

Remote Indigenous Communications and Media Survey

Report Prepared for:

Indigenous Remote Communications Association

All RIMOs Combined

Date: 25 November 2016



About the Remote Indigenous Communications and Media Survey

The 2016 Remote Indigenous Communications and Media Survey was conducted by McNair Ingenuity Research in partnership with the Indigenous Remote Communications Association (IRCA) and was funded by the Community Broadcasting Foundation with further funding provided by the Department of Prime Minister and Cabinet by means of an Indigenous Advancement Strategy grant in the category of Culture and Capability.

Previous related research includes:

- The McNair Indigenous Media Omnibus, 2014
- The McNair Indigenous Media Omnibus, 2012-2013
- The McNair Indigenous Media Omnibus, 2011
- The McNair Indigenous Media Omnibus, 2010

Note that McNair conducted extensive media consumption research for NITV through 2008 to 2011, and typically conducts many surveys amongst Indigenous Australians every year.

The overall results of the 2016 Remote Indigenous Communications and Media Survey are available to all Remote Indigenous Media Organisations (RIMOs), government and government funded entities in Australia at an aggregated level across the sector. Individual results for Remote Indigenous Media Organisations are available only to the relevant Remote Indigenous Media Organisation and to IRCA.

Indigenous Media Survey Method

The overall Indigenous media survey was conducted by two different methods:

In metropolitan and regional areas and some remote areas, the survey was conducted amongst the SurveyMob panel, a national panel of Indigenous Australians who opted in to being contacted for research. The results of this component of the research are available through the Department of The Prime Minister and Cabinet.

In the remote communities reported on in this document, 218 face-to-face interviews were conducted across the Northern Territory, Queensland, Western Australia and South Australia by members of the local communities or nearby communities. The interviewing was spread across 10 different communities. These interviewers were recruited by the Indigenous Remote Communications Association, and trained by McNair Ingenuity Research – either in person or by teleconference. The interviewers were provided with tablet computers by McNair Ingenuity Research for conducting the interviews. Training included the process for selecting a balance of male and female respondents and a representative cross-section of age groups. This version of the survey is referred to as the RIMO area in the report, as the communities were those serviced by the Remote Indigenous Media Organisations, for whom this component of the research was conducted. All respondents were provided an incentive for participating.

The average length of the face-to-face interviews was 11 minutes.

Validation calls were made to all face-to-face respondents who provided phone numbers – comprising 84% of respondents.

McNair Ingenuity Research complies with the requirements of ISO20252:2012.



Pilot Survey

An initial face-to-face pilot survey comprising 20 interviews was conducted in early December 2015 at two remote communities in the Northern Territory. The Chief Investigator of the research attended these pilot interviews in order to provide training and get feedback on the design of the research.

Survey Timing

Face-to-face interviewing in remote communities	22 nd April 2016 – 13 th October 2016
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Population Weighting

The results of the overall research have been weighted to reflect the overall population of Indigenous Australians aged 18 and over, as provided by The Australian Bureau of Statistics, *ABS TableBuilder, Remoteness Areas (UR) by Indigenous Status (INGP), Sex (SEXP) and Age in Single Years (AGEP), Data Source: 2011 Census of Population and Housing.*

Geographic weightings in RIMO areas are based on the population of Indigenous Australians in each of the communities that are serviced by the RIMOs that participated in the research.

Weighting by age and gender was also applied.

Margin of Error

Tabled below is a guide to the margin of error applicable to various sample sizes. Note that the exact margin of error depends on the actual percentage of responses for each option.

Margin of Error at 95% Confidence Level

Sample size	Confidence level
20	+/-9.8 - +/-22.5
50	+/-6.2 - +/-14.4
100	+/-4.4 - +/-9.8
200	+/-3.1 - +/-6.9
300	+/-2.5 – +/-5.7

Using this table to interpret results

This means that if the sample size is in the order of, say, 100 interviews (as is the case for the total sample for this survey) the results typically have a margin of error of +/- 4.4% and +/- 9.8% (this varies according to the response range for very question). Amongst the RIMO service area results, the variance is typically +/-5%.

More information

For more information about the Indigenous Communication and Media Survey, you can contact:

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Contents

Total

Radio Listening in RIMO Service Areas 23

Heard of Local RIMO	97%
Occasionally listen to local RIMO	91%
Regularly listen to local RIMO	80%

Other Radio Stations Regularly listened to... through TV / Satellite service / VAST 24

ABC Local Radio, Radio National, News Radio	59%
Triple J / Double J	46%

Indigenous Radio Engagement 27

To hear about my own people and my own	65%
For positive stories on Aboriginal and Torres Strait	79%
The Indigenous focus in the programs /news &	54%
To hear people talking in my own language	56%

