

Media consumption, media preferences and communication channels of remote Aboriginal and Torres Strait Islander audiences

Radio: Audience, Preferences and Technologies

Summary

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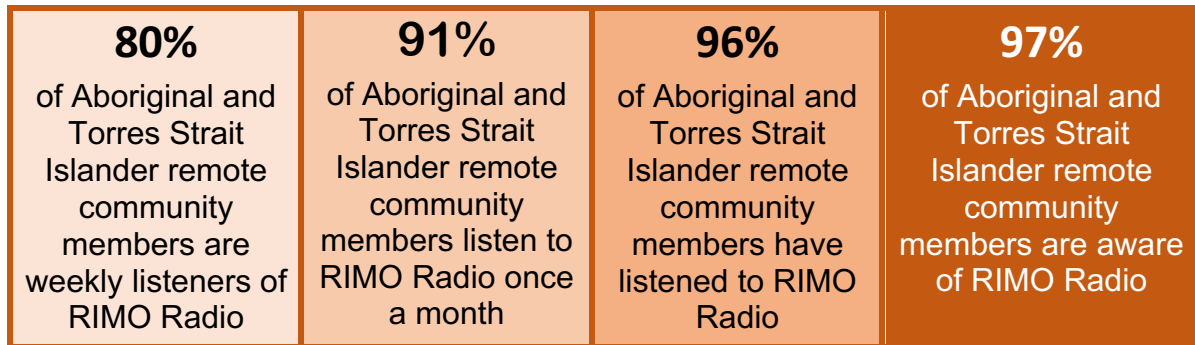
Contents

Remote Aboriginal and Torres Strait Islander Radio: key survey results	3
1. RIMO Radio : rates of listenership	3
2. Remote Radio stations: ratings.....	3
3. All RIMO Radio rates of listening across demographic groups	4
4. RIMO Radio: top 6 reasons for listening	4
5. RIMO Radio: language preferences	5
67. RIMO Radio: regular listeners' content preferences	5
7. Impact of mobile connectivity on news, health and government listener preferences on RIMO Radio	6
8. Sources of Government Information in remote Indigenous communities	6
9. News sources in remote Indigenous communities	7
10. Regular listeners of RIMO Radio: demographic profile	8
Further information	9

