Asking Aboriginal Australians and people from the Torres Strait Islands about consumption of Indigenous media and sources of information

**Indigenous Media & Communications Survey Results**

1. These are Very Remote Indigenous Communities, as defined by ABS ASGS Statistical Area Level 1 (SA1). Results for ABS Remote Category available on request.
2. Based on very remote communities with no broadcast TV.

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**Media Access in very Remote Areas**

- **VAST TV**: 34% No VAST receiver or not working
- **VAST Radio**: Local Indigenous Community Radio only - mostly via car radio
- **Broadcast Radio**: 16% No TV Set
- **TV**: 51% Use
- **Mobile**: No 4G, limited 3G
- **Landline**: 13% No access in nearly one third of communities
- **Newspapers**: National or Metropolitan - Subscription Only

**Indigenous Media as Main News Source**

- 18% Nationally
- 52% Very Remote Communities

**Local Indigenous Community Radio as Main News Source**

- 1 IN 4 Very Remote Communities
Indigenous Media & Communications Survey Results

**Use of Indigenous Media**

1. **Listened to Indigenous Radio in last week**
   - All Indigenous Australians: 32%
   - Metropolitan: 20%
   - Regional: 24%
   - Very Remote: 80%

2. **Read Indigenous Newspaper in last week**
   - All Indigenous Australians: 18%
   - Metropolitan: 22%
   - Regional: 18%
   - Very Remote: 19%

3. **Watched Indigenous TV in last week**
   - All Indigenous Australians: 56%
   - Metropolitan: 49%
   - Regional: 53%
   - Very Remote: 88%

4. **Ever looked at Indigenous News Website**
   - All Indigenous Australians: 74%
   - Metropolitan: 82%
   - Regional: 88%
   - Very Remote: Not Asked

**#1 Reason for Listening to Indigenous Radio Nationally**

61%

"To hear about my own people and my own community"

**Favourite Music Nationally**

52%

**Indigenous**

51%

**Country & Western**

**Telephony**

<table>
<thead>
<tr>
<th></th>
<th>All Indigenous Australians</th>
<th>Metropolitan Areas</th>
<th>Regional Areas</th>
<th>Very Remote Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>77%</td>
<td>86%</td>
<td>83%</td>
<td>44%</td>
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<tr>
<td>Other Mobile</td>
<td>30%</td>
<td>23%</td>
<td>25%</td>
<td>37%</td>
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<tr>
<td>Landline</td>
<td>48%</td>
<td>47%</td>
<td>54%</td>
<td>22%</td>
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</tbody>
</table>
### Preferred Method for Obtaining Government Information

<table>
<thead>
<tr>
<th>Source</th>
<th>All Indigenous Australians</th>
<th>Metropolitan</th>
<th>Regional</th>
<th>Very Remote¹</th>
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<tbody>
<tr>
<td>Internet</td>
<td>27%</td>
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<td>30%</td>
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<td>31%</td>
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<td>31%</td>
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<tr>
<td>Community Radio</td>
<td>19%</td>
<td>19%</td>
<td>12%</td>
<td>41%</td>
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<tr>
<td>Other Radio</td>
<td>18%</td>
<td>12%</td>
<td>13%</td>
<td>35%</td>
</tr>
</tbody>
</table>

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Indigenous Media & Communications Survey Results

Interviews and Locations

- Pilot Survey: December 2015 (20 interviews).
- Face-to-Face Surveys in Remote Communities: 12/7/2016-17/8/2016 (218 interviews).

Total interviews: 579

- Metropolitan Areas: 106,235 (129 interviews)
- Regional Areas: 133,671 (153 interviews)
- Remote Areas: 49,769 (79 interviews)
- Very Remote Areas: 19,669 (218 interviews)

Population Aged 18+

- Metropolitan Areas: 106,235
- Regional Areas: 133,671
- Remote Areas: 49,769
- Very Remote Areas: 19,669

Speak an Indigenous Language

- Metropolitan Areas: 24%
- Regional Areas: 26%
- Very Remote Areas: 71%

1. These are Very Remote Indigenous Communities, as defined by ABS ASGS Statistical Area Level 1 (SA1). Results for ABS Remote Category available on request.

Contact Matt Balogh on 02 9966 9133 or solutions@mcnair.com.au

Conducted in partnership with the Indigenous Remote Communications Association

Funded by The Department of the Prime Minister and Cabinet and The Community Broadcasting Foundation

Method

A combination of a National Telephone Survey with Surveymob members and Face-to-Face Interviews in Remote Communities.