

Polling - Advertising in SA Sports

June 2023

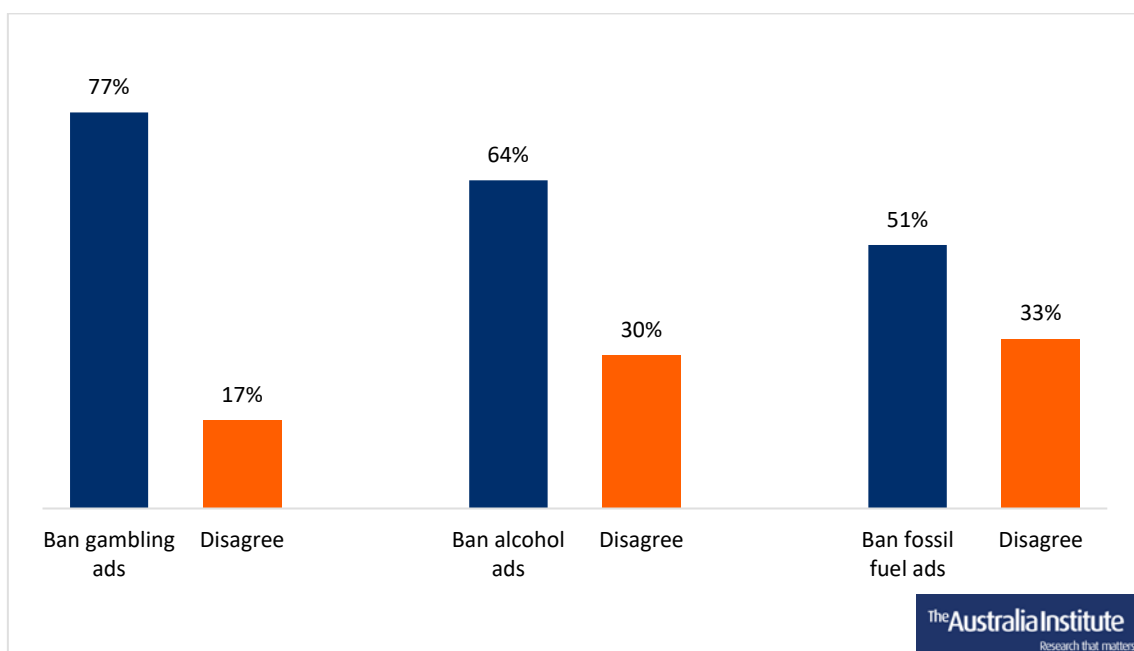
Key results

The Australia Institute surveyed a representative sample of 604 South Australians about advertising at sporting events and in sporting broadcasts. Respondents were told that promoting tobacco products in sport is banned in South Australia and were asked whether they agree or disagree with a policy of extending that ban to prohibit the advertising of other goods and services.

Results show that a majority of South Australians want the advertising of gambling, alcohol and fossil fuels banned in sport.

- Three in four South Australians (77%) agree that gambling advertising should be banned in sport while just one in six (17%) disagree.
- Two in three South Australians (64%) agree that alcohol advertising should be banned in sport while 30% disagree.
- One in two South Australians (51%) agree that fossil fuel advertising should be banned in sport while 33% disagree.