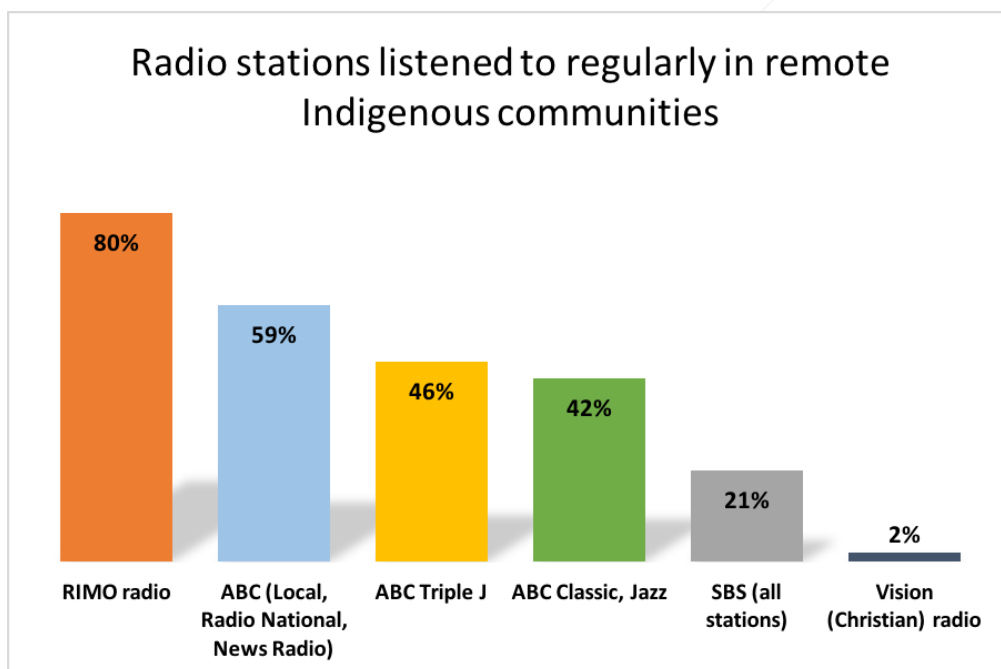


Remote Aboriginal and Torres Strait Islander Radio: key survey results

1. RIMO Radio¹ : rates of listenership



2. Remote Radio stations: ratings

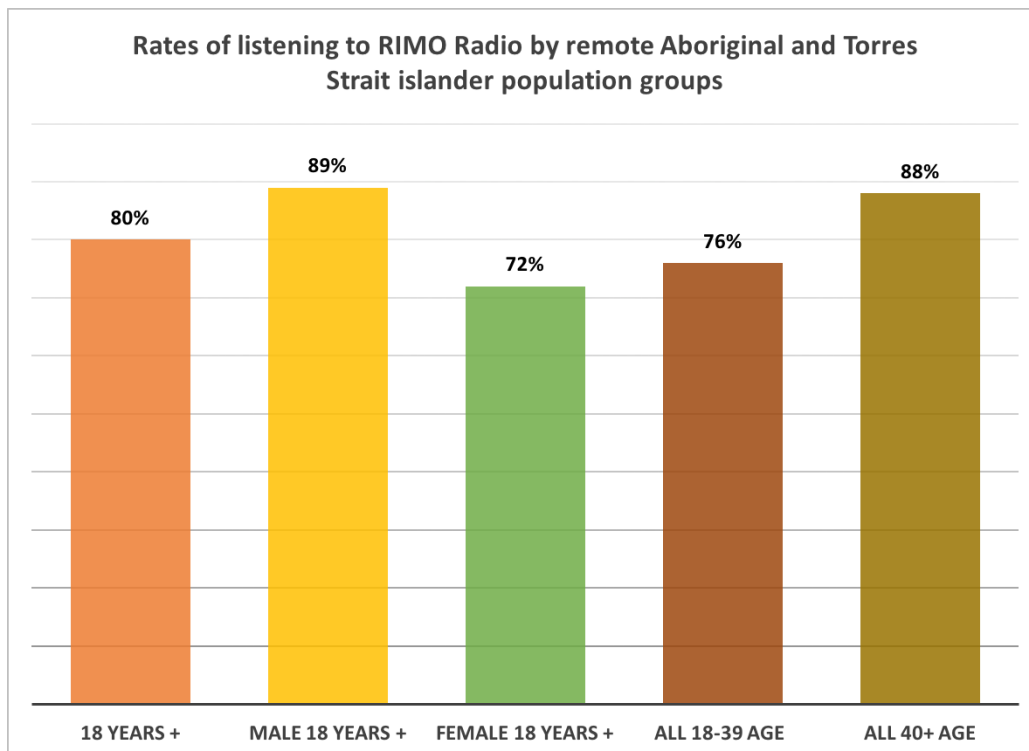


The VAST satellite service provides a wide choice of ABC and SBS radio services including ABC Classic, ABC Jazz and the full range of SBS radio services, hence their presence in these results. There are few commercial radio stations with local terrestrial broadcast in remote Indigenous communities. The dominant pattern of local radio terrestrial broadcast is RIMO Radio and one or three ABC stations, notably Regional Radio and/or Radio National and/or JJJ and/or a Christian radio service.

¹ RIMO Radio is a remote Aboriginal and Torres Strait Islander radio service provided by Remote Indigenous Media Organisations over a defined range of remote Indigenous communities.



3. All RIMO Radio rates of listening across demographic groups



Analysis of *all* RIMO radio listeners (*regular, occasional and at least once*) indicates high rates of engagement across all gender and age demographic groups. Male and people aged over 40 have particularly high rates.

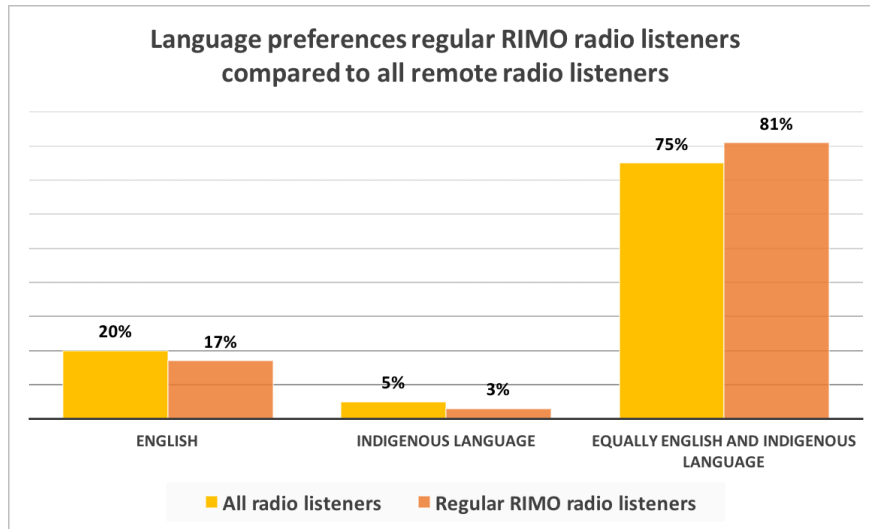
4. RIMO Radio: top 6 reasons for listening

