Australian Government
Department of Finance

Media consumption and communication preferences of Aboriginal and Torres Strait Islander audiences

Quantitative research

SEPTEMBER 2014

ISBN 978-1-922096-86-9

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Acknowledgements

Report compiled by ORIMA Research.

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Executive summary

i. Introduction

Background

While there is considerable media consumption research available for mainstream audiences, there is a paucity of research about media usage among Aboriginal and Torres Strait Islander peoples. There is also limited research available into how Indigenous Australians search for government information, services and programs, as well as their preferences for receiving information from government.

The Department of Finance's Communications Advice Branch (CAB) commissioned ORIMA Research to undertake Indigenous communications research to address these gaps.

This report presents the findings from the primary quantitative research.

Research objectives

The overarching objectives of this research project were to:

- consolidate the insights from existing research, and
- provide an evidence base on media consumption and information channel preferences to help inform media and communication strategies targeting Indigenous Australians.

The findings of this research will assist agencies to develop campaigns in line with the principles of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*.

Methodology

Data collection involved face-to-face interviewing conducted by ORIMA's network of Aboriginal and Torres Strait Islander interviewers in all Australian states and territories, excluding the ACT.

A stratified sampling design was adopted, targeting a total sample size of 1,000 Aboriginal and/or Torres Strait Islander respondents aged 15 years and over, across metropolitan, inner and outer regional areas.

The total response size achieved was 1,018 valid interviews.

Using the 2011 ABS Census results, data was weighted to align the response sample proportions for education, age, gender and remoteness with those of the Australian Aboriginal and Torres Strait Islander population, aged 15 and over and living in major cities, and inner and outer regional areas.

ii. Key research findings

Language proficiency

Almost all (97%) Aboriginal and/or Torres Strait Islander respondents reported speaking English as their main language at home, and the majority indicated they had literacy skills to the level where they could understand (75%) and fill in (67%) official documents in English. Assistance, if required, was mostly sought from family members.

A small proportion (17%) reported having problems communicating in places where only English is spoken (such as banks, post offices etc.).

Fluency and literacy in Aboriginal or Torres Strait Islander languages was found to be limited. Close to two thirds (64%) of respondents indicated they would not be able to read any Aboriginal or Torres Strait Islander language, and only 13% reported understanding more than 'some words'.

Eleven percent of respondents indicated that they could read more than a few words of an Aboriginal or Torres Strait Islander language and also understand more than a few words of a spoken Aboriginal or Torres Strait Islander language.

Media consumption

Television: Television consumption was found to be high, with 91% of respondents reporting that they watched free-to-air television in the previous four weeks and 32% reporting that they had watched subscription television over the same period.

Those who reported watching free-to-air television mostly watched commercial television channels such as Seven (76%), Nine (75%) and Ten (59%) to a lesser extent.

The ABC, SBS and the new digital channels were less popular, although between a third and a half of free-to-air television viewers watched:

- ABC/ABC 1 (50%)
- SBS One (41%)
- 7 Mate (35%), and
- Go (34%).

Over half (54%) of respondents reported watching at least two hours of commercial free-to-air television per day. This was primarily consumed in the evening (i.e. after 6pm), with the most popular programs being news, movies, current affairs and sports programs.

Consumption of Indigenous television stations and programs was found to be high, with over two thirds (67%) of respondents reporting that they watched at least one Indigenous station or program in the previous 4 weeks.

Radio: Seventy-three per cent of respondents indicated that they had listened to the radio in the previous four weeks. Consumption was dominated by commercial radio stations, with nearly nine in ten of those who listened to the radio reporting that they listened to commercial radio stations. A significant proportion (40%) of radio listeners mentioned (unprompted) that they listened to Indigenous and other community radio stations.

Commercial radio listening was spread evenly between early morning (i.e. before 9am – 66% of those who listened to commercial radio) and afternoon (i.e. from 12 noon to 6pm – 67%), reflecting the peak radio listening times.

Upon prompting, almost a third (31%) of all respondents indicated that they had listened to at least one of the Indigenous radio stations/programs (including local and national stations/programs such as 8 KIN, Koori Radio, Speaking Out, and Awaye) in the previous four weeks.

Print: More than three quarters (77%) of respondents indicated that they had read a newspaper in the previous four weeks. Of these, 63% reported reading metropolitan newspapers and 48% reported reading the *Koori Mail*.

Consumption of magazines was lower, with just over half (55%) of respondents reporting that they had read a magazine in the previous four weeks.

Magazine consumption was dominated by mass circulation women's titles such as *That's Life!, The Australian Women's Weekly* and *New Idea*.

However, Indigenous titles featured prominently, with 19% of respondents indicating (unprompted) that they read *Deadly Vibe* and 13% of respondents indicating that they read *Tracker*.

When prompted, readership increased markedly, with over half (52%) of respondents indicating that they had read at least one Indigenous newspaper or magazine in the previous four weeks.

Online: Seventy per cent of respondents indicated that they had used the Internet in the previous four weeks. The Internet was mainly used for communicating through email (81%), participating in online communities or social networking (79%) and for research or obtaining information (78%).

Communication behaviours – government information

The research found that respondents **received information** about government programs and services via a broad range of communication channels, including letters, face-to-face/bush telegraph[1] , leaflets/pamphlets, the Internet and mass media (television, print and radio). In relation to **information seeking** behaviour, the key information sources varied considerably across the four broad areas explored in the survey: health services or programs, income tax, income support and family assistance payments, and Indigenous programs or services. While government sources featured prominently in relation to income tax (Australian Taxation Office) and income support or family assistance payments (Centrelink), **higher reliance on family and/or friends and community sources** was displayed in relation to information about health and Indigenous services and programs. Community organisations in particular, tended to be more important sources of information for older respondents, especially those aged 55 and over.

Just over half (52%) of respondents reported engaging in **active searches for government information** via the Internet, with the vast majority (91%) of these respondents visiting government websites.

Stated preferences for receiving government information

In addition to being asked about how they currently receive and seek information about government services and programs, respondents were asked to nominate communication channels that would be effective in conveying the following types of

[1] Note that for the purposes of this report 'Bush Telegraph' is defined as an informal network that spreads information via word-of-mouth communication. This term was included in the questionnaire following the results of the cognitive testing, which suggested that its use is common amongst Aboriginal and Torres Strait Islander peoples.

information to them: (a) high-level, awareness-raising information; and (b) detailed information about changes to services and programs.

Most participants indicated a preference for multiple channels of communication for both types of information. The most commonly nominated channels for both types of information were letters, television, leaflets/pamphlets and face-to-face communication via a community representative or service. Television was more commonly preferred for awareness-raising information than for detailed information. Other commonly nominated channels included the Internet (websites), email, newspapers, radio, posters, telephone and face-to-face communication via a government representative.

iii. Conclusions

The research findings indicate that Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional locations are a diverse audience for government communications. Accordingly, **to maximise effectiveness, government communication strategies should be tailored** to the specific demographic characteristics of the target audience and the information content to be communicated. In addition, as identified in the qualitative research project that accompanied this study[2], communication strategy design should have regard to the behavioural segments that exist among Aboriginal and/or Torres Strait Islander Australians in relation to engaging with government communications.

The findings of this study, coupled with those of the associated qualitative study, indicate that **multiple communication channels should be used** to effectively reach and convey messages to metropolitan and regional Aboriginal and/or Torres Strait Islander audiences.

The research findings indicate that **utilising a combination of mainstream mass media (television, radio and print) and Indigenous media channels is likely to be optimal** for delivering government communications campaigns. While mainstream mass media consumption (particularly of free-to-air television) is high among Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional areas, Indigenous media consumption is also extensive (particularly of Indigenous television and print).

To be effective in reaching Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional areas, government communications should **utilise oral channels (e.g. television, radio, face-to-face) in addition to written channels (e.g. print media, direct mail, written website content)**.

The research found **extensive usage of the Internet and government websites** to search for and access government information. However, it is important to note that **age, literacy and cost barriers** were also evident in the research, with significantly lower than average prevalence of accessing government websites recorded among those aged 55 years and over, people with low household income (i.e. under $30,000) and people who had not completed Year 10.

The evidence from the quantitative research suggests that there is **limited utility in producing materials in Indigenous languages** to communicate with Aboriginal and/or Torres Strait Islander peoples residing **in metropolitan and regional locations**. Only a small proportion of respondents reported that they were able to understand more than a few words of either spoken or written Aboriginal or Torres Strait Islander language.

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[2] *Media consumption and communication preferences of Aboriginal and Torres Strait Islander audiences*, Qualitative research report, September 2014.

The quantitative communication preferences data presented in this report should be interpreted with caution and in the context of the qualitative research findings. While the questionnaire included items assessing preferred channels of communication, the quantitative research methodology enabled only topline preference data to be collected. It should not be assumed that preferences for communication channels are unidimensional (such that one channel can substitute readily for another).

It is finally worth reiterating that Aboriginal and/or Torres Strait Islander peoples located in remote locations were not included in the sample for the quantitative research phase of this study (the media consumption and communication preferences of this group were assessed in the qualitative research phase).

While this research is intended to guide communications planning, the findings are somewhat general in nature. Agencies should consider the need for further research that explores the specific policies, issues or services that it intends to communicate to Aboriginal and Torres Strait Islander audiences.

1. Introduction

1.1 Background

While there is considerable media consumption research available for mainstream audiences, there is a paucity of research about media usage among Aboriginal and Torres Strait Islander peoples. There is also limited research available into how Indigenous Australians search for government information, services and programs, as well as their preferences for receiving information from government.

The Department of Finance's Communications Advice Branch (CAB) commissioned ORIMA Research to undertake Indigenous communications research to address these gaps.

The research methodology for this project encompassed stakeholder consultation and a literature review, as well as quantitative and qualitative primary research with Indigenous Australians.

The literature review confirmed that only very limited and inadequate data existed on media consumption among Indigenous Australians. As a result, it confirmed the need for primary research to be conducted to achieve CAB's intended outcome of providing Australian Government departments and agencies with an adequate evidence base on Indigenous Australians' media consumption and information channel preferences to assist with communication strategies and media planning.

This report presents the findings from primary quantitative research with Indigenous Australians.

1.2 Research objectives

The overarching objectives of this research were to:

- Determine English language proficiency by age, gender, location (and other variables such as education and income)
- Determine Indigenous language proficiency by age, gender, location (and other variables such as education and income)
- Provide an in-depth analysis of the media usage amongst Indigenous Australians by location, age and gender (and other variables such as education and income) including:

    - Indigenous media/channel consumption
    - mainstream (English) media/channel consumption
    - social media use
    - computer and Internet use for obtaining information, and
    - mobile phone use (in terms of how these devices are used, including access to media content/news).

- Provide an in-depth analysis of information seeking (non- media) behaviour among Indigenous Australians by location, age and gender including:

    - preferred format for information
    - preferred distribution points for government communication material, and
    - use of intermediaries (e.g. peers, community members/leaders)

The findings of this research will assist agencies to develop campaigns in line with the principles of the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. The research findings will also be useful to non-government organisations working on strategies to effectively communicate with Indigenous Australians.

1.3 Methodology

Sample design and sampling frame

Data collection involved face- to-face interviewing conducted by ORIMA's network of Aboriginal and Torres Strait Islander interviewers in all Australian states and territories, excluding the ACT.

A stratified random sampling design was adopted, targeting a total sample size of 1,000 Aboriginal and/or Torres Strait Islander respondents aged 15 years and over, across metropolitan, and inner and outer regional areas.

The total response size achieved was 1,018 valid interviews.

The results of the literature review suggested that media consumption and communication preferences differed significantly between Aboriginal and/or Torres Strait Islander peoples living in remote areas and those living in metropolitan and regional areas. Moreover, the existing research suggests that there are significant and complex differences among remote communities, reflecting differences in media availability, language and degree of remoteness.

It was therefore concluded that reliable quantitative media consumption and communication preference data for Aboriginal and/or Torres Strait Islander peoples living in remote areas could not be obtained within the research design due to limited sample size and fieldwork period. The media consumption and communication preferences of this segment of the population were assessed in the qualitative research phase of this project.

Fieldwork

Fieldwork was conducted between 20 August 2012 and 2 November 2012.

Statistical precision

For this survey, overall percentage results for questions answered by at least 1,000 respondents have a degree of sampling error (i.e. confidence interval) at the 90% level of statistical confidence of +/- 3 percentage points (pp). That is, there is a 90% probability (abstracting from non-sampling error) that the percentage results will be within +/- 3pp of the results that would have been obtained if the entire target had responded.

Note: These confidence intervals are upper bound levels based on percentage results of 50%. For higher or lower percentage results, the confidence intervals will be smaller.

Higher degrees of sampling error apply to questions answered by fewer respondents.

Questionnaire development

ORIMA Research developed a draft questionnaire for the survey on the basis of the research objectives. The questionnaire was refined through consultation with the CAB project team, and the Australian Government's campaign master media agency, Universal McCann.

Cognitive testing of the questionnaire was undertaken between 19 and 25 July 2012. A total of ten cognitive interviews were conducted with Indigenous Australians, with equal numbers of interviews taking place in Sydney and Cairns. Interviews were conducted in culturally accessible venues (the Redfern Community Centre in Sydney and Mooroobool Community Centre in Cairns).

Weighting

Using the 2011 ABS Census results, data was weighted to align the response sample proportions for education, age, gender and remoteness with those of the Australian Aboriginal and Torres Strait Islander population, aged 15 and over and living in major cities, and inner and outer regional areas.

Presentation of results

Percentages presented in the report are based on the total number of valid responses made to the question being reported. In most cases, results reflect those for respondents who had a view and for whom the questions were applicable. 'Don't know/Unsure' responses have only been presented where this aids in the interpretation of the results.

Percentage results throughout the report may not sum to 100% due to rounding. Questions in which respondents were permitted to give more than one answer will also not sum to 100% as each response is counted toward the total.

Statistical significance testing was conducted to examine whether differences existed across the following demographic measures:

- gender
- age
- remoteness (metropolitan, and inner and outer regional areas)
- education, and
- household income.

The results from significance testing are presented in shaded sections throughout the report and are intended to serve as points of reference and provide the reader with easy access to results relating to demographic differences.

Quality assurance

This project was conducted in accordance with international quality standard ISO 20252 for market, opinion and social research.

2. Language proficiency

2.1 Summary of key findings

The vast majority (97%) of respondents reported speaking **English** as their **main language** at home. Aboriginal or Torres Strait Islander languages were more commonly spoken at home in outer regional areas than in metropolitan or inner regional areas.

Fluency and literacy in Aboriginal or Torres Strait Islander languages was found to be **limited**. In particular, the respondents were less proficient in reading, with close to two thirds (64%) indicating that they would not be able to read any Aboriginal or Torres Strait Islander language.

Eleven percent of respondents indicated that they could read more than a few words of an Aboriginal or Torres Strait Islander language and also understand more than a few words of a spoken Aboriginal or Torres Strait Islander language.

Comprehension of spoken and written **Aboriginal or Torres Strait Islander languages** was generally found to be **higher in outer regional areas**, among **older** (25 years of age or more) and **better educated respondents**.

Proficiency of **communicating in English** was found to be high. Only a small proportion (17%) of respondents reported having problems communicating in places where only English is spoken (such as banks, post offices etc.).

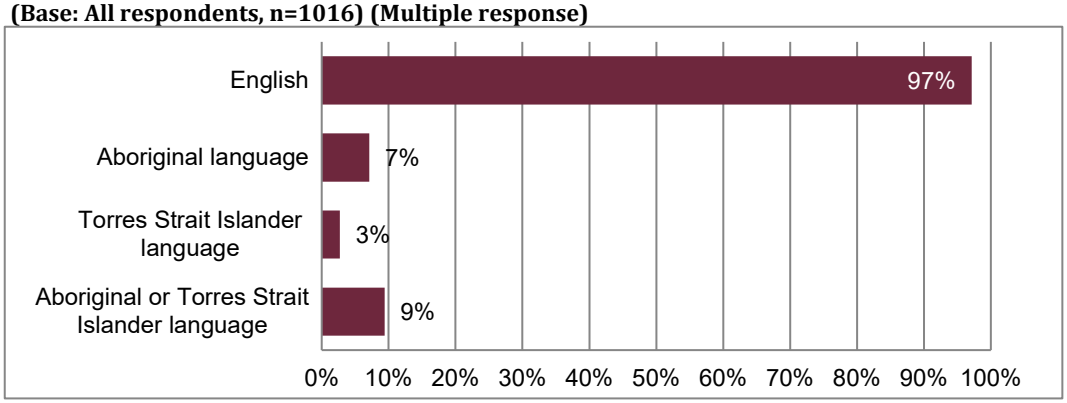
Similarly, the majority of respondents indicated they were **proficient in understanding** (75%) and **filling in** (67%) official documents in English. Help to understand or fill in official documents was more likely to be needed by the youngest (15-24) and oldest (55 and over) respondents, those with lower levels of education and income as well as respondents living in metropolitan and outer regional areas. Assistance, if required, was mostly sought from family members.

2.2 Ability to understand Aboriginal and/or Torres Strait Islander languages

The vast majority (97%) of respondents nominated English as the main language spoken at home. Only a small proportion (9%) reported speaking an Aboriginal or Torres Strait Islander language at home.

Figure 1: Main language spoken at home

(Base: All respondents, n=1016) (Multiple response)



B1: Which language do you mainly speak at home?

Demographic differences in main language spoken at home

English

The proportions of those who spoke English as their main language at home were broadly consistent across gender, age groups, income and educational attainment. English was slightly more likely to be spoken by respondents in inner regional and metropolitan areas (100% and 99% respectively, compared with 92% of those in outer regional areas).

Aboriginal and/or Torres Strait Islander languages

The proportions of those who spoke an Aboriginal or Torres Strait Islander language as their main language at home were broadly consistent across gender, age groups, income and educational attainment. Aboriginal or Torres Strait Islander languages tended to be more widely spoken at home among respondents in outer regional areas (21%) compared with metropolitan (5%) and inner regional (4%) residents.

The ability to understand and read an Aboriginal or Torres Strait Islander language was not prevalent amongst respondents.

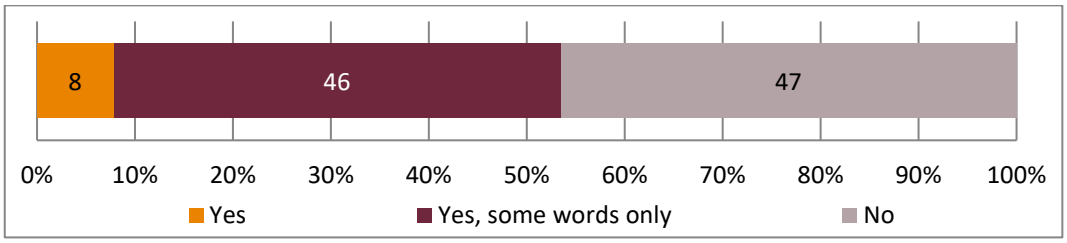
As shown in Figure 2, those who did not speak an Aboriginal or Torres Strait Islander language at home typically indicated that if someone spoke to them in an Aboriginal or Torres Strait Islander language, they would be able to understand at least some words (53%).

Most commonly, these respondents reported that they would understand 'some words only' (46%), with less than one tenth (8%) confident that they would be able to understand the language fully.

Overall (including those who spoke an Aboriginal and/or Torres Strait Islander language as their main language at home), this equated to just over a tenth (11%) of all respondents being able to understand more than just 'some words only' when spoken to in an Aboriginal or Torres Strait Islander language. Almost a half (45%) of all respondents reported that they were not able to understand any spoken Aboriginal or Torres Strait Islander language.

Figure 2: Whether able to understand spoken Aboriginal or Torres Strait Islander language

(Base: Respondents who did not speak an Aboriginal or Torres Strait Islander language as their main language at home, n=897)



B2: If someone were to speak any Aboriginal or Torres Strait Islander language to you, would you understand what is being said?

Demographic differences in ability to understand when spoken to in an Aboriginal or Torres Strait Islander language

Respondents' ability to understand any Aboriginal or Torres Strait Islander language (when spoken to) was consistent across gender.

Across all respondents, likelihood of understanding more than 'some words only' was higher among:

- Respondents aged 25 years and over (13% of 25-34 year olds, 13% of those aged 35-54 and 10% of those aged 55 and over, compared with 5% of 15-24 year olds).
- Those aged 15-24 were slightly more likely than the older age groups (35 and over) to indicate that they did not understand any spoken Aboriginal and/or Torres Strait Islander languages at all (50%, compared with 41% of those aged 35-54, also higher but not statistically from 44% of those aged 55 and over).
- Respondents in outer regional areas (22%, compared with 7% in metropolitan and 6% inner regional areas).

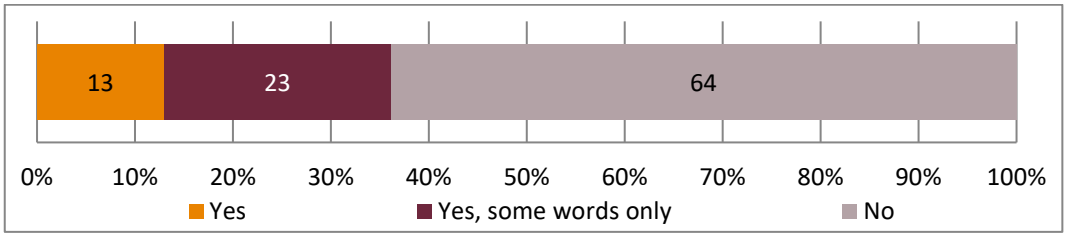
  These respondents were also significantly less likely to indicate that they did not understand any Aboriginal and/or Torres Strait Islander languages at all (33% of respondents in outer regional areas, compared with 44% in metropolitan and particularly compared with 58% in inner regional areas).
- Respondents with a higher level of educational attainment (21% of those with a university degree or higher, compared with 9% of those who had at most finished year 12).

  These respondents were also significantly less likely to indicate that they did not understand any spoken Aboriginal and/or Torres Strait Islander languages at all (26%, compared with 49% of those who had not finished year 10, 47% of those with year 10-12 and 43% of respondents with TAFE, diploma or certificate).
- Respondents with higher household income ($90,000 and over) were more likely to report understanding 'some words only' (57%, compared with 42% of those with income of under $30,000, and 40% of respondents with income of $60,000 to under $90,000; higher but not significantly than 46% of those with income of $30,000 to under $60,000).

Almost two thirds (64%) of respondents indicated that they were unable to read any Aboriginal or Torres Strait Islander language. Just over a fifth (23%) reported being able to read 'some words only' (see Figure 3).

Figure 3: Whether able to read Aboriginal or Torres Strait Islander language

(Base: All respondents, n=1006)



B3: Are you able to read any Aboriginal or Torres Strait Islander languages?

Demographic differences in ability to read an Aboriginal or Torres Strait Islander language

Respondents' ability to read any Aboriginal or Torres Strait Islander language was consistent across gender. Likelihood of understanding more than 'some words only' was higher among:

- Respondents in outer regional areas (21%, compared with 9% in metropolitan and 11% in inner regional areas).

  These respondents were also least likely to indicate that they could not read any Aboriginal or Torres Strait Islander language at all (54%, compared with 65% from metropolitan and particularly relative to 72% from inner regional areas).

- Respondents with a higher level of educational attainment (27% of those with a university degree or higher, compared with 11% of those who had not completed year 10, 12% of those who had at most finished year 10-12 and 11% of those with TAFE, diploma or certificate).

  Respondents who had not completed year 10 were most likely to indicate that they were not able to read any Aboriginal and/or Torres Strait Islander languages, particularly relative to those with a university degree or higher (75%, compared with 63% of those who had at most completed year 10-12, 61% of respondents with TAFE, diploma or certificate and 40% of those with a university degree or higher).

- Respondents aged 35-54 years were more likely to be able to read Aboriginal or Torres Strait Islander languages (40% could read at least a few words) compared with those aged 15-24 years (32% could read at least a few words).

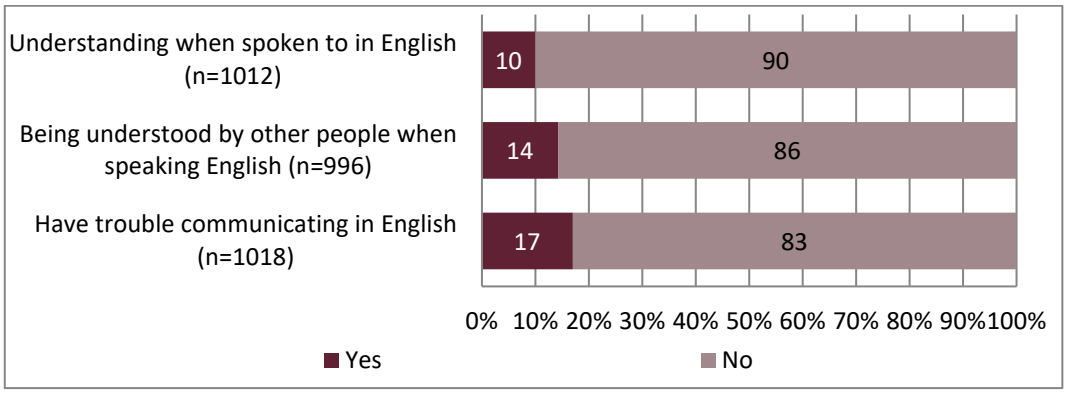
- Respondents with lower income (under $30,000) displayed a slightly greater tendency to report that they could not read any Aboriginal and/or Torres Strait Islander languages (68%, particularly compared with 57% of those with income of $30,000 to $60,000; higher but not significantly than 59% of those with income of $90,000).

Overall, 17% of respondents reported having problems communicating in places where only English is spoken, either with understanding other people or other people understanding them.

Figure 4 shows that the majority (90%) of respondents did not have problems with understanding people in places where only English is spoken (such as the post office, banks and shops or Centrelink offices). Similarly, the majority (86%) reported that they did not have problems with being understood by people when speaking English in such places.

Figure 4: Whether have trouble communicating in places where only English is spoken

(Base: All respondents)



B4: When you go to places where only English is spoken like the post office, banks and shops, or Centrelink offices, do you have problems with: [Understanding people there; People understanding you]?

Demographic differences in ability to effectively communicate in places where only English is spoken

Ability to effectively communicate in places where only English is spoken (such as the post office, banks or shops) was consistent across gender and remoteness. The results were also largely consistent across age groups, although younger respondents were slightly more likely to report having problems understanding people in such places (14% of 15-24 year olds, compared with 7% of 25-34 year olds, slightly but not significantly higher than 9% of 35-54 year olds and 10% of those aged 55 and over).

The key differences pertaining to ability to effectively communicate were:

- Respondents who had not completed year 10 were more likely to report that they have problems with people understanding them when they are speaking English (18%, compared with 10% of those with TAFE, diploma or certificate and 7% of respondents with a university degree or higher); and
- Respondents with lower household income (under $30,000) were more likely to report that they have problems communicating in places where only English is spoken (understanding people and/or other people understanding them) (22%, compared with 13% of respondents with income of $30,000 to under $60,000, 11% of those with income of $60,000 to under $90,000 and 5% of those with income of $90,000 and over).

2.3 Help with official forms and letters

Respondents were found to be generally proficient in understanding and filling in official documents.

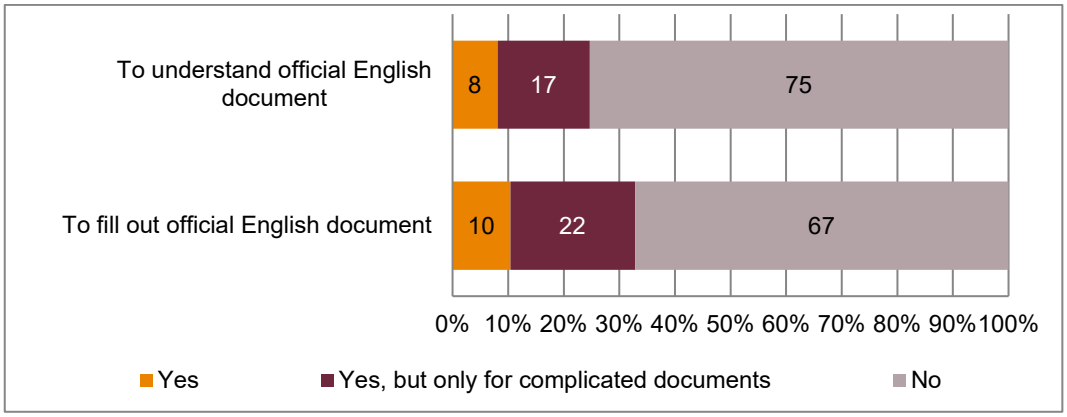
As shown in Figure 5, three quarters (75%) of respondents indicated that they did not require help to read and understand an official letter or a leaflet.

The majority (67%) of respondents also indicated that they did not require assistance to fill in an official form.

Around a fifth reported needing help understanding (17%) and filling out (22%) complicated forms.

Figure 5: Need help with official documents

(Base: All respondents, n=1012)



B5: When you receive an official letter or leaflet, do you need help from someone else to read it and understand what it is about? The letter could, for example, be from the government, a phone company, or a bank.

B6: When you need to fill in an official form, do you need help from someone else to understand it and fill it out? This form could, for example, be from the government, a phone company, or a bank.

Demographic differences in ability to understand and fill in official documents in English

Respondents' ability to understand and fill in official documents was uniform across gender.