Contents

Total



Music Preference

28

Country and Western

75%

Indigenous Music

76%

Local Bands

64%



Content Production and sharing in RIMO Service Areas

29

Use Facebook

51%

Make Video Clips

29%



Technology Access

12

Own Smart Phone

44%

Own Desktop / Laptop
Computer

33%

Radio at Home

61%

TV at home

81%

Use VAST to access TV

64%

Land Line at home

22%

Contents

Total



Radio Access

14

Car Radio or Stereo 64%

Radio or Stereo 46%

Other places in the community e.g., at work, public speakers 26%



Preferred Main News Sources (Top 3 News Sources)

19

Seven News 24%

Local Indigenous Community Radio's news 24%

CAAMA Media News on Local RIMO 20%



Preferred Sources of Government Information (Top 3 Sources)

21

Local community radio station 35%

Television 26%

Information on the internet 17%

Contents

Total



Language Spoken

9

Speak English

92%

Speak Indigenous Language

71%



VAST TV Access

16

Working and in use

64%

Doesn't work or is not in use

11%

Don't own

23%

Don't Know

2%



TV Stations (Top 3 Regularly Viewed)

17

ICTV

91%

Commercial channels, eg 7, 9, 10, 7mate 7TWO,

89%

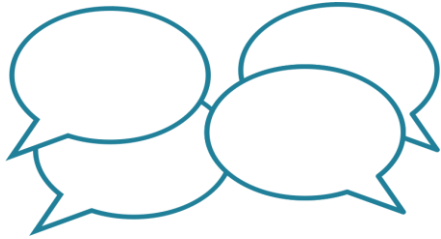
NITV

84%

Total Population of Indigenous Australians Aged 18+

		TOTAL		Nett	Demographic				3G	No 3G	
		Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G	
Indigenous Population Aged 18+		No. Pop:		15,820	9,742	9,927	12,951	6,718	5,142	3,531	
		Sample:		177	105	113	119	99	92	58	
				<i>n</i>	<i>n</i>	<i>n</i>	<i>n</i>	<i>n</i>	<i>n</i>	<i>n</i>	
Indigenous Population		n=	19,669	100%	15,820	9,742	9,927	12,951	6,718	5,142	3,531
			19,669								
Indigenous Population											
Aboriginal			17,366	88%	91%	87%	90%	90%	85%	98%	100%
Torres Strait Islander			2,735	14%	11%	15%	13%	13%	16%	1%	0%
Neither			64	0%	0%	0%	1%	0%	1%	1%	0%

S1. Can I just confirm, do you identify as -



Indigenous Languages Spoken

TOTAL		Nett	Demographic				3G	No 3G
Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
No.	Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
	Sample:	177	105	113	119	99	92	58

Indigenous Population Aged 18+

Language Spoken

n=

Speak English	18,134	92%	91%	92%	93%	93%	91%	83%	82%
Speak Indigenous Language	13,991	71%	73%	72%	70%	75%	64%	98%	100%



Indigenous Language Spoken:

n=

Alyawarr	52	0%	0%	0%	1%	0%	1%	1%	0%
Anmatyerre	847	4%	5%	2%	7%	4%	6%	16%	1%
Arrernte	2,145	11%	12%	10%	12%	10%	13%	28%	20%
Creole/Kriol	3,014	15%	14%	17%	14%	15%	16%	0%	0%
Eastern Arrernte	1,236	6%	6%	3%	9%	7%	5%	24%	0%
Jaru	51	0%	0%	0%	1%	0%	1%	0%	0%
Kalaw Lagaw Ya	648	3%	4%	5%	2%	1%	7%	0%	0%
Kija	179	1%	1%	0%	2%	1%	0%	0%	0%
Luritja	1,074	5%	7%	7%	4%	4%	9%	5%	23%
Martu Wangka	23	0%	0%	0%	0%	0%	0%	0%	0%
Meriam Mir	708	4%	4%	7%	0%	5%	0%	0%	0%
Ngaanyatjarra	262	1%	2%	1%	2%	1%	1%	2%	4%
Nyangumarta	122	1%	1%	0%	1%	1%	1%	2%	0%
Pitjantjatjara	2,229	11%	9%	12%	11%	13%	7%	16%	30%
Pintubi	430	2%	2%	1%	3%	2%	2%	5%	5%
Warlpiri	2,084	11%	13%	10%	11%	12%	7%	15%	37%
Yankuntjatjara	452	2%	2%	3%	1%	3%	1%	4%	6%
Other SPECIFY	2,043	10%	13%	14%	6%	12%	7%	0%	0%

S2. And do you speak -

Demographics

		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
		Sample:	177	105	113	119	99	92	58
Indigenous Population Aged 18+									
 Sex	n =	19,669	%	%	%	%	%	%	%
Male		9,742 50%	55%	100%	0%	50%	49%	40%	57%
Female		9,927 50%	45%	0%	100%	50%	51%	60%	43%
 Age	n =	19,669							
18-29 years old		7,790 40%	33%	39%	41%	60%	0%	35%	49%
30-39 years old		5,161 26%	29%	28%	25%	40%	0%	31%	19%
40-49 years old		2,873 15%	16%	16%	13%	0%	43%	12%	23%
50-59 years old		2,256 11%	12%	10%	13%	0%	34%	13%	5%
60+ years old		1,589 8%	9%	7%	9%	0%	24%	8%	5%

