

Telling the First Nations media story: By the numbers

THE INDIGENOUS COMMUNICATIONS & MEDIA SURVEY

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Numbers, numbers, numbers

Sector size

From IRCA's data collection role



Numbers, numbers, numbers

NATIONALLY

Remote, Regional and Urban radio services has the potential to reach:

- Around 320,000 Aboriginal and Torres Strait Islander persons, including around 101,000 very hard to reach people in remote Indigenous communities
- Approximately 47% of the Australian Aboriginal and Torres Strait Islander population.

** Figures from the 2014 Audit of Remote Indigenous Broadcasting Services conducted by IRCA for the Department of Prime Minister and Cabinet.*



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Breaking down the numbers: The Indigenous Communications and Media Survey

When

- 2016

Who

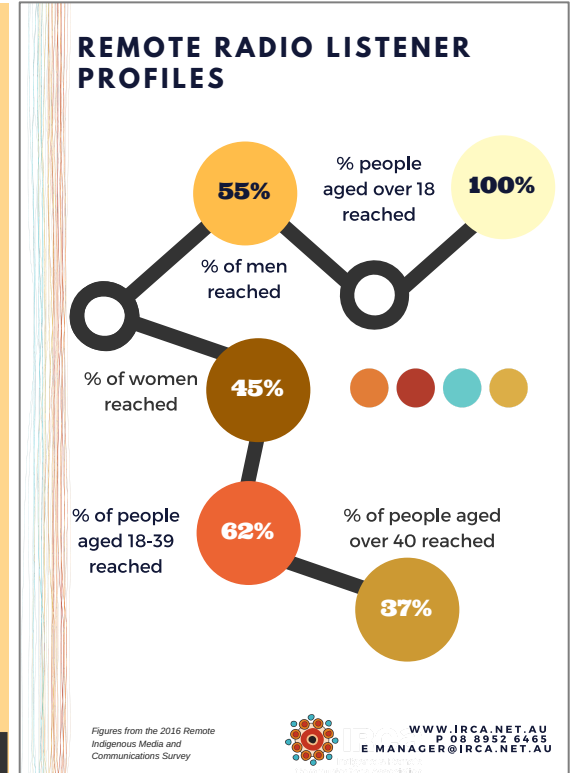
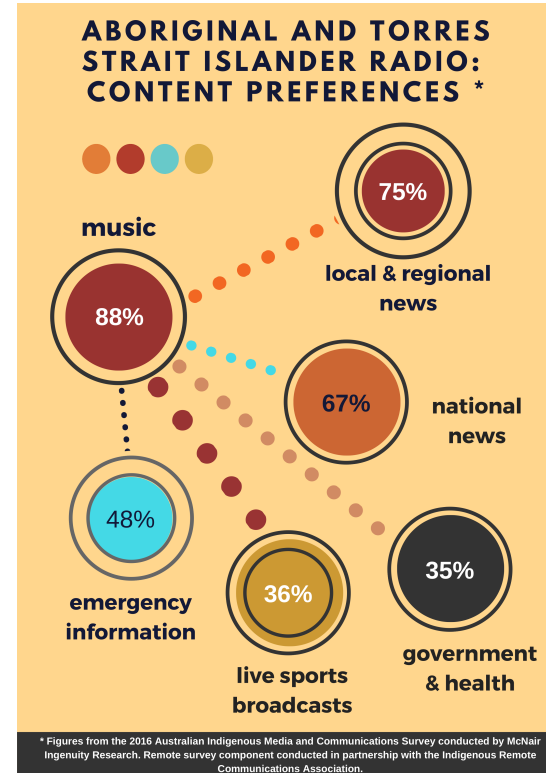
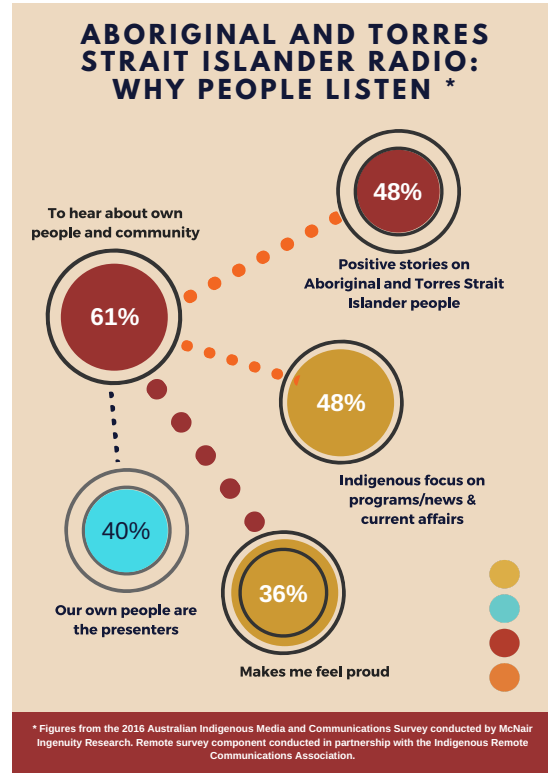
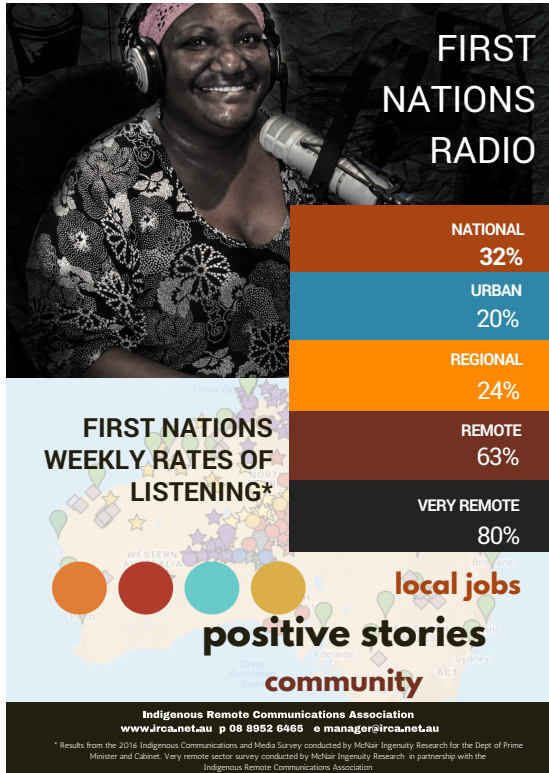
- First component: Very remote Australia (11 communities in 4 states). Surveys conducted face-to-face, and coordinated with Remote Indigenous Media Organisations. IRCA project in partnership with McNair.
- Second component: Other remote plus regional and metro. These surveys were conducted by telephone. The 2nd component was a DPMC project conducted by McNair.