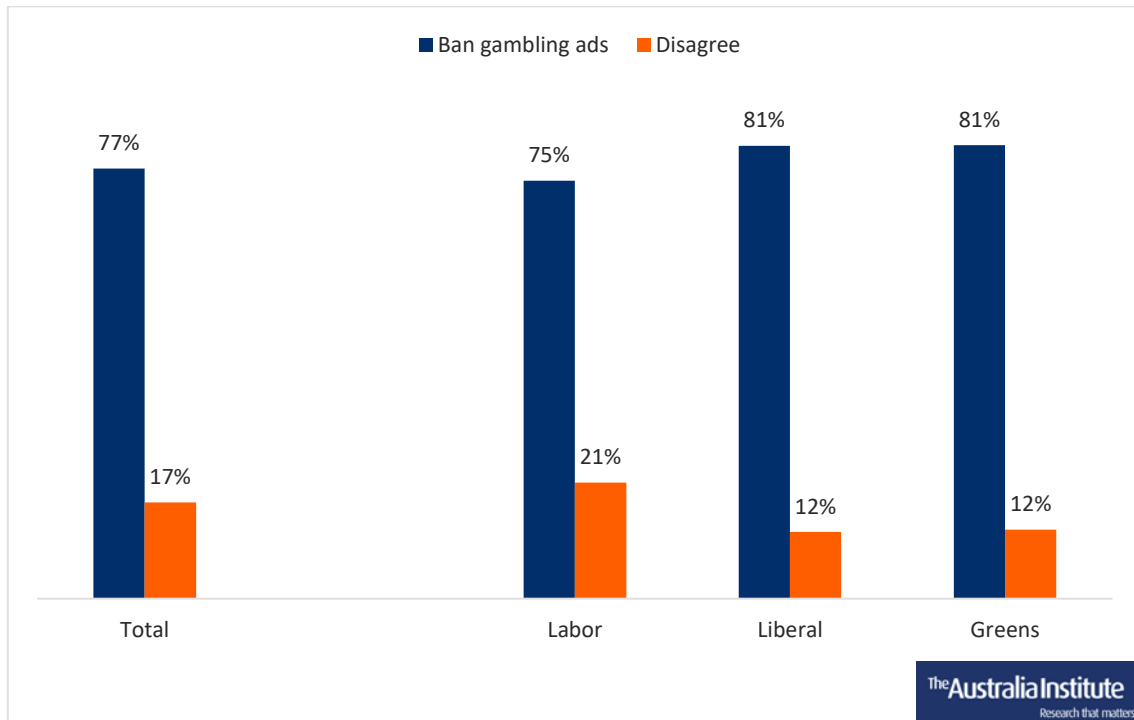
Figure 1: Banning ads in SA sport



Support for a ban on gambling advertising in South Australian sport was high across all voter types, with Liberal and Greens voters the most likely to support the policy.

- Four in five Liberal and Greens voters (81%) agree that gambling advertisements should be banned.
- Three in four Labor voters (75%) also agreed.

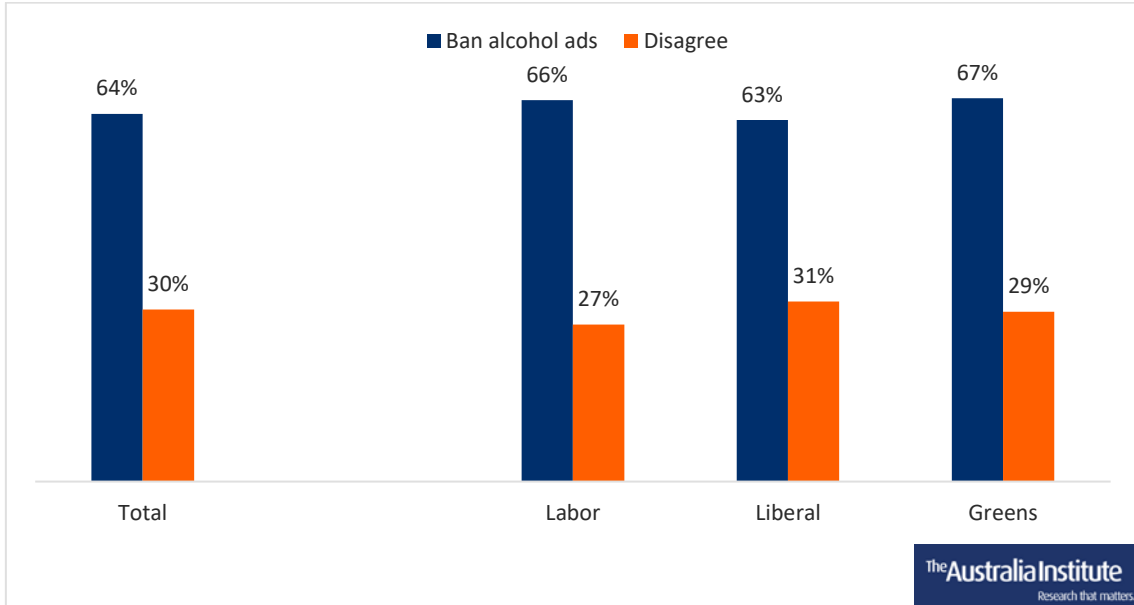
Figure 2: Banning gambling ads in SA sport, by voting intention



Support for a ban on alcohol advertising in South Australian sport was also high across all voting types.