D1. Record gender

D2. May I just check - are you.? (READ LIST, CHECK QUOTAS)

Demographics

		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
Indigenous Population Aged 18+		Sample:	177	105	113	119	99	92	58
Work Status		n=	19,669	%	%	%	%	%	%
Working full time		5,206 26%	27%	30%	23%	26%	27%	24%	18%
Working part-time or casual		6,332 32%	33%	37%	27%	32%	32%	33%	40%
Home duties		1,464 7%	6%	0%	15%	8%	6%	7%	7%
Retired / pensioner		2,493 13%	14%	13%	12%	3%	31%	10%	12%
Unemployed (not looking for work)		895 5%	4%	2%	7%	5%	4%	7%	14%
Looking for work		2,903 15%	15%	17%	13%	22%	0%	18%	8%
Student		377 2%	1%	0%	4%	3%	0%	0%	0%



Working Full-time / Part-time or Casual





Occupation (if in the workforce)		n=	11,537						
Professional or managerial		3,080 27%	24%	22%	32%	26%	27%	15%	0%
Service or clerical		1,905 17%	13%	10%	25%	17%	16%	17%	38%
Tradesperson or other work		625 5%	5%	8%	2%	6%	5%	14%	0%
Trainee / apprentice		715 6%	6%	5%	8%	9%	1%	16%	0%
Production and transport									
Labourers and other workers		1,615 14%	17%	24%	1%	18%	7%	13%	40%
Other		2,163 19%	20%	13%	27%	10%	36%	19%	22%
Information not provided		1,434 12%	14%	18%	5%	15%	7%	4%	0%



D3. What is your current job situation? (READ LIST)




D4. Which of these most correctly describes your normal job

Technology Access

		TOTAL		Nett	Demographic				3G	No 3G
		Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No.	Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
Indigenous Population Aged 18+		Sample:		177	105	113	119	99	92	58
	Smartphone	n = 19,669		%	%	%	%	%	%	%
	Own	8,675	44%	45%	46%	42%	52%	30%	18%	28%
	Share at home or community centre	93	0%	0%	0%	1%	1%	0%	0%	0%
	Access friend's or relatives	532	3%	1%	0%	5%	3%	3%	3%	0%
	Do not use at all	10,369	53%	54%	54%	51%	45%	68%	79%	72%
	Net accessible	9,300	47%	46%	46%	49%	55%	32%	21%	28%
	Other mobile phone	n = 19,669								
	Own	7,369	37%	40%	37%	38%	35%	42%	58%	43%
	Share at home or community centre	107	1%	1%	1%	0%	0%	1%	2%	1%
	Access friend's or relatives	182	1%	1%	1%	1%	1%	0%	4%	0%
	Do not use at all	12,125	62%	59%	62%	61%	64%	57%	39%	56%
	Net accessible	7,544	38%	41%	38%	39%	36%	43%	61%	44%
	Tablet computer	n = 19,669								
	Own	6,071	31%	29%	27%	35%	29%	35%	17%	22%
	Share at home or community centre	999	5%	5%	6%	5%	6%	3%	2%	1%
	Access friend's or relatives	612	3%	1%	1%	5%	4%	1%	5%	0%
	Do not use at all	12,192	62%	67%	67%	57%	62%	61%	80%	77%
	Net accessible	7,477	38%	33%	33%	43%	38%	39%	20%	23%
	Computer (laptop or desktop)	n = 19,669								
	Own	6,553	33%	29%	30%	36%	36%	28%	22%	4%
	Share at home or community centre	622	3%	4%	3%	3%	3%	4%	1%	3%
	Access friend's or relatives	535	3%	1%	0%	5%	4%	1%	1%	0%
	Do not use at all	12,008	61%	66%	67%	55%	57%	68%	78%	93%
	Net accessible	7,661	39%	34%	33%	45%	43%	32%	22%	7%

Q1a. Which of these do you own or have access to at home (shared) or use at a friend or relative's home?

