



Tasmanian News Media Survey 2026

Research Report

May 2026

METHODOLOGY

- The Tasmanian News Media Survey 2026 was designed to provide an accurate assessment of where Tasmanians get their news in 2026. It was undertaken in conjunction with the May EMRS Omnibus survey, and was jointly commissioned by EMRS and Pulse Media Group.
- 1000 Tasmanians were polled via an interviewer led questionnaire conducted with Computer Assisted Telephone Interviewing (CATI) and online via Computer Assisted Web Interviewing (CAWI) – approximately 50 per cent of each.
- Interviewees were asked to nominate up to three (3) places as their “go to” Tasmanian news platform, and were then asked which outlet within their nominated channels was their preferred. All survey respondents were asked their preferred news channel accessed via social media.
- The target population was based on **445,067** Tasmanian residents aged **18 years and over** (source: ABS Census, 2021). In total, a sample of **n=1,000** completed the survey, yielding overall results accurate to within **±3.10** percentage points at the **95%** confidence level.
- Weighting was then applied to the data based on age group, gender, state region (ABS SA4 regions), and highest education achieved to ensure that balance and provide the most accurate results possible.
- The survey was conducted from **11-13 May 2026** utilising EMRS’ in-house call centre and online, ensuring high levels of quality control and that the target sample sizes, and their distribution regionally, were achieved or closely achieved with low and statistically acceptable weightings.
- The sample is robust and reliable. Cross-tab analysis was carried out to ensure the robustness of the findings.

This survey was conducted to the market and social research ISO20252:2019 standard.

KEY INSIGHTS

- **The king is dead – online has overtaken TV as Tasmania's top news source.** Social media and websites/apps combined are now the preferred choice of 60 per cent of Tasmanians, ahead of TV at 56 per cent.
- Under-25s are a separate market. Among 18–24s, social media (55 per cent) is the *only* single channel that overtakes TV (50 per cent). The same cohort is the least likely of any age group to use news websites or apps (just 22 per cent, against approximately 36 per cent everywhere else).
- Aggregating all media outlets by total mentions, the most preferred news outlet in Tasmania is ABC, which is accessed by 86 per cent of respondents. The top commercial outlet is Pulse Tasmania.
- Facebook dominates social, but the under-35 mix is broader. Facebook commands 67 per cent of social-news preference overall. For 18–34s, Instagram jumps to 20 per cent and TikTok to 9 per cent.
- As far as TV is concerned, it is dominated by Channel Seven with 51 per cent of those who prefer TV as a news source, followed by the ABC with 35 per cent.
- In terms of radio, ABC radio dominates (55 per cent), with commercial radio outlets led by the ARN network a distant second.
- In the online space, the most preferred website/app is ABC online with 43 per cent, followed by Pulse Tasmania 19 per cent and Mercury Online 11 per cent.
- For the 40 per cent who nominated accessing their news via social media, the preferred outlets were ABC Online 28 per cent, and Pulse Tasmania 26 per cent.
- Hard-copy newspapers have fallen to 20 per cent reach statewide. The Mercury dominates in the South (44 per cent) as well as, surprisingly, the North (46 per cent). The North West is contested between the Examiner (37 per cent) and the Advocate (34 per cent).

