

# Polling - Advertising on TV

August 2022

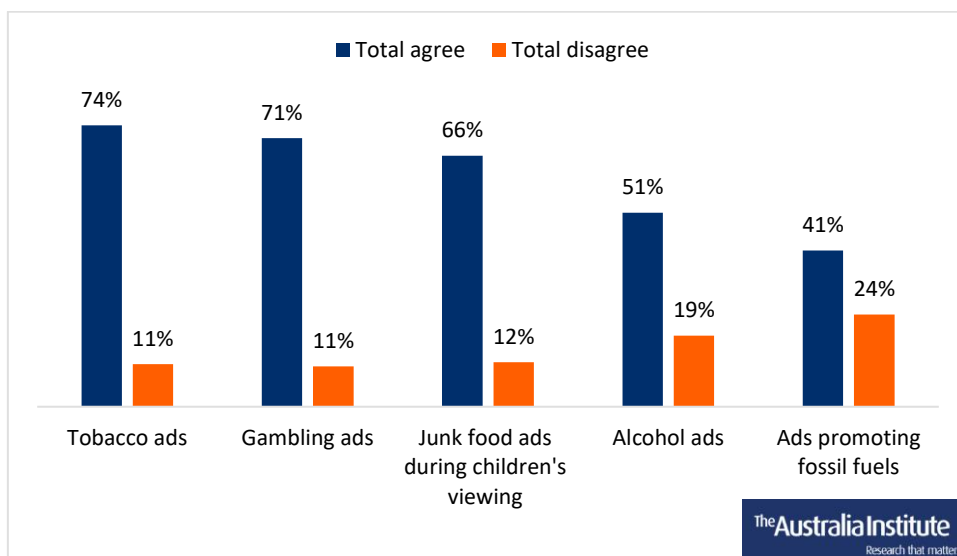
## Key results

The Australia Institute surveyed a nationally representative sample of 1,003 Australians about whether advertising of certain controversial products should be permitted on television.

The results show that Australians agree that junk food, gambling, alcohol and tobacco advertising on TV should be banned, and more agree than disagree that ads promoting fossil fuels should be banned.

- The existing ban on tobacco advertising is very popular, with three in four Australians (74%) agreeing it should stay in place.
- Seven in 10 Australians (71%) agree that gambling ads on TV should be banned.
- Two in three Australians (66%) agree that junk food ads during children's viewing hours should be banned, compared to 12% who disagree.
- Half of Australians (51%) agree that alcohol ads on TV should be banned, more than twice as many as disagree (19%).
- More Australians agree than disagree that ads promoting fossil fuels should be banned (41% vs 24%).

Figure 1: Agreement with bans on different types of TV advertising



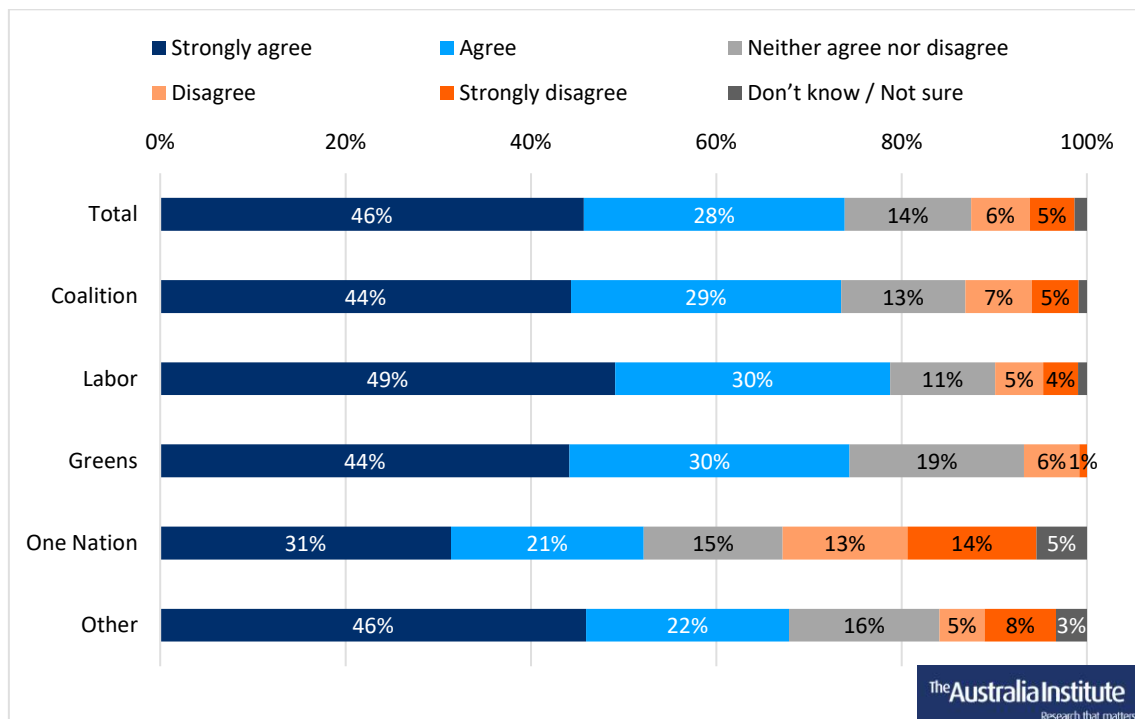
Respondents were asked if they agreed or disagreed with five statements about advertising on TV:

- There should be a ban on junk food ads during children's viewing hours
- There should be a ban on gambling advertisements on Australian television
- There should be a ban on alcohol advertisements on Australian television
- There should be a ban on advertisements promoting fossil fuels on Australian television
- The ban on tobacco advertisements on Australian television should remain

Agreement was highest with the existing ban, on tobacco advertising.

- Three in four Australians (74%) agree that the ban on tobacco ads should remain, including 46% who strongly agree.
- 14% neither agree nor disagree and 11% disagree.
- Agreement is similar among Coalition, Labor and Greens voters (73–79%), and lower among One Nation voters (52%).

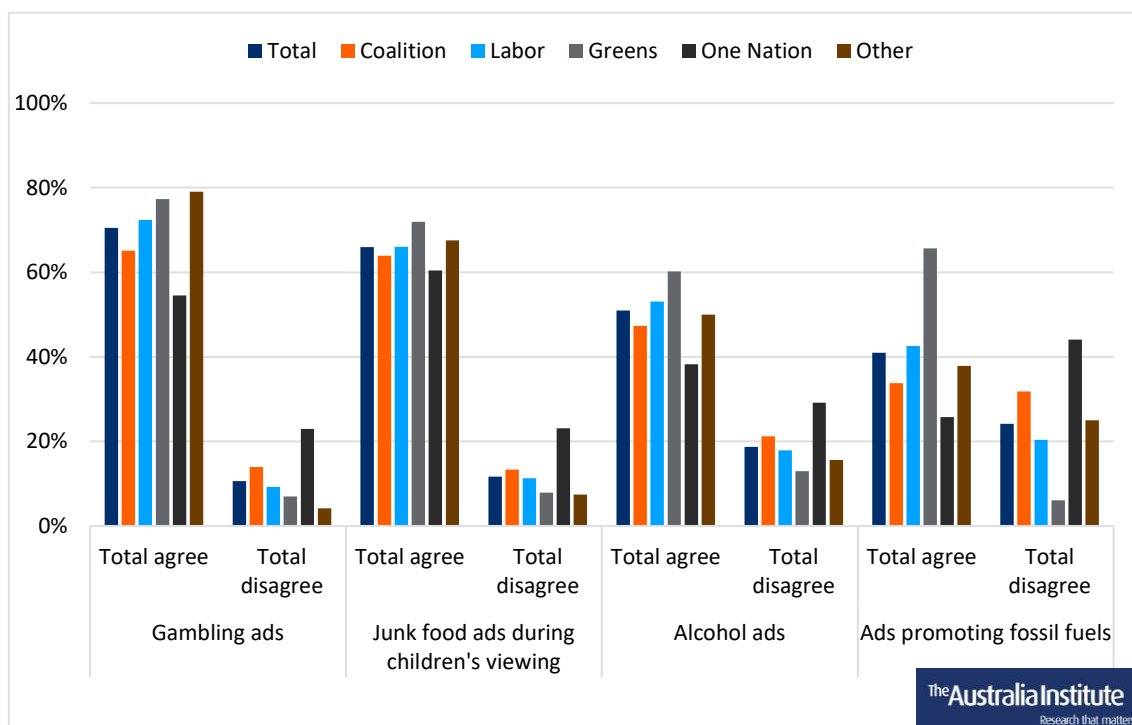
**Figure 2: The ban on tobacco advertisements on Australian television should remain**



Most Australians agree with three of four proposed bans on television ads: gambling ads, junk food ads during children’s viewing hours, and alcohol ads.