Technology Access

		TOTAL	Nett	Demographic				3G	No 3G	
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G	
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531	
		Sample:	177	105	113	119	99	92	58	
Indigenous Population Aged 18+										
	Games console (Xbox, Playstation)	n=	19,669	%	%	%	%	%	%	
	Own		6,736 34%	33%	28%	41%	44%	15%	42%	47%
	Share at home or community centre		271 1%	1%	1%	2%	1%	3%	1%	1%
	Access friend's or relatives		861 4%	4%	5%	4%	6%	1%	6%	6%
	Do not use at all		12,060 61%	64%	67%	56%	51%	82%	52%	53%
Net accessible			7,609 39%	36%	33%	44%	49%	18%	48%	47%
Have landline at home		n=	19,669							
Landline			4,291 22%	23%	24%	20%	18%	29%	12%	49%
How landline at home is used		n=	4,291							
	Voice calls ingoing and outgoing		2,951 69%	65%	59%	80%	67%	70%	74%	79%
	Voice calls incoming and emergency only		1,420 33%	39%	47%	17%	32%	34%	16%	22%
	ADSL		1,455 34%	34%	28%	41%	28%	40%	20%	11%
	None of these		121 3%	2%	3%	3%	3%	2%	7%	4%
Phone access for those without a mobile or landline		n=	2,715							
	Public phone		960 35%	33%	31%	41%	40%	33%	42%	68%
	Friend or relatives phone		777 29%	28%	11%	49%	44%	21%	46%	29%
	Another phone		886 33%	37%	53%	9%	15%	41%	5%	2%
	Never make voice calls		494 18%	19%	6%	32%	22%	16%	24%	8%
Net own mobile phone		n=	15,232 77%	80%	78%	77%	84%	65%	72%	68%
Net have telephone		n=	4,291 22%	23%	24%	20%	18%	29%	12%	49%
Net internet access		n=	12,401 71%	68%	63%	78%	72%	67%	49%	46%

Q1a. Which of these do you own or have access to at home (shared) or use at a friend or relative's home?

Q1b. Do you have a phone landline (not just a mobile phone) at home?

Q1c. Do you use your phone landline for ...

Q1d. How do you make voice telephone calls?

Technology Access - Radio

		TOTAL	Nett	Demographic				3G	No 3G	
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G	
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531	
		Sample:	177	105	113	119	99	92	58	
Indigenous Population Aged 18+										
Radio / sound system with radio		n=	19,669	%	%	%	%	%	%	
Own			11,932 61%	63%	57%	64%	54%	73%	47%	45%
Share at home or community centre			1,079 5%	3%	5%	6%	8%	1%	4%	1%
Access friend's or relatives			476 2%	3%	3%	2%	3%	0%	4%	1%
Do not use at all			6,517 33%	32%	36%	31%	37%	26%	49%	53%
Net accessible			13,152 67%	68%	64%	69%	63%	74%	51%	47%
Car radio										
Car radio		n=	19,669							
Own			12,418 63%	67%	71%	55%	62%	65%	44%	52%
Share at home or community centre			596 3%	3%	3%	3%	3%	3%	5%	0%
Access friend's or relatives			842 4%	4%	4%	5%	5%	3%	4%	8%
Do not use at all			5,847 30%	26%	22%	38%	30%	30%	47%	40%
Net accessible			13,822 70%	74%	78%	62%	70%	70%	53%	60%

Q1a. Which of these do you own or have access to at home (shared) or use at a friend or relative's home?

Technology Access - Radio

	TOTAL		Nett	Demographic				3G	No 3G
	No.	Pop:	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
Indigenous Population Aged 18+			15,820	9,742	9,927	12,951	6,718	5,142	3,531
		Sample:	177	105	113	119	99	92	58
Radio Access	n=	19,669	%	%	%	%	%	%	%
Vast TV (Percentaged on NT, SA, WA only)		4,870 29%	32%	31%	27%	35%	18%	16%	11%
Smartphone		4,395 22%	23%	23%	22%	31%	6%	10%	11%
Other Mobile phone		1,994 10%	11%	11%	10%	11%	9%	16%	17%
Tablet computer (or iPad)		482 2%	3%	2%	3%	3%	1%	4%	3%
Computer		1,005 5%	6%	7%	4%	8%	0%	1%	0%
Radio or stereo		9,017 46%	51%	47%	45%	41%	56%	35%	36%
Car radio or stereo		12,542 64%	68%	74%	54%	66%	59%	50%	53%
At a friend or relative's home		4,996 25%	28%	26%	25%	30%	17%	18%	20%
Other places in the community e.g., at work, public speakers		5,084 26%	27%	23%	29%	28%	22%	27%	45%
Never listen to radio		536 3%	0%	1%	4%	2%	4%	1%	1%



People who Listened to radio online in last week

	n=	6,364							
Listening to Radio on Internet Connected Device									
Going to the stations website		3,887 61%	70%	64%	58%	64%	45%	62%	74%
Through an app such as Tunein, the ABC radio app or iheart radio									
Through Indigitube		2,975 47%	48%	51%	43%	51%	25%	0%	15%
Don't listen to radio this way									
Other		1,940 30%	24%	35%	26%	28%	40%	41%	11%



Q2a. How do you listen to the radio?

Q3f. Do you usually listen to it ...

