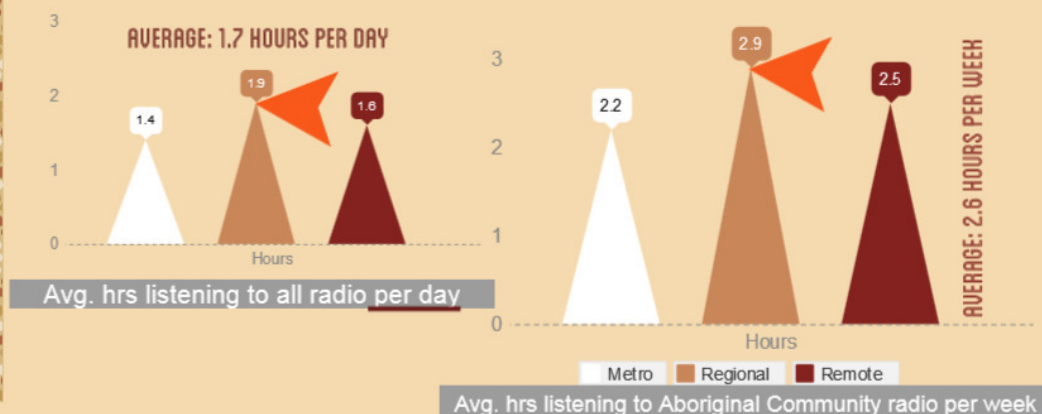


Media Usage amongst Aboriginal and Torres Strait Islander People



How much is Aboriginal Community Radio listened to?



Why listen to Aboriginal Community Radio?

Metro Inclusion

- Makes us feel included
- Aboriginal Music
- The indigenous focus in the news/current affairs

Regional Stories

- The indigenous focus in the news/current affairs
- Positive stories on indigenous people
- Aboriginal Music

Remote Connection

- To hear about my own people and community
- Positive stories on indigenous people
- Aboriginal Music

TOP 3 -

The indigenous focus in the programs/news & current affairs (90%)

Music (90%)

Positive stories on Aboriginal and Torres Strait Islander people (89%)

Which News and Current Affairs programs are listened to the most?

Metro

National Indigenous News (6%)



Regional

Living Black on SBS (10%)

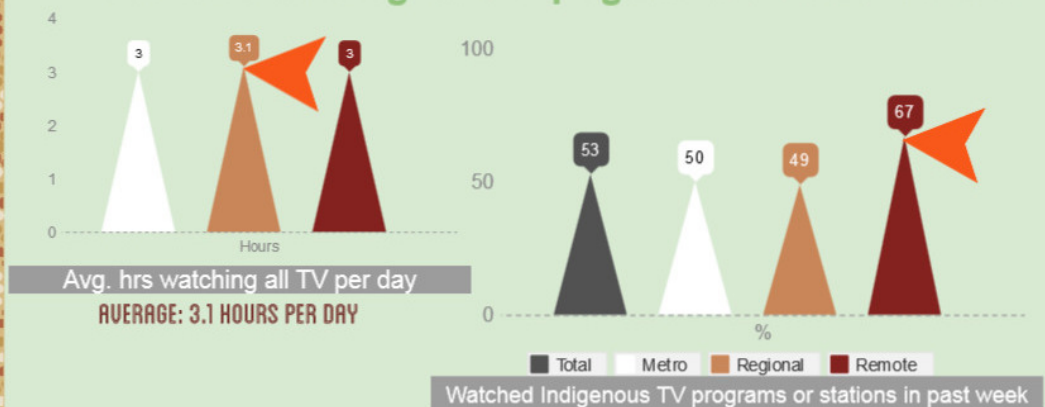


Remote

Caama News (12%)



How much are Indigenous TV programs or stations watched?



NITV was watched the most in the past week (49% in total and 60% in remote areas)

TOP 3 -

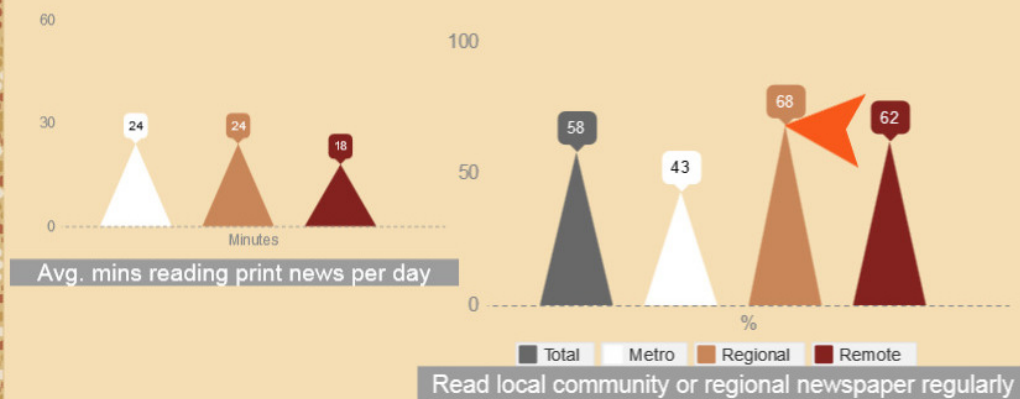
NITV makes me feel proud of Aboriginal/Torres Strait Islander culture (97%)

