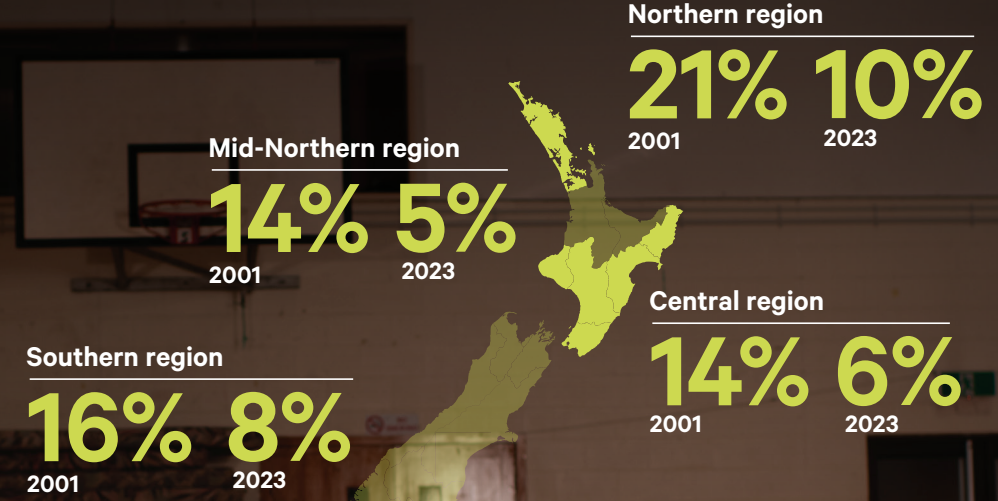
Note: The infographic refers to the proportion of ethnic language speakers. This compares the number of people from the ethnic group who speak the language associated with that group to the total ethnic population. It does not include people in the ethnic population who do not speak any languages (e.g. children too young to talk). Census data from 2001, 2006 and 2013 include missing responses, while data from 2018 and 2023 includes imputed responses for missing data. Therefore, caution is advised when making comparisons across time.

...across all age groups, but with concerning low proportions of young speakers under 30.

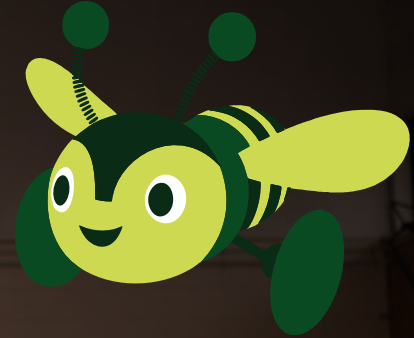
15-29 year olds



The proportion of Cook Islands people who speak te reo Māori Kūki 'Airani remains marginally higher in the Northern region, but all regions have seen the proportion of speakers at least halve.



Overall, there has been growth in the teaching and learning of te reo Māori Kūki 'Airani in education.



The number of bilingual and immersion early learning services has increased from 9 to 12 (including leo Pukapuka) between 2004 and 2025...



...there is one more bilingual/immersion unit in schooling than there was in 2004 and...



... the number of students learning te reo Māori Kūki 'Airani has grown from 106 in 2004 to 421 in 2025.

What does the data tell us about
**TE REO MĀORI
KŪKI 'AIRANI**
in New Zealand?