

# MEDIA RELEASE

13 June 2026



## The king is dead: online overtakes television as Tasmania's top news source

A new survey of 1,000 Tasmanians has found that online has overtaken television as the state's leading source of news, with social media and news websites and apps combined now the preferred choice of 60 per cent of Tasmanians, ahead of TV on 56 per cent.

While television remains the single largest channel, the result marks a turning point: if the goal is reach, online has become the bigger play.

The Tasmanian News Media Survey 2026, jointly commissioned by EMRS and Pulse Media Group, polled 1,000 Tasmanians to map where the state now gets its news.

|                                                                       |                                                                                      |
|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>60%</b><br>PREFER ONLINE (SOCIAL + WEBSITES/APPS) — THE NEW LEADER | <b>56%</b><br>PREFER TELEVISION — STILL THE LARGEST SINGLE CHANNEL                   |
| <b>86%</b><br>ACCESS THE ABC — THE MOST PREFERRED OUTLET STATEWIDE    | <b>20%</b><br>ONLY 20 PER CENT OF TASMANIANS READ HARD-COPY NEWSPAPER FOR THEIR NEWS |

Respondents could nominate up to three “go to” news platforms. Combined, social media and news websites and apps were preferred by 60 per cent of Tasmanians, ahead of television on 56 per cent. Radio followed on 34 per cent, while hard-copy newspapers are now a “go to” source for just 20 per cent of Tasmanians.

*“This is a genuine turning point. For the first time, more Tasmanians are turning to online sources than to television for their news. Television is still the single biggest channel, and it isn’t going anywhere — but anyone wanting to reach Tasmanians today simply cannot afford to treat online as a secondary platform.” - Brad Stansfield, EMRS Owner and Director.*

The generational divide is stark. Television remains the dominant single channel for every age group except 18–24s, where it slips behind social media (50 per cent against 55 per cent). Social media use is heavily concentrated among the young, sitting at 55 per cent for 18–24s. The same group is the least likely of any to use news websites or apps (just 22 per cent), getting their news through social feeds rather than publisher sites.

Aggregated across all platforms, the ABC is the most preferred news provider in Tasmania, accessed by 86 per cent of respondents, with Pulse Tasmania the leading commercial outlet on 31 per cent, followed by Channel Seven on 28 per cent. Among individual channels, Channel Seven leads television (51 per cent), ABC Radio leads radio (55 per cent), ABC online leads websites and apps (43 per cent),

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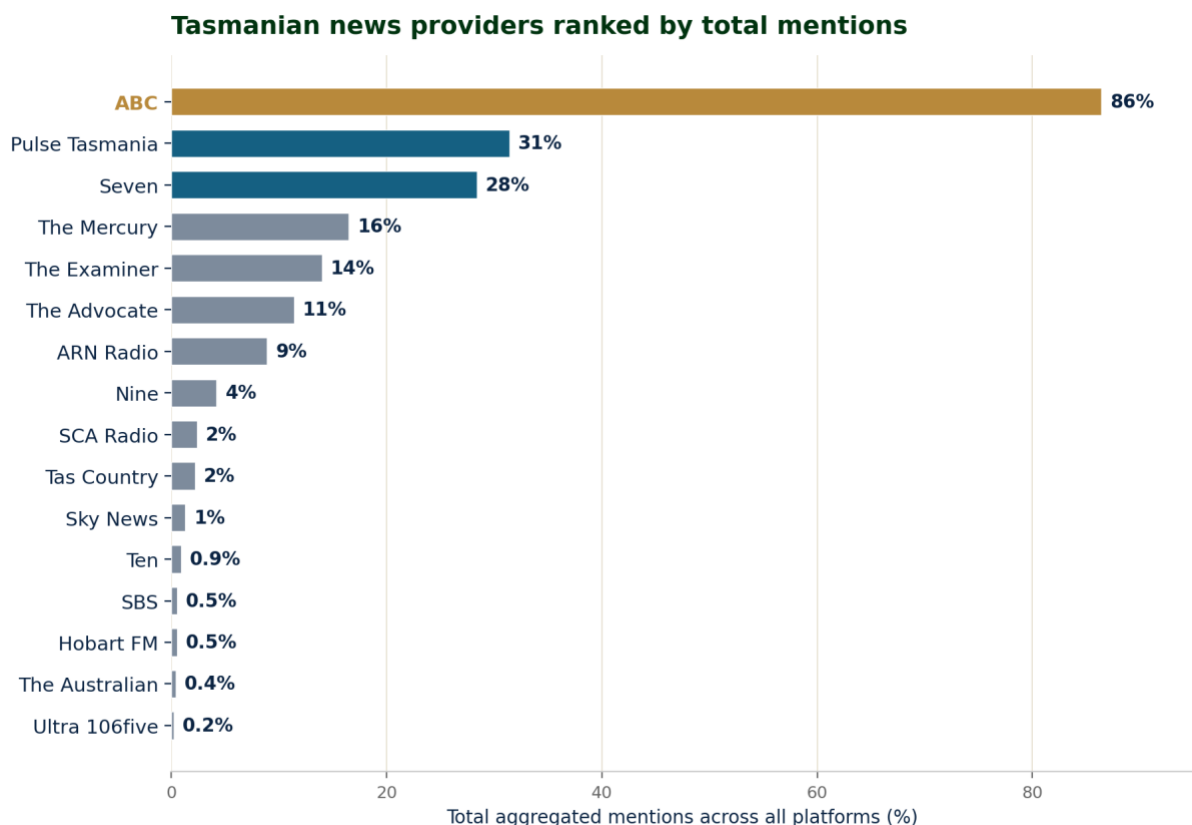
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and Facebook dominates social media (67 per cent), though Instagram and TikTok rise sharply among under-35s.

*“For under-25s, the television era is already over. They live in their social feeds, and they are the least likely of any group to visit a news website directly.”*

When asked which news outlet they access most often via social media, Tasmanians named ABC Online (28 per cent) narrowly ahead of Pulse Tasmania (26 per cent). The order reverses among younger Tasmanians, however, with Pulse Tasmania the clear leader for 18–34s on 32 per cent, ahead of ABC Online on 26 per cent. Pulse Tasmania also leads in the South (28 per cent to 27 per cent).



Aggregate of outlet mentions across all questions (TV, radio, website/app and via social), excluding preferred social media platform. Duplicated “social media” and “websites/apps” responses are included. Base: all respondents (n=1,000). Figures sum to more than 100 per cent due to multiple responses.

The Tasmanian News Media Survey 2026 was jointly commissioned by EMRS and Pulse Tasmania and conducted from 11–13 May 2026 among n=1,000 Tasmanians aged 18 and over, via interviewer-led telephone interviewing (CATI) and online (CAWI), approximately 50 per cent each. Results are weighted by age, gender, region and highest education achieved. The maximum margin of error is  $\pm 3.10$  percentage points at the 95% confidence interval. The survey was conducted to the market and social research ISO 20252:2019 standard, certificate number 888027.

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*The key survey questions asked were: 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? Respondents could nominate up to three platforms, then their preferred outlet within each.*

**ENDS** | For further information: **Brad Stansfield** 0439 017 699