While respondents were most likely to indicate that they did not require help, significant differences in proficiency levels were seen across:

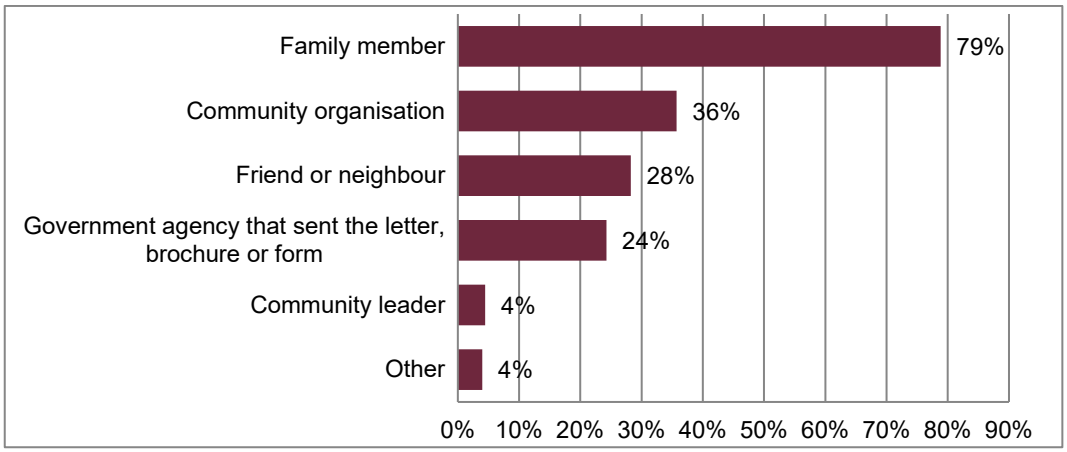
- Age – younger (15-24 years old) and older (55 and over) respondents were most likely to indicate that they needed help to complete all or complicated documents):
    - read and understand official documents (12% of 15-24 year olds and 10% of those aged 55 and over, compared with 7% of 25-34 year olds and 6% of those aged 35-54); and
    - fill out official documents (14% of 15-24 year olds and 17% of those aged 55 and over, compared with 7% of 25-54 year olds).
- Overall, older respondents were more likely to indicate that they required at least some help.
- When compared to younger respondents, significantly lower proportions of older respondents reported that they required no help with:
    - understanding official documents (67%, compared with 81% of 25-34 year olds and 78% of those aged 35-54, slightly but not significantly lower than 72% of 15-24 year olds); and

    - filling out official documents (55%, compared with 66% of 15-24 year olds and 71% of 25-54 year olds).
- Remoteness – respondents in inner regional areas were more likely to indicate proficiency (i.e. no difficulties) in:
    - understanding (86%, compared with 71% of those in metropolitan and 72% in outer regional areas); and
    - filling out official English documents (79%, compared with 61% of those in metropolitan and 65% in outer regional areas).
- Education – less educated respondents, particularly those who had not finished year 10, were more likely to indicate that they required help to complete all or complicated documents :
    - understand official documents (16% of respondents with less than year 10, compared with 7% of those with year 10-12, 4% of those with TAFE, diploma or certificate and 2% of respondents with a university degree or higher); and
    - fill out official documents (25% of respondents with less than year 10, compared with 8% of those with year 10-12 and 3% of those with tertiary qualifications).
- In general, ability to understand and fill-out official documents was closely related to education, with proficiency levels increasing with educational attainment.
- The vast majority of university educated respondents indicated that they did not require help to understand and fill out official documents (95% no difficulties understanding; 93% no difficulties filling out), followed by:
    - respondents with TAFE, certificate or diploma (84% no difficulties understanding; 79% no difficulties filling out);
    - respondents who had finished year 10-12 (76% no difficulties understanding; 67% no difficulties filling out; and
    - respondents who had not completed year 10 (59% no difficulties understanding; 47% no difficulties filling out).
- Income – respondents with lower household income (under $30,000) were more likely to report needing help to complete all or complicated documents:
    - understanding (12%, compared with 6% of those with income of $30,000 to under $60,000, nil of those with income of $60,000 to under $90,000 and 3% of those with income of $90,000 and over); and
    - filling out official documents (14%, compared with 7% of those with income of $30,000 to under $60,000, 2% of those with income of $60,000 to under $90,000 and 4% of those with income of $90,000 and over).
- Overall, those with income of under $60,000 were less likely to report that they did not require any help:
    - understanding (66% of those with income of under $30,000 and 77% of those with income of $30,000 to under $60,000, compared with 93% of respondents with income of $60,000 to under $90,000 and 90% of those with income of $90,000 and over); and
    - filling out official documents (58% of those with income of under $30,000 and 67% of those with income of $30,000 to under $60,000, compared with 89% of respondents with income of $60,000 to under $90,000 and 85% of those with income of $90,000 and over).

As illustrated in Figure 6, family members were the key source of assistance for the majority of those who reported needing at least some help with reading, understanding or filling in official forms (79%).

Figure 6: Sources of help with official letters, leaflets and forms

(Base: Respondents who needed help with official documents, n=323) (Multiple response)



B7: Who do you go to for help to understand and deal with official letters leaflets and forms?

Demographic differences in sources of help with official letters, leaflets and forms

Sources of help with official letters, leaflets and forms were broadly consistent across gender.

Family members

Family members were more likely to be a key source of assistance for:

- Respondents (who required help) aged 15-24 (85%, compared with 73% for those aged 55 years and over, higher but not significantly than 81% of respondents aged 25-34 and 76% of those aged 35-54); and
- Respondents in metropolitan areas (87%, compared with 75% for outer regional and, particularly 61% for inner regional areas).

Community organisations

Community organisations were more likely to be a key source of assistance for:

- Respondents in inner regional and metropolitan areas (44% and 41%, respectively, compared with 21% of those in outer regional areas);
- Respondents who had completed year 12 or less (38%, compared with 20% of those with a post school qualification); and
- Respondents with household income of less than $60,000 (44% and 41% of those with income of under $30,000 and between $30,000 and $60,000 respectively, compared with 8% of those with income of $60,000 or more).

Friends or neighbours

Friends or neighbours were more likely to be a key source of assistance for:

- Respondents aged 55 years and over (34%, compared with 21% of those aged 25-34 years, slightly higher by not significantly than 25% of those aged 15-24 and 31% of 35-54 year olds); and
- Respondents who had not completed year 10 (36%, compared with 23% of those with year 10-12 and 22% of those with TAFE, diploma or certificate).

Government agencies

Relevant government agencies were more likely to be a source of assistance for:

- Respondents aged 25 years and older (31% of 25-34 year olds, 28% of those aged 35 and over, compared with 9% of those aged 15-24); and
- Respondents with household income of $30,000 to $60,000 (38%, compared with 23% of those with income of under $30,000 and 17% of those with income of $60,000 and over).

Community leaders

Community leaders were more likely to be a source of help for:

- Respondents living in outer regional areas (10%, compared with 2% of those in metropolitan areas, slightly but not significantly higher than 4% of respondents in inner regional areas).

3. Media consumption

3.1 Summary of key findings

Television

Consumption of free-to-air television was found to be **very high**, with 91% of respondents reporting that they watched free-to-air television in the previous four weeks. This was primarily driven by the viewing of commercial free-to-air channels such as Channel Seven, Nine and Ten. Fifty per cent of respondents reported that they had watched the ABC in the previous four weeks.

Over half (54%) of respondents reported watching at least two hours of commercial free-to-air television per day.

Free-to-air television was primarily **consumed in the evening** (i.e. after 6pm) with the most popular program types being the **news, movies, current affairs and sports programs.**

Consumption of both commercial and SBS television was more prevalent among **older respondents**. SBS television, in particular, was not watched by the vast majority of younger respondents (82% of 15-24 year olds and 63% of those aged 25-34).[3]

Viewers of commercial and SBS television also differed in terms of their education profiles, with the latter being more commonly watched by those with post-secondary school qualifications. In contrast, **heavy commercial television viewing** was more pronounced among **less educated respondents** who had not attained a post-school qualification (TAFE, certificate or diploma or a university degree or higher).

Heavier consumption of commercial free-to-air television was also found to be higher among **females, metropolitan residents** and those from **lower income** households.

Consumption of subscription television was found to be **lower**, with 32% of respondents reporting that they watched subscription television in the previous four weeks. In contrast to free-to-air television, reported subscription television viewing was **higher among younger respondents** (15-24 years of age) and, not surprisingly, also more prevalent among **higher income** households.

Consistent with free-to-air television viewing, subscription television was also mostly **watched in the evening**, with **movies, news and documentaries** and **sport programs** dominating the most commonly viewed program types.

[3] Note that National Indigenous Television (NITV) was launched as a free-to-air channel on Freeview channel 34 on 12 December 2012. This followed the transfer of the management and operation of the channel to the Special Broadcasting Service (SBS) on 1 July 2012. NITV was therefore not a free-to-air channel during the fieldwork period (20 August 2012 and 2 November 2012) – during this period NITV was distributed via cable and satellite providers, with some limited over-the-air transmissions in certain remote areas.

Consumption of **Indigenous television stations and programs** was found to be **high**, with over two thirds (67%) of respondents reporting that they watched at least one Indigenous station or program in the previous four weeks

Indigenous programs were mainly watched on the ABC and SBS with the most commonly watched programs being *Living Black on SBS* (45%) and *Message Stick* on the ABC (42%). Just over a third (35%) reported watching National Indigenous Television (NITV)[4] in the previous four weeks, and less than a tenth (7%) indicated that that they had watched Imparja.[5]

Consumption of Indigenous television was **more prevalent among older** (25 years of age or more) and **better educated** respondents.

Radio

As with free-to-air television, reported **consumption of radio** among respondents was found to be **high**: the majority (73%) of respondents indicated that they had listened to the radio in the previous four weeks.

Consumption of radio was **dominated by commercial radio stations**, with nearly nine in ten (89%) of those who listened to the radio reporting that they listened to commercial radio stations.

Two fifths (40%) of respondents who listened to the radio mentioned (unprompted) that they listened to Indigenous and other community radio stations.

Commercial radio listening was spread evenly between early **morning** (i.e. before 9am – 66% of those who listened to commercial radio) and **afternoon** (i.e. from 12 noon to 6pm – 67%), reflecting the peak radio listening times.

Consumption of **commercial radio** was found to be **more prevalent among younger respondents.** Respondents aged 25-34 in particular reported heavier consumption of commercial radio, especially in comparison with older respondents (aged 55 and over) who were considerably less likely to listen to commercial radio at all.

Upon prompting, almost a third (31%) of all respondents indicated that they had listened to at least one of the Indigenous **radio stations/programs** (including local and national stations/programs such as 8 KIN, Koori Radio, Speaking Out, and Awaye) listed in the questionnaire in the previous four weeks.

Consumption of **Indigenous radio** was more prevalent among respondents **aged 25 years and over,** with a significant proportion of those aged 15-24 reporting no consumption of Indigenous radio (82%, compared with 69% of those aged 25-34, 65% of 35-54 year olds and 68% of those aged 55 and over).

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[4] Note that NITV was launched as a free-to-air channel on Freeview channel 34 on 12 December 2012. This followed the transfer of the management and operation of the channel to the Special Broadcasting Service (SBS) on 1 July 2012. NITV was therefore not a free-to-air channel during the fieldwork period (20 August 2012 and 2 November 2012) – during this period NITV was distributed via cable and satellite providers, with some limited over-the-air transmissions in certain remote areas.

[5] Imparja Television is a licensed commercial TV service covering remote Central and Eastern Australia, broadcast via satellite. It has penetration into QLD, NSW, VIC, NT and SA. Along with many small communities is covers the communities of Katherine, Tennant Creek, Mt Isa, Alice Springs, Bourke, Cooper Pedy and Lightning Ridge.

Print

Reported **consumption of newspapers** among respondents was found to be **high**, with more than three quarters (77%) indicating that they had read a newspaper in the previous four weeks.

Newspaper consumption was primarily driven by **consumption of metropolitan papers** (63% of respondents who had read a newspaper) and, to a lesser extent, the *Koori Mail* (48%). Moreover, **the readership of Indigenous newspapers** was found to be **solid**, with over half (52%) of respondents who read newspapers reporting that they had read at least one Indigenous newspaper in the previous four weeks.

Newspaper consumption was more pronounced among **older and better educated** respondents. In particular, heavy newspaper consumption was more prevalent among respondents aged 55 and over and those with a university degree or higher.

Consumption of magazines was **lower**, with just over half (55%) of respondents reporting that they had read a magazine in the previous four weeks.

Magazine consumption was dominated **by mass circulation women's titles** such as *That's Life!, The Australian Women's Weekly and New Idea* – publications in this category were read by 57% of respondents who read magazines. **Indigenous titles also featured** prominently, with 19% of respondents indicating (unprompted) that they read *Deadly Vibe* and 13% of respondents indicating that they read *Tracker*.

Magazine consumption was considerably **higher among females**, although this was not the case for the Indigenous titles.

When prompted, over a half (52%) of all respondents indicated that they had read at least one of the **Indigenous newspapers/magazines** listed in the questionnaire in the previous four weeks.

The **highest readership** was recorded for the ***Koori Mail*** (41%), followed by *National Indigenous Times* (21%) and *Deadly Vibe* (20%). Both the *Koori Mail* and *National Indigenous Times* were generally **read by older** (aged 25 and over) and **better educated** respondents. Readership of both was also higher in metropolitan areas, although the *Koori Mail* readership was also higher in inner regional than in outer regional areas.

Online

Internet usage among respondents was found to be **relatively high**: the majority (70%) of respondents indicated that they had used the Internet in the previous four weeks.

The Internet was mainly used for **communicating through email** (81% of those who used the Internet), participating in **online communities or social networking** (79%), and for **research or obtaining information** (78%).

The Internet was mainly accessed from home (74% of Internet-users) and work (38%), and respondents mostly reported using a mobile phone/smartphone (62%) or desktop/personal computer (60%) to access the Internet.

Not surprisingly, typical weekly **Internet usage** was **higher among younger respondents** (with those aged 15-34 more likely to report heavy consumption) and lower among older respondents (with respondents aged over 55 years and over more likely to report no Internet usage). The level of Internet usage was also higher among **females, better educated** respondents, and those with **higher household income**.

Participation in social media was **more prevalent among females** and **younger respondents**, particularly among those aged 15-24 (81%) and 25-34 (72%). Social media usage was also more prevalent among respondents in **metropolitan and inner regional areas,** those with **higher household income** and **high levels of educational attainment**.

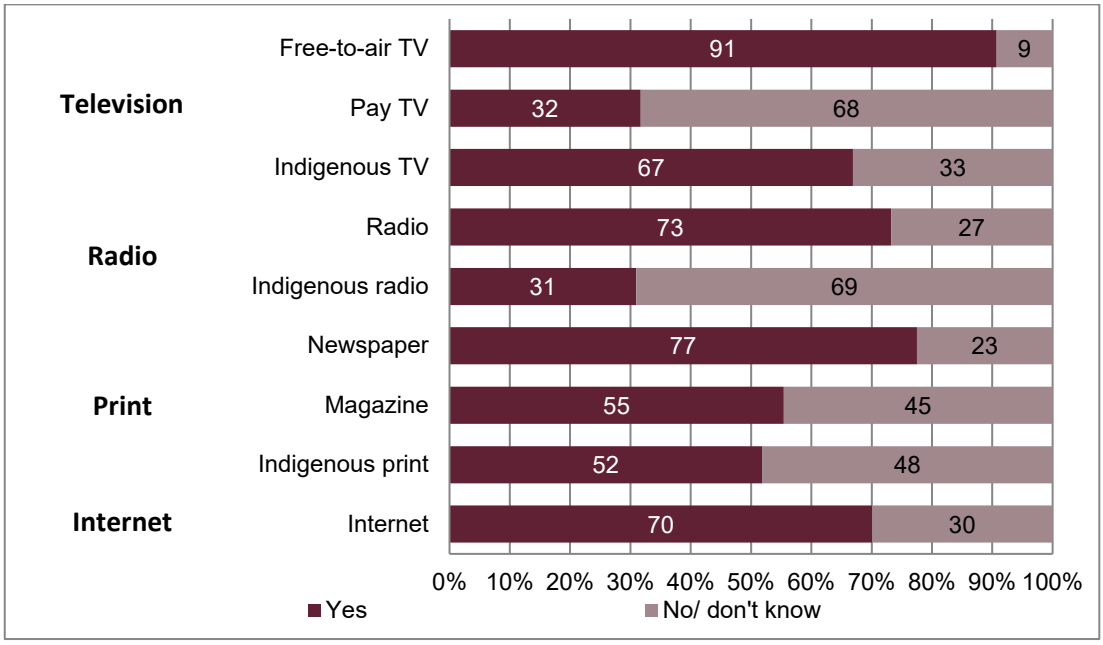
Facebook was by far the **most popular** social media site with just over half (56%) of all respondents indicating that they are on Facebook. Among these Facebook users, the majority (61%) indicated that they had 'liked' or friend-ed' the sites of Indigenous community organisations. Just over a quarter (28%) indicated that they had 'liked' or 'friend-ed' government sites.

3.2 Snapshot

A snapshot of media consumption among respondents is provided in Figure 7 below[6] .

Figure 7: Media consumption (last 4 weeks)

(Base: All respondents)



[6] Newspaper (77%) and magazine (55%) results included in Figure 7 include Indigenous publications.

3.3 Television

Free-to-air television

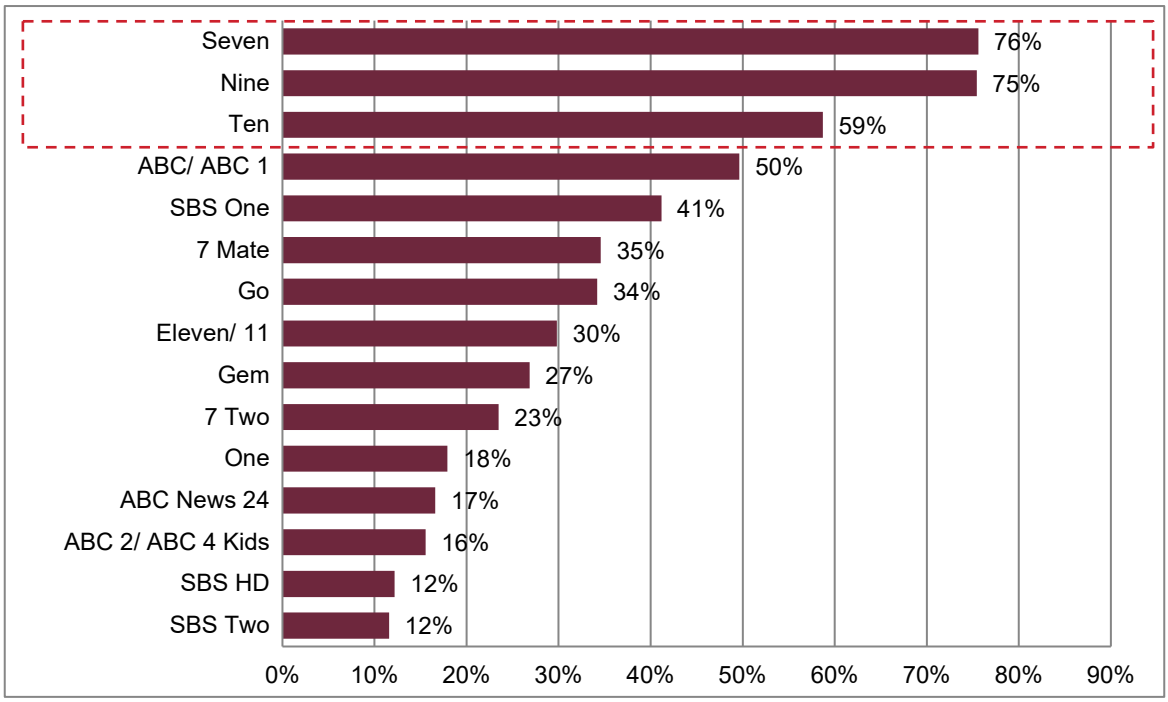
Consumption of **free-to-air television** was found to be **very high**: the vast majority (91%) of respondents indicated that they had watched free-to-air television in the previous 4 weeks.

Those who reported watching free-to-air television mostly watched commercial television channels such as Seven (76%)[7], Nine (75%)[8] and Ten (59%)[9] to a lesser extent (see Figure 8 below). The ABC, SBS and the new digital channels were less popular, although between a third and a half of free-to-air television viewers watched:

- ABC/ABC 1 (50%)
- SBS One (41%)
- 7 Mate (35%), and
- Go (34%).

Figure 8: Channels watched (last 7 days) – unprompted

(Base: Respondents who watched free-to-air television, n=922) (Multiple response)



A2: Which free-to-air TV channels have you watched in the last 7 days?

[7] Includes Channel 7, Prime 7 and GWN 7.

[8] Includes Channel 9, WIN Network and NBN.

[9] Includes Channel 10, Southern Cross Ten, Mildura Ten and WIN Ten.

Demographic differences in free-to-air television consumption

Prevalence of free-to-air television viewing was broadly consistent across gender and income levels.
Higher prevalence of free-to-air television viewing was recorded among:

- Respondents aged 25 and over (91% of those aged 25-34, 93% of 35-54 year olds and 95% of those aged 55 and over, compared with 84% of respondents aged 15-24)
- Respondents in metropolitan areas (96%, compared with 89% of those from inner regional areas and 85% of those from outer regional areas), and
- Respondents who had at least completed year 10 (91% of those with year 10-12, 95% of respondents with TAFE, certificate or diploma and 96% of respondents with a university degree or higher, compared with 85% of those with less than year 10).

Demographic differences in channel consumption

Seven

Consumption of Channel Seven among respondents was broadly consistent across gender, age, remoteness, educational attainment and income.

Nine

Consumption of Channel Nine was broadly consistent across gender and remoteness. Among those who watched free-to-air television, prevalence of watching Channel Nine (in the previous 7 days) was higher among:

- Respondents aged under 55, particularly those aged 35-54 (79% of 35-54 year olds, compared with 70% of those aged 55 and over; slightly but not significantly higher than 74% of 15-24 year olds and 76% of 25-34 year olds)
- Respondents with lower levels of education (74% of those who had not completed year 10, 77% of those with year 10-12 and 75% of respondents with TAFE, certificate and diploma, compared with 64% of those with a university degree or higher), and
- Respondents with household income of $90,000 or over (89%, compared with 74% of those with income of under $30,000, 71% of respondents with income of $30,000 to under $60,000 and 75% of those with income of $60,000 to under $90,000).

Ten

Consumption of Channel Ten was broadly consistent across gender, age and income. Among those who watched free-to-air television, higher prevalence of watching Channel Ten (in the previous 7 days) was recorded among:

- Respondents in metropolitan areas (65%, compared with 57% of those in inner regional and 49% of respondents in outer regional areas), and
- Respondents who had at most completed year 10-12 (64%, compared with 52% of those who had not completed year 10, 56% of respondents with TAFE, certificate or diploma and 50% of those with a university degree or higher).

ABC/ABC1

Consumption of ABC/ABC1 was broadly consistent across gender, remoteness and income. Among those who reported watching free-to-air television, prevalence of watching ABC/ABC1 (in the previous 7 days) was higher among:

- Respondents aged 25 and over, particularly those aged 35 and over (45% of 25-34 year olds, 62% of 35-54 year olds and 60% of those aged 55 and over, compared with 28% of those aged 15-24), and
- Respondents with a university degree or higher (60%, compared with 46% of those with year 10-12, higher but not significantly than 50% of respondents who had not completed year 10 and 52% of those with TAFE, diploma or certificate).

SBS One

Consumption of SBS One was broadly consistent across gender, remoteness and income. Among those who reported watching free-to-air television, prevalence of watching SBS One (in the previous 7 days) was higher among:

- Respondents aged 25 and over, particularly those aged 35 and over (37% of 25-34 year olds and 51% of those aged 35 and over, compared with 23% of those aged 15-24), and
- Respondents with a university degree or higher (59%, compared with 40% of respondents who had not completed year 10, 38% of those who had completed year 10-12 and 44% of those with TAFE, diploma or certificate).

7 Mate

Among those who reported watching free-to-air television, prevalence of watching 7 Mate (in the previous 7 days) was higher among:

- Males (39%, compared with 31% of females)
- Respondents aged under 55 (38% of 15-24 year olds, 35% of 25-34 year olds and 36% of 35-54 year olds, compared with 25% of those aged 55 and over)
- Respondents in inner regional areas (41%, compared with 31% of respondents in metropolitan areas, higher but not significantly than 34% of those in outer regional areas)
- Respondents with lower levels of education (37% of those with year 10-12 and 35% of respondents with TAFE, certificate or diploma, compared with 21% of those with a university degree or higher; not significantly different from 32% of respondents with less than year 10), and
- Respondents with lower household income (37% of those with income of under $30,000, compared with 29% of those with income of $30,000 to under $60,000; slightly but not significantly higher than 31% of those with income of $60,000 or more).

Go

Consumption of Go was broadly consistent across gender and income. Among those who reported watching free-to-air television, prevalence of watching Go (in the previous 7 days) was higher among:

- Respondents aged under 55 (40% of 15-24 year olds, 39% of 25-34 year olds and 35% of 35-54 year olds, compared with 18% of those aged 55 and over)
- Respondents in metropolitan areas (38%, compared with 29% of those in outer regional areas; higher but not significantly than 33% of those in inner regional areas), and
- Respondents with lower levels of education (35% of those with year 10-12 and 37% of respondents with TAFE, certificate or diploma, compared with

21% of those with a university degree or higher; not significantly different from 32% of respondents with less than year 10).

Eleven

Consumption of Eleven was broadly consistent across gender and remoteness. Among those who reported watching free-to-air television, prevalence of watching Eleven (in the previous 7 days) was higher among:

- Respondents aged under 55 (35% of 15-24 year olds, 32% of 25-34 year olds and 29% of 35-54 year olds, compared with 20% of those aged 55 and over)
- Respondents with TAFE, certificate or diploma (34% of those with TAFE, certificate or diploma, compared with 20% of those with a university degree or higher; slightly but not significantly higher than 28% of those who had not completed year 10 and 30% of respondents with year 10-12), and
- Respondents with income of under $30,000 or $60,000 or more (33% and 32% respectively, compared with 23% of those with income of $30,000 to under $60,000).

Gem

Consumption of Gem was broadly consistent across gender, remoteness, educational attainment and income. Among those who reported watching free-to-air television, higher prevalence of watching Gem (in the previous 7 days) was seen among:

- Respondents aged 35-54 (31%, compared with 21% of those aged 55 and over; higher but not significantly than 25% of 15-24 year olds and 26% of 25-34 year olds).

7Two

Consumption of 7Two was broadly consistent across gender, age, education and income. Among those who reported watching free-to-air television, prevalence of watching 7Two (in the previous 7 days) was higher among:

- Respondents in outer regional areas (29%, compared with 22% of respondents in metropolitan and 21% of those in inner regional areas).

One

Consumption of One was broadly consistent across age and income. Among those who reported watching free-to-air television, prevalence of watching One (in the previous 7 days) was higher among:

- Males (23%, compared with 13% of females)
- Respondents in inner regional areas (23%, compared with 15% of respondents in metropolitan; higher but not significantly than 17% of those in outer regional areas), and
- Respondents with education to year 12 or less (20%, compared with 15% of those with a post school qualification).

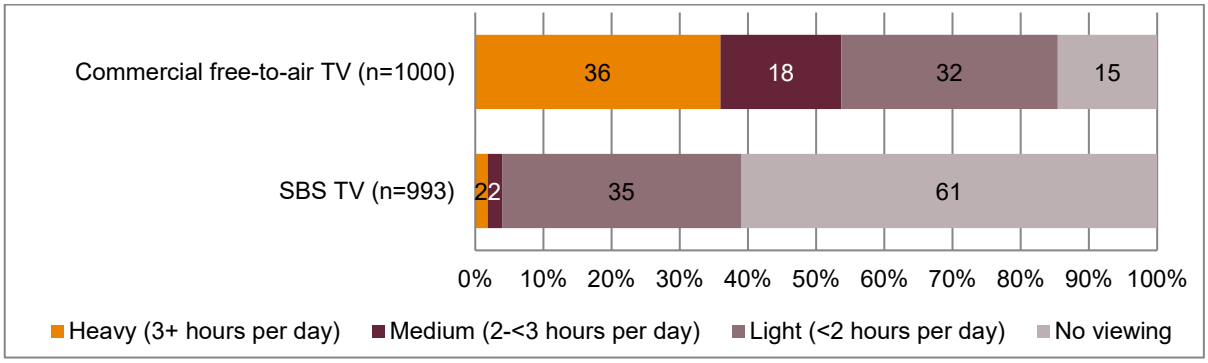
Free-to-air television consumption was primarily driven by the viewing of commercial television channels, resulting in **high** overall consumption of **commercial free-to-air television**. Overall, over four fifths (86%) of respondents reported watching commercial free-to-air television in the previous seven days.

As shown in Figure 9, commercial television viewing was mostly divided between light (less than 2 hours per day – 32% of all respondents) and heavy consumption (more than 3 hours per day – 36%). Over half (54%) of respondents reported watching at least two hours of commercial free-to-air television per day.

Consumption of **SBS television** channels was **limited**, with the viewing pattern being more heavily skewed towards no consumption (61%) and light viewing (less than 2 hours per day – 35%). Only a very small proportion (4%) reported watching SBS channels for two or more hours per day.

Figure 9: Typical daily free-to-air television consumption (last 7 days)

(Base: All respondents)'



A3: Thinking about the last 7 days, how much time did you spend watching commercial free-to-air channels such as…?

A4: Thinking about the last 7 days, how much time did you spend watching SBS?

Demographic differences in typical daily consumption of free-to-air television

Commercial free-to-air television

Higher consumption of commercial free-to-air television was recorded among:

- Females – more likely indicate heavy consumption (40%, compared with 31% of males).
    - Males were more likely to report no consumption of commercial free-to-air television (18%, compared with 11% of females).
- Older respondents – more likely to indicate heavy consumption (48% of those aged 55 and over, compared with 31% of 15-24 year olds, 32% of 25-34 year olds and 37% of 35-54 year olds).
    - Younger respondents (aged 15-34) were more likely to report no commercial television viewing (19% of 15-24 year olds, compared with 11% of those aged 35 and 12% of those aged 55 and over).
- Less educated respondents – more likely to report heavy consumption (42% of those with year 12 or less, compared with 25% of respondents with a post-high school qualification).

    - Those with post-school qualifications (TAFE, diploma or certificate or university) were more likely report light (41%, compared with 27% of those with year 12 or less) or medium consumption (21%, compared with 16% of those with year 12 or less).

- Respondents from metropolitan areas, followed by those in outer regional locations – more likely to report heavy consumption (42% of those in metropolitan and 36% in outer regional areas) compared with those from inner regional areas (28%).
    - Respondents living in inner regional areas tended to report light consumption (38%, compared with 32% of metropolitan and 26% of outer regional residents).
    - Respondents in outer regional (19%) and inner regional (16%) areas were more likely to report no consumption than those in metropolitan areas (11%).
- Respondents with household income of less than $60,000 per annum – more likely to report heavy consumption of commercial television (40% of those with income of under $30,000 and 37% of those with income between $30,000 and $60,000), relative to those with income of $60,000 and more per annum ($60,000 to under $90,000 – 25%; $90,000 or more – 18%).
    - Those with a household income of $60,000 and over were more likely to report light consumption (37% of those with income of $60,000 to under $90,000 and 42% of those with income of $90,000 and over, compared with 28% of respondents with household income of under $60,000).