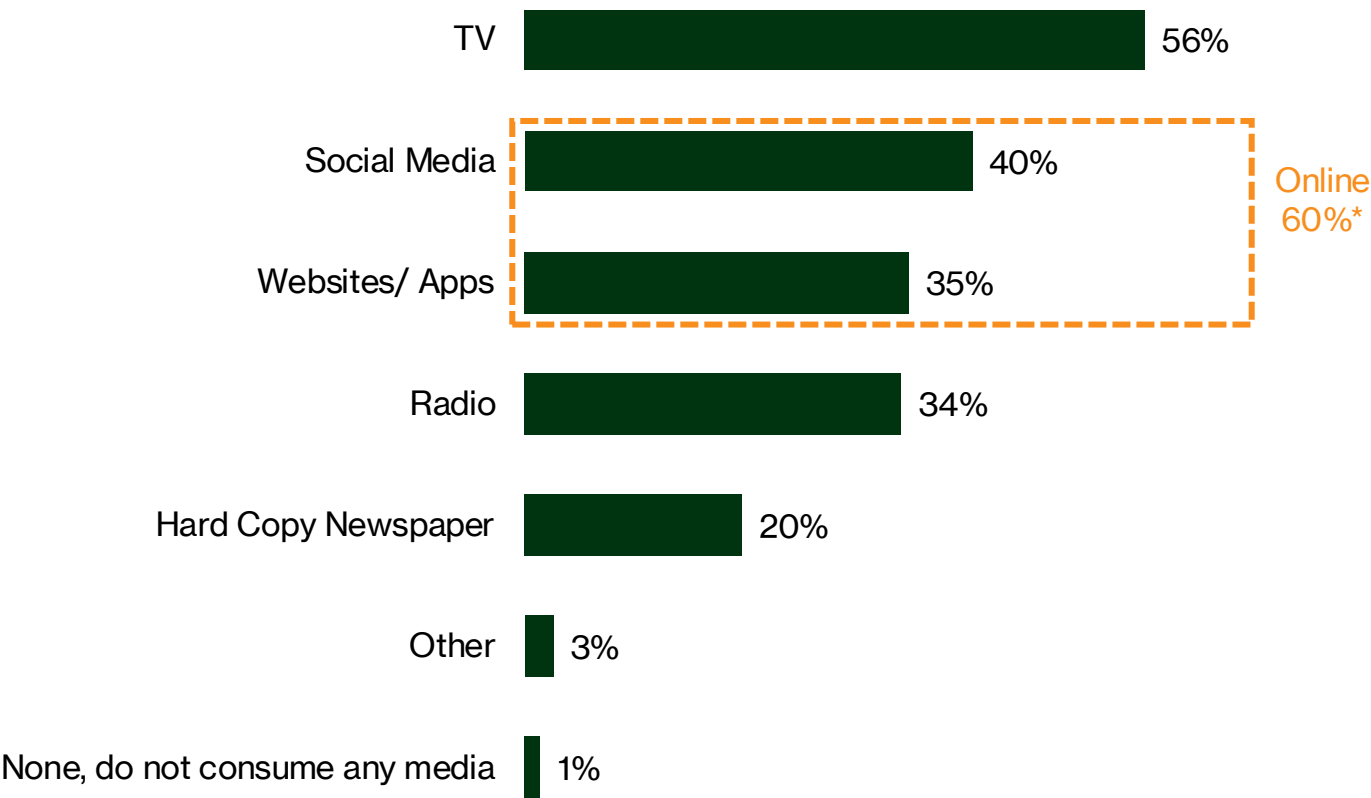
Online has overtaken Television as Tasmania's go-to source for news.

Combined social media and websites/apps were the preferred source of news for 60 per cent* of Tasmanians – ahead of TV at 56 per cent.

This was followed by radio (34 per cent).

Hard copy newspapers are viewed as a “go to” place for news by just 20 per cent of Tasmanians.

The king is dead – online overtakes TV as top news source



Charts do not equal 100 percent as participants were able to choose up to three news channels

*When removing duplicates of those who chose both “social media” and “websites/apps.”

Now thinking about the news media you consume in Tasmania.
Which of these platforms is your “go to” place for Tasmanian news relevant to you?
Base: All respondents n=1,000.

TV remains the dominant single channel for every age group except 18–24s, where it slips behind social media (50 per cent v 55 per cent).

Social media use is highly concentrated among 18–24s (55 per cent) and remarkably flat (35–41 per cent) for everyone else.

18–24s are the *least* likely group to use news websites or apps (22 per cent) – they're getting their news through social feeds, not publisher sites.

Radio is the most age-agnostic platform, sitting in a 27–37 per cent band across the lifespan.

Newspapers are a minority channel at every age, peaking at just 23 per cent (25–34s).

However... under 25s are the only age group where social beats TV

	NET	18-24	25-34	35-44	45-54	55-69	70+
TV	56%	50%	52%	53%	54%	62%	55%
SOCIAL	40%	55%	37%	41%	40%	39%	35%
WEBSITE/APPS	35%	22%	37%	37%	34%	35%	38%
RADIO	34%	33%	27%	34%	35%	37%	35%
NEWSPAPERS	20%	16%	23%	15%	20%	20%	22%
OTHER	3%	0%	4%	4%	2%	2%	3%
NONE	1%	0%	2%	3%	3%	1%	0%