Technology Access - Television

		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
Indigenous Population Aged 18+		Sample:	177	105	113	119	99	92	58
TV	n=	19,669	%	%	%	%	%	%	%
Own		15,914 81%	83%	82%	80%	78%	87%	85%	61%
Share at home or community centre		676 3%	2%	3%	4%	5%	1%	2%	0%
Access friend's or relatives		744 4%	4%	2%	6%	6%	0%	3%	7%
Do not use at all		2,457 12%	12%	14%	11%	13%	12%	12%	32%
Net accessible		17,212 88%	88%	86%	89%	87%	88%	88%	68%



		Sample:	205	167	99	106	114	91	92	58
VAST TV (Percentaged in NT, SA & WA only)	n=	16,828								
Working and in use		10,790 64%	71%	65%	64%	62%	68%	58%	35%	
Doesn't work or is not in use		1,800 11%	8%	14%	7%	11%	9%	10%	26%	
Don't own		3,851 23%	18%	21%	25%	24%	20%	29%	33%	
Don't know		388 2%	2%	0%	4%	2%	2%	3%	7%	



CAUTION SMALL SAMPLE SIZE		Sample:	22	15	14	8	10	12	10	10
Reasons for VAST TV not working	n=	1,800								
Satellite dish on roof damaged or missing		222 12%	20%	7%	21%	18%	0%	0%	24%	
Set top box (UEC box) missing or damaged		1,079 60%	39%	77%	29%	70%	37%	43%	54%	
Smartcard missing or damaged		205 11%	19%	5%	24%	3%	32%	11%	16%	
Smartcard needs to be reactivated		85 5%	8%	0%	13%	7%	0%	16%	0%	
Cable between set top box and satellite dish missing		45 3%	4%	4%	0%	4%	0%	9%	0%	
Don't know		163 9%	10%	7%	12%	0%	30%	22%	5%	



Q1a. Which of these do you own or have access to at home (shared)

at a friend or relative's home?

Q1e. Do you have a VAST TV Receiver? (Government provided satellite dish and set top box in your home, installed in or around 2013)?

Q1f. What is wrong with your VAST receiver?



Television - Viewing

		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	13,878	8,358	8,855	11,313	5,899	4,535	2,386
		Sample:	143	80	94	99	75	73	38
All people with TV Access									
TV Viewing	n=	17,212	%	%	%	%	%	%	%
ICTV (percentaged on NT, SA & WA only)		13,189 91%	92%	97%	86%	94%	85%	83%	95%
NITV		14,544 84%	84%	88%	81%	87%	79%	77%	87%
Westlink (ONLY WA)		93 1%	1%	0%	1%	1%	0%	0%	0%
ABC, ABC2, ABC3, ABC News 24		12,511 73%	73%	68%	77%	70%	78%	73%	70%
Imparja		6,056 35%	34%	26%	44%	37%	32%	71%	85%
Commercial channels, eg 7, 9, 10, 7mate 7TWO, One, Gem, Go, 11		15,305 89%	89%	92%	86%	90%	87%	87%	92%
SBS, SBS 2		6,846 40%	46%	44%	36%	33%	53%	43%	46%
A Pay TV Channel on Foxtel or Austar									
Others		65 0%	0%	0%	1%	0%	1%	1%	0%
None of these		453 3%	2%	3%	2%	4%	0%	0%	4%

Q5. Which of these TV stations do you watch regularly?

Main News Sources



		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
		Sample:	177	105	113	119	99	92	58
Indigenous Population Aged 18+									
News Sources	n=	19,669	%	%	%	%	%	%	%
Local Indigenous Community Radio's news		12,059 61%	68%	72%	51%	58%	67%	48%	68%
CAAMA Media news on local RIMO		10,045 51%	53%	45%	57%	56%	42%	72%	74%
NIRS news on local RIMO		6,644 34%	38%	34%	34%	36%	29%	27%	20%
ABC news on radio		6,371 32%	32%	25%	40%	32%	33%	42%	56%
An online news site in general		273 1%	2%	0%	3%	1%	2%	4%	2%
ABC TV news		10,162 52%	50%	45%	58%	48%	59%	61%	79%
SBS News		4,274 22%	23%	20%	23%	16%	32%	25%	40%
NITV News		11,407 58%	60%	57%	59%	55%	64%	55%	76%
Channel 9 news / Imparja News		9,733 49%	52%	43%	56%	52%	45%	68%	68%
Seven News		12,932 66%	65%	61%	71%	61%	75%	56%	82%
Channel 10 News		7,008 36%	37%	30%	41%	35%	36%	38%	49%
Newspapers		5,295 27%	23%	21%	33%	29%	24%	23%	36%
Others		557 3%	4%	1%	4%	3%	2%	0%	5%
None of these		315 2%	0%	1%	2%	2%	2%	0%	1%

Q6a. Which of these news sources do you listen to, read, or watch?