SBS television

SBS television consumption patterns were consistent across gender, remoteness and income. The key differences in typical daily consumption of SBS television were found for age and educational attainment:

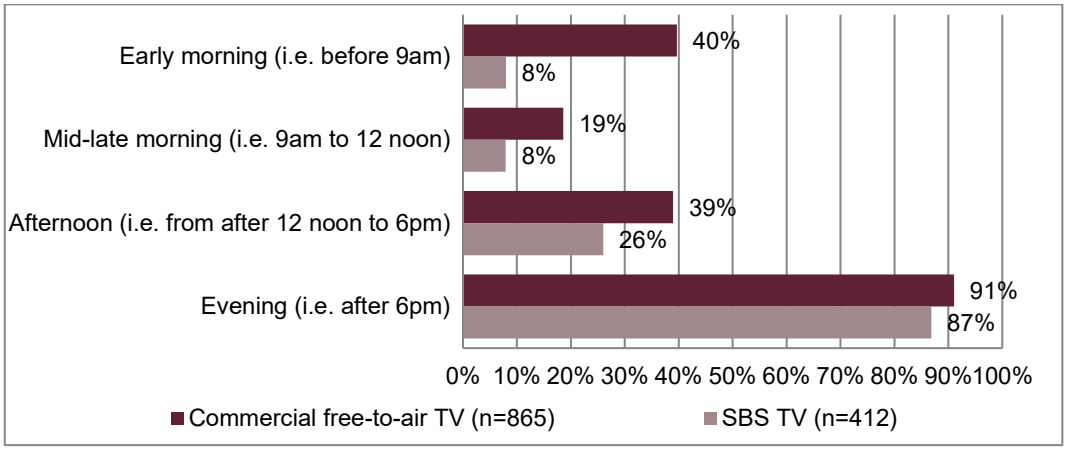
- Younger respondents were more likely to report no consumption of SBS television (82% of 15-24 and 63% of 25-34 year olds, compared with 49% of those aged 35-54 and 51% of those aged 55 years and over).
- Respondents with no post-high school qualifications were more likely to report no consumption of SBS television (64% of those with year 12 or less, compared with 54% of respondents with a post high school qualification).
    - Those with post-high school qualifications tended to report light viewing of SBS television (43%, compared with 32% of those without).

The vast majority (91%) of those who indicated that they watched commercial free-to-air television reported doing so in the evening (i.e. after 6pm). The least popular time-slot was in the mid-late morning (i.e. 9am to 12 noon), with less than one fifth (19%) indicating that they watched commercial free-to-air television during this time period.

Similar to commercial free-to-air television viewing, SBS channels were mostly watched in the evening (87% of those who watched SBS channels). Viewers of SBS channels were considerably less likely to report watching SBS before noon (8% – early morning; 8% – 9am to 12 noon).

Figure 10: Time of day watched television (last 7 days)

(Base: Respondents who watched free-to-air television) (Multiple response)



A5: At what times of the day did you watch commercial television channels in the last 7 days?

A6: At what times of the day did you watch SBS in the last 7 days?

News was by far the most popular television program type, watched by the vast majority (83%) of free-to-air television viewers. This was followed by:

- movies (59%)
- current affairs programs such as *Today Tonight* and *60 Minutes* (59%), and
- sport (56%).

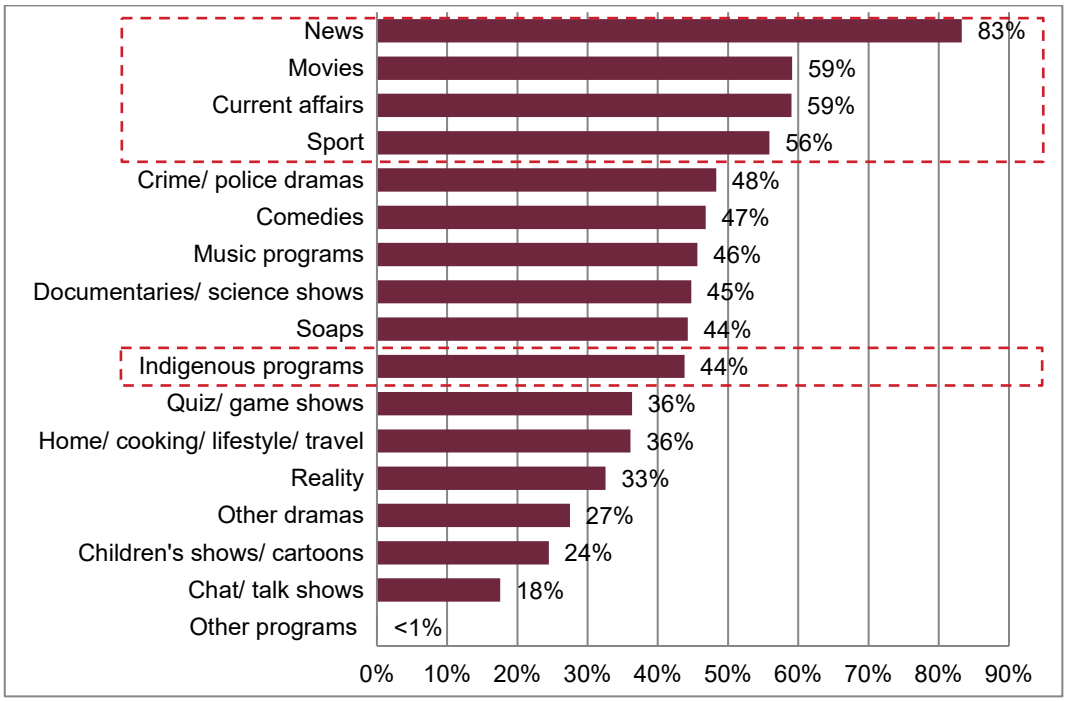
Indigenous programs were viewed by just over two fifths (44%) of respondents who watched free-to-air television in the previous 7 days.

The popularity of indigenous programs was broadly in line with that of:

- crime/police dramas such as Law and Order and CSI (48%)
- comedies (47%)
- music programs (46%)
- documentaries/science shows (45%), and
- soaps (44%).

Figure 11: Program types watched (last 7 days)

(Base: Respondents who watched free-to-air television, n=918) (Multiple response)



A7: Thinking about free-to-air television generally, what types of programs did you watch in the last 7 days?

Demographic differences in free-to-air television program type consumption

News

Consumption of news on free-to-air television was broadly uniform across gender, educational attainment and income. Among those who reported watching free-to-air television in the previous 7 days, higher consumption of news was seen for:

- Respondents aged 25 and over (83% of 25-34 year olds, 87% of 35-54 year olds and 89% of those aged 55 and over, compared with 74% of 15-24 year olds), and
- Respondents in outer regional areas (87%, compared with 79% of those in inner regional areas, slightly but not significantly higher than 84% of respondents in metropolitan areas).

Movies

Consumption of movies on free-to-air television was broadly uniform across gender. Among those who reported watching free-to-air television, higher prevalence of viewing movies was seen for:

- Younger respondents aged 15-24 (66%, compared with 57% of those aged 25 and over)
- Respondents in metropolitan and outer regional areas (62%, compared with 51% of those in inner regional areas)
- Respondents who were not tertiary educated (63% of those who had not finished year 10 and 65% of respondents with year 10-12, compared with 50% of those with TAFE, certificate or diploma and 42% of those with a university degree or higher), and
- Respondents with household income of under $60,000 (66% of those with income of under $30,000 and 62% of respondents with income of $30,000 to

under $60,000, compared with 48% of those with income of $60,000 or more).

Current affairs

Consumption of current affairs programs on free-to-air television was broadly uniform across gender, educational attainment and income. Among those who reported watching free-to-air television, higher consumption of current affairs programs was seen for:

- Respondents aged 35 and over (69% of 35-54 year olds and 66% of those aged 55 and over, compared with 46% of 15-24 year olds and 53% of 25-34 year olds), and
- Respondents in metropolitan areas (63%, compared with 53% of those in inner regional areas, slightly but not significantly higher than 59% of respondents in outer regional areas).

Sport

Consumption of sports programs on free-to-air television was broadly uniform across age and income. Among those who reported watching free-to-air television, higher prevalence of viewing sports programs was recorded for:

- Males (67%, compared with 46% of females)
- Respondents in outer regional areas (62%, compared with 53% of those metropolitan areas, higher but not significantly than 56% of respondents in inner regional areas), and
- Respondents with no post-school qualifications (61%, compared with 48% of those with TAFE, certificate, diploma or a university degree or higher).

Indigenous programs

Consumption of Indigenous programs on free-to-air television was broadly uniform across gender, remoteness, educational attainment and income. Among those who reported watching free-to-air television in the previous 7 days, higher consumption of Indigenous programs was recorded for:

- Respondents aged 25 and over, particularly those aged 35-54 (42% of 25-34 year olds, 54% of 35-54 year olds and 48% of those aged 55 and over, compared with 26% of 15-24 year olds).

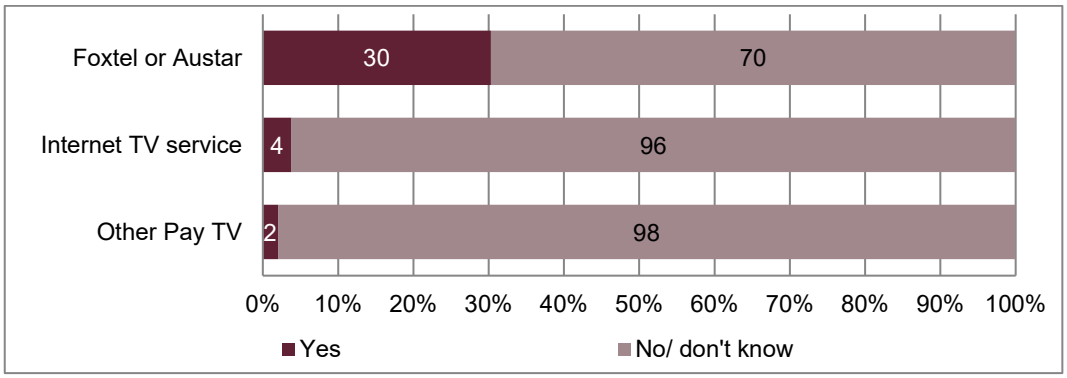
Subscription television

Just under a third (32%) of respondents indicated that they had watched subscription television services in the previous 4 weeks.

As illustrated in Figure 12, the respondents most commonly reported watching Foxtel or Austar Subscription TV services (30%).

Figure 12: Subscription television services watched (last 4 weeks)

(Base: All respondents, n=1018)



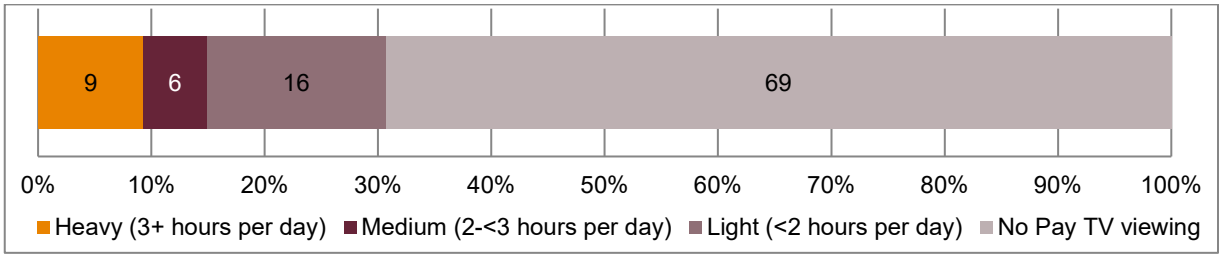
A8: In the past 4 weeks, have you watched…?

As shown in Figure 13, typical daily subscription television viewing was skewed towards no viewing (69%) and light viewing (less than 2 hours per day – 16% of all respondents).

Less than a tenth (9%) of respondents watched subscription television for 3 or more hours per day.

Figure 13: Typical daily subscription television consumption (last 7 days)

(Base: All respondents, n=1002)



A9: Thinking about the last 7 days, how much time did you spend watching Pay TV?

Demographic differences in subscription television consumption

Likelihood of subscription television consumption (i.e. whether subscription television was consumed at all) was broadly uniform across gender, remoteness and education.

Age and income played a role: younger respondents and those with higher annual household income were more likely to report subscription television viewing.

- Respondents aged 15-24 years were more likely to report consumption of subscription television (40%, compared with 31% of those aged 25-34 years and 28% of those aged 35 years and older).

- Respondents with income of $90,000 and over were more likely to report consumption of subscription television (55%, compared with 30% of those with income between $30,000 to under $60,000, 38% of those with income of $60,000 to under $90,000 and 25% those with income of under $30,000).

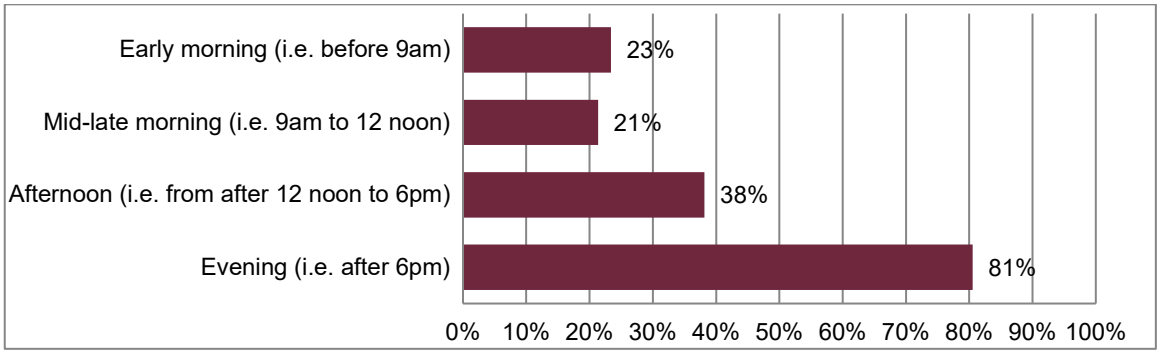
Levels of subscription television consumption were generally consistent across education levels and remoteness. Differences in consumption were found across:

- Gender - male respondents were more likely than females to indicate heavy consumption of subscription television (11%, compared with 7%).
- Age - respondents aged 15-24 years tended to report light consumption (25%) compared with those older (15% of those aged 25-35, 12% of those aged 35-54 and 11% of those aged 55 years and older).
- Income - respondents with household income of $90,000 or more were more likely to indicate medium or heavy consumption (26%, compared with 13% of those with income under $90,000)

Similar to free-to-air television consumption, subscription television was mostly watched in the evening (81% of those who watched subscription television).

Figure 14: Time of day watched subscription television (last 7 days)

(Base: Respondents who watched subscription television, n=292) (Multiple response)



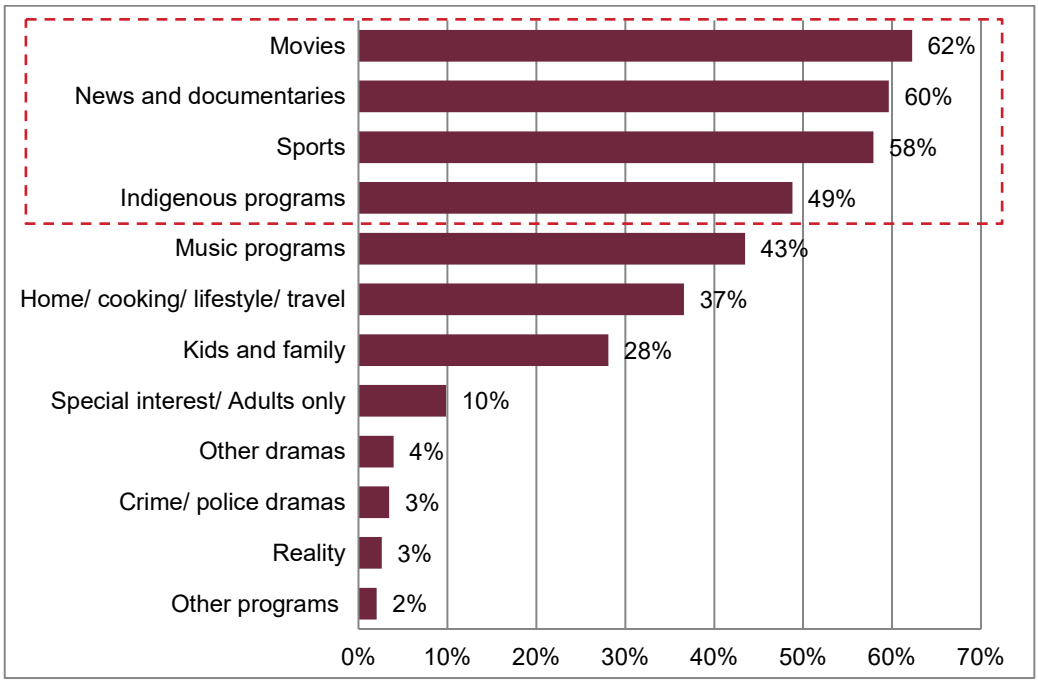
A10: At what times of the day did you watch Pay TV channels in the last 7 days?

The most popular subscription television program types included:

- movies (62% of those who watched subscription television)
- news and documentaries (60%)
- sports (58%), and
- Indigenous programs (49%).

Figure 15: Program types watched (last 7 days)

(Base: Respondents who watched subscription television, n=293) (Multiple response)[10]



A11: Thinking about Pay TV generally, what types of programs did you watch in the last 7 days?

Demographic differences in subscription television program type consumption

Movies

Consumption of movies on subscription television was broadly consistent across gender, remoteness educational attainment and income. Among those who reported watching subscription television, higher consumption of movies was seen for:

- Respondents aged 35 and over (69%, compared with 57% of respondents aged under 35).

News and documentaries

Consumption of news and documentaries on subscription television was broadly consistent across gender, educational attainment and income. Among those who reported watching subscription television, consumption of news and documentaries was higher for:

- Respondents aged 25 and over, particularly those 55 years of age or more (86% of those aged 55 and over, 69% of 35-54 year olds and 58% of those aged 25-34, compared with 41% of 15-24 year olds), and
- Respondents in inner regional areas (68%, compared with 55% of those in metropolitan areas, higher but not significantly than 59% of respondents in outer regional areas).

[10] Note that NITV was launched as a free-to-air channel on Freeview channel 34 on 12 December 2012. This followed the transfer of the management and operation of the channel to the Special Broadcasting Service (SBS) on 1 July 2012. NITV was therefore not a free-to-air channel during the fieldwork period (20 August 2012 and 2 November 2012) – during this period NITV was distributed via cable and satellite providers, with some limited over-the-air transmissions in certain remote areas.

Sports

Consumption of sports programs on subscription television was broadly consistent across age and income. Among those who reported watching subscription television, consumption of sports programs was higher for:

- Males (72%, compared with 43% of females)
- Respondents in outer regional areas (69%, compared with 54% of those in metropolitan and 53% of respondents in inner regional areas), and
- Respondents with no post-school qualifications (62%, compared with 51% of those with TAFE, certificate, diploma or a university degree).

Indigenous programs

Consumption of Indigenous programs on subscription television was broadly consistent across gender, remoteness and income. Among those who reported watching subscription television, consumption of Indigenous programs was higher for:

- Respondents aged 25 and over, particularly those 55 years of age or more (75% of those aged 55 and over, 55% of 35-54 year olds and 49% of those aged 25-34, compared with 31% of 15-24 year olds); and
- Respondents who had at least completed a year 10 education (50% of those with year 10-12, 53% of respondents with TAFE, certificate or diploma and 73% of respondents with a university degree or higher, compared with 32% of those who had not completed year 10).

Indigenous television stations and programs

Respondents were specifically asked whether they had watched a range of Indigenous television stations and programs in the previous 4 weeks.

Two thirds (67%) of respondents reported watching at least one Indigenous television station or program.

Just over a third (35%) reported watching National Indigenous Television (including programs broadcast on this channel such as *Indigenous Insight* and *Barefoot Sports*)[11] whilst less than a tenth (7%) indicated that they had watched Imparja TV[12] (see Figure 16).

Indigenous programs were most commonly watched on the ABC or SBS, with the most popular programs being:

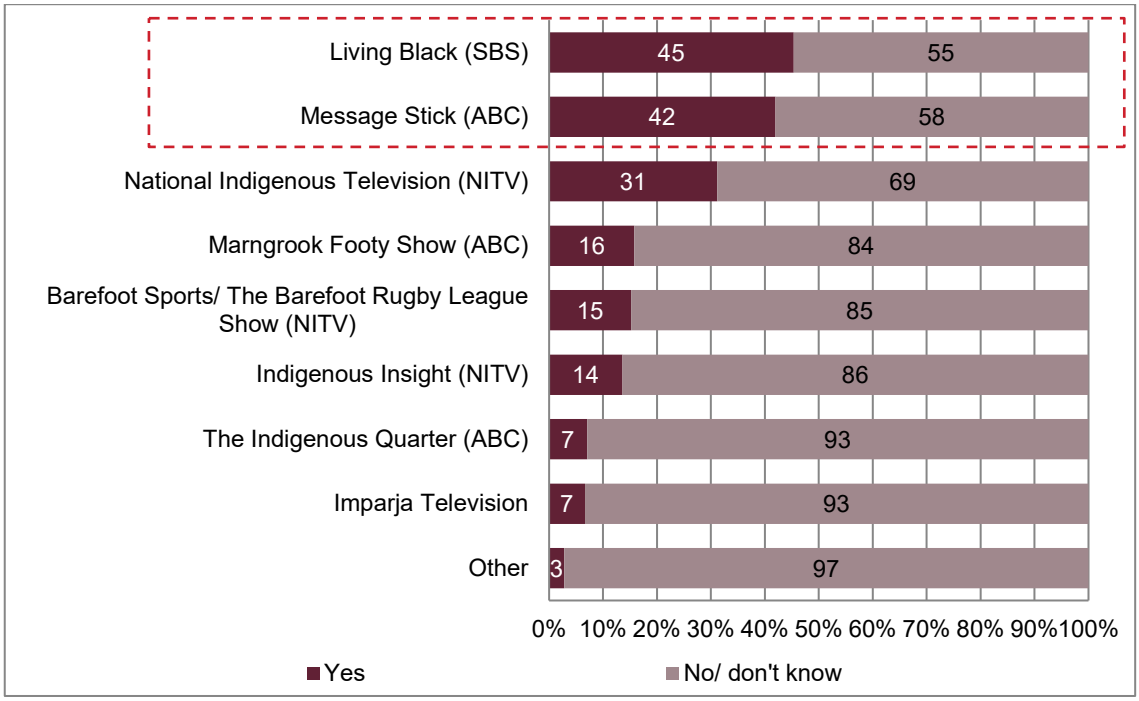
- *Living Black* (SBS) (45%), and
- *Message Stick* (ABC) (42%).

[11] Note that NITV was launched as a free-to-air channel on Freeview channel 34 on 12 December 2012. This followed the transfer of the management and operation of the channel to the Special Broadcasting Service (SBS) on 1 July 2012. NITV was therefore not a free-to-air channel during the fieldwork period (20 August 2012 and 2 November 2012) – during this period NITV was distributed via cable and satellite providers, with some limited over-the-air transmissions in certain remote areas.

[12] Imparja Television is a licensed commercial TV service covering remote Central and Eastern Australia, broadcast via satellite. It has penetration into QLD, NSW, VIC, NT and SA. Along with many small communities is covers the communities of Katherine, Tennant Creek, Mt Isa, Alice Springs, Bourke, Cooper Pedy and Lightning Ridge.

Figure 16: Indigenous television stations and programs watched (last 4 weeks)

(Base: All respondents, n=1018)



A12: In the past 4 weeks, have you watched any of the following Indigenous television stations or programs?

Demographic differences in stations and programs watched

Living Black (SBS)

Prevalence of watching *Living Black* on SBS was broadly consistent across gender, remoteness and income. *Living Black* was more popular among:

- Respondents aged 25 and over, particularly those aged 35 or more (58% of those aged 35 and over, 41% of 25-34 year olds, compared with 24% of 15-24 year olds), and
- Respondents with a university degree or higher (64%, compared with 41% of those with less than year 10, 45% of those with year 10-12 and 46% of respondent with TAFE, certificate or diploma).

Message Stick (ABC)

Prevalence of watching *Message Stick* on ABC was broadly consistent across gender, remoteness and educational attainment. This program was more popular among:

- Respondents aged 25 and over, particularly those aged 35 or more (55% of those aged 35-54, 53% of those aged 55 and over and 39% of 25-34 year olds, compared with 19% of 15-24 year olds), and
- Respondents with income of $30,000 or more (45%, compared with 38% of those with income of under $30,000).

National Indigenous Television (NITV)

Prevalence of watching NITV (including programs broadcast on this channel such as *Barefoot Sports* and *Indigenous Insight*) was broadly consistent across gender and age. NITV was more popular among:

- Respondents in outer regional areas (39%, compared with 32% of respondents in inner regional areas, slightly but not significantly higher than 35% of respondents in metropolitan areas)
- Respondents with a post school qualification (41%, compared with 33% of those with year 12 at most), and
- Respondents with income of $30,000 or more (40% of those with income of $30,000 to under $60,000 and 47% of those with income of $60,000 and over, compared with 29% of those with income of under $30,000).

Marngrook Footy Show (ABC)

Prevalence of watching the *Marngrook Footy Show* on ABC was broadly consistent across educational attainment and income. This program was more popular among:

- Males (21%, compared with 11% of females)
- Respondents aged 25 and over, particularly those aged 35 or more (23% of those aged 55 and over, 20% of those aged 35-54 and 14% of 25-34 year olds, compared with 8% of 15-24 year olds), and
- Respondents from inner regional areas (21%, compared with 14% of those in metropolitan and outer regional areas).

Barefoot Sports/The Barefoot Rugby League Show (NITV)

Prevalence of watching *Barefoot Sports* on NITV was broadly consistent across age, remoteness and educational attainment. Barefoot Sports was more popular among:

- Males (19%, compared with 12% of females), and
- Respondents with higher household income (26% of those with income of $90,000 or more, compared with 13% of those with income of under $30,000 and 16% of respondents with income of $30,000 to under $60,000, higher but not significantly than 18% of those with income of $60,000 to under $90,000).

Indigenous Insight (NITV)

Prevalence of watching *Indigenous Insight* on NITV was broadly consistent across gender, remoteness and education. This program was more popular among:

- Respondents aged 25 and over, particularly those aged 55 or more (20% of those aged 55 and over, 16% of those aged 35-54 and 13% of 25-34 year olds, compared with 7% of 15-24 year olds), and
- Respondents with household income of $60,000 and over (21%, compared with 11% of those with income of under $30,000, slightly but not significantly higher than 15% of respondents with income of $30,000 to under $60,000).

The Indigenous Quarter (ABC)

Prevalence of watching the *Indigenous Quarter* on ABC was broadly consistent across gender, remoteness, education and income. This program was more popular among:

- Respondents aged 35 and over (10% of those aged 35-54 and 13% of those aged 55 and over, compared with 2% of 15-24 year olds and 4% of 25-34 year olds).

Imparja Television

Prevalence of watching Imparja television was broadly consistent across income. Imparja television was more popular among:

- Males (8%, compared with 5% of females)
- Respondents aged 35-54 (10%, compared with 4% of 15-24 year olds, 6% of 25-34 year olds and 5% of those aged 55 and over)
- Respondents in outer regional areas (15%, compared with 4% in metropolitan and 3% in inner regional areas), and
- Respondents with no post-school qualification (8%, compared with 5% of those with TAFE, certificate, diploma or a university degree or higher).

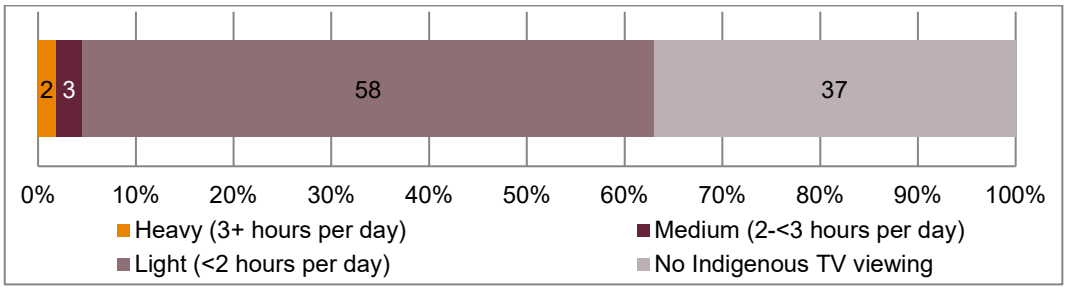
Indigenous television and program consumption was characterised by light viewing of less than 2 hours per day.

As shown in Figure 17, the majority (58%) of respondents reported watching Indigenous television stations and programs for less than 2 hours per day.

Not surprisingly given the number and length of popular Indigenous programs, only a very small proportion (5%) indicated viewing of 2 or more hours per day.

Figure 17: Typical daily Indigenous television consumption (last 7 days)

(Base: All respondents, n=906)



A13: Thinking about the last 7 days, how much time did you spend watching Indigenous television stations and programs?

Demographic differences in typical daily Indigenous television consumption

Likelihood of Indigenous television viewing (i.e. whether Indigenous stations or programs were viewed at all) was broadly consistent across gender and remoteness. Viewing was more prevalent among:

- Older respondents - respondents aged 25 and over were less likely to report that they had consumed no Indigenous television (40% of 25-34 year olds, 26% of those aged 35-54 and 34% of those aged 55 and over reported no consumption, compared with 52% of 15-24 year olds).
- Older age groups, particularly those aged 35-54, were also more likely to report light viewing (i.e. less than two hours per day) of Indigenous television (70% of those aged 35-54 reported that they had spent less than two hours per day watching Indigenous television, 55% of those aged 25-34 and 58% of those 55 or older, compared with 46% of 15-24 year olds).