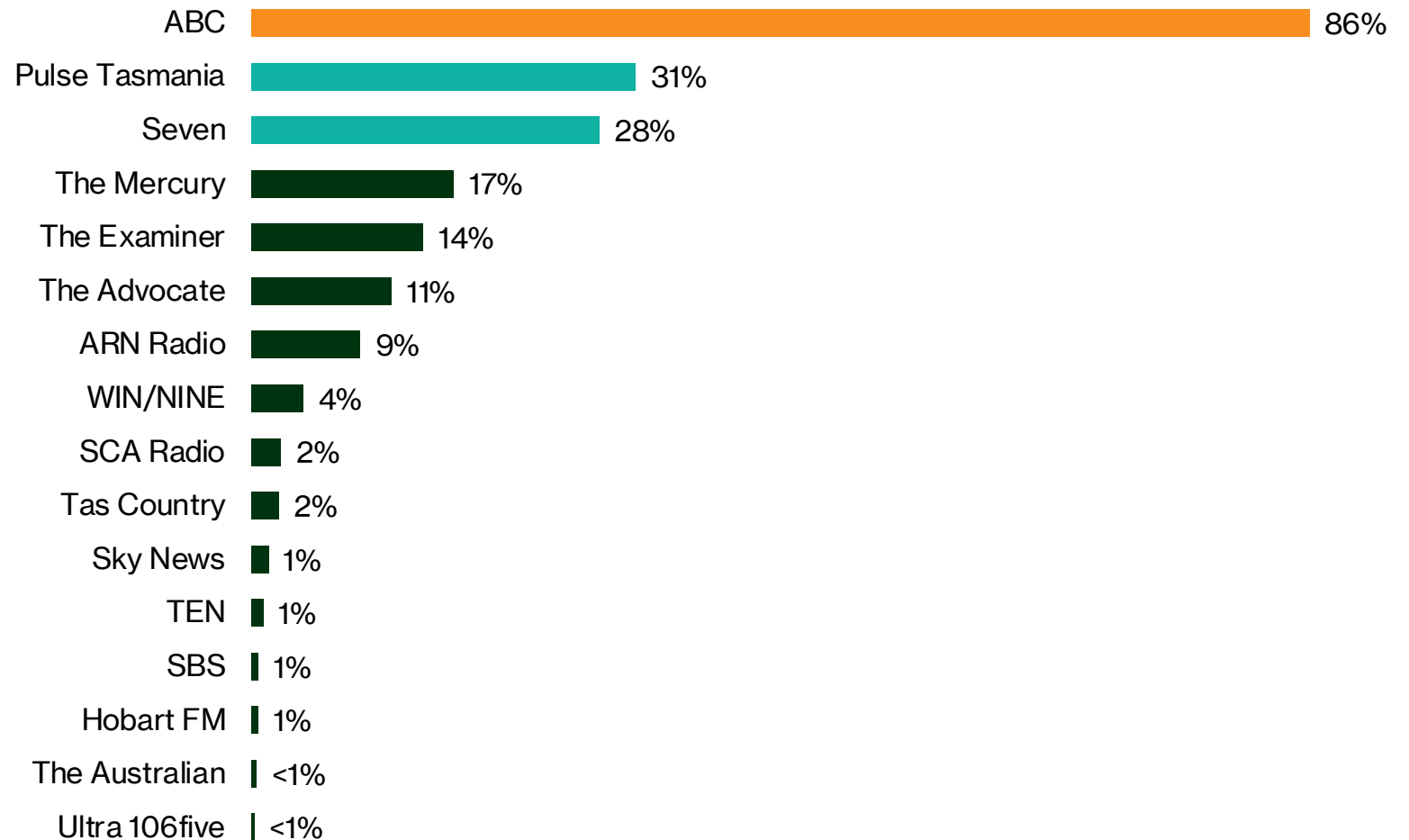
Now thinking about the news media you consume in Tasmania.
Which of these platforms is your “go to” place for Tasmanian news relevant to you?
Base: All respondents (n=1,000)

*Charts do not equal 100 percent as participants were able to choose up to three news channels

Aggregating all media outlets by total mentions across platforms, the most preferred news outlet in Tasmania is ABC, which is accessed by 86 per cent of survey respondents across all ABC platforms (TV, radio, website/app and via social).

The top commercial outlet is Pulse Tasmania at 31 per cent, followed by Channel 7 at 28 percent.