Main News Sources



People who read, watch or listen to any news

	TOTAL		Nett	Demographic				3G	No 3G
	No.	Pop:	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
			15,820	9,640	9,714	12,738	6,616	5,142	3,497
		Sample:	177	104	111	117	98	92	57
Main News Sources	n=	19,354	%	%	%	%	%	%	%
Local Indigenous Community Radio's news		4,718 24%	29%	30%	19%	24%	25%	15%	26%
CAAMA Media news on local RIMO		3,837 20%	22%	22%	18%	20%	19%	27%	28%
NIRS news on local RIMO		536 3%	3%	5%	0%	4%	1%	1%	0%
ABC news on radio		606 3%	2%	2%	4%	2%	6%	3%	1%
An online news site in general									
ABC TV news		1,507 8%	8%	8%	8%	6%	11%	14%	6%
SBS News		93 0%	1%	0%	1%	1%	0%	0%	0%
NITV News		901 5%	5%	4%	5%	5%	3%	9%	5%
Channel 9 news / Imparja News		1,552 8%	7%	4%	12%	7%	10%	22%	5%
Seven News		4,731 24%	17%	20%	29%	24%	24%	9%	28%
Channel 10 News		189 1%	1%	2%	0%	1%	0%	0%	0%
Newspapers		240 1%	2%	2%	1%	1%	1%	0%	0%
Others		445 2%	3%	1%	3%	3%	0%	0%	3%

Q6b. And which ONE of these do you listen to most?

Sources of Government Information



Indigenous Pop. Aged 18+ (Some respondents did not answer)

	TOTAL		Nett	Demographic				3G	No 3G
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
	No.	Pop:	10,050	6,126	6,631	9,516	3,242	2,040	2,272
		Sample:	123	75	77	88	64	50	49
Sources of Government Information	n=								
Television	9,315	73%	75%	75%	71%	79%	55%	87%	66%
Local community radio station	8,746	69%	72%	68%	69%	72%	58%	53%	53%
Other radio station	5,193	41%	41%	40%	41%	46%	24%	25%	31%
Newspaper	4,418	35%	31%	28%	41%	38%	25%	16%	34%
Posters	4,705	37%	33%	30%	44%	44%	16%	15%	46%
Flyers	3,005	24%	19%	23%	24%	29%	8%	4%	7%
Public meetings	6,218	49%	48%	53%	45%	52%	38%	56%	72%
Emails	2,635	21%	14%	14%	27%	17%	30%	1%	11%
Information on the internet	5,630	44%	35%	31%	56%	48%	34%	15%	10%
Postings in social media such as Facebook	3,962	31%	31%	28%	34%	39%	7%	7%	21%
Other	139	1%	1%	2%	1%	1%	1%	5%	1%

Q6d. Which ways are most likely to help you get the information you want?

Sources of Government Information



Indigenous Pop. Aged 18+ (Some respondents did not answer)

	TOTAL		Nett	Demographic				3G	No 3G
	No.	Pop:	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
			10,050	6,126	6,631	9,516	3,242	2,040	2,272
		Sample:	123	75	77	88	64	50	49
Preferred Sources of Government Information	n=	12,758	%	%	%	%	%	%	%
Television		3,270 26%	26%	20%	31%	26%	24%	49%	28%
Local community radio station		4,437 35%	42%	50%	21%	35%	34%	15%	22%
Other radio station		34 0%	0%	0%	1%	0%	0%	0%	1%
Newspaper		218 2%	2%	0%	3%	2%	1%	0%	10%
Posters		156 1%	1%	1%	2%	1%	2%	2%	5%
Flyers		93 1%	1%	0%	1%	1%	0%	0%	0%
Public meetings		1,004 8%	9%	12%	4%	7%	10%	18%	28%
Emails		482 4%	3%	5%	3%	3%	5%	0%	0%
Information on the internet		2,178 17%	12%	9%	25%	15%	22%	10%	0%
Postings in social media such as Facebook		744 6%	2%	2%	10%	8%	0%	0%	5%
Other		139 1%	1%	2%	1%	1%	1%	5%	1%

Q6e. And which would be your preferred way to get that information?

Newspapers Read



	TOTAL		Nett	Demographic				3G	No 3G
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
	No.	Pop:	14,273	8,391	9,281	11,840	5,831	4,403	2,272
		Sample:	162	93	106	113	86	82	49
Indigenous Pop. Aged 18+ (some respondents did not answer)									
Newspapers read regularly	n=		%	%	%	%	%	%	%
Northern Territory News	1,186	7%	7%	5%	8%	8%	5%	20%	14%
Centralian Advocate	1,031	6%	7%	6%	6%	6%	5%	10%	25%
Courier Mail	103	1%	1%	0%	1%	0%	2%	0%	0%
Sunday Mail	64	0%	0%	0%	1%	0%	1%	0%	0%
Torres News	2,396	14%	13%	14%	13%	14%	14%	0%	0%
Adelaide Advertiser	70	0%	0%	0%	1%	1%	0%	1%	2%
Broome Advertiser	7,621	43%	43%	46%	40%	42%	45%	0%	0%
West Australian	1,927	11%	13%	17%	5%	11%	10%	5%	2%
Sunday Times	574	3%	3%	4%	2%	5%	0%	1%	1%
The Australian	1,036	6%	7%	10%	2%	8%	2%	2%	9%
Koori Mail	2,125	12%	10%	11%	13%	14%	7%	7%	12%
Land Rights News Central Australia	1,776	10%	12%	7%	13%	10%	11%	11%	50%
Other	1,230	7%	8%	9%	5%	4%	12%	6%	8%
None of these	3,655	21%	19%	20%	21%	22%	19%	49%	30%

Q6c. Which of the following newspapers have you read in the last week?