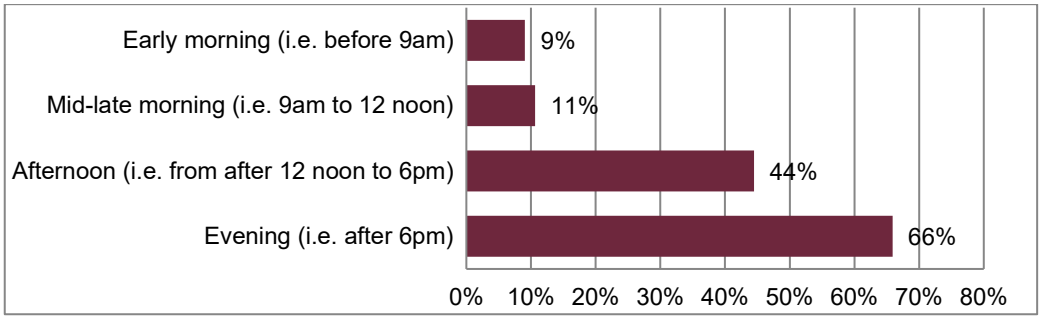
- Respondents with higher levels of education – respondents with post-school qualifications were less likely report that they consumed no Indigenous television (24% of those with a university degree and 32% of those with TAFE certificate or diploma reported no Indigenous television viewing, compared with 43% of those who had not completed year 10).
- Respondents with higher household income – those with income of $60,000 and over were less likely to report that they had consumed no Indigenous television (32% of those with income of $60,000 and over reported that they had not consumed Indigenous television, compared with 42% of those with income of under $30,000).

Viewing of Indigenous television typically occurred in evenings (i.e. after 6pm – 66% of those who watched Indigenous TV stations and programs) and afternoons (i.e. 12 noon to 6pm – 44%) (see Figure 18).

In contrast with the free-to-air and subscription television viewing patterns, consumption of Indigenous television was not as heavily skewed towards the evening time-slot.

Figure 18: Time of day Indigenous television stations and programs watched (last 7 days)

(Base: Respondents who watched Indigenous television, n=610) (Multiple response)



A14: At what times of the day did you watch Indigenous television stations or programs in the last 7 days?

3.4 Radio

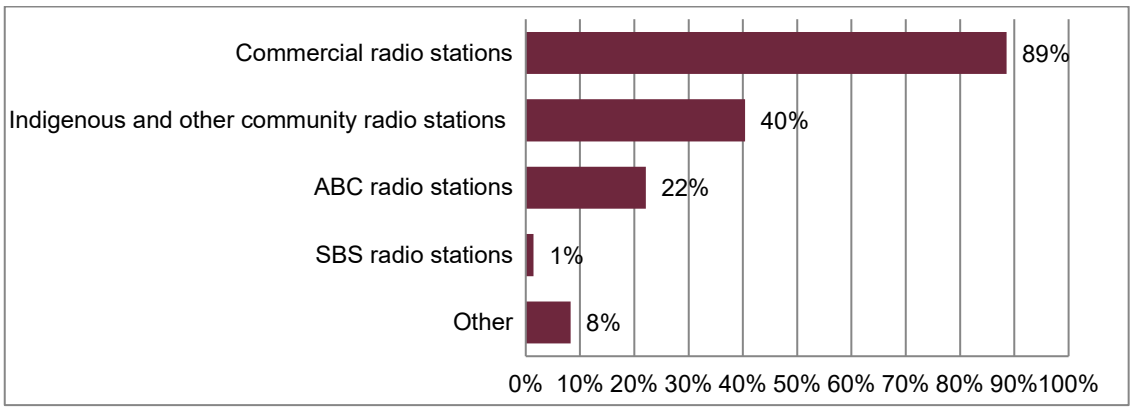
Consumption of **radio** among respondents was found to be **high**. Overall, the majority (73%) of respondents indicated that they had listened to the radio in the previous 4 weeks.

As illustrated in Figure 19 below, commercial radio stations (89%) were by far the most popular among those who reported listening to the radio.

A detailed list of radio station stations listened to across states is provided in Table A (page 96).

Figure 19: Radio stations listened to (last 7 days) – unprompted

(Base: Respondents who listened to radio, n=748) (Multiple response)



A16: Which radio stations have you listened to in the last 7 days?

Demographic differences in station type consumption

Commercial radio stations

Among those who reported listening to the radio, prevalence of listening to commercial radio stations (in the previous 7 days) was consistent across gender. Commercial radio stations were more likely to be listened to by:

- Respondents under 55 years of age (95% of 15-24 year olds who listened to the radio, 92% of 25-34 year olds and 88% of 35-54 year olds, compared with 71% of those aged 55 and over)
- Respondents in outer regional areas (92%, compared with 87% of those in metropolitan and 88% in inner regional areas)
- Respondents with TAFE, certificate or diploma (93%, compared with 81% of those with a university degree or higher and 86% of those with less than year 10; slightly but not significantly higher than 89% of those who had finished year 10-12), and
- Respondents with income of $30,000 and over (90%, compared with 84% of those with income of under $30,000).

Indigenous and other community radio stations

Among those who reported listening to the radio, prevalence of listening to Indigenous and other community radio stations (in the previous 7 days) was consistent across gender and education level. Indigenous and other community radio stations were more likely to be listened to respondents:

- aged 25 and over (41% of 25-34 year olds who listened to the radio, 43% of 35-54 year olds and 47% of those aged 55 and over, compared with 31% of 15-24 year olds);

- in metropolitan and outer regional areas (51% and 41% respectively, compared with 24% of those in inner regional areas); and
- with household income of under $60,000 (45% of those with income of under $30,000 and 46% of those with income of $30,000 to under $60,000, compared with 32% of those with income of $60,000 or more).

ABC radio stations

Among those who reported listening to the radio, ABC radio stations were more likely to be listened to by:

- Males (29% of males who listened to the radio, compared with 16% of female radio listeners)
- Older respondents (25% of those aged 35 and over, compared with 19% of 15-34 year olds)
- Respondents in inner regional areas, followed by those in metropolitan areas (32% and 21% respectively, compared with 14% of respondents in outer regional areas)
- Respondents with higher levels of education (37% of those with a university degree or higher and 25% of those with TAFE, diploma or certificate, compared with 19% of respondents with year 12 or less), and
- Respondents with household income of $60,000 or more (27%, compared with 20% of those with income of less than $60,000).

Note: Due to the very high prevalence of no consumption of SBS radio (99%), no testing was conducted to compare demographic groups.

Commercial and SBS radio

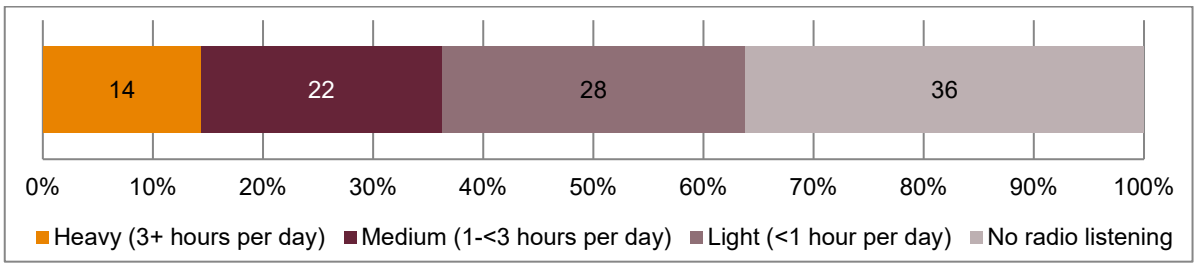
Daily consumption of **commercial radio** was **moderate**. As illustrated in Figure 20, typical daily consumption of commercial radio among respondents tended to be light (less than 1 hour per day – 28%) to medium (more than 1 but less than 3 hours per day – 22%).

Just over one tenth (14%) indicated that they listened to commercial radio for 3 or more hours per day.

Consumption of **SBS radio** was **very low** with the almost all (99%) respondents reporting no consumption.

Figure 20: Typical daily consumption of commercial radio (last 7 days)

(Base: All respondents, n=992)



A17: Thinking about the last 7 days, how much time did you spend listening to commercial radio stations such as…?

Demographic differences in typical daily radio consumption

Typical consumption of commercial radio was generally uniform across gender and remoteness.

Consumption of commercial radio varied significantly across:

- **Age** - older respondents aged 55 years and over were more likely to report no consumption (56%, compared with 38% of 15-24 year olds, 27% of those aged 25-34 and 33% of 35-54 year olds).
    - Respondents aged 25-34 were most likely to report heavy consumption of commercial radio (23%, compared with 10% of those aged 15-24, 11% of those aged 35-54 and 14% of those aged 55 years and over).
    - Respondents aged 15-24 were more likely to report light consumption (36%, compared with 28% of 25-34 year olds, 28% of 35-54 year olds and 13% of those aged 55 and over).
- **Education** - respondents with lower educational qualifications were more likely to report no consumption (44% of those who had not completed year 10 reported no consumption, compared with 36% of those with years 10 to 12 education and 29% of those with TAFE, diploma or certificate qualifications).
- **Income** - respondents with lower household income (46% of those with income of under $30,000 reported no consumption, compared with 33% of those with income of $30,000 to under $60,000 and 27% of those with income of $60,000 and over).
    - Those from higher income households (earning $60,000 or more) tended to report heavy consumption of commercial radio (19%, compared with 13% of those earning under $30,000).

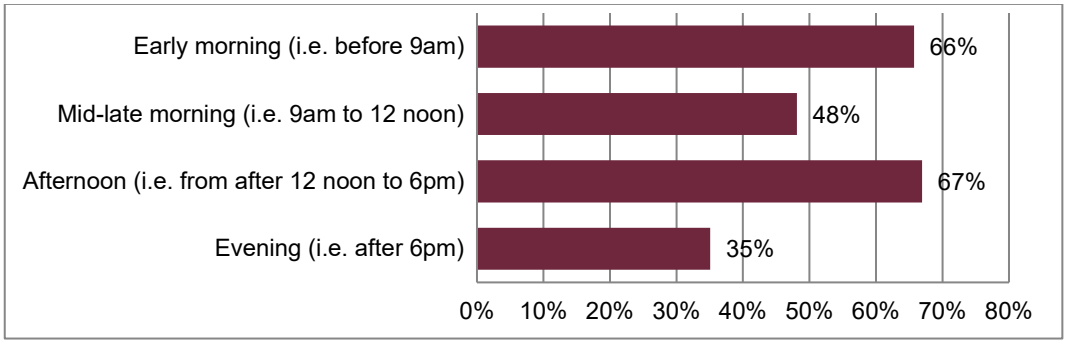
Note: Due to the extremely limited consumption of SBS radio (99%), no further testing was conducted to compare demographic groups.

Commercial radio listening was spread evenly between early morning (i.e. before 9am – 66% of those who listened to commercial radio) and afternoon (i.e. from after 12 noon to 6pm – 67%), reflecting the peak radio listening times.

Almost half (48%) of respondents (who listened to commercial radio) also indicated that they listened to the radio mid-late morning (i.e. 9am to 12 noon).

Figure 21: Time of day listened to commercial radio (last 7 days)

(Base: Respondents who listened to commercial radio, n=629) (Multiple response)



A19: At what times of the day did you listen to commercial radio stations in the last 7 days?

Indigenous radio stations and programs

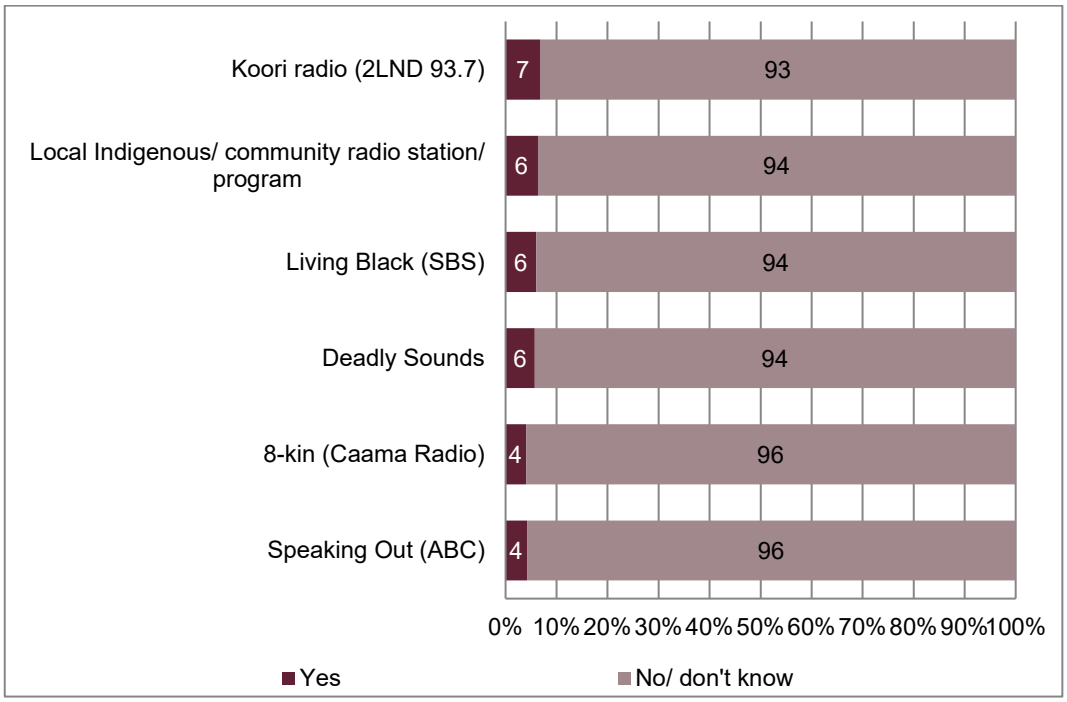
Following general (unprompted) radio consumption questions, respondents were asked whether they had listened to a range of Indigenous radio stations and programs. Overall, almost a third (31%) of respondents indicated that they had listened to at least one Indigenous radio station or program.

Consumption of Indigenous radio was fragmented across stations and programs with only a small proportion indicating that they listened to each station/program. Specifically, as shown in Figure 22 below, around one in twenty reported that they listened to:

1. Koori Radio (7%) – however, it should be noted that Koori Radio is only available in NSW (primarily within the Sydney region –26% of respondents in NSW reported listening)
2. Local Indigenous/community radio stations/programs (6%)
3. *Living Black* (SBS) (6%)
4. Deadly Sounds (6%)
5. 8-kin (Caama radio) (4%), and
6. *Speaking Out* (ABC) (4%).

Figure 22: Indigenous radio consumption (last 4 weeks)

(Base: All respondents, n=1018)

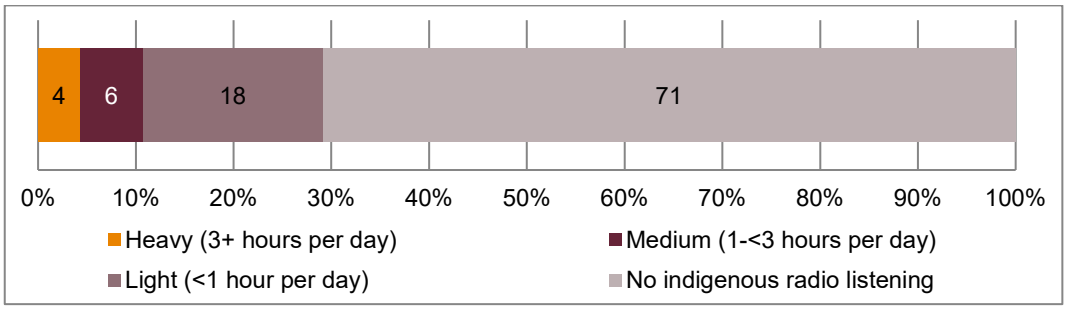


A21: In the past 4 weeks, have you listened to any of the following Indigenous radio stations or programs?

Figure 23 shows that typical daily listening to Indigenous radio stations and programs was skewed towards no consumption (71%) and light consumption (less than an hour per day – 18%).

Figure 23: Typical daily Indigenous radio consumption (last 7 days)

(Base: All respondents, n=990)



A22: Thinking about the last 7 days, how much time did you spend listening to Indigenous radio stations or programs?

Demographic differences in Indigenous radio consumption

Typical consumption of Indigenous radio was uniform across gender and education.

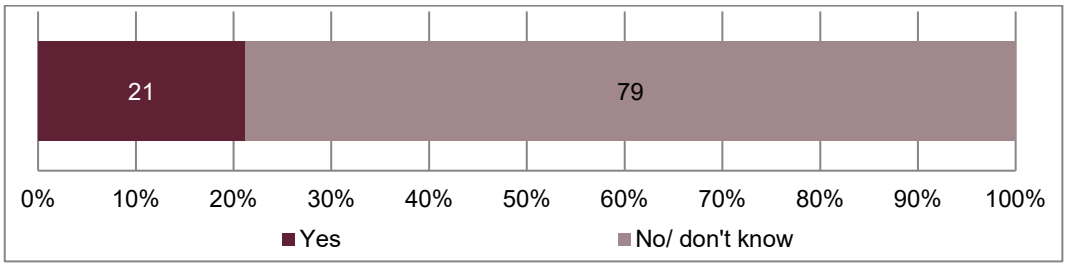
Consumption of Indigenous radio was found to be lower among:

- Younger respondents – respondents aged 15-24 years were more likely to report no consumption (82%, compared with 69% of those aged 25-34, 65% of 35-54 year olds and 68% of those aged 55 and over).
    - Among those aged 25 and over, consumption of Indigenous radio was skewed towards light listening (18% of 25-34 year olds, 22% of 35-54 year olds and 21% of those aged 55 and over, compared with 12% of 15-24 year olds).
    - Respondents aged 25-54 were more likely to report medium consumption (8% of 25-34 year olds and 9%, compared with 4% of 15-24 year olds and 3% of those aged 55 and over).
    - Older respondents aged 55 years and over were slightly more likely to report heavy consumption (7%, compared with 2% of those aged 15-24 years; slightly but not significantly higher than 5% of 25-34 year olds and 4% of 35-54 year olds).
- Respondents living in inner regional areas (84% reported no consumption, compared with 67% of those in metropolitan regions and 63% in outer regional areas).
    - Heavier consumption was recorded among respondents from outer regional areas (20% medium to heavy consumption, compared with 9% of those in metropolitan areas and 4% of those from inner regional areas).
    - Among respondents in metropolitan areas, there was a slight skew towards light consumption (23%, compared with 11% in inner regional and 17% in outer regional areas.
- Respondents from very low or very high income earning households (73% of those with income of under $30,000 and 76% of those with income of $90,000 and above reported no consumption, compared with 61% of those with income of between $30,000 and $60,000)

When asked whether they ever listen to programs in an Indigenous language, more than one fifth (21%) of respondents who listened to Indigenous radio stations or programs responded affirmatively (see Figure 24).

Figure 24: Whether ever listen to programs in an Indigenous language

(Base: Respondents who listened to Indigenous radio, n=330)



A23: Some Indigenous radio programs are in English while others are in Indigenous languages. Do you ever listen to programs in an Indigenous language?

Demographic differences in radio consumption in an Indigenous language

Consumption of Indigenous radio in an Indigenous language was uniform across gender, age, income and education. Differences in consumption were only found in terms of location/remoteness.

- Respondents in outer regional areas were more likely to report listening to radio programs in an Indigenous language (32%, compared with 19% of those in metropolitan areas and 5% of those in inner regional areas).

3.5 Print

Newspapers

Consumption of **newspapers** among respondents was found to be **high**. Overall, more than three quarters (77%) of respondents reported reading a newspaper in the previous 4 weeks.

Newspaper consumption was mostly driven by metropolitan newspapers. As shown in Figure 25, over three fifths (63%) of respondents who read newspapers reported reading metropolitan newspapers.

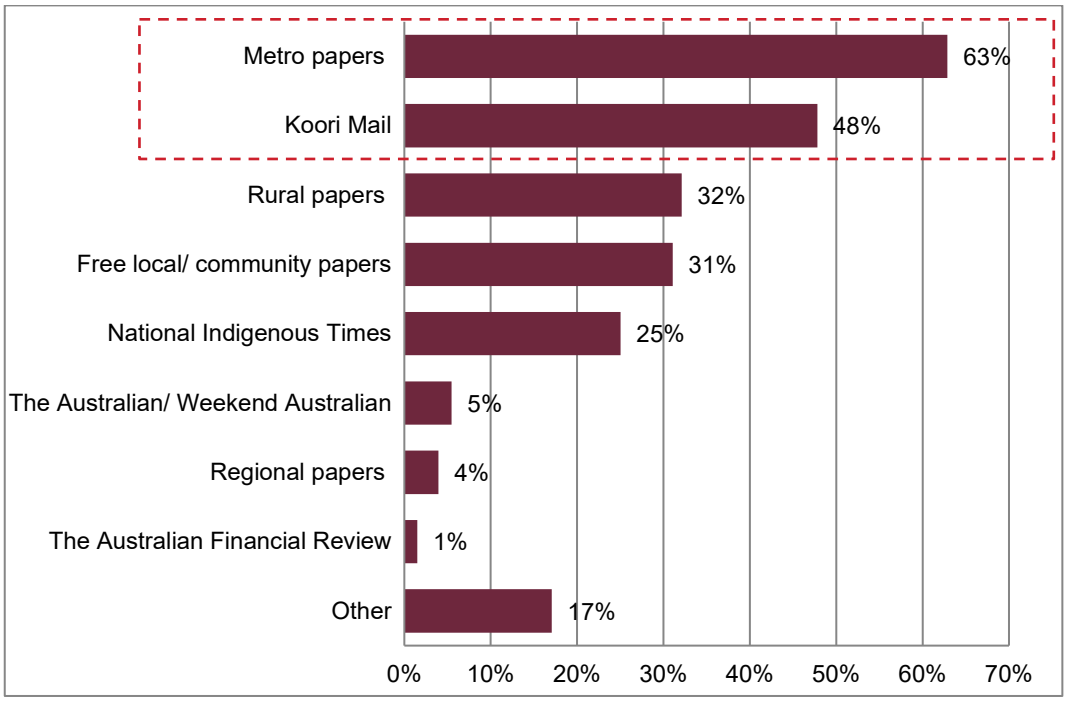
Readership of Indigenous newspapers was solid, with:

- almost a half (48%) of those who indicated that they had read newspapers in the previous 4 weeks indicating that they had read the *Koori Mail*, and
- a quarter (25%) indicating that they had read the *National Indigenous Times*.

Overall, over half (52%) of respondents who read newspapers reported reading at least one Indigenous newspaper. A detailed list of newspapers read across states is provided in Table B (page 102).

Figure 25: Newspapers read (past 4 weeks) – unprompted

(Base: Respondents who read newspapers, n=813) (Multiple response)



A25: Which newspapers have you read in the last 4 weeks?

Demographic differences in newspapers read

Metropolitan newspapers

Among those who reported reading newspapers in the previous 4 weeks, consumption of metropolitan newspapers was broadly consistent across educational attainment and income. Readership of metropolitan newspapers was higher among:

- Males (67%, compared with 60% of females)
- Respondents aged 25 to 34 (68%, compared with 58% of 15-24 year olds; higher but not significantly than 62% of those aged 35 and above), and
- Respondents in metropolitan and inner regional areas (76% and 65% respectively, compared with 43% of those from outer regional areas).

Koori Mail

Consumption of the *Koori Mail* was broadly consistent across gender. Among those who reported reading newspapers, higher readership was recorded for:

- Respondents aged 25-54 (49% of 25-34 year olds and 53% of those aged 35-54 compared with 40% of 15-24 year olds and 42% of those aged 55 and over)
- Respondents from metropolitan and inner regional areas (54% and 52% respectively, compared with 35% of those from outer regional areas)
- Respondents who had at least completed a year 10 education (48% of those with year 10-12, 50% of those with TAFE, diploma or certificate and 66% of those with a university degree or higher, compared with 39% of those who had not completed year 10), and

- Respondents with household income of $60,000 and over (53%, compared with 43% of those with income of under $30,000; slightly but not significantly higher than 51% of those with income of $30,000 to under $60,000).

Rural papers

Consumption of rural newspapers was broadly consistent across age and educational attainment. Among those who reported reading newspapers, higher readership was recorded among:

- Males (36%, compared with 29% of females)
- Respondents in inner regional and outer regional areas (35% and 65% respectively, compared with 7% of those in metropolitan areas), and
- Respondents with household income of $60,000 and over (34%, compared with 24% of those with income of under $30,000; slightly but not significantly higher than 29% of those with income of $30,000 to under $60,000).

Free local or community papers

Among those who reported reading newspapers, consumption of free local or community newspapers was broadly consistent across educational attainment and household income. Readership of free local or community newspapers was higher among:

- Females (34%, compared with 27% of males)
- Respondents aged 25 and above (34% of 25-34 year olds, 31% of 35-54 year olds and 35% of those aged 55 and above, compared with 23% of 15-24 year olds),and
- Respondents in metropolitan and outer regional areas (34% and 40% respectively, compared with 18% of those in inner regional areas).

National Indigenous Times

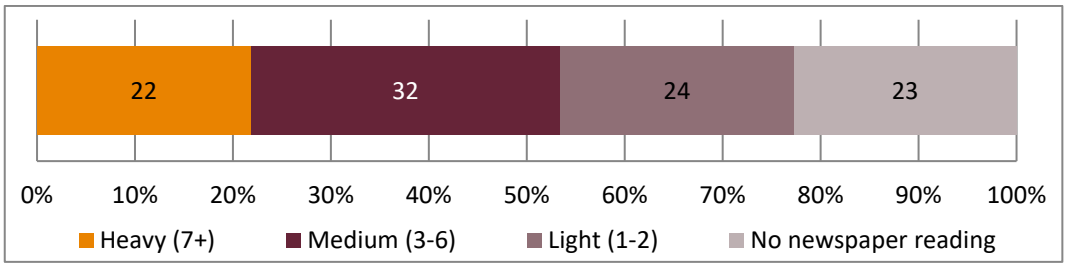
Readership of the *National Indigenous Times* was broadly consistent across gender. Among those who reported reading newspapers, higher readership was recorded among respondents:

- aged 25 and above (22% of 25-34 year olds, 32% of 35-54 year olds, and 29% of those aged 55 and above, compared with 12% of 15-24 year olds)
- in metropolitan areas (30%, compared with 20% of those in outer regional areas; higher but not significantly than 23% of those in inner regional areas)
- with post-school qualifications (33% of those with TAFE, diploma or certificate and 54% of those with a university degree or higher, compared with 18% of those with year 12 or less), and
- with household income of $30,000 and over (34% of those with income of $30,000 to under $60,000 and 33% of those with income of $60,000 and over, compared with 20% of respondents with income of under $30,000).

As shown in Figure 26, typical weekly consumption of newspapers was fairly evenly spread across the entire consumption spectrum, although there was a slight skew towards the medium level of newspaper reading (3-6 newspapers per week – 32%).

Figure 26: Typical weekly consumption of newspapers

(Base: All respondents, n=1006)



A26: How many newspapers have you read in the last 7 days?

Demographic differences in typical weekly newspaper consumption

Consumption of newspapers varied significantly across:

- **Gender** – although males were more likely to report no newspaper consumption overall (25%, compared with 20% of females), they also tended to be characterised by heavy consumption more so than females (25%, compared with 19% of females).
    - Females were more likely to report light consumption (28%, compared with 19% of males).
- **Age** – the youngest respondent group (aged 15-24) was more likely to report no consumption (37%, compared with 22% of 25-34 year olds, 15% of 35-54 year olds and 18% of those aged 55 and over) and light consumption (32%, compared with 24% of 25-34 year olds, 20% of 35-54 year olds and 19% of those aged 55 and over).
    - Heavy consumption was more prevalent among those aged 55 and over (36%, compared with 9% of those aged 15-24, 19% of 25-34 year olds and 27% of those aged 35-54).
- **Remoteness** – light newspaper consumption was more prevalent among respondents in metropolitan areas (30%, compared with 18% of those in inner regional areas and 20% of those in outer regional areas).
    - Respondents in outer regional areas were more likely to report medium consumption (41%, compared with 28% of those in metropolitan and inner regional areas).
    - Heavy consumption of newspapers was more prevalent among respondents in inner regional areas (30%, compared with 17% of respondents in metropolitan areas and 21% of those in outer regional areas).
- **Education** – respondents with lower levels of education (i.e. less than year 10) were more likely to report no newspaper consumption (30%, compared with 22% of those with year 10-12, 19% of respondents with TAFE, certificate or diploma and 7% of those with a university degree or higher).
    - Heavy newspaper consumption was more prevalent among those with a university degree (35%, compared with 22% of those who had not completed year 10, 23% of those with year 10-12 and 18% of those with TAFE, certificate or diploma).
- **Income** – respondents in the lowest income bracket (i.e. under $30,000) were more likely to report no newspaper consumption (30%, compared

with 20% of those with income of between $30,000 to under $60,000, 14% of those with income of $60,000 to under $90,000 and particularly compared with 8% of those with income of $90,000 and over).

- Respondents in the highest income bracket (i.e. $90,000 and over) were more likely to indicate heavy newspaper consumption (37%, compared with 17% of those with income of under $30,000, 24% of those with income of $30,000 to under $60,000 and 20% of those with income of $60,000 to under $90,000).

Magazines

Consumption of **magazines** was found to be **moderate**. Just over a half (55%) of respondents reported reading a magazine in the previous 4 weeks.