Tasmanian news providers by total mentions

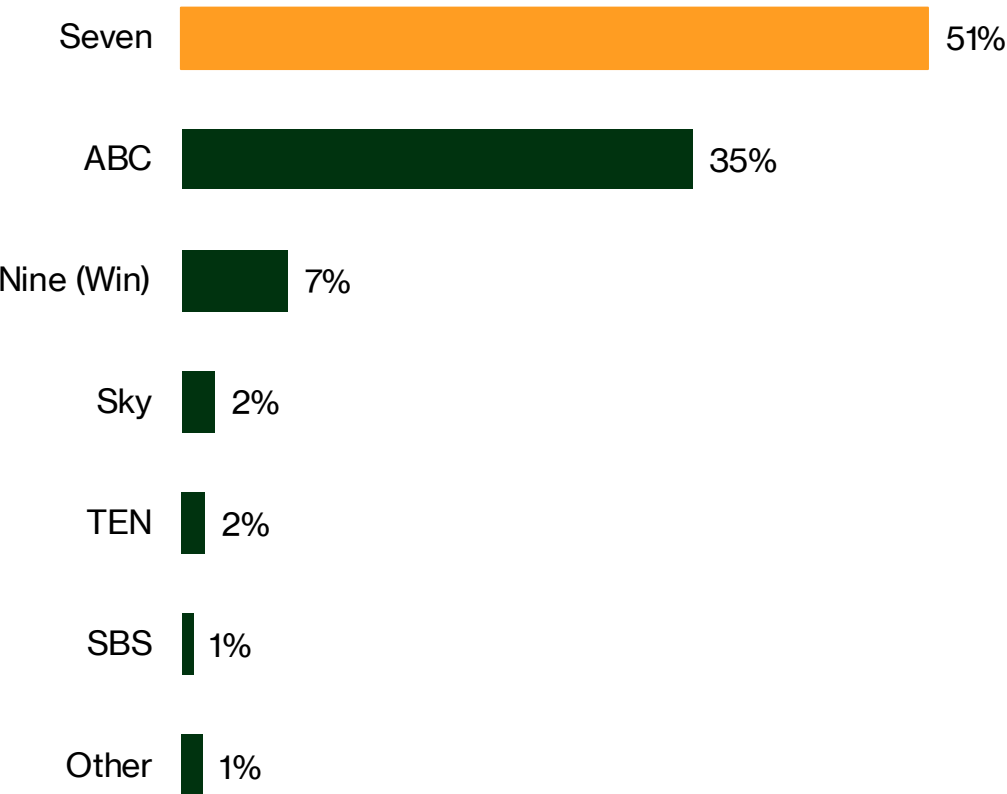


This chart is an aggregate of mentions of outlet from all questions excluding preferred social media platform. Duplicated responses from both "social media" and "websites/apps" are included. Base: All respondents (n=1,000)

Of the 56 per cent who indicated that television was one of their “go to” places for news media in Tasmania, half (51 per cent) said Channel Seven was their most preferred station, followed by the ABC (35 per cent).

There were no notable differences within demographic sub-groups.

Most preferred TV news station



Which TV Station is your most preferred for watching Tasmanian News relevant to you?
Base: All respondents who selected “TV” (n=568)

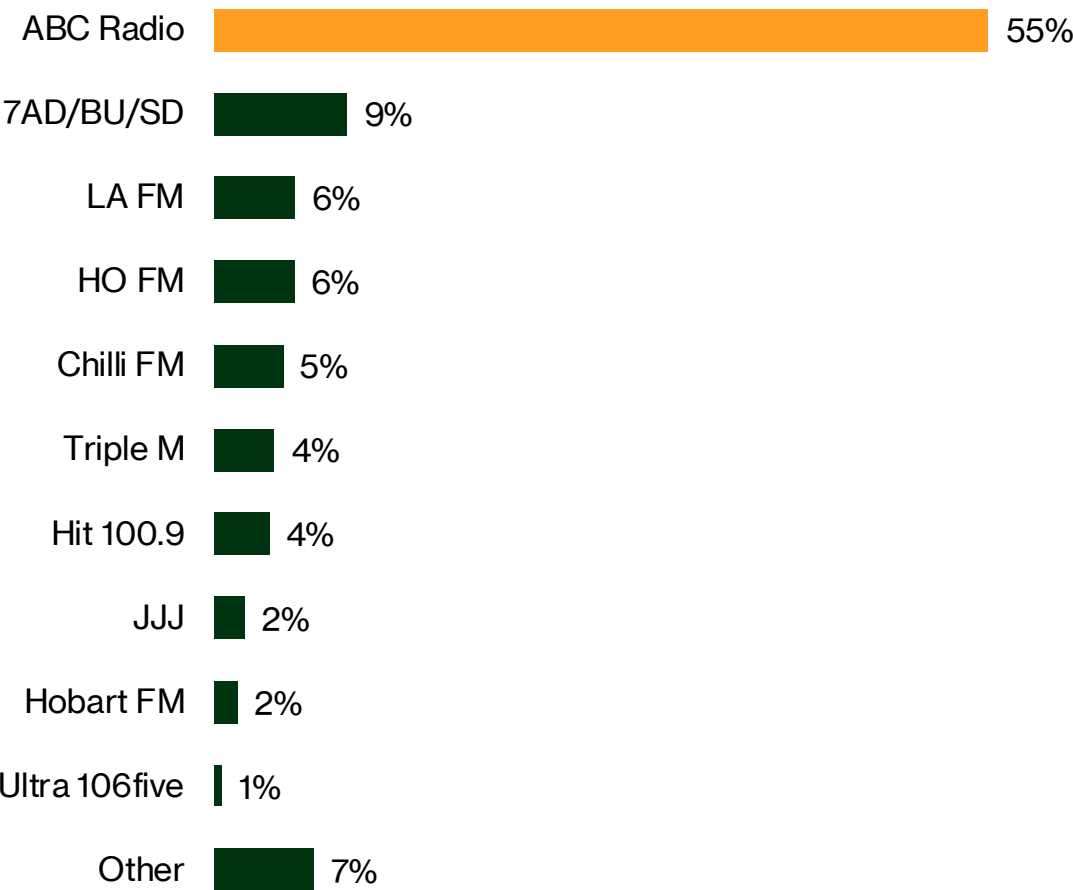
*Charts may not equal 100 percent due to rounding.