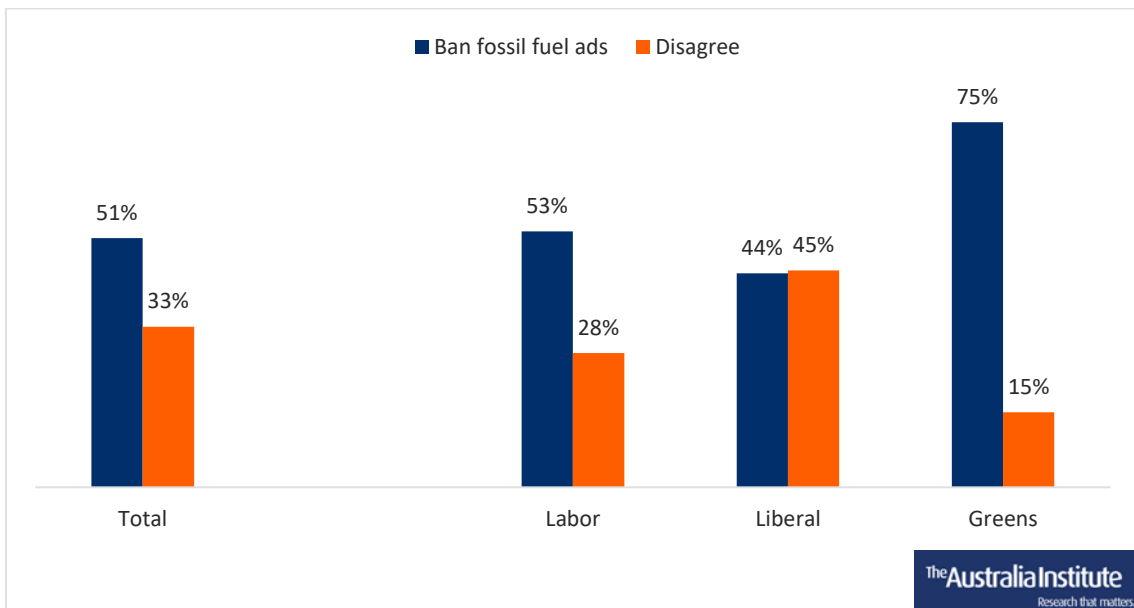
- Around two in three Labor voters (66%), Liberal voters (63%) and Greens voters (67%) supported such a ban.

Figure 3: Banning alcohol ads in SA sport, by voting intention



Support for a ban on fossil fuel advertising in South Australian sport was highest among Greens voters, with three in four supporting the policy.

Figure 4: Banning fossil fuel ads in SA sport, by voting intention



Support for the banning of gambling and alcohol advertising in South Australian sport tended to increase with age, while support for the banning of fossil fuel advertising was strongest among younger South Australians.