1	For positive Aboriginal and Torres Strait Islander stories 77%
2	Hearing about own people and community 67%
3	For the Aboriginal and Torres Strait Islander focus in programs and news 56%
4	Hearing people talk in own language 56%
5	Supports local employment 51%
6	Feel proud when listening 51%

RIMO Radio is clearly valued for its Aboriginal and Torres Strait Islander culture and language role. It operates as an important intermediary in the provision of news. Critically, its role in providing culturally meaningful local employment in remote areas with limited employment opportunities is one of the anchors for RIMO Radio listeners.



5. RIMO Radio: language preferences



Whilst the Survey results indicate that listeners like listening equally to content presented in English or in local Aboriginal and Torres Strait Islander local languages, broadcasting in local languages is highly rated.

6. RIMO Radio: regular listeners' content preferences

1	Music 92%	Top 3 music preferences – Indigenous music, C&W, Local bands
2	Community events 76%	
3	Local news 73%	
4	National news 66%	
5	Live sports broadcasts 60%	
6	Local interviews 55%	
7	Health and government information 53%	
8	Emergency information 51%	
9	Other 4%	

Remote listeners strongly preference “local” and “informational” content.

RIMO Radio’s positioning as *the* broadcaster within remote Indigenous communities positions it to effectively provide local content as well as provide a high rating channel for broadcast of news, government, health and emergency information, often with language translations.



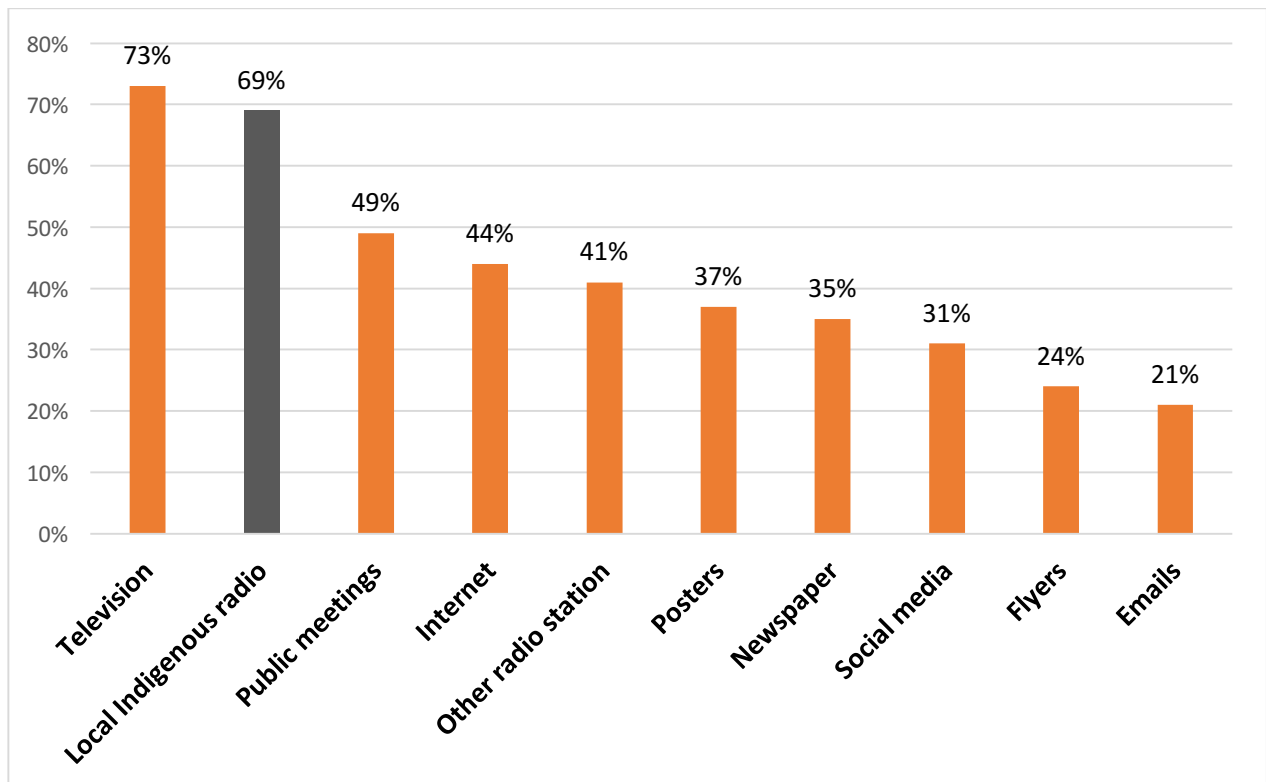
7. Impact of mobile connectivity on news, health and government listener preferences on RIMO Radio