Of the 34 per cent who indicated that radio was one of their go-to news sources, ABC Radio (55 per cent) was the prominent leader in radio station preference.

This was followed by a group of stations within the ARN network.

There were no notable differences within demographic sub-groups.

Most preferred radio news station



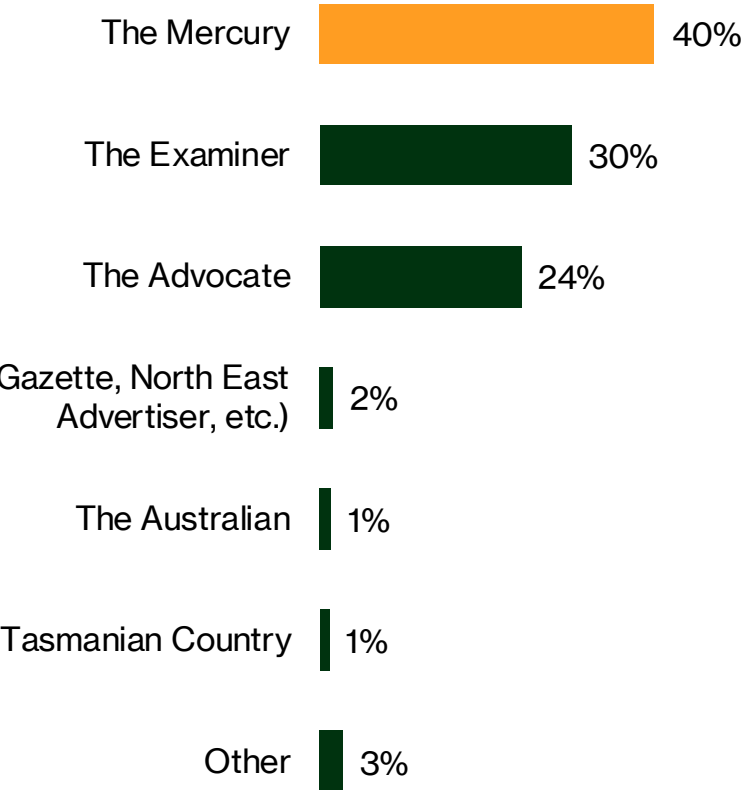
Which Radio Station is your most preferred for listening to Tasmanian News relevant to you?
Base: All respondents who selected "Radio" (n=342)

*Charts may not equal 100 percent due to rounding.

Of the 20 per cent of respondents who said that newspaper (hard copy) was one of their “go to” places for news media in Tasmania, the largest number indicated they read *The Mercury* (40 per cent) followed by *The Examiner* (30 per cent) and *The Advocate* (24 per cent).

	NET	SOUTH	NORTH	NW
MERCURY	40%	44%	46%	26%
EXAMINER	30%	26%	31%	37%
ADVOCATE	24%	21%	19%	34%

Most preferred newspaper (*hard copy*)



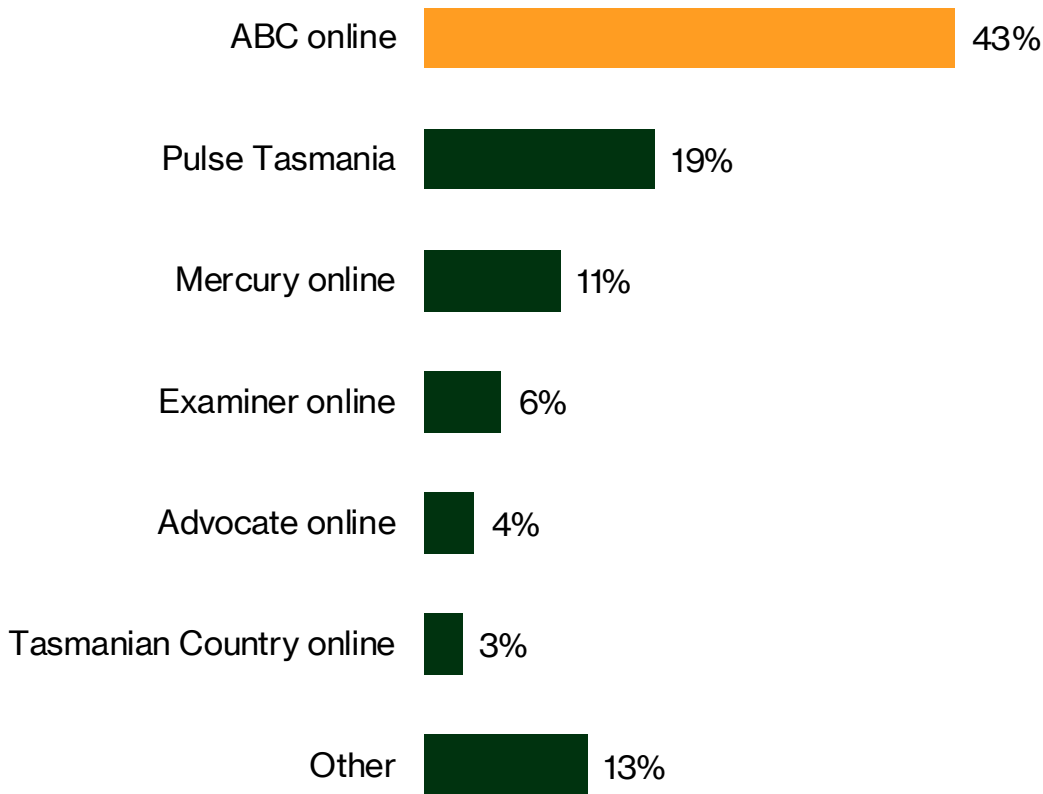
*Charts may not equal 100 percent due to rounding.

