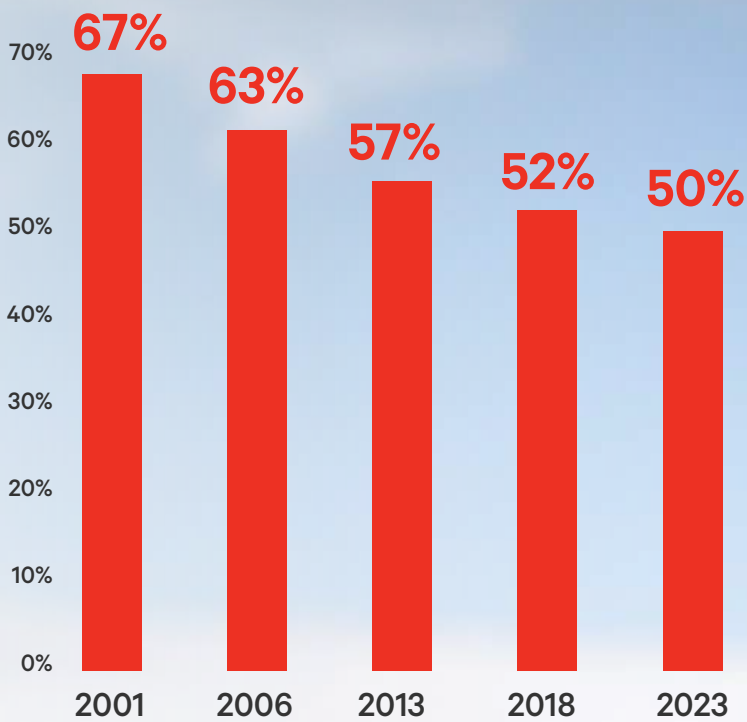


The proportion of gagana Samoa speakers is declining across the Samoan population.*



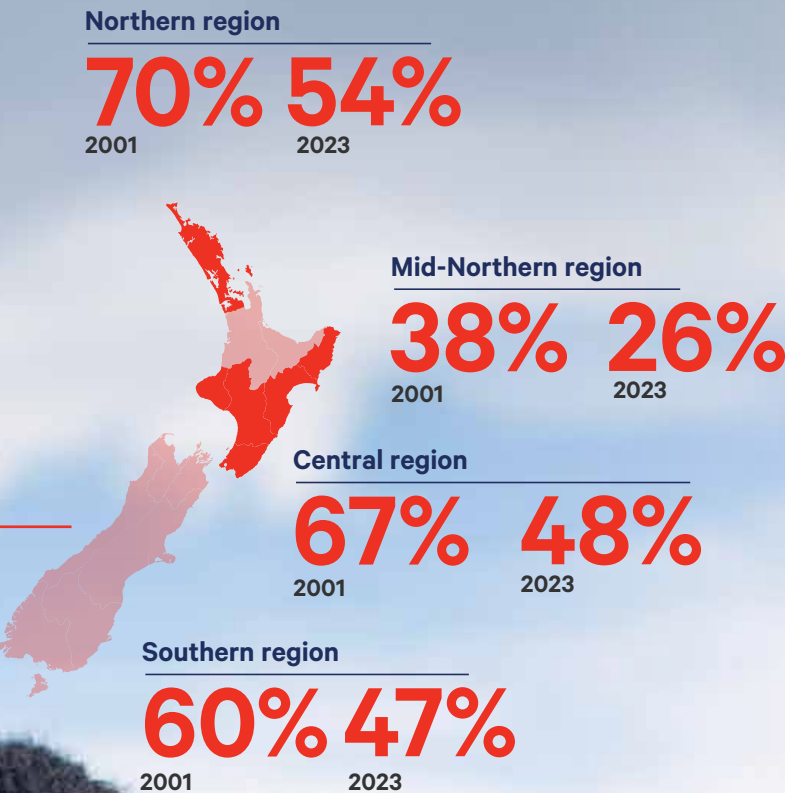
*excluding those who do not speak any language e.g. too young to talk.

The biggest reduction is among those under 15.

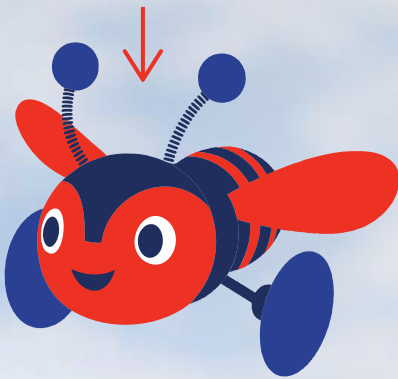
0-14 year olds



The proportion of speakers remains highest in the Northern region where Samoans are most concentrated and lowest in the mid-Northern region.



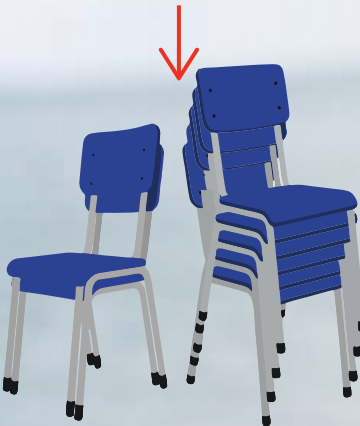
Aside from early learning, the use of gagana Samoa in education has increased.



There are fewer gagana Samoa options in early learning, with 46 services in 2025, versus 51 services in 2004.



But the number of bilingual and immersion units in schooling has increased significantly, from 9 in 2004 to 42 in 2025...



... and so has the number of students studying gagana Samoa as an additional subject, increasing from 2,333 in 2004 to 4,123 in 2025.

Samoans born overseas are more likely to report being able to speak gagana Samoa than Samoans 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.

What does the data tell us about
GAGANA SAMOA
in New Zealand?