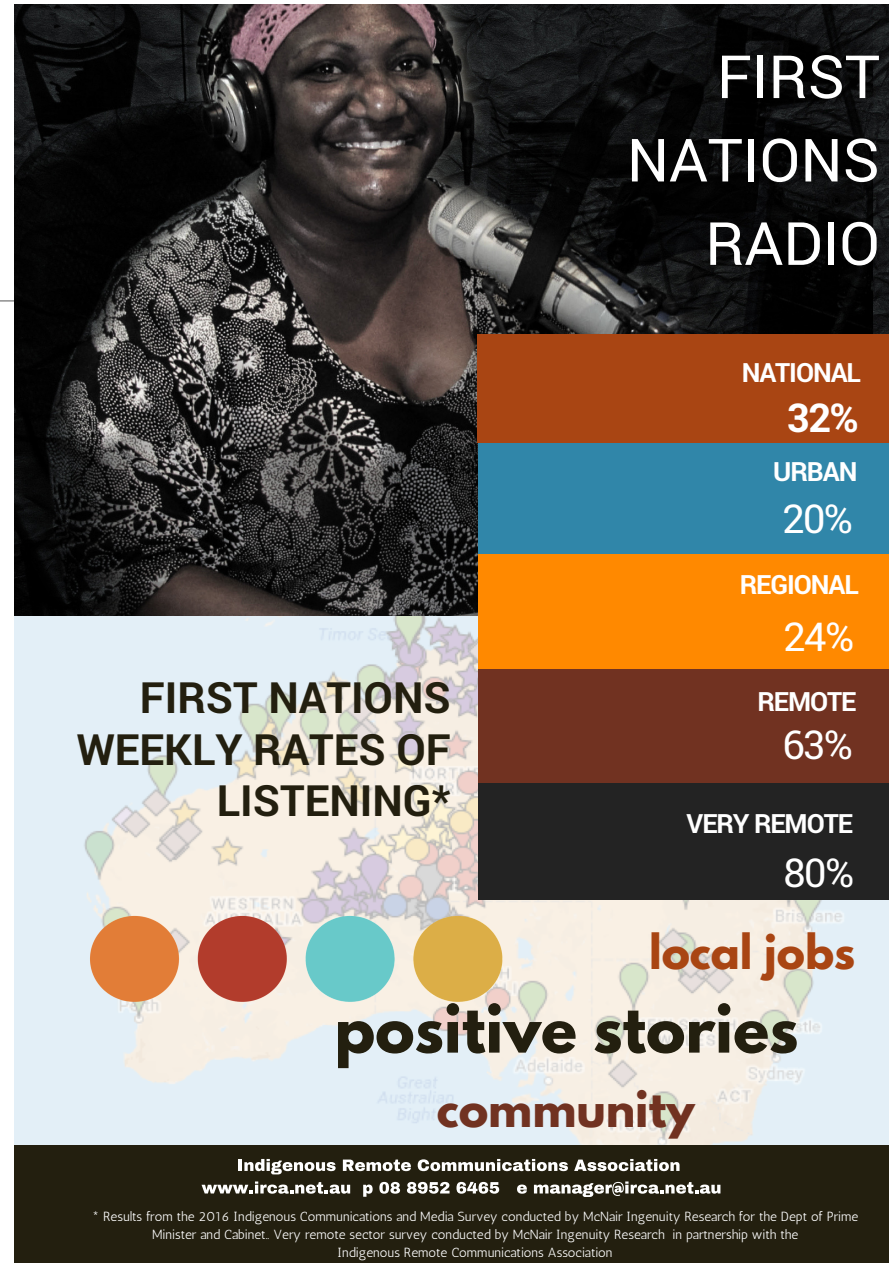
The Survey: what was surveyed

- Indigenous media (radio and TV) audience engagement with participating Indigenous media organisations.
- Communications and IT used, including patterns of usage (individual, shared with family, community facility) for access to radio.
- Phone accessibility (landline, mobile, smartphone).
- News sources.
- Level of individual media production.
- Status of VAST TV digital switchover (2013) equipment.
- The aggregated survey at the national level can be [downloaded from the IRCA website](#).