The most preferred website/app mentioned by those who selected that category as one of their “go to” places for news media in Tasmania was *ABC online* (43 per cent).

This was followed by Pulse Tasmania, and then the Mercury.

The gap between the top three narrows considerably in the 18-34 age group, ABC online leads with 29 per cent followed by Pulse Tasmania 25 per cent and Mercury Online 23 per cent.

Most preferred news website/app



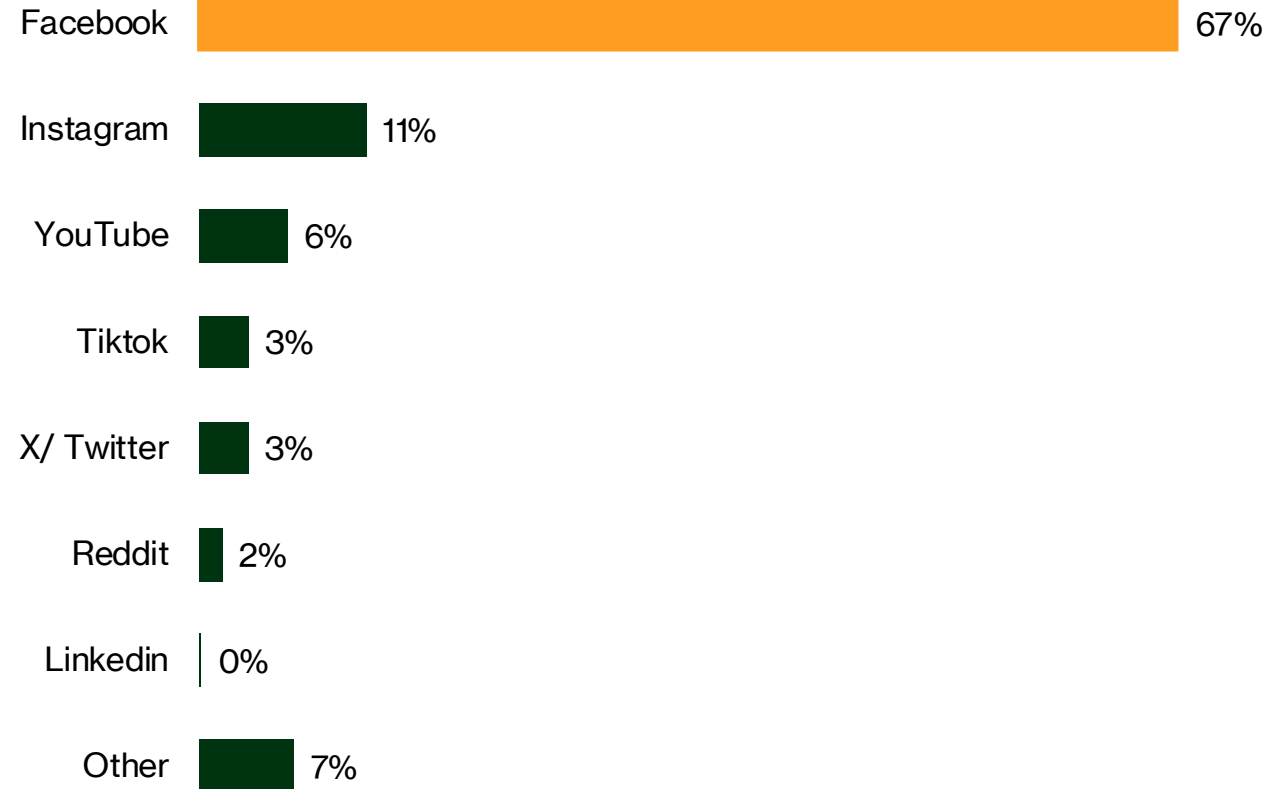
Which Website/App is your most preferred when seeking Tasmanian News relevant to you?
Base: All respondents who selected “Website / App” (n=358)

*Charts may not equal 100 percent due to rounding.

