Media Usage amongst Aboriginal and Torres Strait Islander People

How much is Aboriginal Community Radio listened to?

AVERAGE: 1.7 HOURS PER DAY

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?

AVERAGE: 3.1 HOURS PER DAY

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?

Regular reading of mainstream newspapers

Ownership and use of mobile devices

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

66% of the overall population of Australia

The top three uses for mobile devices in metro areas were:
Send 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 Caroline Johnston on cjohnston@mcnairingenuity.com
www.mcnairingenuity.com