Radio Listening in RIMO Service Areas



TOTAL		Nett	Demographic				3G	No 3G
Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
No.	Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
19,669	Sample:	177	105	113	119	99	92	58

All people 18+ living in RIMO Service Areas

Heard of RIMO 1 Broadcast Area	n=	19,050	97%	100%	98%	95%	98%	95%	98%	98%
Ever Listened to RIMO 1 Broadcast Area	n=	18,831	96%	100%	98%	93%	96%	95%	98%	97%
Occasional listeners (monthly) of RIMO 1 Broadcast Area	n=	17,855	91%	100%	97%	85%	91%	91%	94%	97%
Regular listeners (weekly) to RIMO 1 Broadcast Area	n=	15,820	80%	100%	89%	72%	76%	88%	83%	85%
Don't listen to Radio	n=	536	3%	0%	1%	4%	2%	4%	1%	1%

Radio Listening in RIMO Service Areas

	TOTAL		Nett	Demographic				3G	No 3G	
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G	
	No.	Pop:	4,357	2,556	2,314	3,869	1,002	825	385	
		Sample:	41	22	26	34	14	11	11	
Total Population with VAST receivers										
Stations Listened to Regularly:	n=	4,870	%	%	%	%	%	%	%	
RIMO		15,820	80%	100%	89%	72%	76%	88%	83%	85%
ABC Triple j or Double j or unearthed		2,216	46%	50%	49%	42%	50%	27%	30%	40%
ABC Classis FM, Jazz, Country		2,037	42%	40%	30%	55%	46%	25%	0%	20%
ABC Local Radio, Radio National, News Radio, Extra, Grandstand,		2,863	59%	65%	67%	50%	60%	55%	27%	42%
SBS National radio, one, two, thee, Chill, Popasia, PopDesi, Pro Arab		1,032	21%	23%	20%	22%	20%	24%	14%	24%
2RPH or RPH (Radio for print handicapped)		26	1%	1%	1%	0%	0%	3%	0%	7%
Vision Radio network (Christian) / Hope		100	2%	2%	0%	4%	2%	1%	0%	2%
Niche radio1 2, 3 or 4										
CRN1 or CRN 2		273	6%	0%	0%	12%	7%	0%	0%	0%
Radio TAB		151	3%	3%	2%	4%	4%	0%	0%	39%
BBC World Service		93	2%	2%	0%	4%	2%	0%	0%	0%
Other										
None of these		1,379	28%	27%	26%	31%	24%	44%	57%	0%

Q3g. Do you regularly listen to ...through your TV / Satellite service / VAST?

Radio Listening in RIMO Service Areas

		TOTAL	Nett	Demographic				3G	No 3G
		Indigenous Population	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
		No. Pop:	4,357	2,556	2,314	3,869	1,002	825	385
Total Population with VAST Receivers		Sample:	41	22	26	34	14	11	11
Main Station Listened to:		n=	4,870	%	%	%	%	%	%
RIMO		4,738	97%	100%	99%	95%	97%	98%	97%
ABC Triple j or Double j or unearthed		17	0%	0%	0%	1%	0%	0%	4%
None of these		116	2%	0%	1%	4%	2%	2%	3%

Q3h. Which of these is your main radio station that you listen to?

Radio Listening in RIMO Service Areas - Reasons for Listening

	TOTAL		Nett	Demographic				3G	No 3G
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
	No.	Pop:	15,820	9,605	9,528	12,713	6,420	5,086	3,497
		Sample:	177	103	109	116	96	90	57
People who ever listen to radio									
Preferred Radio Programs	n=								
Community events	19,133		%	%	%	%	%	%	%
Interviews with local people	13,722	72%	76%	71%	73%	69%	78%	70%	49%
National news	10,459	55%	55%	47%	63%	59%	46%	41%	38%
Local and regional news	11,696	61%	66%	61%	61%	56%	71%	47%	57%
Emergency information	13,874	73%	73%	77%	68%	69%	79%	55%	84%
Health and government information	9,217	48%	51%	42%	55%	46%	53%	42%	49%
Music	9,138	48%	53%	40%	55%	43%	57%	39%	44%
Live sports broadcasts	17,838	93%	92%	90%	96%	93%	94%	98%	90%
Other	11,388	60%	60%	60%	59%	61%	57%	70%	75%
	756	4%	4%	6%	2%	1%	10%	2%	5%
Listening language preference	n=								
English	19,133								
Indigenous language	3,844	20%	17%	17%	24%	14%	33%	8%	0%
Equally English and Indigenous Language	993	5%	6%	3%	7%	2%	11%	13%	3%
	14,296	75%	77%	81%	69%	84%	56%	79%	97%



Q3j. Which of the following programs or information do you prefer to listen to on radio?