- A majority of Australians of all voting intentions agree with a proposed ban on gambling ads on TV, with agreement highest among Independent/Other, Greens and Labor voters (72–79%).
- A majority of Australians of all voting intentions agree with a proposed ban on junk food ads during children’s viewing hours, with agreement highest among Greens voters (72%) and similar levels of agreement among Coalition, Labor, One Nation and Independent/Other voters (60–68%).
- Most Greens, Labor and Independent/Other voters agree with a proposed ban on alcohol ads (60%, 53% and 50% respectively).
  - More Coalition and One Nation voters agree than disagree with the proposed ban (47% vs 21% and 38% vs 29% respectively).
- Most Greens voters agree with a proposed ban on ads promoting fossil fuels (66%).
  - More Labor and Independent/Other voters agree than disagree (43% vs 20% and 38% vs 25% respectively).
  - About as many Coalition voters agree as disagree with a ban on ads promoting fossil fuels (34% vs 32%).
  - Only among One Nation voters do more disagree with a ban on ads promoting fossil fuels than agree (44% vs 26%).

**Figure 3: Agreement with proposed bans on television ads**



## Method

Between 13 and 16 August 2022, The Australia Institute surveyed 1,003 adults living in Australia, online through Dynata’s panel, with nationally representative samples by gender, age group and state/territory.

Voting crosstabs show voting intentions for the House of Representatives. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs.

The research is compliant with the [Australian Polling Council Quality Mark standards](#). The long methodology disclosure statement follows.

### Long disclosure statement

The results were weighted by three variables (gender, age group and state or territory) based on Australian Bureau of Statistics [“National, state and territory population”](#) data, using the raking method. This resulted in an effective sample size of 999.

The margin of error (95% confidence level) for the national results is 3%.

Results are shown only for larger states.

Voting intention questions appeared just after the initial demographic questions, before policy questions. Respondents who answered “Don’t know / Not sure” for voting intention were then asked a leaning question; these leanings are included in voting intention crosstabs. “Coalition” includes separate responses for Liberal and National. “Other” refers to Independent/Other, and minor parties in cases where they were included in the voting intention but represent too small a sample to be reported separately in the crosstabs.



**Australian  
Polling Council  
Quality Mark**

## Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

**To what extent do you agree or disagree with the following statements about advertising on TV?**

**There should be a ban on junk food ads during children's viewing hours**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	33%	37%	29%	35%	27%	31%	41%
<b>Agree</b>	33%	32%	35%	35%	39%	27%	24%
<b>Neither agree nor disagree</b>	21%	19%	22%	18%	22%	25%	22%
<b>Disagree</b>	8%	7%	9%	8%	9%	9%	7%
<b>Strongly disagree</b>	4%	4%	3%	4%	2%	6%	3%
<b>Don't know / Not sure</b>	1%	1%	2%	1%	1%	2%	2%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	33%	30%	33%	33%	41%	36%
<b>Agree</b>	33%	34%	33%	39%	19%	32%
<b>Neither agree nor disagree</b>	21%	22%	21%	19%	17%	22%
<b>Disagree</b>	8%	9%	9%	4%	9%	5%
<b>Strongly disagree</b>	4%	4%	2%	3%	14%	3%
<b>Don't know / Not sure</b>	1%	1%	2%	1%	0%	3%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	33%	33%	34%	26%	29%	37%
<b>Agree</b>	33%	32%	25%	34%	36%	38%
<b>Neither agree nor disagree</b>	21%	19%	27%	25%	21%	17%
<b>Disagree</b>	8%	10%	9%	11%	8%	5%
<b>Strongly disagree</b>	4%	5%	3%	2%	6%	2%
<b>Don't know / Not sure</b>	1%	2%	2%	2%	1%	1%

**There should be a ban on gambling advertisements on Australian television**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	37%	35%	40%	40%	39%	33%	37%
<b>Agree</b>	33%	35%	32%	33%	32%	33%	33%
<b>Neither agree nor disagree</b>	18%	18%	18%	17%	17%	18%	23%
<b>Disagree</b>	8%	8%	8%	7%	10%	9%	6%
<b>Strongly disagree</b>	2%	3%	2%	2%	2%	5%	1%
<b>Don't know / Not sure</b>	1%	0%	1%	1%	0%	1%	0%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	37%	31%	40%	41%	29%	44%
<b>Agree</b>	33%	34%	32%	36%	25%	35%
<b>Neither agree nor disagree</b>	18%	20%	18%	16%	21%	13%
<b>Disagree</b>	8%	10%	7%	6%	15%	3%
<b>Strongly disagree</b>	2%	4%	2%	1%	8%	1%
<b>Don't know / Not sure</b>	1%	1%	1%	0%	2%	3%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	37%	34%	30%	25%	41%	50%
<b>Agree</b>	33%	35%	34%	45%	28%	28%
<b>Neither agree nor disagree</b>	18%	21%	23%	17%	14%	15%
<b>Disagree</b>	8%	9%	8%	9%	12%	5%
<b>Strongly disagree</b>	2%	1%	3%	2%	4%	2%
<b>Don't know / Not sure</b>	1%	1%	2%	2%	0%	1%