RIMO Radio listener content preference ratings	Local and regional news	National news	Health & Government information	Emergency information
No mobile connectivity	84%	57%	44%	49%
Mobile connected	55%	47%	39%	42%

The impact of lack of mobile connectivity is demonstrated in the significantly higher preference for RIMO Radio’s local and regional news services in those communities without mobile connectivity.

This impact is also reflected in the other informational content areas. The significant differences underpin the vital role of RIMO Radio in very remote unconnected communities to deliver news, health, emergency and government information.

8. Sources of Government Information in remote Indigenous communities





Local Aboriginal and Torres Strait Islander radio rates highly as a source of government information, and along with television rates significantly above all other sources of government information.

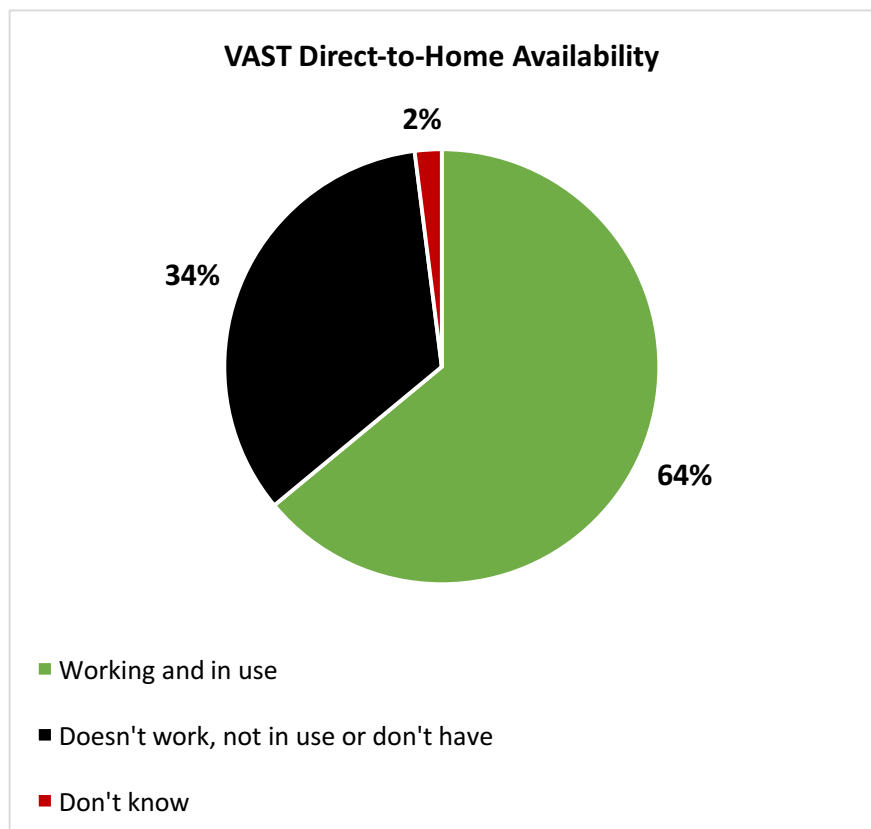
The rating of television needs however to be balanced against the availability of television in remote Aboriginal and Torres Strait Islander communities.

The 2012 digital switchover of television replaced terrestrial rebroadcast of TV stations from a single transmitter in a community with roof top satellite dishes and set top boxes in each home. Locally this is known as VAST Direct To Home.

The dishes and units are susceptible to damage and loss. Some houses missed out on installs, and in many cases houses are multi-family households with only one TV set up.