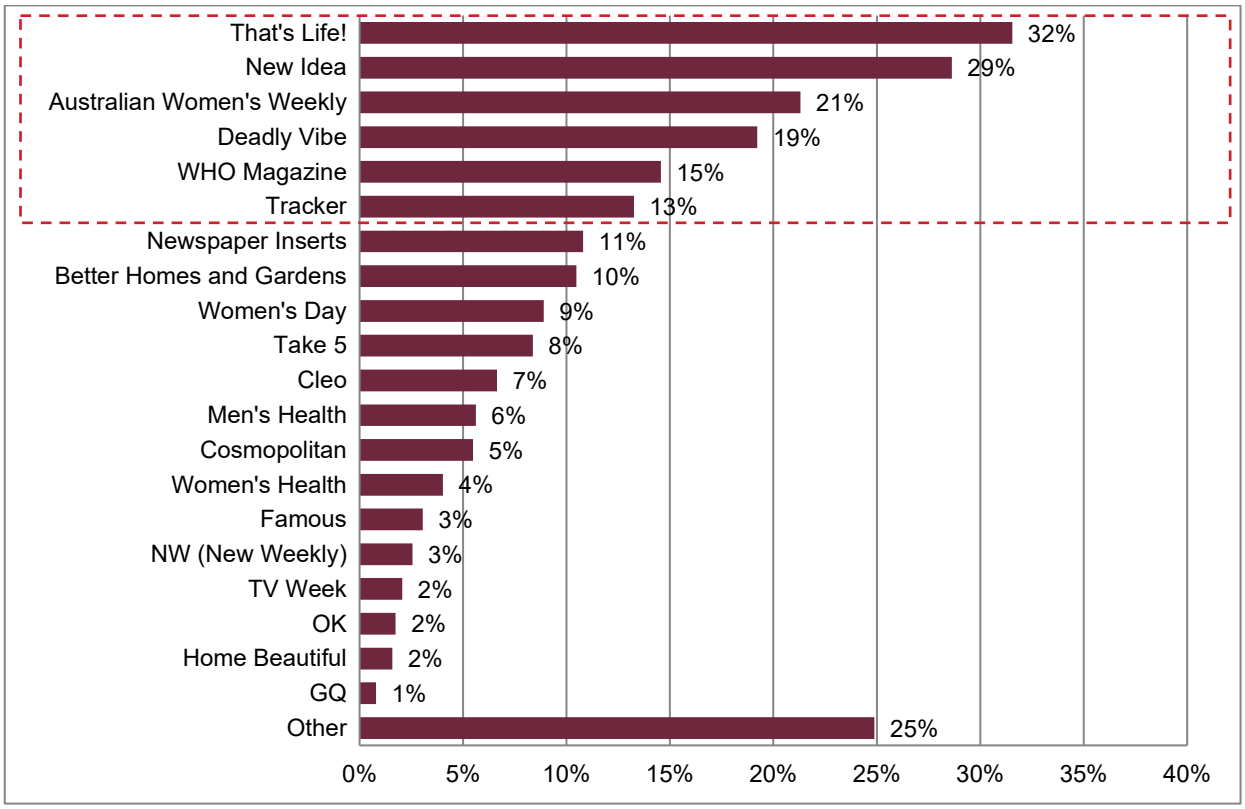
The most popular magazines were:

- Mass circulation women's titles – over a half (57%) of those who read magazines reported reading at least one of the mass circulation women's magazines. This effect was mostly driven by readership of the following:
  - *That's Life!* (32%)
  - *New Idea* (29%)
  - *The Australian Women's Weekly* (21%), and
  - *WHO Magazine* (15%).
- Indigenous titles – nearly a third (30%) of respondents who read magazines indicated that they had read at least one of:
  - *Deadly Vibe* (19%); or *Tracker* (13%)[13].

[13] Please note that Tracker Magazine is a publication of the NSW Aboriginal Land Council – 28% of respondents located in NSW reported reading Tracker magazine.

Figure 27: Magazines read (past 4 weeks) – unprompted

(Base: Respondents who read magazines, n=590) (Multiple response)



A28: Which magazines have you read in the past 4 weeks?

Demographic differences in magazines read

That's Life

Among those who reported reading magazines, higher readership of *That's Life!* magazine was recorded among:

- Females (39%, compared with 19% of males)
- Respondents aged 55 and over (48%, compared with 23% of 15-24 year olds, 27% of 25-34 year olds and 34% of 35-54 year olds)
- Respondents in regional areas (33% and 41% of those in inner and outer regional areas respectively, compared with 24% of those in metropolitan areas)
- Respondents with no post-secondary school qualifications (43% of those who had not completed year 10 and 34% of those with year 10-12, compared with 24% of those with TAFE, diploma or certificate and 13% of those with a university degree or higher), and
- Respondents with lower household income (37% of those with income of under $30,000 and 31% of those with income of $30,000 to under $60,000, compared with 19% of those with income of $60,000 or more).

New Idea

Readership of *New Idea* was broadly consistent across age groups. Among those who reported reading magazines, higher readership of this publication was seen among:

- Females (40%, compared with 10% of males)
- Respondents in metropolitan and outer regional areas (32% and 33% respectively, compared with 20% of those in inner regional areas)
- Respondents with household income of $30,000 to under $60,000 (40%, compared with 24% of those with income of under $30,000, 24% of those with income of $60,000 to under $90,000 and 25% of those with income of $90,000 or more), and
- Respondents with no post-school qualifications (32% of those with year 12 or less, compared with 24% of those with a post-school qualification).

The Australian Women's Weekly

Readership of *The Australian Women's Weekly* magazine was broadly consistent across income groups. Among those who reported reading magazines, this publication was more popular among:

- Females (28%, compared with 10% of males)
- Respondents aged 35 and over (24% of 35-54 year olds and 27% of those aged 55 and over, compared with 16% of 25-34 year olds; slightly but not significantly higher than 20% of 15-24 year olds),
- Respondents in outer regional areas (30%, compared with 18% of those in metropolitan and inner regional areas), and
- Respondents with no post school qualifications (24% of those with year 12 or less, compared with 17% of those with a post school qualification)

Deadly Vibe

Deadly Vibe magazine readership was broadly consistent across remoteness and income groups. Among those who reported reading magazines, higher readership of Deadly Vibe was recorded for:

- Males (25%, compared with 15% of females)
- Respondents aged 15 to 34 (22% of 15-24 year olds and 23% of those aged 25-34 year olds, compared with 12% of those aged 55+; slightly but not significantly different to 18% of 35-54 year olds), and
- Respondents with no post school qualifications (22% of those with year 12 or less, compared with 15% of those with a post school qualification).

WHO Magazine

Readership of *WHO Magazine* was broadly consistent across gender, remoteness and income groups. Among those who reported reading magazines, this publication was more popular among respondents:

- aged 15-54 (14% of 15-24 year olds, 21% of 25-34 year olds, and 13% of 35-54 year olds, compared with 6% of those aged 55 and over), and
- with year 10-12 (19%, compared with 7% of those that did not finish year 10 and 12% of those with TAFE, diploma or certificate; higher but not significantly compared with 13% of those with a university degree or higher).

Tracker

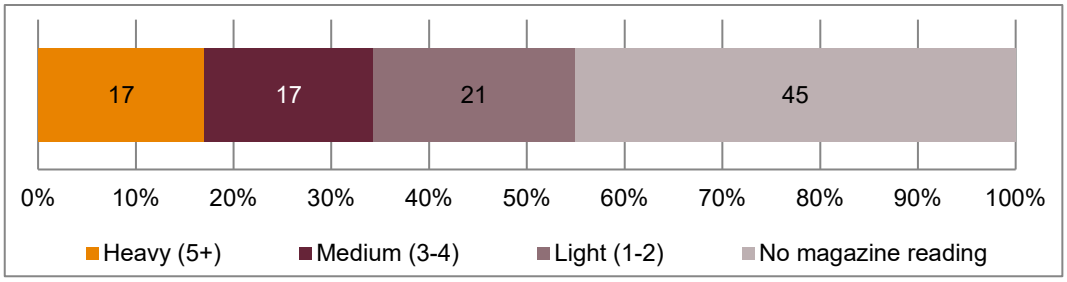
Readership of *Tracker* was broadly consistent across gender, education attainment and income groups. Among those who reported reading magazines, higher readership of Tracker was recorded for respondents:

- aged 35 and above (17% of 35-54 year olds and 18% of those aged 55 and over, compared with 10% of 15-24 year olds and 9% of 25-34 year olds), and
- in inner regional areas (21%, compared with 10% of those in metropolitan areas and 9% of those in outer regional areas).

Aside from the skew towards no consumption (45%), typical monthly consumption of magazines was fairly evenly distributed across light (1-2 magazines – 21%), medium (3-4 magazines – 17%) and heavy consumption (5 or more magazines – 17%).

Figure 28: Typical monthly[14] consumption of magazines

(Base: All respondents, n=1008)



A29: How many magazines have you read in the last 4 weeks? If you have read more than one issue or copy of the same magazine, count each issue/copy as a separate magazine.

Demographic differences in typical monthly magazine consumption

Consumption of magazines varied significantly across:

- **Gender** – consumption was significantly lower among males (59% reported no consumption, compared with 33% of females).
- **Age** – heavy consumption was more prevalent among older respondents (19% of those aged 35-54 and 22% of those aged 55 and over, compared with 13% of those aged 15-24 and 15% of those aged 25-34).
- **Remoteness** - heavy consumption of magazines was more likely to be reported by respondents from inner and outer regional areas (20%, compared with 13% in metropolitan areas).
- **Education** - those who had not completed year 10 were more likely to report no consumption (57%, compared with 45% of those with year 10-12, 39% of those with TAFE, diploma or certificate and 33% of university educated respondents).
- **Income** – no consumption was more prevalent among respondents with lower household income (52% of those with income of under $30,000, compared with 40% of respondents with income of $30,000 to under $60,000, 33% of respondents with income of $60,000 to under $90,000 and 37% of those with income of $90,000 and over).

Indigenous newspapers and magazines

When asked specifically if they had read a range of Indigenous newspapers and magazines, just over half (52%) of respondents reported reading at least one newspaper or magazine.

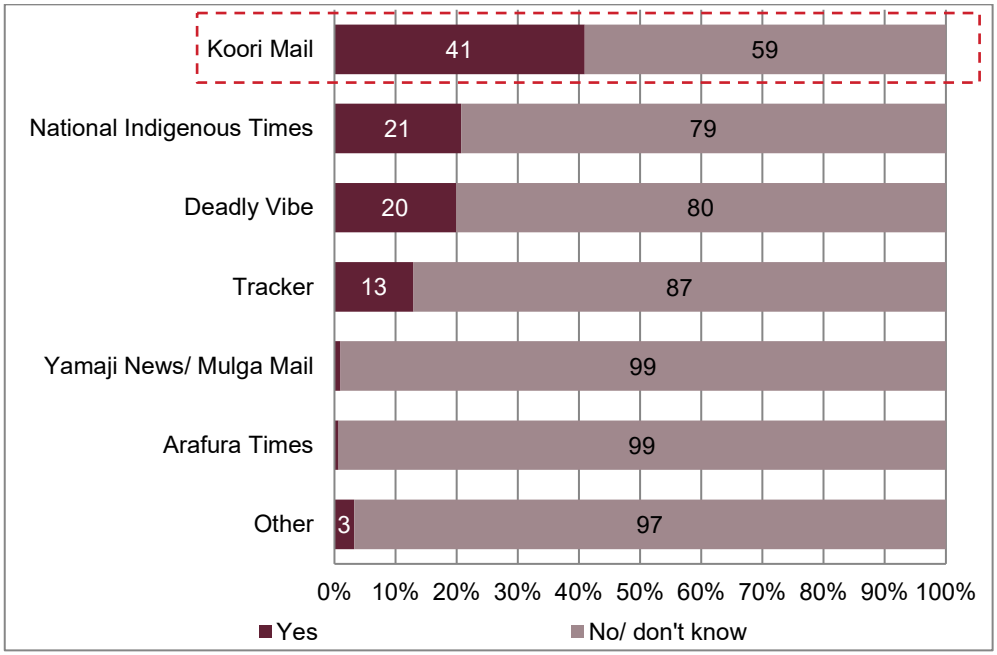
As shown in Figure 29, the highest level of readership was seen for the *Koori Mail*, with two fifths (41%) of respondents indicating that they had read it in the previous 4 weeks.

[14] 4-weekly

This was followed by *National Indigenous Times* (21%), *Deadly Vibe* (20%) and *Tracker* (13%)[15].

Figure 29: Indigenous newspapers and magazines consumption (past 4 weeks)[16]

(Base: All respondents, n=1018)



A28: In the past 4 weeks have you read any of the following Indigenous newspapers or magazines?

Demographic differences in Indigenous magazine and newspaper consumption

Koori Mail

Readership of the *Koori Mail* was broadly consistent across gender. The *Koori Mail* was found to be more popular among:

- Older respondents (aged 25 and over) (43% of 25-34 year olds, 50% of 35-54 year olds and 40% of those aged 55 and above, compared with 27% of those aged 15-24)
- Respondents in metropolitan and inner regional areas (44%, compared with 32% of those in outer regional areas)
- Respondents with a university degree or higher (66%, compared with 33% of those who had not completed year 10, 41% of respondents with year 10-12 and 43% of those with TAFE, diploma or certificate), and
- Respondents with household income of $30,000 or more (43% of those with income of $30,000 to under $60,000, 52% of those with income of $60,000 or more, compared with 35% of respondents with income of under $30,000).

[15] Note that Tracker Magazine is a publication of the NSW Aboriginal Land Council – 26% of respondents located in NSW reported reading Tracker magazine.

[16] Note that Mulga Mail (formally Yamaji News) is only distributed in Western Australia – 1.4% of respondents located in WA reported reading Mulga Mail. Please also note that Arafura Times is only distributed in Nhulunbuy, Eastern Arnhem Land – 4% of respondents located in the NT reported reading Arafura Times.

National Indigenous Times

Readership of the *National Indigenous Times* was consistent across gender. Higher readership was, however, recorded among:

- Respondents aged 25 years and above (17% of 25-34 year olds, 30% of 35-54 year olds and 23% of those aged 55 and above, compared with 10% of those aged 15-24)
- Respondents in metropolitan areas (26%, compared with 17% of those in inner regional and outer regional areas)
- Respondents with post-school qualifications (31%, compared with 15% of those with year 12 or less), and
- Respondents with household income of $30,000 or more (27% of those with income $30,000 to under $60,000, 36% of those with income of $60,000 to under $90,000 and 26% of those with income $90,000 or more, compared with 16% of those with income of under $30,000).

Deadly Vibe

Deadly Vibe readership was consistent across gender, remoteness, educational attainment and income groups. This magazine was found to be slightly more popular among respondents aged 25-54 (22%, compared with 13% of those aged 55 and over; not significantly different from 18% of 15-24 year olds).

Tracker

Readership of *Tracker* was broadly consistent across gender and income groups. Readership of this publication was higher among:

- Respondents aged 35 and above (18% of those aged 25-54 and 15% of those aged 55+, compared with 10% of those aged 15-24 and 8% of those aged 25-34);
- Respondents with post-school qualifications (16%, compared with 11% of those with year 12 or less); and
- Respondents in inner regional areas (16%, compared with 10% of those in outer regional areas; slightly but not significantly higher than 13% of those in metropolitan areas).

Yamaji News/Mulga Mail

Readership of *Yamaji News Mulga Mail* was broadly consistent across gender, age groups, remoteness, education and income.

Arafura Times

Readership of *Arafura Times* was largely consistent across gender, age groups, remoteness, education and income.

3.6 Internet

General

Internet usage among Aboriginal and Torres Strait Islanders was found to be **high**: the majority (70%) of respondents indicated that they had used the Internet in the previous 4 weeks.

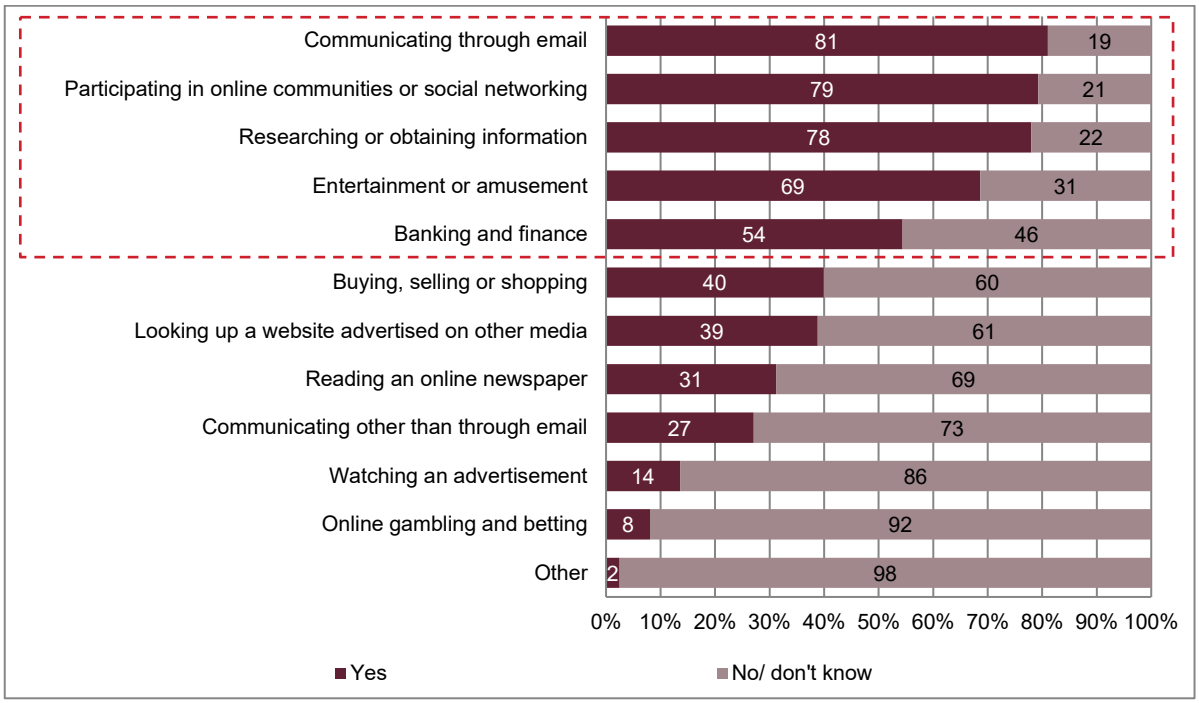
Among the Internet users, activities undertaken online (see Figure 30) mostly involved:

- communicating through email (81%)
- participating in online communities or social networking (79%)
- researching or obtaining information (78%)
- entertainment or amusement (69%), and
- banking and finance (54%).

Almost a third of respondents (31%) indicated that they had read an online newspaper while 14% indicated that they had spent time watching an advertisement.

Figure 30: Activities undertaken online (last 4 weeks)

(Base: Respondents who used the Internet, n=711)



A32: In the past 4 weeks, have you done any of the following activities online or on the Internet?

Demographic differences in (top 5) activities undertaken online

Communicating through email

Among those who reported using the Internet, communicating through email was found to be higher for:

- Females (84%, compared with 78% of males)
- Respondents aged 25 or more (84% of 25-34 year olds and 85% of 35-54 year olds, compared with 73% of 15-24 year olds; not significantly different from 83% of those aged 55 and over).
    - Respondents aged 15-34 were more likely to communicate via Internet-based methods other than through email (32%, compared with 22% of those aged 35-54 and 11% of those aged 55 and over)
- Respondents in metropolitan and inner regional areas (84% and 83% respectively, compared with 75% of those in outer regional areas);
- Respondents with post-high school qualifications (91%, compared with 77% of those with year 10-12 and particularly higher than 54% of those with year 10 or less), and
- Respondents with household income of $30,000 or more (89% of those with income of $30,000 and under $60,000 and 91% of those with income of $60,000 or more, compared with 75% of those with income of under $30,000).

Participating in online communities or social networking

Participating in online communities or social networking was uniform across income groups. Among those who reported using the Internet, participation in this activity was higher among:

- Females (83%, compared with 75% of males);
- Younger respondents (92% of those aged 15-24 and 87% of those aged 25-34, compared with 66% of those aged 35-54 and particularly compared with 46% of those aged 55 and over)
- Respondents in metropolitan and inner regional areas (81%, compared with 74% of those in outer regional areas), and
- Respondents with no post-high school qualifications (84%, compared with 73% of those with post high school qualifications).

Researching or obtaining information

Researching or obtaining information was broadly consistent across gender and remoteness. Among those who reported using the Internet, researching or obtaining information was found to be higher for:

- Respondents aged 25-34 years (82%, compared with 73% of those aged 15-24 years; higher but not significantly than 79% of 35-54 year olds and 77% of those aged 55 and over)
- Respondents with post-high school qualifications (94% of those with a university degree or higher and 86% of those with TAFE, certificate or diploma, compared with 75% of respondents with year 10-12 and particularly higher than 60% of those with less than year 10), and
- Respondents with household income of $30,000 and over (85%, compared with 76% of those with income of under $30,000).

Entertainment or amusement

The proportion of respondents using the Internet for entertainment or amusement was broadly uniform across gender. Among those who reported using the Internet, participation in this activity was found to be higher for:

- Younger respondents (82% of 15-24 year olds and 77% of 25-34 year olds, compared with 55% of those aged 35-54 and particularly higher than 39% of those aged 55 years and over)
- Respondents in metropolitan areas (72%, compared with 64% of those in outer regional areas; slightly but not significantly higher than 69% of those in inner regional areas)
- Respondents who had finished Year 10 up to Year 12 (77%, compared with 64% of those who had not finished Year 10 and 61% of those with a post school qualification), and
- Respondents with household income under $60,000 (71%, compared with 60% of those with income of $60,000 or more).

Banking and finance

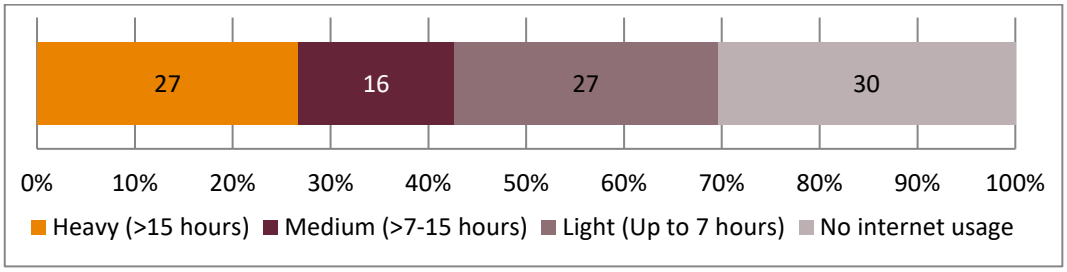
Engaging in activities relating to banking and finance was uniform across remoteness. Among those who reported using the Internet, participation in this activity was higher among:

- Females (59%, compared with 49% of males)
- Respondents aged 25-34 years (67%, compared with 43% of 15-24 year olds, 55% of 35-54 year olds and 45% of those aged 55 years and over)
- Respondents with higher educational attainment (73% of those with university degrees or higher, 59% of those with TAFE, diploma or certificate qualifications, 56% of those who had finished year 10-12, compared with 23% of those who had not completed year 10), and
- Respondents with household income of $60,000 and above (76%, compared with 40% of those with income of under $30,000 and 66% of those with income of $30,000 to under $60,000).

Typical weekly usage of the Internet was relatively evenly distributed across no usage (30%), light (up to 7 hours per week – 27%) and heavy consumption (more than 15 hours – 27%).

Figure 31: Typical weekly Internet usage

(Base: All respondents, n=1000)



A33: In the past 7 days, how many hours have you spent reading, viewing or listening to content on the Internet (including accessing social media such as Facebook and Twitter)?

Demographic differences in typical weekly Internet consumption
Internet consumption varied significantly across:

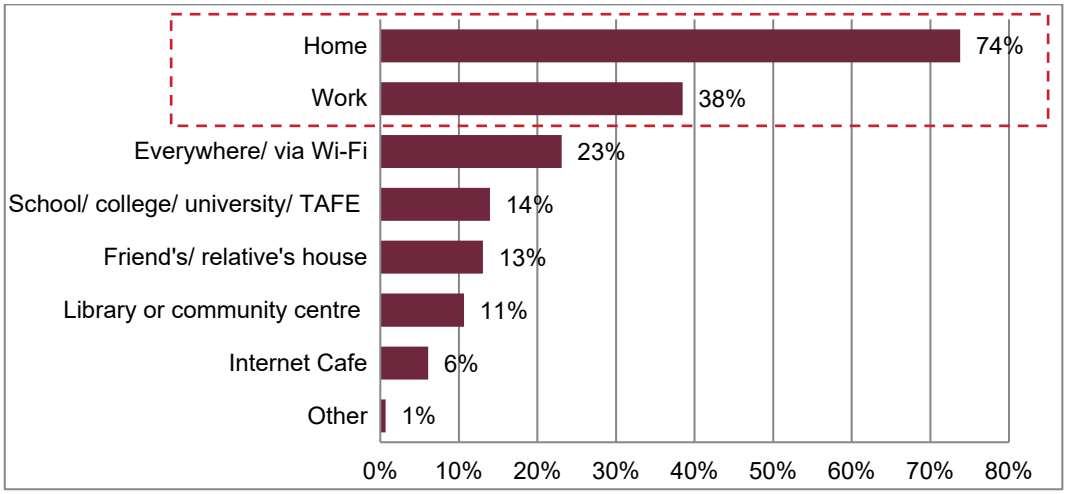
- **Gender** - females were more likely to report heavy Internet consumption (32%, compared with 21% of males) while males were more likely to report no consumption (35%, compared with 26% of females).
- **Age** - younger respondents (aged 15-34) tended to report heavy consumption (37%, compared with 21% of 35-54 year olds, and particularly relative to 5% of those aged 55 years and over).
    - Older respondents aged 55 years and over were least likely to report Internet usage (68% reported no Internet consumption, compared with 13% of 15-24 year olds, 19% of 25-34 year olds, and 34% of those aged 35-54).
- **Remoteness** – respondents in outer regional areas were more likely to report no Internet usage (35%, compared with 25% of those from inner regional areas; not significantly different from 31% in metropolitan areas).
- **Education** – respondents with higher levels of education, particularly those with university degrees or higher, were most likely to report heavy consumption (34% of those with TAFE, certificate or diploma qualifications and 41% of those with a university degree or higher, compared with 12% of those who had not finished year 10 and 28% of those with year 10-12).
    - Those who had not finished year 10 were most likely to report no consumption of Internet (61%, compared with 33% of those with year 10-12, 7% of those with TAFE, diploma or certificate qualifications and 8% of those with university degrees or higher).
- **Income** - respondents with lower household income, particularly those in the lowest income bracket (i.e. under $30,000), were more likely to report no Internet consumption (45%, compared with 24% of those with income $30,000 to under $60,000 and 10% with income of $60,000 or more).
    - Medium to heavy consumption was more prevalent among respondents with household income of $60,000 or more (60%, compared with 46% of those with income from $30,000 to under $60,000 and 31% with income of under $30,000).

As illustrated in Figure 32, the Internet was mainly accessed from home (74% of those used the Internet), followed by work (38%).

These respondents mostly used a mobile phone/smartphone (62%) or a desktop/personal computer (60%) to access the Internet (see Figure 33).

Figure 32: Location where mainly access the Internet

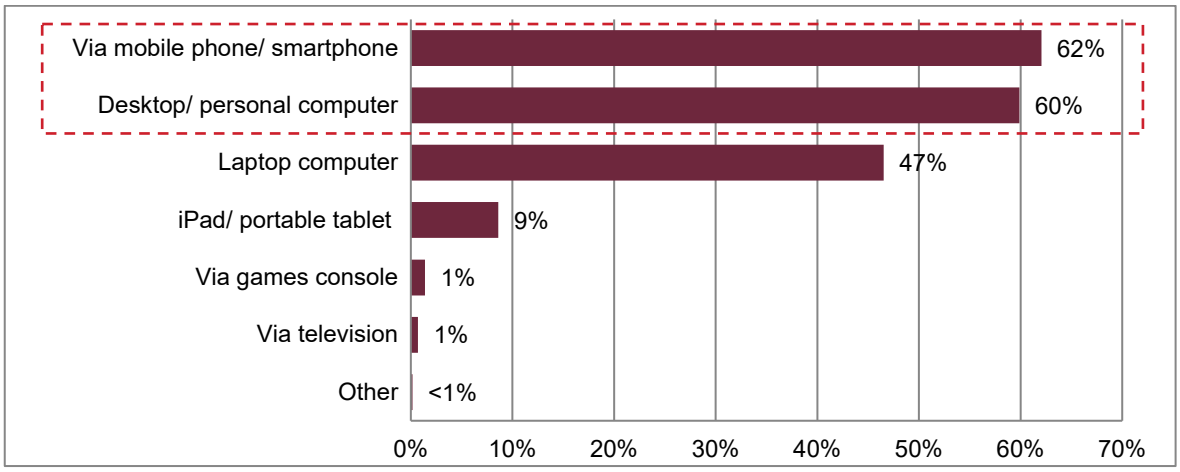
(Base: Respondents who used the Internet, n=709) (Multiple response)



A34: Where do you mainly access the Internet?

Figure 33: Main method of accessing the Internet

(Base: Respondents who used the Internet, n=709) (Multiple response)



A35: How do you mainly access the Internet?

Demographic differences in selected location and main access methods

Accessing the Internet "everywhere/via WiFi"

Among those who reported using the Internet, prevalence of accessing it "everywhere/via WiFi" was consistent across gender and educational attainment. Higher likelihood of accessing the Internet "everywhere/via WiFi" was recorded among:

- Younger respondents – with rates of use decreasing with age (35% of those aged 15-24 years, 25% of those aged 25-34, 14% of those aged 35-54 and particularly higher than 3% of those aged 55 years and above)
- Respondents in metropolitan and inner regional areas (27%, compared with 13% of those in outer regional areas), and
- Respondents with lower household income (28% of those with income of under $30,000, compared with 20% of those with income of $30,000 to under $60,000; higher but not significantly than 21% of those with income of $60,000 or more).

Accessing the Internet via mobile phone/smartphone

Among those who reported using the Internet, prevalence of accessing it via a mobile phone/smartphone was consistent across gender and income levels. Prevalence of accessing the Internet via a mobile phone/smartphone was higher among:

- Younger respondents (77% of 15-24 year olds and 76% of 25-34 year olds, compared with 45% of 35-54 year olds and particularly higher than 13% of those aged 55 years and over)
- Respondents in metropolitan areas (69%, compared with 60% of those in inner regional and 54% of outer regional areas), and
- Respondents with no post school qualifications (65%, compared with 58% of those with post school qualifications).

Accessing the Internet via desktop/personal computer

Among those who reported using the Internet, prevalence of accessing it via a desktop/personal computer was consistent across gender, remoteness and income levels. Prevalence of accessing the Internet via a desktop/personal computer was higher among:

- Older respondents, particularly those aged 55 and over (79% of those aged 55 years, 65% of 35-54 year olds, 60% of 25-34 year olds, compared with 50% of 15-24 year olds), and
- Respondents who had at least completed year 10, particularly those with university degrees or higher (76% of those with university degrees or higher, 62% of respondents with TAFE, certificate or diploma and 59% of those with year 10-12, compared with 46% of those who had not completed year 10).