**There should be a ban on alcohol advertisements on Australian television**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	24%	23%	24%	29%	21%	20%	21%
<b>Agree</b>	27%	26%	28%	27%	26%	22%	32%
<b>Neither agree nor disagree</b>	29%	29%	30%	25%	32%	34%	32%
<b>Disagree</b>	15%	15%	15%	14%	19%	15%	11%
<b>Strongly disagree</b>	4%	5%	3%	3%	3%	7%	2%
<b>Don't know / Not sure</b>	1%	1%	1%	1%	0%	1%	2%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	24%	19%	25%	27%	25%	30%
<b>Agree</b>	27%	29%	28%	34%	13%	20%
<b>Neither agree nor disagree</b>	29%	31%	29%	26%	29%	30%
<b>Disagree</b>	15%	16%	15%	12%	17%	13%
<b>Strongly disagree</b>	4%	6%	3%	1%	12%	2%
<b>Don't know / Not sure</b>	1%	1%	0%	1%	4%	4%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	24%	24%	20%	21%	27%	26%
<b>Agree</b>	27%	27%	28%	27%	21%	29%
<b>Neither agree nor disagree</b>	29%	30%	31%	30%	24%	30%
<b>Disagree</b>	15%	15%	15%	14%	21%	11%
<b>Strongly disagree</b>	4%	2%	3%	5%	6%	4%
<b>Don't know / Not sure</b>	1%	1%	2%	2%	1%	0%

**There should be a ban on advertisements promoting fossil fuels on Australian television**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	18%	17%	18%	23%	18%	12%	15%
<b>Agree</b>	23%	22%	24%	21%	23%	24%	22%
<b>Neither agree nor disagree</b>	32%	31%	33%	31%	31%	34%	38%
<b>Disagree</b>	16%	16%	15%	15%	19%	13%	16%
<b>Strongly disagree</b>	9%	11%	7%	8%	7%	13%	5%
<b>Don't know / Not sure</b>	3%	2%	3%	2%	2%	5%	4%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	18%	12%	21%	27%	12%	15%
<b>Agree</b>	23%	21%	21%	39%	14%	23%
<b>Neither agree nor disagree</b>	32%	33%	33%	27%	27%	31%
<b>Disagree</b>	16%	17%	16%	5%	19%	20%
<b>Strongly disagree</b>	9%	15%	5%	1%	25%	5%
<b>Don't know / Not sure</b>	3%	2%	4%	2%	3%	6%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	18%	19%	20%	16%	19%	16%
<b>Agree</b>	23%	31%	25%	29%	17%	16%
<b>Neither agree nor disagree</b>	32%	27%	31%	32%	30%	36%
<b>Disagree</b>	16%	16%	15%	14%	16%	16%
<b>Strongly disagree</b>	9%	3%	6%	5%	14%	14%
<b>Don't know / Not sure</b>	3%	3%	4%	4%	3%	3%

**The ban on tobacco advertisements on Australian television should remain**

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
<b>Strongly agree</b>	46%	47%	45%	49%	44%	43%	48%
<b>Agree</b>	28%	27%	29%	28%	28%	28%	25%
<b>Neither agree nor disagree</b>	14%	13%	14%	12%	13%	13%	17%
<b>Disagree</b>	6%	6%	7%	6%	9%	8%	1%
<b>Strongly disagree</b>	5%	7%	3%	4%	6%	5%	8%
<b>Don't know / Not sure</b>	1%	1%	1%	1%	0%	2%	1%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
<b>Strongly agree</b>	46%	44%	49%	44%	31%	46%
<b>Agree</b>	28%	29%	30%	30%	21%	22%
<b>Neither agree nor disagree</b>	14%	13%	11%	19%	15%	16%
<b>Disagree</b>	6%	7%	5%	6%	13%	5%
<b>Strongly disagree</b>	5%	5%	4%	1%	14%	8%
<b>Don't know / Not sure</b>	1%	1%	1%	0%	5%	3%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
<b>Strongly agree</b>	46%	36%	41%	36%	48%	60%
<b>Agree</b>	28%	33%	26%	33%	26%	24%
<b>Neither agree nor disagree</b>	14%	16%	19%	19%	12%	7%
<b>Disagree</b>	6%	9%	6%	7%	6%	5%
<b>Strongly disagree</b>	5%	5%	5%	3%	7%	4%
<b>Don't know / Not sure</b>	1%	1%	3%	2%	1%	1%