What the survey found: quick snapshots

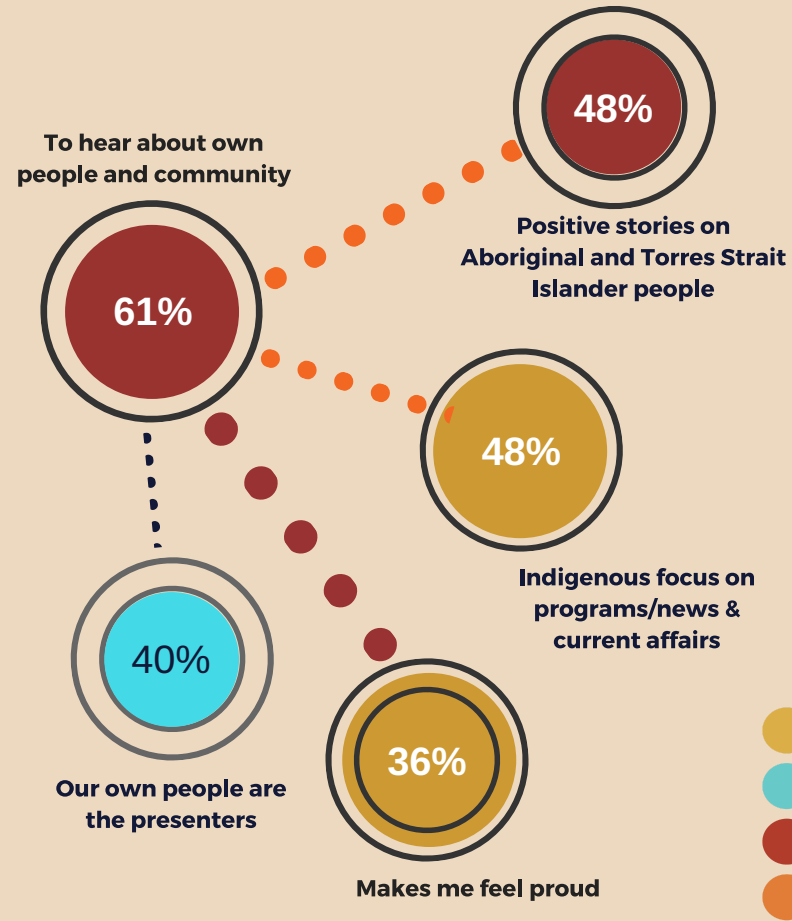


How many First Nations people listen



Engagement

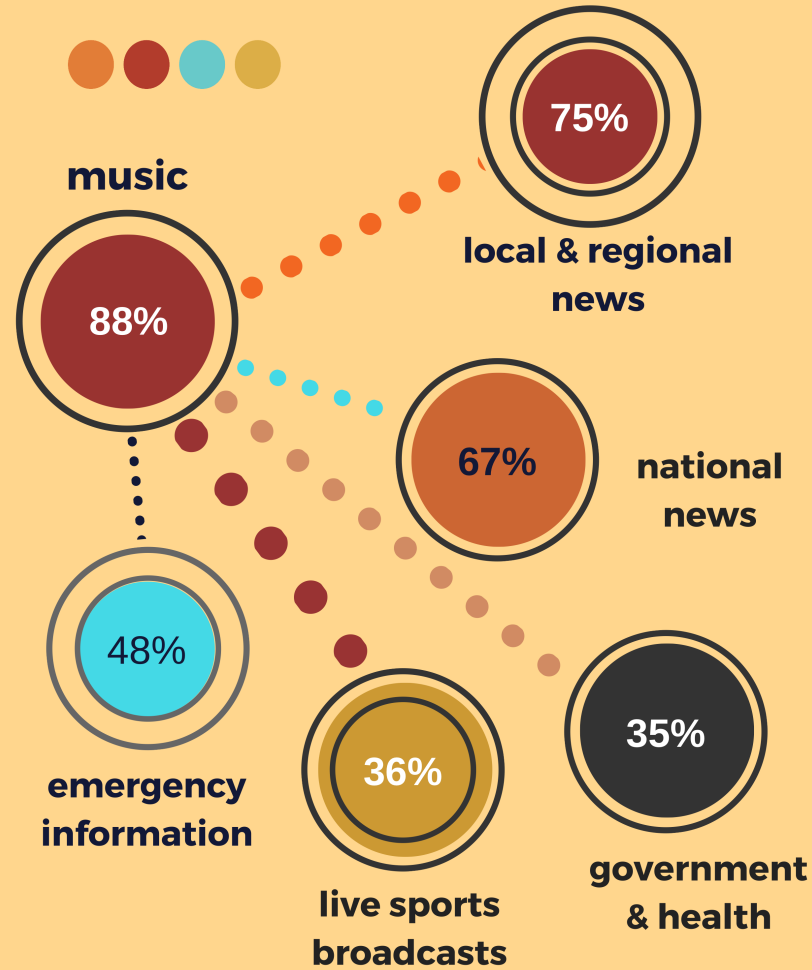
ABORIGINAL AND TORRES STRAIT ISLANDER RADIO: WHY PEOPLE LISTEN *



* Figures from the 2016 Australian Indigenous Media and Communications Survey conducted by McNair Ingenuity Research. Remote survey component conducted in partnership with the Indigenous Remote Communications Association.