Accessing the Internet via laptop

Among those who reported using the Internet, prevalence of accessing it via a laptop was broadly consistent across gender and remoteness. Prevalence of accessing the Internet via a laptop was higher among:

- Respondents aged 25-34 (52%, compared with 40% of 15-24 year olds; higher but not significantly than 48% of 35-54 year olds and 44% of those aged 55 and over)
- Respondents with post school qualifications, particularly those with a university degree or higher (60%, compared with 43% of those who had at

most completed year 12; slightly but not significantly higher than 50% of those with TAFE, certificate or diploma), and

- Respondents with household income of $30,000 or more (51% of those with income of $30,000 to under $60,000 and 59% of those with income of $60,000 and over).

Accessing the Internet via iPad/portable tablet

Among those who reported using the Internet, prevalence of accessing it via an iPad/portable tablet was consistent across gender. Prevalence of accessing the Internet via an iPad/portable tablet was higher among:

- Respondents aged 25-34 (14%, compared with 7% of 15-24 year olds and 35-54 year olds and 2% of those aged 55 and over)
- Respondents in metropolitan areas (12%, compared with 7% of those in inner regional and 5% of outer regional areas)
- Respondents with university degrees or higher (19%, compared with 7% of those with year 10-12 and 9% of those with TAFE, certificate or diploma; higher but not significantly than 10% of those who had not completed year 10), and
- Respondents with higher household income (13% of those with income of $90,000 and over, compared with 6% of respondents with income of under $30,000; slightly but not significantly higher than 9% of those with income of $30,000 to under $60,000 and 8% of those with income of $60,000 to $90,000).

Usage of specific social media platforms

Among those who reported social media usage, the majority indicated that they used Facebook (79%; 56% of all respondents). Fewer respondents used Twitter (12%; 8% of all respondents).

Demographic differences in social media usage

Usage/participation in social media was higher among:

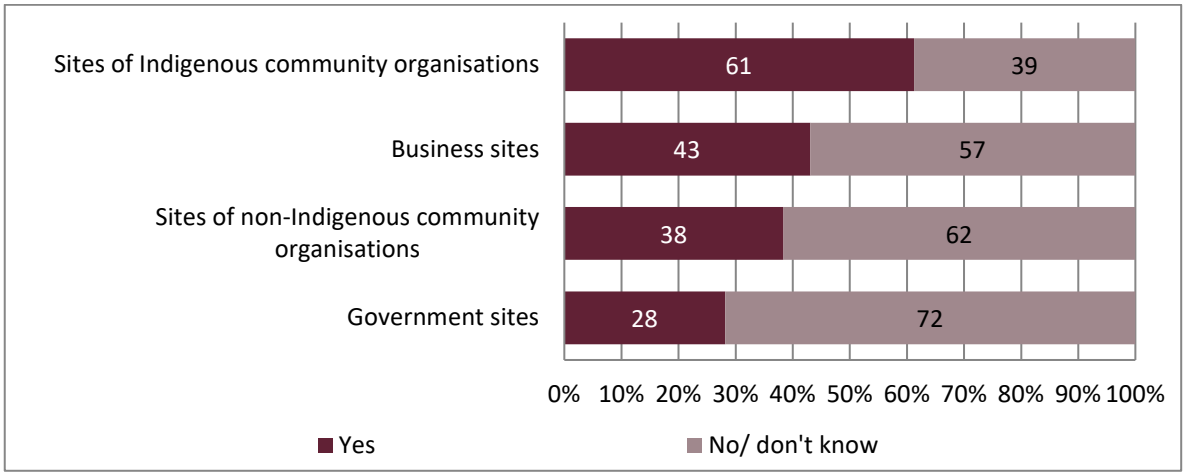
- Females (62%, compared with 50% of males). Females were more likely to use both:
    - Facebook (62% of all female respondents, compared with 49% of males), and
    - Twitter (10% of all female respondents, compared with 6% of males).
- Younger respondents (81% of 15-24 year olds and 72% of 25-34 year olds, compared with 44% of 35-54 year olds and 17% of those aged 55 years and over). Younger respondents were more likely to use both:
    - Facebook (80% of 15-24 year olds and 72% of 25-34 year olds, compared with 43% of 35-54 year olds and 17% of those aged 55 years and over),and
    - Twitter (14% of 15-24 year olds and 10% of 25-34 year olds, compared with 6% of 35-54 year olds and none of those aged 55 and over).
- Respondents with higher household income (70% of those with income of $60,000 or more, compared with 59% of those with income of $30,000 to under $60,000 and 46% of those with income of under $30,000). Respondents with income of $60,000 or above were more likely to use:
    - Facebook (68%, compared with 46% of those with income of under $30,000 and 58% of those with income of $30,000 to under $60,000), and

    - Twitter (10%, compared with 6% of those with income of under $30,000; not significantly different from 9% of those with income of $30,000 to under $60,000).
- Respondents in metropolitan and inner regional areas (57% and 59% respectively, compared with 50% of those in outer regional areas).
    - Facebook usage was more prevalent among those in metropolitan and inner regional areas (57% and 59% respectively, compared with 49% of those in outer regional areas).
    - Twitter usage was slightly more prevalent among respondents in metropolitan areas (10%, compared with 5% of those in inner regional areas; not significantly different from 9% of those in outer regional areas).
- Respondents with higher educational qualifications (68% of those with post high school qualifications, compared with 36% of those with year 10 or less and 57% of those with year 10-12).
    - Facebook usage was more prevalent among those with post-school qualifications (67%, compared with 43% of those with year 10-12 and particularly higher than 64% of those who had not completed year 10).
    - Twitter usage was considerably more prevalent among respondents with university degrees or higher (21%, compared with 5% of those who had not completed year 10, 8% of those with year 10-12 or TAFE, certificate or diploma).

The majority (61%) of those who reported using Facebook indicated they had "liked" or "friend-ed" the sites of Indigenous community organisations. Just over a quarter (28%) reported "liking" or "friend-ing" government sites.

Figure 34: Whether "liked" or "friend-ed" any sites

(Base: Respondents who used Facebook, n=543)



A37: Have you "liked" or "friend-ed" any…?

Demographic differences in sites "liked" or "friend-ed"

Sites of Indigenous community organisations

Among social media users, rates of "liking" or "friend-ing" sites of Indigenous community organisations were broadly consistent across gender and income levels. These sites were more likely to be "liked" or "friend-ed" by:

- Respondents aged 25-54 (68% of 25-34 year olds and 64% of 35-54 year olds, compared with 53% of 15-24 year olds; slightly but not significantly higher than 62% of those aged 55 and over)
- Respondents in metropolitan areas (71%, compared with 61% of those in inner regional areas and particularly higher than 44% of those in outer regional areas), and
- Respondents who had at least completed year 10 (64% of those who had finished year 10-12, 62% of those with TAFE, diploma or certificate qualifications and 75% of those with university degrees or higher, compared with 45% of those who had not completed year 10).

Business sites

Among social media users, rates of "liking" or "friend-ing" business sites were broadly consistent across gender and income levels. Business sites were more likely to be "liked" or "friend-ed" by:

- Respondents aged between 25-54 years (51% of 25-34 year olds and 47% those aged 35-54, compared with 35% of 15-24 year olds and 31% of those aged 55 years and over)
- Respondents in metropolitan and inner regional areas (46% and 48% respectively, compared with 32% of those in outer regional areas), and
- Respondents who had at least completed year 10 (42% of those with year 10-12, 50% of those with TAFE, certificate or diploma and 57% of respondents with a university degree or higher, compared with 22% of those who had not completed year 10).

Sites of non-Indigenous community organisations

Among social media users, rates of "liking" or "friend-ing" sites of non-Indigenous community organisation were broadly consistent across gender and income levels. These sites were more likely to be "liked" or "friend-ed" by:

- Respondents aged between 25-54 years (49% of 25-34 year olds and 45% of those aged 35-54, compared with 24% of those aged 15-24 and 30% of respondents aged 55 years and over)
- Respondents in metropolitan areas (44%, compared with 30% in outer regional areas; slightly but not significantly higher than 37% of those in inner regional areas), and
- Respondents who had at least completed year 10 (39% of those with year 10-12, 42% of those with TAFE, certificate or diploma and 58% of respondents with a university degree or higher, compared with 18% of those who had not completed year 10).

Government sites

Among social media users, rates of "liking" or "friend-ing" Government sites were broadly consistent across gender. Government sites were more likely to be "liked" or "friend-ed" by:

- Respondents aged between 25-54 years (35% of 25-34 year olds and 33% of those aged 35-54, compared with 20% of those aged 15-24 and 11% of respondents aged 55 years and over)

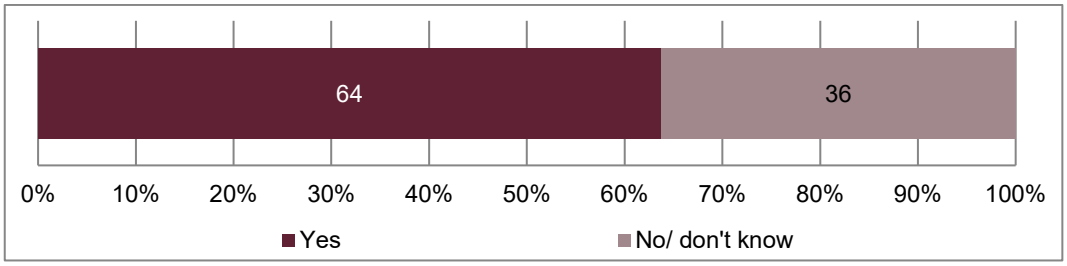
- Respondents in metropolitan areas (33%, compared with 22% of those in inner regional areas; slightly but not significantly higher than 28% of those in outer regional areas)
- Respondents with a university degree or higher (38%, compared with 20% of those who had not finished Year 10; higher but not significantly than 30% of those with year 10-12 and 26% of respondents with TAFE, certificate or diploma), and
- Respondents with higher household income (37% of those with income of $60,000 or higher, compared with 24% of those with income of under $30,000; slightly but not significantly higher than 31% of those with income of $30,000 to under $60,000).

Mobile phones

Ownership of mobile phones with Internet access was found to be moderate, as shown in Figure 35.

Figure 35: Whether have a mobile phone with access to the Internet

(Base: All respondents, n=1018)



A38: Do you have a mobile phone that you can access the Internet from?

Demographic differences in ownership of mobile phone with Internet access

Ownership of mobile phones with Internet access was uniform across remoteness, but was higher among:

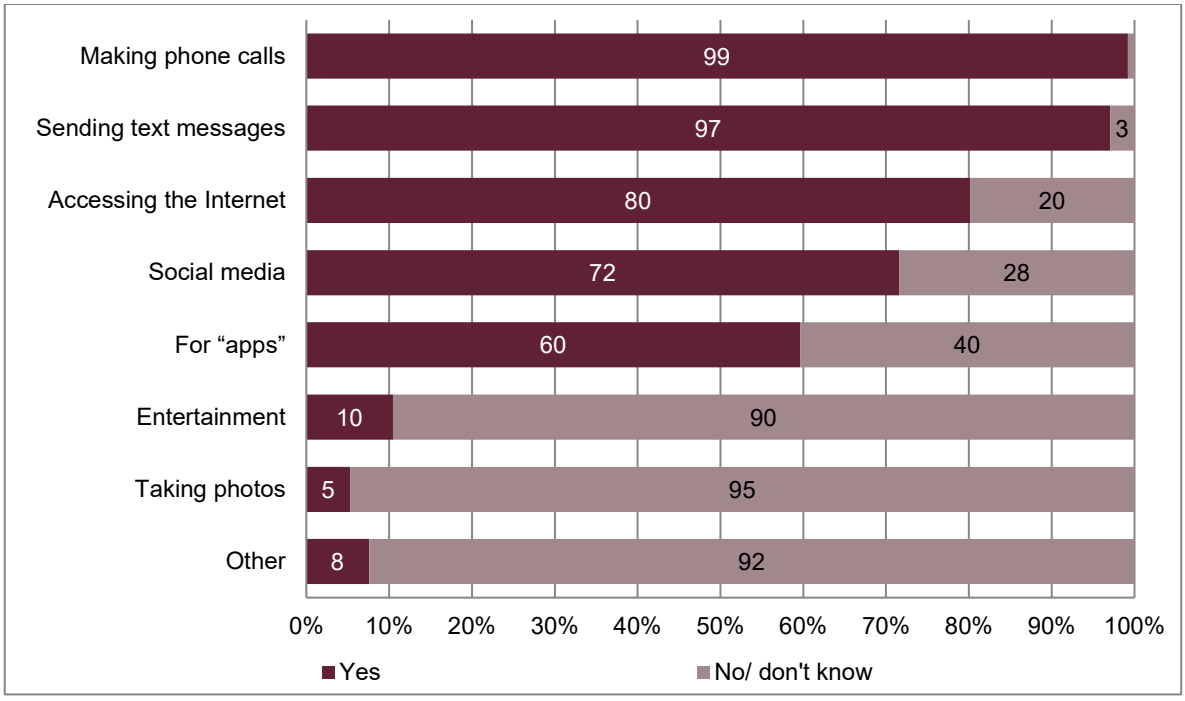
- Females (68%, compared with 58% of males)
- Younger respondents – with rates of ownership of such devices decreasing with age (82% of those aged 15-24 years, 75% of those aged 25-34, 58% of those aged 35-54, and 28% of those aged 55 years and older)
- Respondents who had at least completed year 10 (65% of those with year 10-12, 76% of those with TAFE, certificate or diploma and 70% of those with a university degree or higher, compared with 46% of those who had not completed year 10), and
- Respondents with higher household income (78% of those with income of $60,000 or more, compared with 64% of those with income of $30,000 to under $60,000, and particularly higher than 54% of those with income of under $30,000).

Apart from utilising the standard phone functionalities (i.e. making phone calls and sending text messages), the majority of those with a mobile phone with Internet access also reported using their phone to:

- access the Internet (80%)
- participate in social media (72%), and
- access "apps" (60%).

Figure 36: Activities undertaken on mobile phone

(Base: Respondents with a mobile phone with access to the Internet, n=635)



A39: Which of the following activities do you use your mobile phone for?

Demographic differences in key (non-functional) activities undertaken on mobile phone

Accessing the Internet

Accessing the Internet on a mobile phone was uniform across gender. Among those with mobile phones with access to the Internet, rates of doing so were higher among:

- Younger respondents (90% of 15-24 year olds and 92% of 25-34 year olds, compared with 69% of 35-54 year olds and particularly higher than 29% of those aged 55 years and over)
- Respondents in metropolitan areas (85%, compared with 78% in inner regional and 74% in outer regional areas)
- Respondents who had at least completed year 10 (80% of those with year 10-12, 88% of those with TAFE, certificate or diploma and 90% of those with a university degree or higher, compared with 64% of those who had not completed year 10), and
- Respondents with higher household income (86% of those with income of 30,000 to under $60,000 and 90% of those with income of $60,000 or more, compared with 72% of respondents with income of under $30,000).

Social media

Participation in social media via mobile phone was uniform across income levels. Among those with mobile phones with access to the Internet, higher prevalence of using mobile phones to access social media was recorded for:

- Females (75%, compared with 68% of males)
- Younger respondents – with rates of participation in social media on mobile phones decreasing with age (91% of those aged 15-24, 85% of those aged 25-34, 50% of those aged 35-54 and 18% of those aged 55 years and over)
- Respondents in metropolitan and inner regional areas (75%, compared with 63% in outer regional areas), and
- Respondents who had finished year 10-12 (77%, compared with 62% of those who had not finished year 10 and 61% of those with university degrees or higher; higher but not significantly than 71% of those with TAFE, certificate or diploma qualifications).

"Apps"

Mobile phone usage for "apps" was broadly consistent across gender. Among those with mobile phones with access to the Internet, higher prevalence of using "apps" on mobile phones was found among:

- Younger respondents – with rates of using "apps" on mobile phones decreasing with age (78% of those aged 15-24, 70% of those aged 25-34, 40% of those aged 35-54 and 21% of those aged 55 years and over)
- Respondents in metropolitan and inner regional areas (60% and 67% respectively, compared with 51% of those in outer regional areas)
- Respondents who had at least completed year 10 (63% of those with year 10-12, 62% of those with TAFE, diploma or certificate qualifications and 66% of those with university degrees or higher, compared with 41% of those who had not finished year 10), and
- Respondents with household income of $30,000 or more (67% of those with income of $30,000 to under $60,000 and 69% of respondents with income $60,000 or more, compared with 54% of those with income of under $30,000).

4. Communication behaviours and preferences

4.1 Summary of key findings

Current behaviour

The research found that respondents **received information** about government programs and services via a broad range of communication channels, including letters, face-to-face/bush telegraph[17], leaflets/pamphlets, the Internet and mass media (television, print and radio).

In relation to **information seeking** behaviour, the key information sources varied considerably across the four broad areas explored in the survey: health services or programs, income tax, income support and family assistance payments, and Indigenous programs or services. While government sources featured prominently in relation to income tax (Australian Taxation Office) and income support or family assistance payments (Centrelink), **higher reliance on family and/or friends and community sources** was displayed in relation to information about health and Indigenous services and programs. Community organisations in particular, tended to be more important sources of information for older respondents, especially those aged 55 and over.

Just over half (52%) of respondents reported engaging in **active search for government information** via the Internet, with the vast majority (91%) of these respondents visiting government websites.

Stated preferences for receiving government information

In addition to being asked about how they currently receive and seek information about government services and programs, respondents were asked to nominate communication channels that would be effective in conveying the following types of information from the government to them: (a) high-level, awareness-raising information; and (b) detailed information about changes to services and programs.

Most participants indicated a preference for **multiple channels of communication for both types of information**. The most commonly nominated channels for both types of information were letters, television, leaflets/pamphlets and face-to-face communication via a community representative or service. Television was more commonly preferred for awareness-raising information than for detailed information. Other commonly nominated channels included the Internet, email, newspapers, radio, posters, telephone and face-to-face communication via a government representative.

[17] Note that for the purposes of this report 'Bush Telegraph' is defined as an informal network that spreads information via word-of-mouth communication. This term was included in the questionnaire following the results of the cognitive testing, which suggested that its use is common amongst Aboriginal and Torres Strait Islander peoples.

4.2 Current communication channels and information sources – receiving information

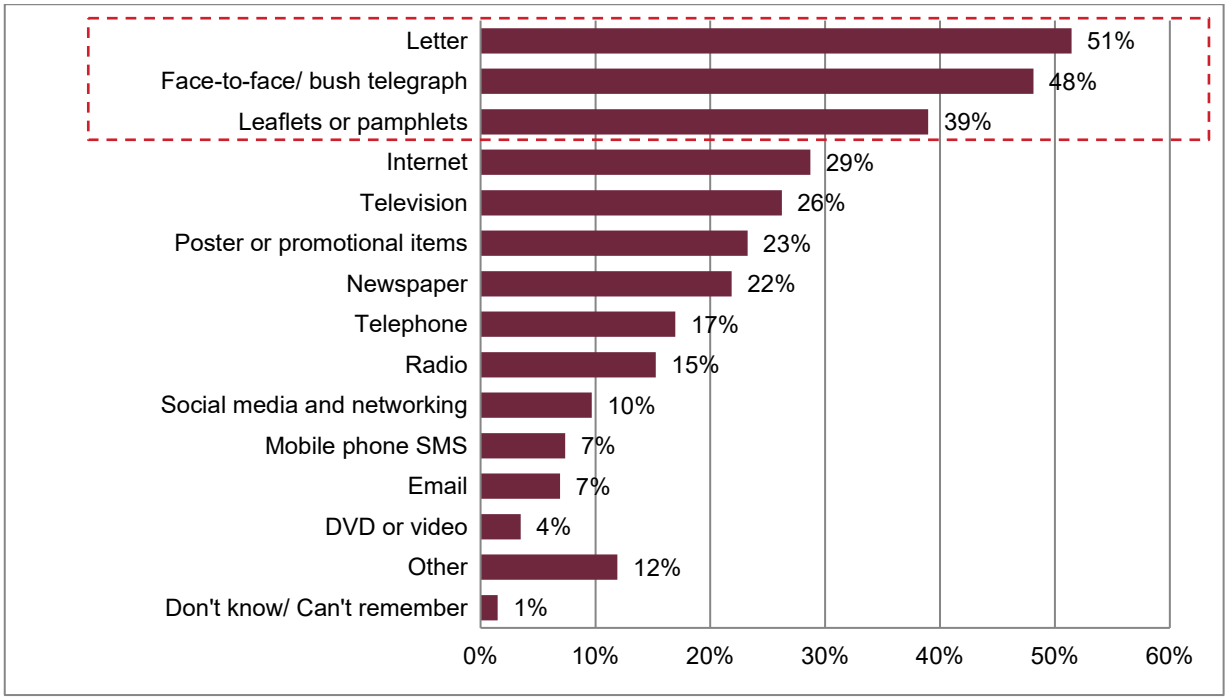
The research found that respondents received information about government programs and services via a broad range of communication channels, including letters, face-to-face/bush telegraph, leaflets/pamphlets, the Internet and mass media (television, print and radio).

When asked how they mainly receive information about government programs or services, respondents most commonly stated that such information was received via (see Figure 37):

- letters (51%)
- face-to-face/bush telegraph (48%), and
- leaflets or pamphlets (39%).

Figure 37: Main channels through which government information is currently received – unprompted

(Base: All respondents, n=1018) (Multiple response)



C2: At the moment, how do you mainly receive information about government programs or services?

Demographic differences in current (top 3) channels for receiving information

Letter

The proportion of respondents who indicated that they currently receive government information via letters was consistent across gender, age groups and education. Higher prevalence of receiving government information via letters was recorded among:

- Respondents from inner and outer regional areas (63% and 56% respectively, compared with 41% in metro areas), and

- Respondents with lower household income (less than $30,000) (55%, compared with 44% of those with income between $30,000 to under $60,000 and 47% of those with income of $60,000 and over).

Face-to-face/bush telegraph

Prevalence of receiving information face-to-face/via the bush telegraph was consistent across gender, education and income groups. Higher prevalence of receiving government information via this channel was seen among:

- Respondents aged 35-54 (54%, compared with 43% of those aged 15-24 and 45% of 25-34 year olds, not significantly different from 49% of those aged 55 and over), and
- Respondents in metro areas (60%, compared with 40% in inner and 38% in outer regional areas).

Leaflets/pamphlets

The proportion of respondents who reported receiving information via leaflets/pamphlets was consistent across gender, education and income groups. Higher prevalence for leaflets/pamphlets was recorded among:

- Older respondents (49% of those aged 55 and over, compared with 34% of 15-24 year olds, 38% of those aged 25-34 and 39% of 35-54 year olds)
- Respondents in metro and inner regional areas (42% and 45% respectively, compared with outer regional areas 28%), and
- Respondents with TAFE, certificate or diploma qualifications (44%, compared with 37% of those with year 12 or less; higher but not significantly than 34% of those with a university degree or higher).

4.3 Current communication channels and information sources – information seeking

To measure current information seeking behaviour, respondents were asked to indicate how they would search for information about a government service or program if they needed to do so.

In recognition of the possibility that search behaviour may differ depending on topic/government agency, respondents were asked to report their likely behaviours in relation to four broad areas: health, income tax, income support/family assistance and Indigenous services or programs.

Health

When asked which sources they would use to obtain information about a health service or program, respondents typically nominated non-government sources such as:

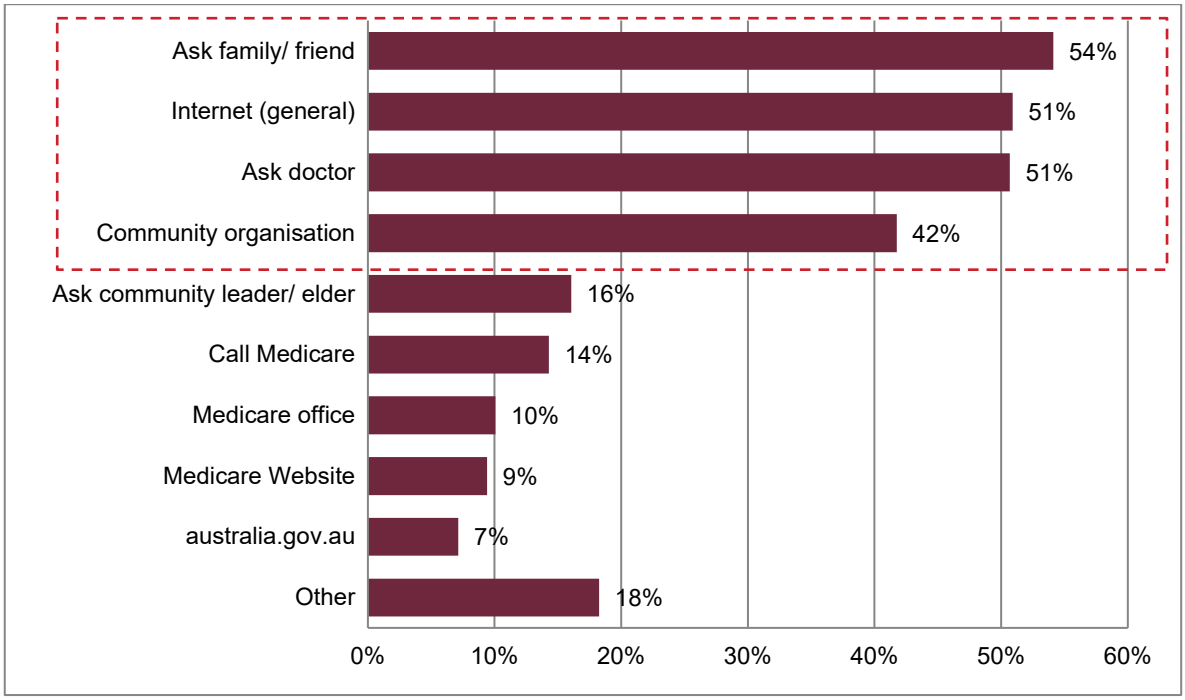
- family or friends (54%)
- Internet (general) (51%)
- doctor (51%), and
- community organisation (42%).

As shown in Figure 38, Medicare was not top of mind as a potential source of information about a health service or program.

Popular sources of information included in the 'Other' category were as follows: phone book/directory/telephone (mentioned by 58 respondents), Aboriginal Medical Service/health worker (mentioned by 42 respondents) and non-Indigenous hospital/medical centre/health worker (mentioned by 38 respondents).

Figure 38: Sources that would be used for information about a health service or program – unprompted

(Base: All respondents, n=1018) (Multiple response)



C1: Sometimes people have to try and find information about a government service or program. If you needed to, how would you try to find out more about a health service or program?

Demographic differences in (top 4) sources that would be used to obtain information about health services or programs

Family/friends

Propensity to ask family and/or friends was broadly uniform across gender, age groups and remoteness, although slightly lower propensity to use this information source was seen among those aged 35-54 (46%, compared with 61% of 15-24 year olds and 59% of 25-34 year olds; not significantly different from 53% of those aged 55 and over).

Higher likelihood of asking family and/or friends was seen among:

- Respondents who had not completed year 10 (62%, compared with 54% of those with year 10-12, 50% of those with TAFE, diploma or certificate qualifications and 43% of those with a university degree or higher), and
- Those with income of under $30,000 (57%, compared with 48% of those with household income of $60,000 and over, not significantly different from 56% of those with income of $30,000 to under $60,000).

Internet

Likelihood to use the Internet was higher among:

- Females (58%, compared with 44% of males)
- Younger respondents (aged 15-34) (59% of those aged 15-24 and 65% of 25-34 year olds, compared with 47% of 35-54 year olds and 21% of those aged 55 and over)
- Respondents in metropolitan areas (55%, particularly compared with 46% in outer regional areas, slightly but not significantly higher than 50% in inner regional areas)
- Respondents with higher levels of education (79% of those with a university degree or higher, 73% of those with TAFE, diploma and certificate qualifications and 45% of those with year 10-12, compared with 30% of respondents who had not completed year 10), and
- Respondents with household income of $30,000 and over (60% of those with income of $30,000 to under $60,000, 76% of respondents with income of $60,000 to under $90,000 and 73% of those with income of $90,000 and over, compared with 36% of respondents with income of under $30,000).

Doctor

Propensity to ask a doctor was consistent across gender and education levels.
Higher propensity to ask a doctor was recorded among:

- Older respondents (aged 55 and over) (61%, compared with 45% of 15-24 year olds, 50% of 25-34 year olds and 51% of those aged 35-54)
- Respondents in metropolitan areas (54%, particularly compared with 47% in outer regional areas, slightly but not significantly higher than 50% in inner regional areas), and
- Respondents with household income of less than $90,000 (51% of those with income of less than $30,000, 58% of respondents with income of $30,000 to under $60,000 and 56% of those with income of $60,000 to under $90,000, compared with 35% of those with income of $90,000 and over).

Community organisation

The likelihood of seeking information from community organisations was uniform across gender and educational attainment.
Higher likelihood of obtaining information about health services and/or programs via a community organisation was recorded among:

- Respondents aged 25 and over, particularly those aged 55 and over (41% of 25-34 year olds, 45% of 35-54 year olds and 54% of those aged 55 and over, compared with 30% of 15-24 year olds)
- Respondents in inner regional areas (51%, compared with 39% of those in metropolitan areas and 37% of those in outer regional areas), and
- Respondents with household income of under $60,000 (45% of those with income of under $30,000 and 48% of respondents with income of $30,000 to under $60,000, compared with 31% of those with income of $90,000 and over, slightly but not significantly higher than 43% of respondents with income of between $60,000 to under $90,000).