Most preferred social media platform

Facebook (67 per cent) was the dominant leader in *social media platform* preference by those who selected social media as one of their “go to” places for news media in Tasmania.

In 18-34 age group, Instagram use jumps to 20 per cent, and TikTok is at 9 per cent.



Which Social Media Platform is your most preferred when seeking Tasmanian News relevant to you?

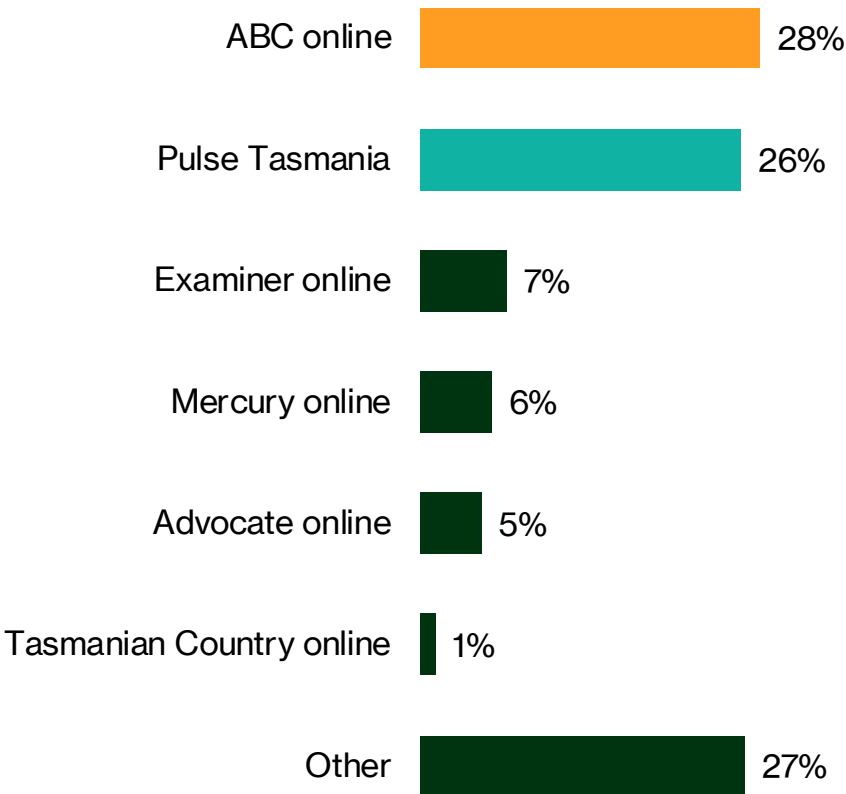
Base: All respondents who selected “Social Media” (n=391)

The news outlet accessed most often via social media by respondents was ABC Online (28 per cent) with Pulse Tasmania (26 per cent) following very closely in second place.

Pulse was the leader in the 18-34 age group with 32 per cent, followed by ABC online 26 per cent.

Pulse also leads in the South overall, 28 per cent to 27 per cent for ABC online.

News outlet accessed most often via social media



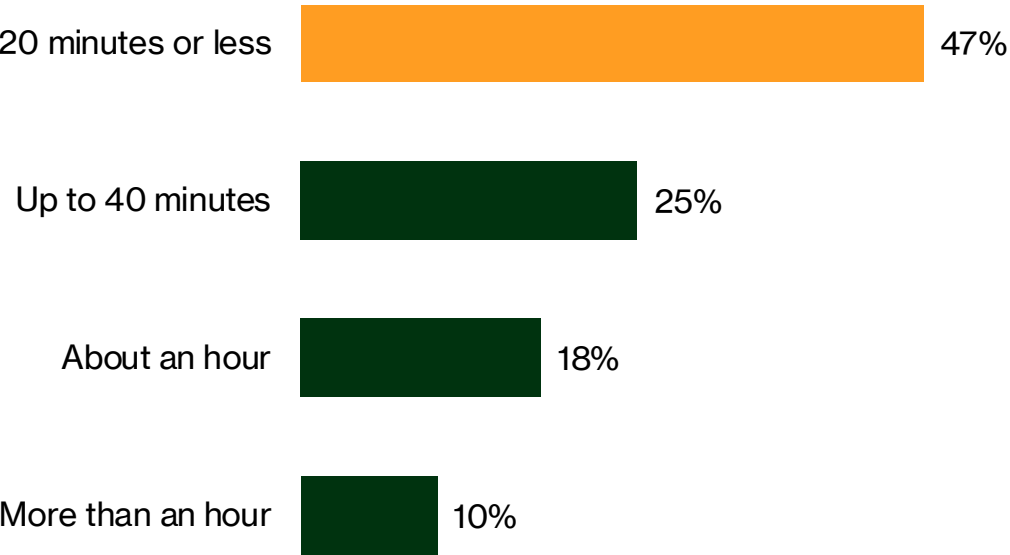
Which news outlet do you access most often via social media?
Base: All respondents (n=1,000)

*Charts may not equal 100 percent due to rounding.