Radio services, including RIMO Radio are also available through VAST

Direct-To-Home. However, the VAST Direct-to-Home is a “fixed technology”. That is it is tied to a satellite dish and a single TV unit.

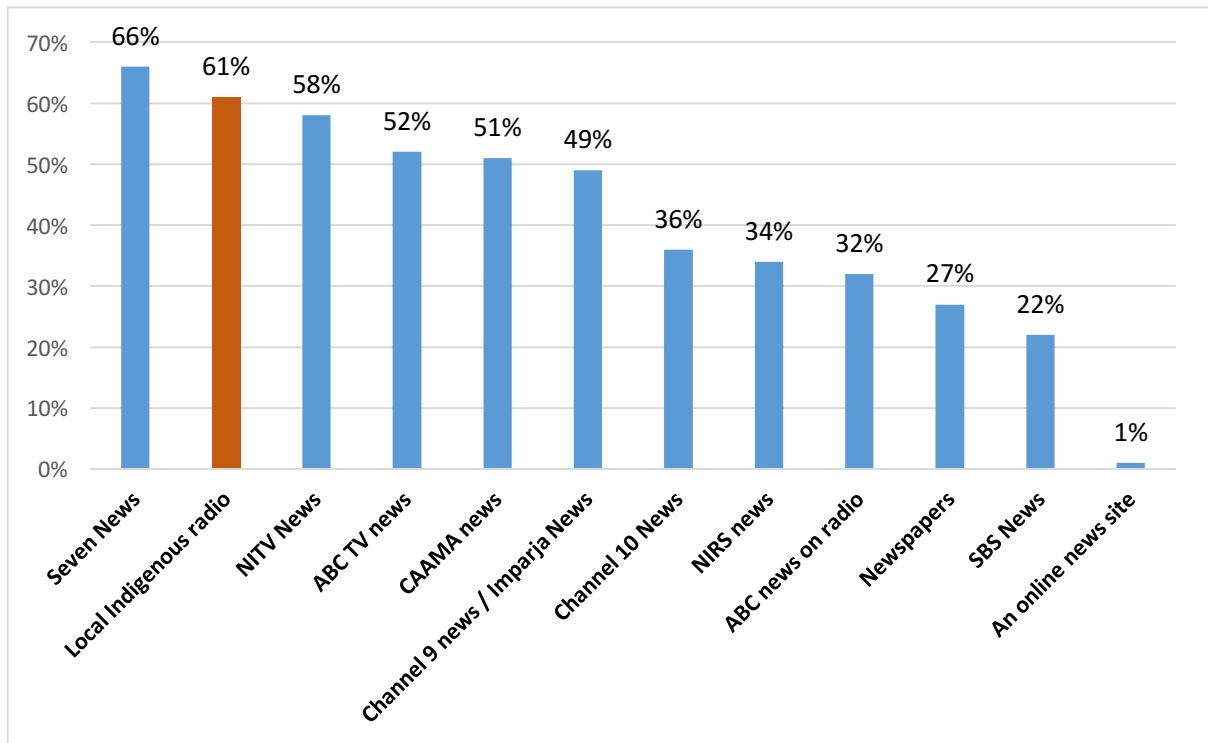


RIMO Radio is broadcast from a terrestrial transmitter in around 150 remote Indigenous communities providing a service that can be listened to in cars and through radio receiver.

9. News sources in remote Indigenous communities

Local Aboriginal and Torres Strait Islander radio rates as the 2nd highest source for news content, rating highly against a range of TV news sources.

As noted in paragraph 8 above the availability of television in any given household needs to be considered in assessing channels through which news is delivered into remote Indigenous communities.



10. Regular listeners of RIMO Radio: demographic profile

The regular listener demographic of RIMO Radio (80% of the survey population) aligns closely with their representation in the population indicating its high acceptance rate by all community members and strong reach.

	Percentage representation in population relevant to survey	Percentage engagement with RIMO Radio: regular listeners
All people aged 18 and over	100%	80%
Male	50%	55%
Female	50%	45%
18-39	66%	62%
40+	34%	37%
Working (full time or part time)	58%	60%
Home duties	7%	6%
Retired/Pensioner	13%	14%
Unemployed not looking for work	5%	4%
Unemployed looking for work	15%	15%
Student	2%	1%
Professional	27%	24%
Service worker	17%	13%



	Percentage representation in population relevant to survey	Percentage engagement with RIMO Radio: regular listeners
Trades worker	5%	5%
Trainee worker	6%	6%
Labourer	14%	17%
Other	19%	20%

Further information

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