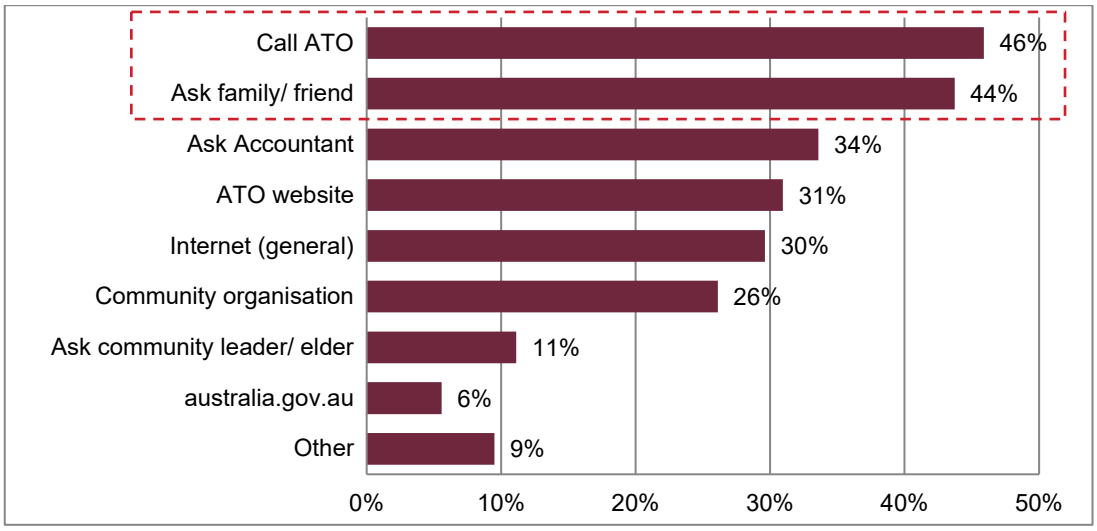
Income tax

The Australian Taxation Office (ATO) featured prominently among top sources of income tax information. As shown in Figure 39, most commonly, the respondents indicated that, if they needed to, they would obtain information about income tax by calling the ATO (46%) or by asking family or friends (44%).

Popular sources of information included in the 'Other' category were as follows: Centrelink (mentioned by 34 respondents), ATO – other contact type or contact type unspecified (mentioned by 21 respondents) and colleague/employer/word-of-mouth (mentioned by 19 respondents).

Figure 39: Sources that would be used for information about income tax – unprompted

(Base: All respondents, n=1018) (Multiple response)



C1: Sometimes people have to try and find information about a government service or program. If you needed to, how would you try to find out more about income tax?

Demographic differences in (top 3) sources that would be used to obtain information about income tax

Calling ATO

The likelihood of calling the ATO to obtain information about income tax was consistent across gender and remoteness. Propensity to use this information source was higher among:

- Respondents aged 25-54 (52% of those aged 25-34 and 49% of 35-54, compared with 38% of 15-24 and 40% of 55 and over)
- Respondents who had at least completed year 10 (53% of those with year 10-12, 47% of respondents with TAFE, diploma or certificate, university degree or higher, compared with 32% of those with less than year 10), and
- Respondents with household income of $30,000 and over (55% of those with income of $30,000 to under $60,000, 56% of those with income of $60,000 to under $90,000 and 55% of those with income of $90,000 and over, compared with 42% of respondents with income of under $30,000).

Family and/or friends

The propensity to ask family/friends was consistent across gender and remoteness. Higher likelihood of using this information source was recorded among:

- Younger respondents (54% of those aged 15-24, compared with 43% of 25-34 year olds, 37% of 35-54 year olds and 44% of those aged 55 and over)
- Less educated respondents (44% of those with less than year 10 and 48% of those who had completed year 10-12, compared with 37% of respondents with TAFE, diploma and certificate qualifications and 26% of those with a university degree or higher), and
- Respondents with household income of under $30,000 (51%, compared with 38% of those with income of $60,000 to under $90,000 and 35% of those with income of $90,000 and over, slightly but not significantly higher than 44% of respondents with income of $30,000 to under $60,000).

Accountant

The likelihood of asking an accountant to obtain information about income tax was uniform across gender. Higher propensity to use this information source was seen among:

- Respondents aged 25-54 (38%, compared with 25% of 15-24 year olds and 29% of those aged 55 and over)
- Respondents in inner and outer regional areas (47% and 33% respectively, compared with 25% of those in metropolitan areas)
- Respondents with higher levels of education (44% of those with a university degree or higher, 50% of those with TAFE, diploma or certificate qualifications, compared with 29% of those with year 10-12 and 21% of respondents who had not completed year 10), and
- Respondents with household income of $30,000 and over (39% of those with income of $30,000 to under $60,000, 45% of those with income of $60,000 to under $90,000 and 49% of those with income of $90,000 and over, compared with 28% of respondents with income of under $30,000).

Income support/family assistance

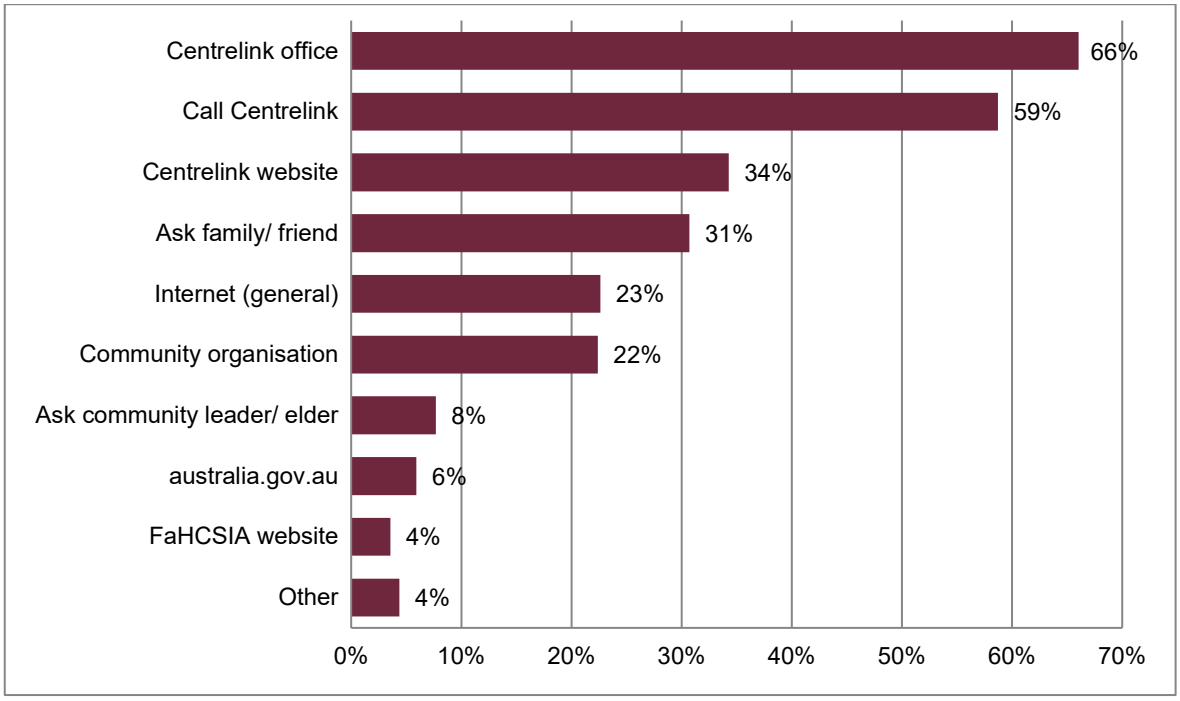
Centrelink was seen as the key source of information about income support and family assistance payments. Figure 40 shows that, if required, information about income support and family assistance payments would mostly be sourced directly from Centrelink by:

- going to a Centrelink office (66%)
- calling the Centrelink call centre (59%), and
- visiting the Centrelink website (34%).

Popular sources of information included in the 'Other' category were as follows: Indigenous liaison/service (mentioned by 13 respondents) and other services/government department (mentioned by 11 respondents).

Figure 40: Sources that would be used for information about income support or family assistance payments – unprompted

(Base: All respondents, n=1018) (Multiple response)



C1: Sometimes people have to try and find information about a government service or program. If you needed to, how would you try to find out more about income support or family assistance payments?

Demographic differences in (top 3) sources that would be used to obtain information about income support and family assistance payments

Centrelink office

The likelihood of going to a Centrelink office to obtain information about income support or family assistance payments was uniform across gender, age, remoteness and educational attainment, but higher among:

- Respondents with household income of less than $30,000 (73%, compared with 66% of $30,000 to under $60,000 and 59% of respondents with income of $60,000 and over).

Calling Centrelink

The propensity to call Centrelink was broadly consistent across age groups. Higher likelihood of using this channel was seen among:

- Females (65%, compared with 53% of males)
- Respondents in metropolitan and inner regional areas (62% for both, compared with 49% of respondents in outer regional areas)
- Respondents who had at least completed year 10 (62% of those with year 10-12 or TAFE, certificate or diploma qualifications and 61% of respondents with a university degree or higher, compared with 50% of those who had not finished year 10), and
- Respondents with a household income of $30,000 or more (67% of those with income of $30,000 to under $60,000, 65% of those with income of between $60,000 to under $90,000, slightly but not significantly higher than 63% of those with income of $90,000 and over, compared with 54% of those with income of less than $30,000).

Centrelink website

The likelihood of visiting the Centrelink website was higher among:

- Females (40%, compared with 29% of males)
- Respondents aged 25-34 (47%, compared with 37% of 15-24 year olds, 33% of 35-54 year olds and particularly higher than 13% of those aged 55 and over)
- Respondents from metro and inner regional (35% and 39% respectively, compared with 28% of respondents in outer regional areas)
- Respondents with higher education (57% of those with a university degree or higher, 54% of respondents with TAFE, certificate or diploma qualifications, 31% of those with year 10-12 and only 10% of those who had not finished year 10), and
- Respondents with household income of $30,000 or more (39% of those with income of $30,000 to under $60,000, 58% of those with income of between $60,000 to under $90,000, 61% of those with income of $90,000 and over, compared with 27% of those with income of under $30,000).

Indigenous service or program

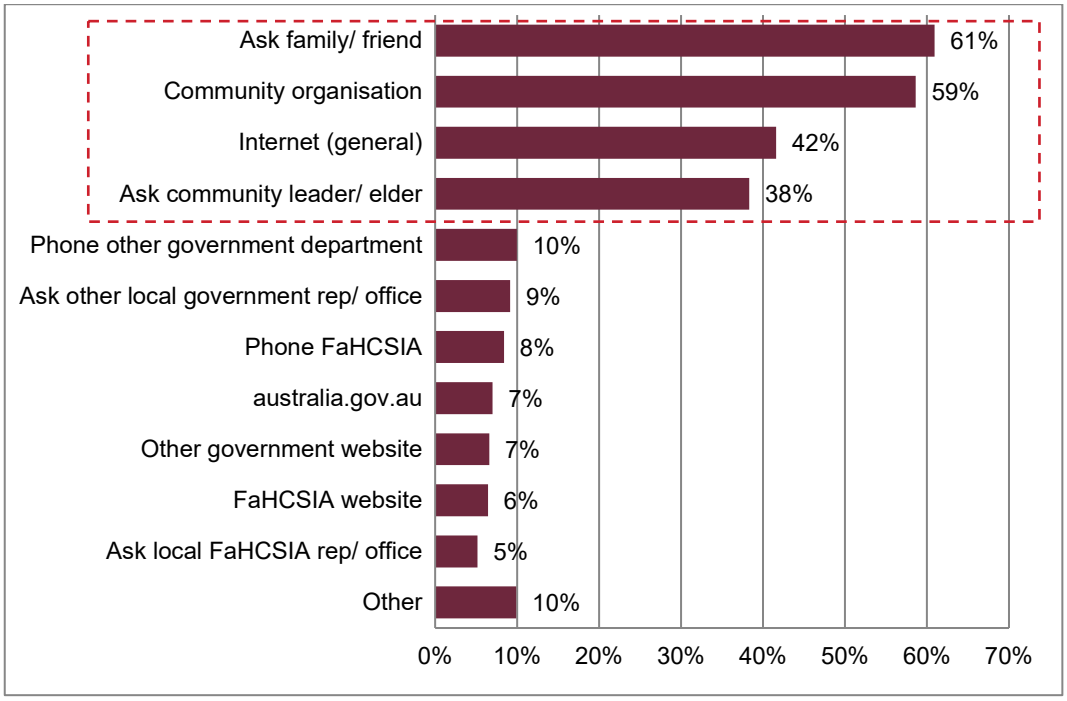
Non-government sources were key for information on Indigenous services or programs. As illustrated in Figure 41, most commonly the respondents reported that if they needed to source information about an Indigenous service or program, they would do so by:

- asking family or friends (61%)
- contacting a community organisation (59%)
- searching the Internet (general) (42%), and
- asking a community leader/elder (38%).

Popular sources of information included in the 'Other' category were as follows: Community/colleagues/word of mouth (mentioned by 23 respondents), Indigenous service (mentioned by 20 respondents), media (e.g. radio, television, newspaper)/written material (mentioned by 19 respondents).

Figure 41: Sources that would be used for information about an Indigenous service or program – unprompted

(Base: All respondents, n=1018) (Multiple response)



C1: Sometimes people have to try and find information about a government service or program. If you needed to, how would you try to find out more about an Indigenous service or program?

Demographic differences in (top 3) sources that would be used to obtain information about Indigenous services or programs

Family and/or friends

The likelihood of asking family/friends to obtain information about Indigenous services and/or programs was broadly consistent across gender, remoteness and income groups. Higher propensity to ask family and/or friends was recorded among:

- Younger respondents aged under 35 (69% of 15-24 year olds and 67% of 25-34 year olds, compared with 52% of 35-54 year olds and 59% of those aged 55 and over), and
- Respondents with lower levels of education (63% of those with less than year 10 and 66% of those with year 10-12, compared with 54% of respondents with TAFE, certificate or diploma qualifications and 46% of those with a university degree or higher).

Community organisation

The likelihood of contacting a community organisation was broadly uniform across gender and educational attainment. The propensity to obtain information about Indigenous services or programs via this channel was higher among:

- Older respondents (68% of those aged 55 and over and 60% of 35-54 year olds, particularly compared with 52% of those aged 15-24 and 57% of 25-34 year olds)
- Respondents from inner regional areas (71%, followed by 58% of those from metropolitan areas, compared with 47% outer regional areas), and

- Respondents with household income of less than $90,000 (63% of respondents with income of under $30,000, 57% of those with income of $30,000 to under $60,000 and 65% of respondents with income of $60,000 to under $90,000, compared with 45% of those with income of $90,000 or more).

Internet

The likelihood of obtaining information about Indigenous services or programs via the Internet was consistent across remoteness area. The propensity to use this channel was higher among:

- Females (47%, compared with 36% of males)
- Younger respondents aged under 35 (50% of 15-24 year olds and 52% of 25-34 year olds, compared with 39% of 35-54 year olds and particularly compared with 17% of those aged 55 and over)
- Respondents with higher educational attainment (62% of those with a university degree or higher, 60% of those with TAFE, certificate and diploma qualifications, 38% of respondents with year 10-12, and only 22% of those with less than year 10), and
- Respondents with household income of $30,000 or more (50% of those with income of $30,000 to under $60,000, 60% of those with income of between $60,000 to under $90,000 and 55% of those with income of $90,000 and over, compared with 30% of those with income of under $30,000).

Searching for government information via the Internet

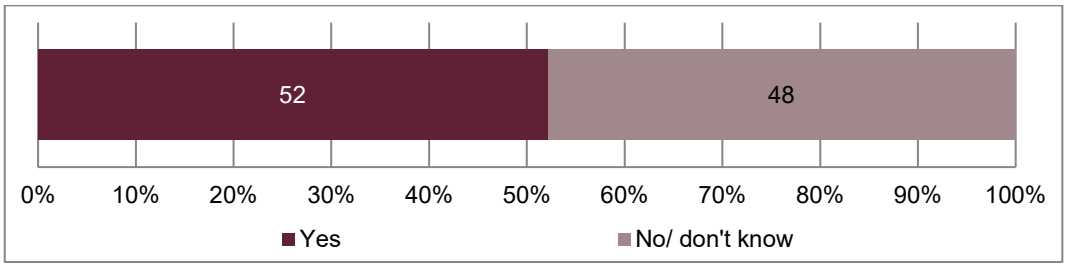
As illustrated in Figure 42, just over half (52%) of respondents reported that they used the Internet to search for government information.

The majority (91%) of these respondents indicated that they had visited a government website in the previous 12 months – equating to nearly a half of all respondents (see Figure 43).

The most popular government websites included Centrelink (mentioned by 267 respondents), ATO (mentioned by 132 respondents), and the Department of Families, Housing, Communities, and Indigenous Affairs (FaHCSIA) and state-based community services departments (mentioned by 78 respondents).

Figure 42: Search for government information using the Internet

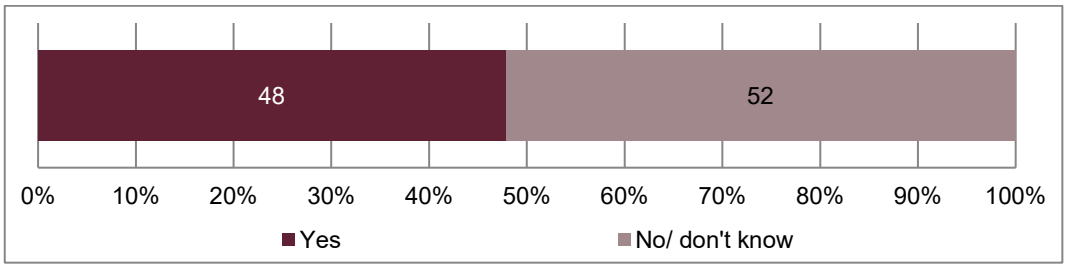
(Base: All respondents, n=1018)



C3: Do you use the Internet to search for government information?

Figure 43: Visited any government websites in the past 12 months

(Base: All respondents, n=1011)



C4: Have you visited any government websites in the past 12 months?

Demographic differences in Internet usage to search for government information and visit government websites

Internet usage to search for government information

Use of the Internet to search for government information was higher among:

- Females (61%, compared with 43% of males)
- Respondents aged 25-34 (66%, compared with 52% of 15-24 year olds, 54% of 35-54 year olds and 24% of those aged 55 and over). Those aged 55 and over were least likely to report using the Internet to search for government information
- Respondents in metro areas (56%, but only relative to 48% in outer regional areas, not statistically significantly different to 50% in inner regional areas)
- Respondents with a higher level of education (85% of those with a university degree or higher and 74% of those with a TAFE, diploma or certificate qualification, compared with 24% of those who had not completed year 10 and 50% of those with year 10-12), and
- Respondents with household income of $30,000 and over (66% of those with income of $30,000 to under $60,000, 71% of those with income of $60,000 to under $90,000 and 76% of those with income of $90,000 and over, compared with 39% of those with income of under $30,000).

Visits to government websites

Higher likelihood of visiting government websites was recorded among:

- Females (56%, compared with 39% of males)
- Younger respondents, particularly those aged 25-34 (62%, compared with 47% of 15-24 year olds, 50% of those aged 35-54 and 20% of respondents aged 55 and over). As with Internet usage for searching for government

information, those aged 55 and over were least likely to indicate that they visited a government website
- Respondents in metro areas (53%, compared with 46% in inner regional and 42% of respondents in outer regional areas)
- Respondents with higher levels of education (81% of those with a university degree or higher, followed by 68% of those with TAFE, certificate or diploma qualifications, compared with 47% of those with year 10-12 and particularly the 19% of those who had not completed year 10), and
- Respondents with household income of $30,000 and over (61% of those with income of $30,000 to under $60,000, 68% of those with income of $60,000 to under $90,000 and 72% of those with income of $90,000 and over, compared with 36% of respondents with income of under $30,000).

4.4 Preferred channels for awareness-raising information

In addition to being asked how they currently receive and seek information about government services and programs, respondents were asked to indicate (unprompted) communication channels that would be effective in conveying high-level, awareness-raising information from the government to them.

Most participants indicated a preference for multiple channels of communication for such information. Table 1 overleaf presents a summary of the survey findings. For each of the four government program/service areas covered, respondents selected (on average) three preferred channels.

The most commonly nominated channels were letters, television, leaflets/pamphlets and face-to-face communication via a community representative or service. The latter channel was relatively highly preferred in relation to information about changes to Indigenous services/programs. Other commonly mentioned channels included newspapers, radio, posters, the Internet (websites), telephone, email and face-to-face communication via a government representative.

Table 1: Preferred channels for receiving awareness-raising information about changes and where to obtain further information - unprompted

(Base: All respondents, n=1018) (Multiple response)

	Health services	Tax system	Income support or family assistance	Indigenous service or program
Letter	**49%**	**51%**	**57%**	**46%**
Television	**42%**	**39%**	**37%**	**37%**
Leaflets or pamphlets	**32%**	**31%**	**32%**	**35%**
Face-to-face via a community rep or service	**33%**	**27%**	**30%**	**42%**
Newspaper	26%	23%	20%	23%
Radio	24%	21%	21%	24%
Poster or promotional items	22%	20%	20%	25%
Internet	22%	20%	22%	21%
Telephone	18%	16%	20%	17%
Email	19%	17%	17%	17%
Face-to-face via a government rep	16%	15%	17%	15%
Social media and networking	15%	10%	9%	14%
Mobile phone SMS	9%	9%	10%	9%
DVD or video	2%	2%	2%	3%
Other	6%	5%	4%	6%

C5: The Australian Government often has to communicate information to all or some members of the general public. If the Australian Government were to introduce a major change to [health services/tax system/income support or family assistance/a service or a program for Indigenous Australians], what would be a good way of letting people like yourself know about the change and how to obtain more information?

Demographic differences in (top 4) communications preferences for receiving awareness-raising information about changes to health services or programs

Letter

Preference for receiving awareness-raising information about changes to health services or programs via a letter was broadly consistent across gender. Higher preference for this channel was, however, seen among:

- Older respondents (56% of 35-54 year olds and 54% of those aged 55 and over, compared with 40% of 15-24 year olds and 45% of 25-34 year olds)
- Respondents in regional areas (54% of those in inner and outer regional areas, compared with 42% of respondents in metropolitan areas)
- Respondents with lower educational attainment (56% of those who had not completed year 10, compared with 48% of respondents with year 10-12 and 41% of those with a university degree or higher; higher but not significantly than 49% of those with TAFE, certificate or diploma), and
- Respondents with household income of less than $30,000 (52%, compared with 41% of $30,000 to under $60,000 and 44% of respondents with income of $60,000 and over).

Television

Preference for receiving awareness-raising information about changes to health services or programs via television was consistent across gender and remoteness area. Preference for this channel was higher among:

- Respondents under 55 years of age (46% of 15-24 year olds, 48% of 25-34 year olds and 39% of 35-54 year olds, compared with 31% of those aged 55 and over)
- Respondents who had at least completed year 10 (50% of those with TAFE, diploma or certificate qualifications, 42% of those with year 10-12 and, to a lesser extent, 39% of those with a university degree or higher, compared with 34% of those who had not completed year 10), and
- Respondents with household income of $60,000 or higher (61% of those with income of $90,000 and over and 49% of those with income of $60,000 to under $90,000, compared with 35% of respondents with income of under $30,000 and 39% of those with income of $30,000 to under $60,000).

Leaflets and/or pamphlets

Preference for receiving awareness-raising information about changes to health services or programs via leaflets and/or pamphlets was consistent across age groups, remoteness and educational attainment. Preference for receiving information through this channel was higher among:

- Females (36%, compared with 28% of males), and
- Respondents with household income of less than $60,000 (38% of those with income of under $30,000 and 35% of those with income of $30,000 to under $60,000, compared with 24% respondents with income of $60,000 to under $90,000 and 21% of those with income $90,000 and over).

Face-to-face via a community representative or service

Preference for receiving awareness-raising information about changes to health services or programs face-to-face via a community representative or service was consistent across gender and education. Higher preference for receiving information about changes to health services or programs via this channel was recorded among:

- Respondents aged 35 and over (36% of 34-54 year olds and 40% of those aged 55 and over, compared with 28% of 15-24 year olds and 29% of 25-34 year olds)
- Respondents in metropolitan areas (39%, compared with 26% of respondents in inner regional and 31% of those in outer regional areas), and
- Respondents with household income of under $60,000 (38% of those with income of under $30,000 and 44% of respondents with income of $30,000 to under $60,000, compared with 23% of those with income of $60,000 to under $90,000 and 18% of respondents with income of $90,000 and over).

Demographic differences in (top 4) preferences for receiving awareness-raising information about changes to income tax

Letter

Preference for receiving awareness-raising information about changes to income tax via a letter was higher among:

- Females (56%, compared with 47% of males)
- Older respondents (58% of 35-54 year olds and 53% of those aged 55 and over, compared with 44% of 15-24 year olds and 49% of those aged 25-34)
- Respondents in regional areas (55% of those in inner regional and 57% of those in outer regional areas, compared with 45% of respondents in metropolitan areas)
- Respondents who had not completed year 10 and those with TAFE, certificate or diploma qualifications (57% and 55% respectively, compared with 47% of respondents with year 10-12; higher but not significantly than 46% of those with a university degree or higher), and
- Respondents with household income of under $30,000 or $60,000 and over (54% and 57% respectively, compared with 42% of those with income of $30,000 to under $60,000).

Television

Preference for receiving awareness-raising information about changes to income tax via television was broadly consistent across gender and remoteness area. Higher preference for this channel was recorded among:

- Respondents under 55 years of age (42% of 15-24 year olds, 44% of 25-34 year olds and 39% of 35-54 year olds, compared with 28% of those aged 55 and over)
- Respondents who had at least completed year 10 (39% of those with year 10-12, 48% of those with TAFE, certificate or diploma qualifications and 39% of those with a university degree or higher, compared with 31% of those with less than year 10), and
- Respondents with household income of $90,000 or more (60%, compared with 32% of those with income of under $30,000, 39% of those with income of $30,000 to under $60,000 and 47% of respondents with income of $60,000 to under $90,000).

Leaflets and/or pamphlets

Preference for receiving awareness-raising information about changes to income tax via leaflets and/or pamphlets was broadly consistent across age groups. Higher preference for this channel was seen among:

- Females (35%, compared with 26% of males)
- Respondents in metropolitan and inner regional areas (31% and 35% respectively, compared with 25% of respondents in outer regional areas)

- Respondents who had completed year 10-12 and those with TAFE, certificate or diploma qualifications (33% and 34% respectively, compared with 25% of those who had not completed year 10 and 21% of respondents with a university degree or higher), and
- Respondents with household income of under $30,000 (36%, compared with 23% of those with income of $60,000 to under $90,000 and 22% of those with income of $90,000 and over; slightly higher but not significantly than 33% of those with income of $30,000 to under $60,000).

Face-to-face via a community representative or service

Preference for receiving awareness-raising information about changes to income tax face-to-face via a community representative or service was uniform across gender and educational attainment. Preference for receiving such information through this channel was higher among:

- Older respondents (37% of those aged 55 and over and 29% of 35-54 year olds, compared with 22% of 15-24 year olds and 23% of those aged 25-34)
- Respondents in metropolitan areas (33%, compared with 21% of respondents in inner and 24% of those in outer regional areas), and
- Respondents with household income of under $60,000 (32% of those with income of under $30,000 and 39% of respondents with income of $30,000 to under $60,000, compared with 15% of those with income of $60,000 to under $90,000 and 10% of respondents with income of $90,000 and over).

Demographic differences in (top 4) communications preferences for receiving awareness-raising information about changes to income support or family assistance payments

Letter

Preference for receiving awareness-raising information about changes to income support or family assistance payments via a letter was higher among:

- Females (61%, compared with 53% of males)
- Older respondents (63% of 35-54 year olds, compared with 50% of 15-24 year olds, 54% of 25-34 year olds; not significantly different from 57% of those aged 55 and over)
- Respondents in regional areas (65% of those in inner and 60% in outer regional areas, compared with 49% of those in metropolitan areas)
- Respondents with less than year 10 education and those with TAFE, diploma or certificate qualifications (61% for both, compared with 54% of those with year 10-12 and 46% of respondents with a university degree or higher), and
- Respondents with household income of under $30,000 and income of $60,000 or more (59% and 60% respectively, compared with 45% of those with income of $30,000 to under $60,000).

Television

Preference for receiving awareness-raising information about income support or family assistance payments via television was higher among:

- Females (41%, compared with 32% of males)
- Younger respondents (40% of 15-24 year olds, compared with 30% of those aged 55 and over; slightly higher but not significantly than 39% of 25-34 year olds and 35% of those aged 35-54)
- Respondents from metropolitan areas (39%, compared with 31% of respondents in outer regional areas; not significantly different from 38% of those in inner regional areas)

- Respondents with TAFE, certificate or diploma qualifications (43%, compared with 34% of respondents with less than year 10 and 35% of those with year 10-12; higher but not significantly than 36% of those with a university degree or higher), and
- Respondents with household income of $60,000 or higher (46% of those with income of $90,000 and over and 43% of those with income of $60,000 to under $90,000, compared with 33% of respondents with income of under $30,000 and 34% of those with income of $30,000 to under $60,000).

Leaflets and/or pamphlets

Preference for receiving awareness-raising information about changes to income support or family assistance payments via leaflets and/or pamphlets was consistent across educational attainment. Preference for this channel was higher among:

- Females (36%, compared with 28% of males)
- Older respondents (39% of those aged 55 and over, compared with 28% of 15-24 year olds and 28% of 25-34 year olds; slightly higher but not significantly than 34% of those aged 35-54)
- Respondents from metropolitan and inner regional areas (35% and 34% respectively, compared with 25% of those in outer regional areas), and
- Respondents with household income of less than $60,000 (36% of those with income of under $30,000 and 35% of those with income of $30,000 to under $60,000, compared with 25% of respondents with income of $60,000 or more).

Face-to-face via a community representative or service

Preference for receiving awareness-raising information about changes to income support or family assistance face-to-face via a community representative or service was uniform across gender and education. Higher preference for receiving such information through this channel was recorded among:

- Respondents aged 55 and over (35%, compared with 25% of 15-24 year olds; higher but not significantly than 28% of 25-34 year olds and 32% of those aged 35-54)
- Respondents from metropolitan areas (37%, compared with 23% of respondents in inner and 26% of those in outer regional areas), and
- Respondents with household income of less than $60,000 (33% of those with income of under $30,000 and 40% of those with income of $30,000 to under $60,000, compared with 20% of respondents with income of $60,000 or more).

Demographic differences in (top 4) communications preferences for receiving awareness-raising information about changes to Indigenous services or programs

Letter

Preference for receiving awareness-raising information about changes to Indigenous services or programs was consistent across gender and income. Preference for receiving this information via a letter was higher among:

- Older respondents (53% of those aged 35-54 and 52% of those aged 55 and over, compared with 37% of 15-24 year olds and 42% of 25-34 year olds)
- Respondents in regional areas (55% of those in inner and 51% of respondents in outer regional areas, compared with 37% of those in metropolitan areas), and

- Respondents who had not completed year 10 and those with TAFE, certificate or diploma qualifications, to a lesser extent (55% and 47% respectively, compared with 44% of those who had finished year 10-12 and 33% of those with a university degree or higher).