Of those respondents that consumed news media, just under half (47 per cent) spent 20 minutes or less per day consuming news specific to Tasmania.

There were no notable differences within demographic sub-groups.

Time spent daily on Tasmanian news



How many hours would you spend on Tasmanian news media on average in a day?
Base: All respondents who consumed news media (n=983)

*Charts may not equal 100 percent due to rounding.

RESEARCH SAMPLE PROFILE

Gender	%	Number
Male	51%	508
Female	49%	492
Other	0%	0
Prefer not to say	0%	0
TOTAL RESPONDENTS	100%	1,000

Age (different grouping)	%*	Number
18 to 34 years	13%	130
35 to 54 years	31%	309
55 to 69 years	29%	286
70 years or over	28%	275
TOTAL RESPONDENTS	100%	1,000

Tasmanian Region	%	Number
Hobart and South-East	42%	419
Launceston and North East	32%	319
West and North West	26%	262
TOTAL RESPONDENTS	100%	1,000

Education	%	Number
Postgraduate degree (Masters / Doctors) Level	2%	20
Graduate Diploma and Graduate Certificate Level	5%	47
Bachelor Degree Level	29%	289
Advanced Diploma and Diploma Level	29%	294
Certificate III & IV Level	34%	342
Certificate I & II Level	1%	5
Secondary Education - Years 10 and above	0%	2
Secondary Education - Years 9 and below	0%	1
Other	0%	0
TOTAL RESPONDENTS	100%	1,000

NOTE: In accordance with the specifications of the research: The percentage figures tabled here are unweighted.

This survey was conducted to the market and social research ISO20252:2019 standard

* Percentages may not sum to 100 due to rounding.

RESEARCH SAMPLE PROFILE (Continued) (2)

Employment Status	%	Number
Employed full-time or self-employed	44%	396
Employed on a part-time/ casual basis	17%	143
Engaged in home duties	5%	39
Retired or on a pension	27%	379
Unemployed	3%	23
A student	3%	15
Declined to answer	1%	5
TOTAL RESPONDENTS	100%	1,000

Household Income	%	Number
Under \$20,000	3%	31
\$20,000 and under \$40,000	15%	166
\$40,000 and under \$60,000	12%	139
\$60,000 and under \$80,000	13%	128
\$80,000 and under \$100,000	10%	97
\$100,000 and under \$120,000	10%	94
\$120,000 and over	29%	258
Unsure / I'd prefer not to say	8%	87
TOTAL RESPONDENTS	100%	1,000

Electorate	%*	Number
Bass	17%	219
Braddon	24%	247
Clark	21%	168
Franklin	21%	180
Lyons	18%	186
TOTAL RESPONDENTS	100%	1,000

Household Status	%	Number
Single, never married	15%	118
A couple with no children	12%	108
Family, no children over 16	19%	145
Family, children over 16 at home	16%	153
Married, no children at home	21%	275
Widowed	5%	70
Sole parent	3%	26
Separated or divorced	8%	97
Declined to answer	1%	8
TOTAL RESPONDENTS	100%	1,000

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RESEARCH SAMPLE PROFILE (Continued) (3)

LGA	%*	Number
Break O'Day	2%	18
Brighton	3%	26
Burnie	5%	46
Central Coast (Tas.)	6%	57
Central Highlands (Tas.)	0%	1
Circular Head	3%	25
Clarence	10%	100
Derwent Valley	1%	12
Devonport	5%	52
Dorset	1%	14
Flinders (Tas.)	0%	3
George Town	1%	9
Glamorgan/Spring Bay	0%	3
Glenorchy	7%	69
Hobart	9%	87

LGA	%*	Number
Huon Valley	3%	27
Kentish	2%	16
King Island	0%	4
Kingborough	7%	67
Latrobe (Tas.)	3%	27
Launceston	14%	142
Meander Valley	5%	48
Northern Midlands	3%	32
Sorell	2%	20
Southern Midlands	0%	4
Tasman	0%	4
Waratah/Wynyard	3%	26
West Coast	1%	10
West Tamar	5%	51
TOTAL RESPONDENTS	100%	1,000

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This report has been prepared by
Enterprise Marketing and Research Services
60 Main Road, Moonah TAS 7009

All enquiries should be addressed to:

Phone: (03) 6211 1222

E-mail: enquiries@emrs.com.au

Post: PO Box 402, Moonah TAS 7009



Enterprise Marketing and Research Services (EMRS). | ABN 29 009 546 561

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