I value the television service offered by NITV (96%)

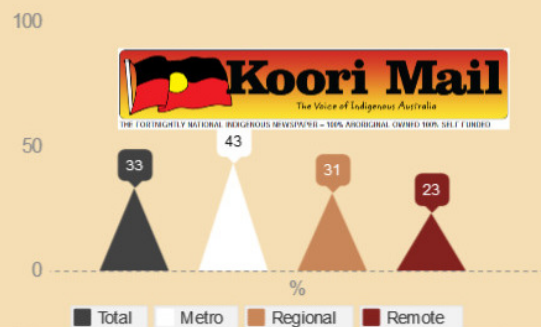
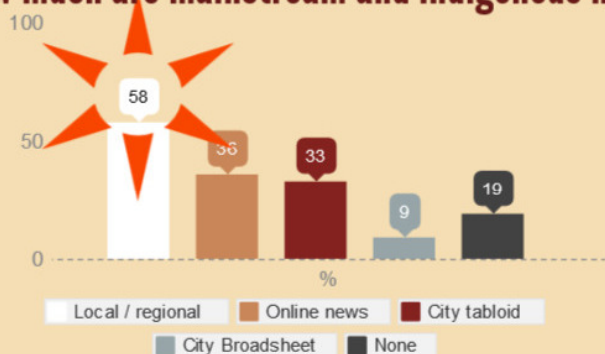
I trust NITV as a source of news about Aboriginal and Torres Strait Islander people and issues (95%)



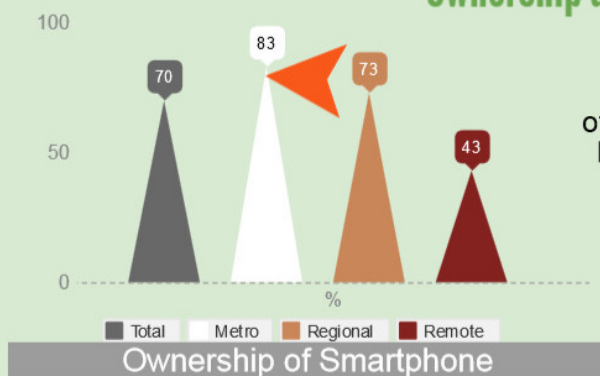
How much are mainstream and indigenous newspapers' read?



How much are mainstream and indigenous newspapers' read?



Ownership and use of mobile devices



70%
of Aboriginal and Torres Strait Islanders in Australia own a smartphone

VS.

66%
of the overall population of Australia

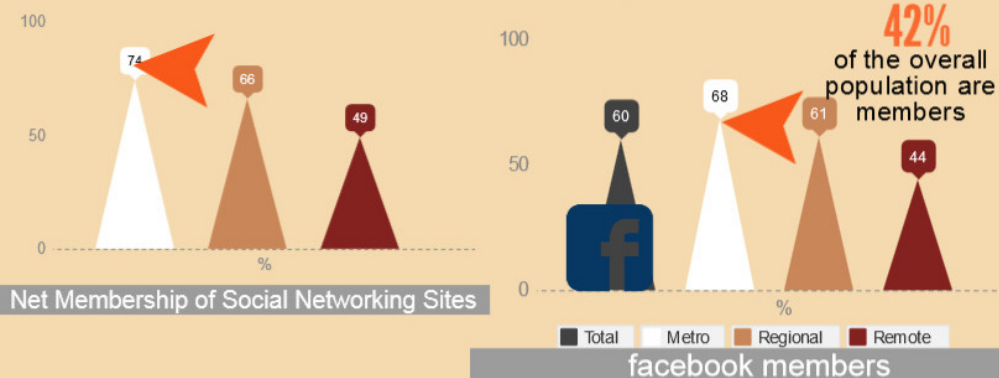
TOP 3 -

The top three uses for mobile devices in metro areas were:

- Sending SMS or MMS (97%)**
- Making voice calls (96%)**
- Browsing the internet (80%)**



Membership of Social Networking and Entertainment Sites



42%
of the overall population are members

Source: McNair Ingenuity Research - Survey amongst Aboriginal and Torres Strait Islanders in Australia - May 2014

To find out more information or how to subscribe, please contact
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