Q3l. When listening to the radio, do you.



Indigenous Radio Engagement

	TOTAL		Nett	Demographic				3G	No 3G
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
	No.	Pop:	15,820	9,552	9,279	12,471	6,360	5,030	3,431
		Sample:	177	100	104	112	92	87	53
Regular listeners to any Indigenous radio station									
Reasons for Listening	n=		%	%	%	%	%	%	%
For positive stories on Aboriginal and Torres Strait Islander people	14,830	79%	77%	76%	81%	81%	74%	73%	62%
The Indigenous focus in the programs/news & current affairs	10,193	54%	56%	52%	56%	53%	56%	42%	46%
To hear people talking to me in my own language	10,545	56%	56%	56%	56%	62%	43%	66%	82%
It's my own or neighbouring community members who are the presenters	8,669	46%	46%	49%	43%	43%	52%	35%	47%
Provides jobs for remote Indigenous community and I want to support it	9,061	48%	51%	45%	51%	48%	48%	53%	57%
To hear about my own people and my own community	12,231	65%	67%	63%	67%	70%	55%	69%	59%
I think of it as my station	6,900	37%	41%	39%	35%	40%	31%	35%	49%
Indigenous voices / personalities	8,300	44%	44%	44%	44%	50%	32%	58%	54%
Makes me feel proud	8,618	46%	51%	46%	46%	45%	47%	43%	58%
Makes me feel included	6,851	36%	41%	36%	37%	35%	39%	29%	55%
Other	323	2%	2%	3%	0%	2%	0%	0%	4%

Q4. Why do you listen to your local Indigenous Community Radio station?

Indigenous Radio Listeners - Music Preferences



Listen to music on Indigenous Radio

Music Preference	n=	TOTAL		Nett	Demographic				3G	No 3G
		No.	Pop:	Regular Listeners	Men	Women	18-39	40+	3G	No 3G
				14,569	8,687	9,151	11,774	6,064	4,960	3,164
			Sample:	164	92	105	107	90	85	53
		17,838		%	%	%	%	%	%	%
Country and western music		13,355	75%	76%	76%	74%	70%	84%	66%	60%
Gospel music		6,365	36%	37%	33%	38%	33%	42%	57%	79%
Indigenous music		13,629	76%	79%	85%	69%	76%	77%	68%	78%
Live music festivals		8,852	50%	50%	49%	50%	50%	48%	43%	54%
Local bands		11,448	64%	65%	63%	65%	59%	74%	52%	61%
Hip hop		5,847	33%	28%	28%	38%	45%	9%	32%	45%
Jazz / Blues		1,069	6%	7%	9%	3%	7%	4%	6%	12%
Reggae		9,194	52%	56%	63%	41%	57%	41%	44%	51%
Rock		6,425	36%	33%	42%	30%	45%	18%	22%	28%
Rap		4,846	27%	28%	28%	27%	35%	12%	21%	33%
60s & 70s music		5,505	31%	30%	24%	38%	29%	34%	24%	6%
80s & 90s music		8,125	46%	43%	36%	55%	48%	41%	45%	26%
Other music		1,200	7%	8%	11%	3%	4%	12%	9%	10%
No preference		568	3%	0%	0%	6%	5%	0%	0%	0%

Q3k. What sort of music do you like to listen to?

Content Production and Sharing in RIMO Service Areas



Indigenous Population Aged 18+

	TOTAL		Nett	Demographic				3G	No 3G
	Indigenous Population		Regular Listeners	Men	Women	18-39	40+	3G	No 3G
	No.	Pop:	15,820	9,742	9,927	12,951	6,718	5,142	3,531
		Sample:	177	105	113	119	99	92	58
Content Production and Sharing	n=	19,669	%	%	%	%	%	%	%
Record your own or your band's music		2,813 14%	14%	22%	7%	18%	6%	21%	10%
Take photos		8,486 43%	39%	37%	50%	49%	31%	55%	37%
Make video clips		5,705 29%	27%	26%	32%	34%	19%	23%	28%
Use AirG		3,425 17%	16%	15%	20%	24%	6%	26%	17%
Use Facebook		9,970 51%	52%	48%	53%	66%	21%	47%	34%
Do community radio shows		1,133 6%	7%	8%	3%	8%	2%	3%	4%
None of these		5,358 27%	27%	28%	26%	14%	52%	25%	37%

Q7. Do you do any of the following?

Report Prepared by:



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