Content

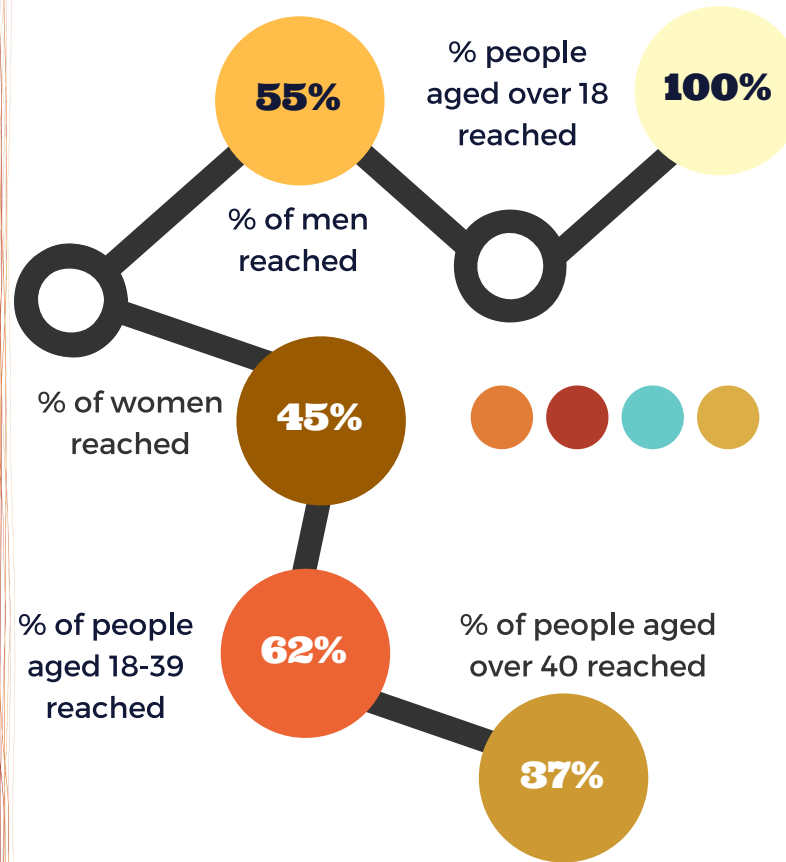
ABORIGINAL AND TORRES STRAIT ISLANDER RADIO: CONTENT PREFERENCES *



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Who listens (remote)

REMOTE RADIO LISTENER PROFILES



Figures from the 2016 Remote Indigenous Media and Communications Survey



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Drilling down: the McNair dashboard



Thank you.
Questions?