Television

Preference for receiving awareness-raising information about changes to Indigenous programs or services via television was consistent across gender, remoteness and educational attainment. Higher preference for receiving information through this channel was recorded among:

- Younger respondents (39% of 15-24 year olds and 41% of 25-34 year olds, compared with 31% of those aged 55 and over; slightly but not significantly higher than 35% of 35-54 year olds), and
- Respondents with household income of $60,000 or higher (44%, compared with 32% of respondents with income of under $30,000 and 33% of those with income of $30,000 to under $60,000).

Leaflets and/or pamphlets

Preference for receiving awareness-raising information about changes to Indigenous services or programs via leaflets and/or pamphlets was broadly consistent across gender, age and educational attainment. Preference for this channel was higher among:

- Respondents from inner regional areas (40%, compared with 29% of respondents in outer regional areas; not significantly different from 35% of those in metropolitan areas), and
- Respondents with household income of less than $30,000 (38%, compared with 26% of those with income of $90,000 or more; slightly but not significantly higher than 36% of respondents with income of $30,000 to under $60,000 and 31% of those with income of $60,000 to under $90,000).

Face-to-face via a community representative or service

Preference for receiving awareness-raising information about changes to Indigenous services or programs face-to-face via a community representative or service was consistent across gender, age and educational attainment. Preference for receiving information through this channel was higher among:

- Respondents from metropolitan areas (50%, compared with 39% of respondents in inner regional and 34% of those in outer regional areas); and
- Respondents with household income of less than $60,000 (52% of those with income of $30,000 to under $60,000 and 45% with income of under $30,000, compared with 37% of those with income of $60,000 and over).

4.5 Preferred channels of communication – detailed information

Respondents were also asked to indicate (unprompted) communication channels that would be effective in conveying detailed information about changes to government programs and services to them.

Most participants indicated a preference for multiple channels of communication for such information. Table 2 below presents a summary of the survey findings. For each of the four government program/service areas covered in the survey, respondents selected (on average) three preferred channels.

The most commonly nominated channels were letters, face-to-face communication via a community representative or service, leaflets/pamphlets and television. Other commonly mentioned channels included the Internet (websites), email, posters, telephone, newspapers, radio and face-to-face communication via a government representative.

Table 2: Preferred channels for receiving detailed government information about changes - unprompted

(Base: All respondents, n=1018) (Multiple response)

	Health services	Tax system	Income support or family assistance	Indigenous service or program
Letter	**54%**	**53%**	**55%**	**46%**
Face-to-face via a community rep or service	**41%**	**34%**	**37%**	**47%**
Leaflets or pamphlets	**34%**	**32%**	**31%**	**34%**
Television	**28%**	**28%**	**27%**	**27%**
Internet	22%	20%	20%	22%
Email	22%	21%	20%	20%
Poster or promotional items	20%	18%	17%	23%
Telephone	19%	18%	21%	18%
Newspaper	17%	17%	17%	19%
Radio	18%	17%	17%	19%
Face-to-face via a government rep	16%	17%	18%	16%
Social media and networking	11%	8%	8%	12%
Mobile phone SMS	9%	9%	10%	9%
DVD or video	2%	3%	2%	3%
Other	5%	3%	3%	6%

C6: What would be a good way of providing people like yourself with detailed information about changes to [health services/tax system/income support or family assistance/a service or a program for Indigenous Australians]?

Demographic differences in (top 4) communications preferences for receiving detailed information about changes to health services or programs

Letter

Higher preference for receiving detailed information about changes to health services or programs via a letter was seen among:

- Females (59%, compared with 49% of males)
- Respondents aged 35-54 (58%, compared with 47% of those aged 15-24, slightly but not significantly higher than 54% of 25-34 year olds and 53% of those aged 55 and over)
- Respondents in inner regional areas (59%, compared with 50% of respondents in metropolitan areas; slightly but not significantly higher than 54% of those in outer regional areas)
- Respondents who had not completed year 10 (63%, compared with 50% of those with year 10-12 and 54% of those with post school qualifications), and
- Respondents with household income of less than $30,000 or of $60,000 or more (54% and 59% respectively, compared with 42% of $30,000 to under $60,000).

Face-to-face via a community representative or service

Preference for receiving detailed government information about changes to health services or programs face-to-face via a community representative or service was consistent across gender, educational attainment. Higher preference for receiving such information via this channel was recorded among:

- Respondents aged 55 and over (55%, compared with 39% of 15-24 year olds, 34% of 25-34 year olds and 41% of 35-54 year olds)
- Respondents in metropolitan areas (49%, compared with 37% of respondents in inner regional and 33% of those in outer regional areas), and
- Respondents with household income of under $60,000 (48% of those with income of under $30,000 and 46% of respondents with income of $30,000 to under $60,000, compared with 35% of those with income of $60,000 and over).

Leaflets and/or pamphlets

Preference for receiving detailed government information about changes to health services or programs via leaflets and/or pamphlets was consistent across gender and income. Preference for receiving detailed information through this channel was higher among:

- Respondents aged 35 and over (38%, compared with 28% of those aged 25-34, slightly but not significantly higher than 32% of 15-24 year olds)
- Respondents in metropolitan and inner regional areas (38% and 35% respectively, compared with 27% in outer regional areas), and
- Respondents with TAFE, certificate or diploma qualifications (39%, compared with 30% of those who had not completed year 10 and 24% of respondents with a university degree or higher; slightly but not significantly higher than 34% of those with year 10-12).

Television

Preference for receiving detailed information about changes to health services or programs via television was broadly consistent across remoteness and educational attainment. Preference for this channel was higher among:

- Females (31%, compared with 25% of males)
- Respondents aged 25-34 (35%, compared with 25% of 15-24 year olds and 24% of those aged 55 and over, higher but not significantly than 28% of those aged 35-54), and
- Respondents with household income of $60,000 or higher (36%, compared with 24% of those with income of under $30,000 and 28% of those with income of $30,000 to under $60,000).

Demographic differences in (top 4) communications preferences for receiving detailed information about changes to income tax

Letter

Preference for receiving detailed information about changes to income tax via a letter was consistent across age groups. Higher preference for receiving information via this channel was recorded among:

- Females (57%, compared with 49% of males)
- Respondents in inner regional areas (59%, compared with 48% of respondents in metropolitan areas; slightly but not significantly higher than 55% in outer regional areas)
- Respondents who had not completed year 10 and those with TAFE, certificate or diploma qualifications (59% and 57% respectively, compared with 49% of respondents with year 10-12; higher but not significantly than 48% of those with a university degree or higher), and
- Respondents with household income of under $30,000 or $60,000 and over (53% and 61% respectively, compared with 43% of those with income of $30,000 to under $60,000).

Face-to-face via a community representative or service

Preference for receiving detailed information about changes to income tax face-to-face via a community representative or service was uniform across gender. Preference for receiving such information through this channel was higher among:

- Respondents aged 55 and over (48%, compared with 33% of 15-24 year olds, 26% of those aged 25-34 and 34% of 35-54 year olds)
- Respondents with no post school qualifications (36%, compared with 28% of those with post school qualifications)
- Respondents in metropolitan areas (42%, compared with 30% of respondents in inner and 26% of those in outer regional areas), and
- Respondents with household income of under $60,000 (39% of those with income of under $30,000 and 41% of respondents with income of $30,000 to under $60,000, compared with 27% of respondents with income of $60,000 and over).

Leaflets and/or pamphlets

Preference for receiving detailed government information about changes to income tax via leaflets and/or pamphlets was broadly consistent across income levels. Higher preference for receiving such information via this channel was seen among:

- Females (36%, compared with 27% of males)

- Respondents aged 35 and over (37% of 35-54 year olds and 35% of those aged 55 and over, compared with 28% of 15-24 year olds and 26% of 25-34 year olds)
- Respondents in metropolitan and inner regional areas (36% and 34% respectively, compared with 24% of respondents in outer regional areas), and
- Respondents with TAFE, certificate or diploma qualifications (36%, compared with 26% of those who had not completed year 10 and 21% of respondents with a university degree or higher; slightly higher but not significantly than 33% of those who had finished year 10-12).

Television

Preference for receiving detailed information about changes to income tax via television was broadly consistent across remoteness and educational attainment. Higher preference for this channel was recorded among:

- Females (31%, compared with 24% of males)
- Respondents over 25 years of age (34% of 25-34 year olds and 28% of 35-54 year olds, compared with 22% of 15-24 year olds; higher but not significantly than 26% of those aged 55 and over), and
- Respondents with household income of $60,000 or more (35%, compared with 24% of those with income of under $30,000; slightly but not significantly higher than 27% of those with income of $30,000 to under $60,000).

Demographic differences in (top 4) communications preferences for receiving detailed information about changes to income support or family assistance payments

Letter

Preference for receiving detailed information about changes to income support or family assistance payments via a letter was broadly consistent across age groups and educational attainment. Higher preference for this channel was seen among:

- Females (60%, compared with 51% of males)
- Respondents in regional areas (63% of those in inner and 57% in outer regional areas, compared with 49% of those in metropolitan areas), and
- Respondents with income of under $30,000 and those with income of $60,000 or more (57% and 61% respectively, compared with 42% of those with income of $30,000 to under $60,000).

Face-to-face via a community representative or service

Preference for receiving detailed government information about changes to income support or family assistance face-to-face via a community representative or service was uniform across gender. Higher preference for this receiving such information through this channel was recorded among:

- Respondents aged 55 and over (51%, compared with 33% of 15-24 year olds, 32% of 25-34 year olds and 37% of those aged 35-54)
- Respondents from metropolitan areas (46%, compared with 30% of respondents in inner and 28% of those in outer regional areas)
- Respondents with no post school qualifications (39%, compared with 31% of those with post school qualifications), and
- Respondents with household income of less than $60,000 (42% of those with income of under $30,000 and 45% of those with income of $30,000 to

under $60,000, compared with 32% of respondents with income of $60,000 or more).

Leaflets and/or pamphlets

Preference for receiving detailed government information about changes to income support or family assistance payments via leaflets and/or pamphlets was broadly consistent across gender and income levels. Preference for this channel was higher among:

- Respondents aged 35 and over (34%, compared with 29% of those aged under 35)
- Respondents from metropolitan and inner regional areas (38% and 30% respectively, compared with 23% of those in outer regional areas), and
- Respondents with TAFE, certificate or diploma qualifications (38%, compared with 27% of those who had not completed year 10 and 31% of those who had finished year 10-12 and 26% of respondents with a university degree or higher).

Television

Preference for receiving detailed government information about income support or family assistance payments via television was consistent across educational attainment levels. Higher preference for receiving detailed information via this channel was recorded among:

- Females (31%, compared with 23% of males)
- Respondents aged 25-34 (34%, compared with 25% of 15-24 and 35-54 year olds and 26% of those aged 55 and over)
- Respondents from metropolitan and outer regional areas (29% and 30% respectively, compared with 23% of those in inner regional areas), and
- Respondents with household income of $60,000 or more (34%, compared with 24% of respondents with income of under $30,000; slightly but not significantly higher than 30% of those with income of $30,000 to under $60,000).

Demographic differences in (top 4) communications preferences for receiving detailed information about changes to Indigenous services or programs

Face-to-face via a community representative or service

Preference for receiving government information about changes to Indigenous services or programs face-to-face via a community representative or service was broadly consistent across gender, education and income groups. Preference for receiving information through this channel was higher among:

- Respondents aged 55 and over (56%, compared with 43% of 25-34 year olds and 47% of 35-54 year olds; higher but not significantly than 48% of 15-24 year olds), and
- Respondents from metropolitan and inner regional areas (54% and 48% respectively, compared with 36% of respondents in outer regional areas).

Letter

Preference for receiving detailed information about changes to Indigenous services or programs was consistent across income levels. Preference for receiving this information via a letter was higher among:

- Females (50%, compared with 44% of males)
- Older respondents (53% of those aged 35-54 and 50% of those aged 55 and over, compared with 42% of 15-24 year olds and 40% of 25-34 year olds)

- Respondents in regional areas (50% of those in inner and 51% of respondents in outer regional areas, compared with 41% of those in metropolitan areas)
- Respondents who had not completed year 10 (58%, compared with 44% of those who had finished year 10-12, 43% of respondents with TAFE, diploma or certificate qualifications and 37% of those with a university degree or higher),and
- Respondents with household income of under $30,000 or $60,000 and over (48% and 45% respectively, compared with 35% of those with income of $30,000 to under $60,000).

Leaflets and/or pamphlets

Preference for receiving detailed government information about changes to Indigenous services or programs via leaflets and/or pamphlets was broadly consistent across age, educational attainment and income. Preference for this channel was higher among:

- Females (37%, compared with 31% of males), and
- Respondents from metropolitan and inner regional areas (40% and 34% respectively, compared with 26% of respondents in outer regional areas).

Television

Preference for receiving detailed information about government changes to Indigenous programs or services via television was consistent across educational attainment and income levels. Higher preference for receiving information through this channel was recorded among:

- Females (31%, compared with 23% of males)
- Respondents aged 25-34 (33%, compared with 23% of 15-24 year olds and those aged 55 and over; higher but not significantly than 27% of 35-54 year olds), and
- Respondents in metropolitan areas (30%, compared with 23% of those in inner regional areas; not significantly different from 28% of respondents in outer regional areas).

5. Conclusions

The research findings indicate that Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional locations are a diverse audience for government communications. Significant demographic differences exist in English language proficiency, Aboriginal and/or Torres Strait Islander language proficiency, media consumption, primary sources of receiving government information, search behaviour in relation government information and communication channel preferences for receiving government information.

Moreover, information seeking behaviour differs significantly according to the type of government information being sought (e.g. information relating to health services, income tax, income support/family assistance and Indigenous services/programs).

Accordingly, to **maximise effectiveness, government communication strategies should be tailored** to the specific demographic characteristics of the target audience and the information/content to be communicated. In addition, as identified in the qualitative research project that accompanied this study[18], communication strategy design should have regard to the behavioural segments that exist among Aboriginal and/or Torres Strait Islander peoples in relation to engaging with government communications. The research findings suggest that adopting a uniform/homogenous approach to communicating with metropolitan and regional Aboriginal and/or Torres Strait Islander audiences across different communications requirements and campaigns would be a suboptimal approach.

The findings of this study, coupled with those of the associated qualitative study, indicate that most Aboriginal and/or Torres Strait Islander peoples wish to receive both high-level, awareness-raising information, as well as detailed information about government programs/services via multiple communication channels. This preference reflects a desire to ensure that individuals and their broader community are able to access and engage with government communications. Moreover, the research findings in relation to media consumption and communications preferences indicate that a narrowly focused approach would not be effective. Therefore, **multiple communication channels should be used** to effectively reach and convey messages to metropolitan and regional Aboriginal and/or Torres Strait Islander audiences.

The research findings indicate that **utilising a combination of mainstream mass media (television, radio and print) and Indigenous media channels is likely to be optimal** for delivering government communications campaigns. While mainstream mass media consumption (particularly of free-to-air television) is high among Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional areas, Indigenous media consumption is also extensive (particularly of Indigenous television and print). Moreover, the qualitative research indicates that using Indigenous media is likely to be more effective than mainstream mass media

[18] *Media consumption and communication preferences of Aboriginal and Torres Strait Islander audiences*, Qualitative research report, September 2014.

in reaching Aboriginal and/or Torres Strait Islander people who are difficult to engage with government communications.

To be effective in reaching Aboriginal and/or Torres Strait Islander peoples who reside in metropolitan and regional areas, government communications should **utilise oral channels (e.g. television, radio, face-to-face) in addition to written channels** (e.g. print media, direct mail, written website content).

The research found **extensive usage of the Internet** to search for government information. The research also found an associated widespread usage of government websites to obtain information about government programs/services. However, it is important to note that **age, literacy and cost barriers** were also evident in the research, with significantly lower than average prevalence of accessing government websites recorded among those aged 55 years and over, people with low household income and people who had not completed Year 10.

The evidence from the quantitative research suggests that there is **limited utility in producing materials in Indigenous languages** to communicate with Aboriginal and/or Torres Strait Islander peoples residing in metropolitan and regional locations, regardless of whether the communication is in oral or written form. Only a small proportion of respondents reported that they were able to understand more than a few words of a spoken or written Aboriginal or Torres Strait Islander language.

The quantitative communication preferences data presented in this report should be interpreted with caution and in the context of the qualitative research findings. While the questionnaire included items assessing preferred channels of communication, the quantitative research methodology enabled only topline preference data to be collected. It should not be assumed that preferences for communication channels are unidimensional (such that one channel can substitute readily for another). Readers are directed to the qualitative research report for a more comprehensive assessment of communication preferences (including a discussion of why particular channels were preferred, and under what circumstances).

It is finally worth reiterating that Aboriginal and/or Torres Strait Islander peoples located in remote locations were not included in the sample for the quantitative research phase of the study. Based on the results of a literature review, it was concluded that obtaining reliable quantitative media consumption and communication preference population estimates for Indigenous Australians living in remote areas would require a survey with a large sample size in remote areas and the coverage of many remote communities – a requirement that could not be met within the scope of the project. The media consumption habits and communication preferences of this group were assessed in the qualitative research phase.

While this research is intended to guide communications planning, the findings are somewhat general in nature. Agencies should consider the need for further research that explores the specific policies, issues or services that it intends to communicate to Aboriginal and Torres Strait Islander audiences.

Table A: Radio stations listened to (last 7 days) – unprompted

(Base: All respondents/all respondents from each state) (Multiple response)

Radio stations listened to in the last 7 days (n=1018)	% of respondents who reported listening
Commercial Radio Stations	64.7
Indigenous and Other Community Radio Stations	29.5
ABC Radio Stations	16.1
SBS Radio Stations	1.1
Other	6.0
Australia Wide Commercial Radio Stations (n=1018)	
Nova FM	11.0
Mix FM	8.7
Star FM	7.4
Triple M	5.5
Power FM	4.4
Sea FM	4.2
Magic	0.9
Hot FM	0.1
New South Wales Commercial Radio Stations (n=351)	
Nova 96.9 (2SYD 96.9)	13.1
WSFM (2UUS 101.7)	7.9
Mix 106.5 (2WFM 106.5)	7.0
The Edge (2ONE 96.1)	6.9
Triple M (2MMM 104.9)	6.8
Star FM (2GZF 105.9)	6.6
2Day (2DAY 104.1)	6.6
Star FM (2DBO 93.5)	6.2
Wave FM (2UUL 96.5)	4.7
KOFM (2KKO 102.9)	4.5
Star FM (2RGF 99.7)	4.4
Zoo FM (2ZOO 92.7)	4.4
Hill FM (2HIL 106.9)	4.4
New FM (2NEW 105.3)	4.1
2RG (2RG 963)	3.3
NXFM (2XXX 106.9)	3.2
2DU (2DU 1251)	2.6
2GB (2GB 873)	2.5
2UE (2UE 954)	2.1
Max FM (2MVB 107.3)	1.9
Star 104.5 (2GOS 104.5)	1.8
Now FM (2NOW 98.3)	1.8

FM 104.7 (2CLR 104.7)	1.7
2GZ (2OAG 105.1)	1.7
Sky Sports Radio (2KY 1017)	1.4
Triple G (2GGG 97.5)	1.3
Classic Rock (2MOR 102.5)	1.2
Star FM (2AAY 104.9)	1.1
ZZZ FM (2ZZZ 100.9)	1.1
Sydney's 95.3 FM (2PTV 95.3)	1.0
FM 100.3 (2NEB 100.3)	1.0
Star FM (2ROX 105.1)	0.9
2HD (2HD 1143)	0.9
Star FM (2WZD 93.1)	0.9
2CH (2CH 1170)	0.8
i98FM (2WIN 98.1)	0.7
Star FM (2CSF 105.5)	0.7
Radio 531 (2PM 531)	0.5
Real FM (2GEE 93.1)	0.5
2SM (2SM 1269)	0.5
2MO (2MO 1080)	0.4
2WG (2WG 1152)	0.4
2AY (2AY 1494)	0.3
2AD (2AD 1134)	0.3
2MC (2PQQ 106.7)	0.3
Power FM (2VLY 98.1)	0.3
ROK FM (2ROK 95.5)	0.3
2ST (2ST 999)	0.3
Power FM (2WSK 94.9)	0.3
C91.3 (2MAC 91.3)	0.3
92.9 (2TTT 92.9)	0.2
2CS (2CFS 106.3)	0.2
2EL (2EL 1089)	0.2
New South Wales Indigenous and Other Community Radio Stations (n=351)	
Koori Radio (2LND 93.7)	26.2
2SER (2SER 107.3)	3.0
2CUZ (2CUZ 106.5) 2CUZ (2CUZ 96.1) 2CUZ (2CUZ 102.7)	2.0
Monaro FM (2MNO 93.3) Monaro FM (2MNO 90.5) Monaro FM (2MNO 93.9) Monaro FM (2MNO 103.7)	0.7
2LRR – Opal FM (89.7)	0.6
FM 92.1 (2ARM 92.1)	0.6
2RSR (2RSR 88.9)	0.5
CHY FM (2CHY 104.1)	0.4
2UNE - Tune FM (2une 106.9)	0.4
2NCR (2NCR 92.9)	0.3

2NVR (2NVR 105.9)	0.3
2REM (2REM 107.3)	0.3
2BOB (2BOB 104.7)	0.2
Max FM (2MAX 91.3)	0.2
Northern Territory Commercial Radio Stations (n=48)	
Hot 100 (8HOT 100.1)	46.0
Mix 104.9 (8MIX 104.9)	43.7
Sun FM (8SUN 96.9)	26.3
8HA (8HA 900)	5.3
Northern Territory Indigenous and Other Community Radio Stations (n=48)	
Radio Larrakia (8KNB 94.5)	36.5
8RUM - Radio Rum Jungle	28.5
Queensland Commercial Radio Stations (n=304)	
97.3 FM (4BFM 97.3)	14.2
Nova 106.9 (4BNE 106.9)	11.9
B105 (4BBB 105.3)	10.9
Hot FM (4HOT 103.5)	10.1
Zinc	9.5
Zinc 102.7 (4CCA 102.7)	8.3
106.3 FM (4RGT 106.3)	7.5
4KZ (4KZ 531)	6.2
Sea FM (4RGC 99.5)	5.1
Triple M (4MMM 104.5)	4.6
Kool FM (4ZKZ 98.3)	4.3
Hot FM (4ROK 107.9)	4.1
4BH (4BH 882)	4.1
4KQ (4KQ 693)	4.1
4CA (4EL 846)	3.5
4TO (4TOO 102.3)	3.0
4BC (4BC 1116)	2.4
Radio TAB (4TAB 1008)	2.2
Radio TAB	2.2
4AM (4AM 558)	2.2
Sea FM (4RGK 101.5)	1.9
4RO (4RO 990)	1.7
Sea FM (4CEE 101.9)	1.7
Triple C (4CCC 101.7)	1.4
Hot FM (4RAM 103.1)	1.3
1071 AM (4SB 1071)	1.3
Mix FM (4MBB 103.5)	1.2
Zinc 100.7 (4RGR 100.7)	1.1
Sea FM (4RGM 98.7)	1.0
River 94.9 (4MIX 94.9)	1.0

CFM (4KRY 89.1)	0.8
CFM	0.8
4GR (4GR 864)	0.5
Sea FM (4SEA 90.9)	0.5
4AK (4AK 1242)	0.3
Hot FM (4CHT 95.9)	0.3
Hot FM (4ROM 95.1)	0.3
Hot FM (4MIC 102.5)	0.3
4BU (4BU 1332)	0.3
Hot FM (4HIT 94.7)	0.1
Queensland Indigenous and Other Community Radio Stations (n=304)	
98.9 FM (4AAA 98.9)	14.5
Bumma Bippera Media (4CIM 98.7)	12.7
Too Deadly Radio 4K1G (4KIG 107.1)	11.0
Central QLD Aboriginal Community US FM (4US 100.7)	7.2
Murri Country (4MUR 105.9)	2.1
4CRB (4CRB 89.3)	0.6
Cherbourg Radio Us Mob 4UM (4UM 94.1)	0.2
Meriba Wakai 4TI - 4MW (4TI-4MW 1260)	0.1
South Australia Commercial Radio Stations (n=58)	
Nova 91.9 (5ADL 91.9)	35.3
SAFM (5SSA 107.1)	28.6
Mix 102.3 (5ADD 102.3)	26.5
Triple M (5MMM 104.7)	18.2
Magic 105.9 (5AUU 105.9)	16.7
Cruise 1323 (5DN 1323)	9.3
5AU (5AU 1242)	1.9
FIVEaa (5AA 1395)	0.6
South Australia Indigenous and Other Community Radio Stations (n=58)	
Umeewarra Radio (5UMA 89.2)	4.3
Nunga Radio 5GTR (5GTR 100.1)	3.2
5UV – Radio Adelaide (5UV 101.5)	0.6
Tasmania Commercial Radio Stations (n=48)	
Heart 107.3 (7XXX 107.3)	15.6
Sea FM (7DDD 107.7)	15.6
Sea FM (7SEA 101.7)	13.1
Sea FM (7TTT 100.9)	7.1
7BU (7BU 558)	6.9
7XS (7AUS 92.1)	3.1
7AD (7AD 900)	2.5
LAFM (7LAA 89.3)	1.2
Tasmania Indigenous and Other Community Radio Stations (n=48)	
Huon FM (7RGY 95.3) Huon FM (7RGY 98.5)	1.0

Victoria Commercial Radio Stations (n=110)	
3BA (3RBA 102.3)	37.7
Power FM (3BBA 103.1)	35.9
Gold 104.3 (3KKZ 104.3)	13.7
Gold	13.7
Fox (3FOX 101.9)	9.7
Mix 101.1 (3TTT 101.1)	7.8
Triple M (3MMM 105.1)	6.4
Melbourne's 91.5 FM (3PTV 91.5)	6.2
Nova 100 (3MEL 100.3)	5.7
Mixx FM	4.6
3AW (3AW 693)	3.7
Mixx FM (3WWM 101.3)	3.4
Sun FM (3RMR 97.9)	2.9
3BO (3BBO 93.5)	2.5
Star FM (3MDA 99.5)	2.5
Bay FM (3BAY 93.9)	2.5
K-Rock (3CAT 95.5)	2.5
Star FM (3BDG 91.9)	2.2
TRFM (3TFM 99.5)	1.8
Mixx FM (3CCS 106.3)	1.6
3NE (3NE 1566)	1.3
Easy Mix (3ML 1467)	1.3
MTR (3MP 1377)	1.3
Star FM (3SEA 94.3)	1.3
Easy Mix	1.3
Coast FM (3YFM 95.3)	1.2
Mixx FM (3HFM 88.9)	1.2
Sport 927 (3UZ 927)	1.1
Sport 927	1.1
Mixx FM (3SHI 107.7)	0.7
SEN (3AK 1116)	0.4
3SH (3SH 1332)	0.2
Victoria Indigenous and Other Community Radio Stations (n=110)	
Kool N Deadly 3KND (3KND 1503)	10.4
3BBB – Voice FM (3BBB 99.9)	4.8
3GCR (3GCR 104.7)	1.3
3NRG (3NRG 99.3)	1.3
Phoenix FM (3PFM 106.7)	0.7
3CR (3CR 855)	0.4
Western Australia Commercial Radio Stations (n=100)	
92.9 (6PPM 92.9)	4.2
6PR (6PR 882)	4.5

Nova 93.7 (6PER 93.7)	4.0
Mix 94.5 (6MIX 94.5)	2.7
6iX (6IX 1080)	2.6
96fm (6NOW 96.1)	2.3
Radio West	1.8
Coast FM (6CST 97.3)	1.4
Radio West (6AM 864)	1.4
Hot FM (6SEA 102.3)	1.2
Radio West (6VA 783)	0.8
6MM (6MM 1116)	0.5
Radio West (6WB 1071)	0.5
Western Australia Indigenous and Other Community Radio Stations (n=100)	
Noongar Radio (6NME 100.9)	19.9
Radio Goolarri (6GME 99.7)	1.3

Table B: Newspapers read (last 7 days) – unprompted

(Base: All respondents/all respondents from each state) (Multiple response)

Newspapers read in the last 4 weeks (n=1018)	% of respondents who reported reading
Metro papers	62.9
Indigenous Newspapers	52.5
Rural papers	32.1
Free local/community papers	31.1
Regional papers	3.9
Other	17.1
Australia Wide Newspapers (n=813)	
The Australian/Weekend Australian	5.5
The Australian Financial Review	1.5
Indigenous Newspapers (n=813)	
Koori Mail	47.8
National Indigenous Times	25.0
Yamaji News/Mulga Mail	0.6
Arafura Times	0.3
New South Wales Metro Newspapers (n=350)	
Daily Telegraph	40.4
Sunday Telegraph	22.8
Sydney Morning Herald	11.0
Sydney Sun Herald	6.7
New South Wales Regional/Rural Newspapers (n=350)	
Central Western Daily	6.0
Newcastle Herald	5.8
The Irrigator	3.5
The Land	1.0
Northern Territory Metro Newspapers (n=50)	
Northern Territory News	56.1
Sunday Territorian	35.8
Northern Territory Regional /Rural Newspapers (n=50)	
The Centralian Advocate	29.2
Queensland Metro Newspapers (n=304)	
Courier Mail	33.2
Sunday Mail	28.6
Queensland Regional/Rural Newspapers (n=304)	
Cairns Post	25.0
Townsville Bulletin	11.8
Innisfail Advocate	6.2
Torres News	5.0

North Queensland Register	1.3
Queensland Country Life	0.1
Southern Australia Metro Newspapers (n=58)	
Adelaide Advertiser	50.4
Sunday Mail	27.8
Tasmania Metro Newspapers (n=48)	
Hobart Mercury	52.8
Sunday Tasmanian	43.1
Tasmania Regional /Rural Newspapers (n=48)	
The Advocate	29.0
Tasmanian Country	6.2
Victoria Metro Newspapers (n=112)	
Herald Sun	41.2
Sunday Herald Sun	29.1
The Age	13.8
Sunday Age	1.6
Victoria Rural Newspapers (n=112)	
Ballarat courier	43.3
The Weekly Times	2.8
Country News	0.9
Western Australia Metro Newspapers (n=100)	
The West Australian	40.8
Perth Sunday Times	26.4