Figure 5: Banning gambling ads in SA sport, by age

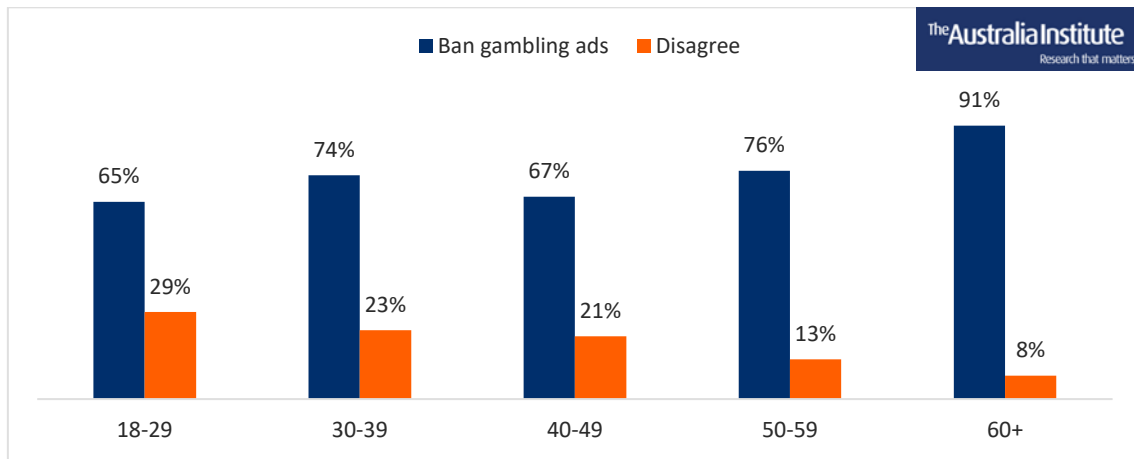


Figure 6: Banning alcohol ads in SA sport, by age

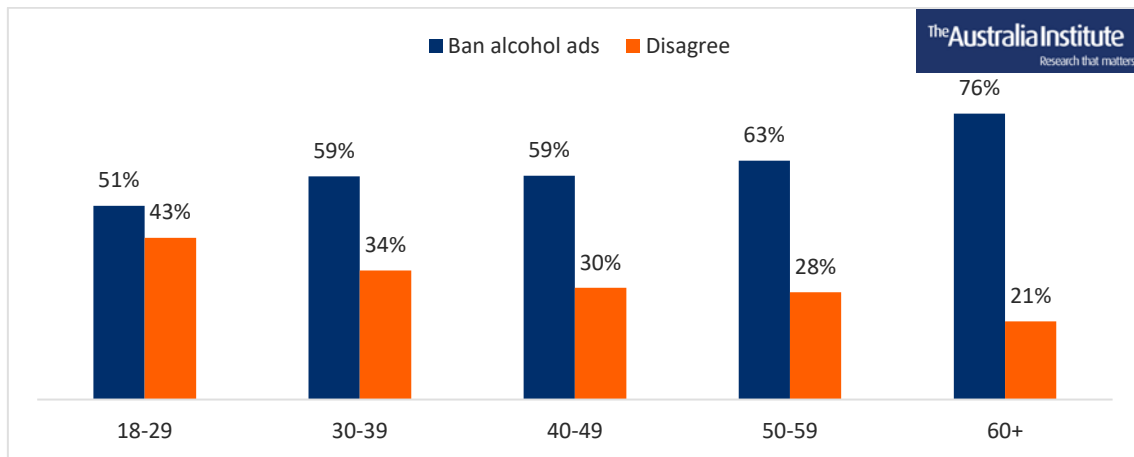
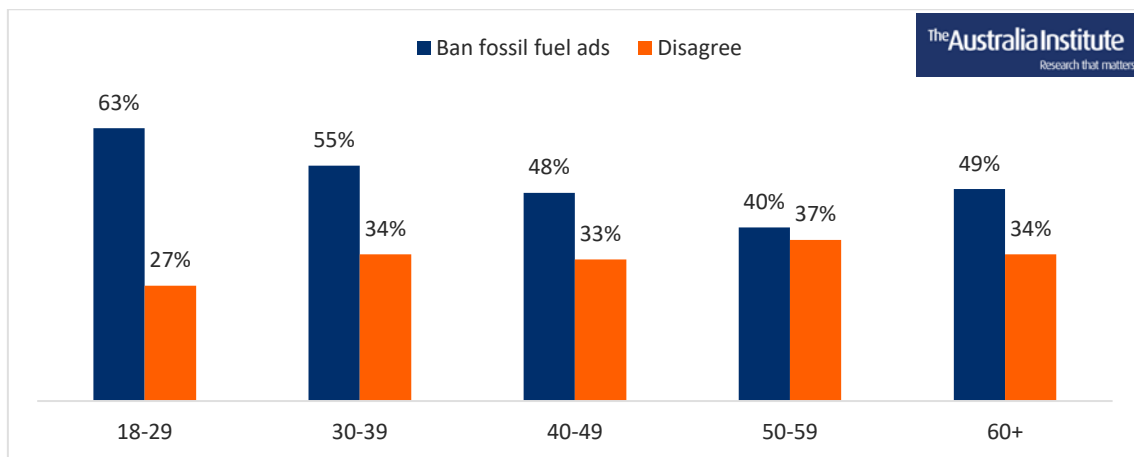


Figure 7: Banning fossil fuel ads in SA sport, by age



Method

Between 15 May and 22 May 2023, The Australia Institute surveyed online 604 adults living in South Australia, through Dynata’s panel, with representative samples by gender and age group.

Voting crosstabs show voting intentions for the South Australian House of Assembly. 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 two variables (gender and age group) based on Australian Bureau of Statistics [“National, state and territory population”](#) data, using the raking method. Those who answered the gender identity question as “Non-binary”, “I use a different term”, or “Prefer not to answer” had their responses included with females for the purpose of reporting, due to constraints from weighting data availability. This resulted in an effective sample size of 559.

The margin of error (95% confidence level) for the state-wide results is $\pm 4\%$.

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. “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.

In South Australia, promoting tobacco products is banned, including at all sporting events and in sporting broadcasts. To what extent do you agree or disagree with a policy of extending that ban, to prohibit advertising for the following products at sporting events and in sporting broadcasts in South Australia?

Ban gambling ads in sport

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	49%	49%	50%	33%	31%	42%	53%	70%
Agree	28%	25%	30%	32%	44%	25%	23%	21%
Disagree	13%	13%	12%	20%	17%	14%	12%	6%
Strongly disagree	5%	7%	2%	9%	6%	7%	1%	2%
Don't know / Not sure	6%	6%	5%	6%	3%	12%	11%	1%

	<i>Total</i>	<i>Labor</i>	<i>Liberal</i>	<i>Greens</i>	<i>PHON</i>	<i>SA-Best</i>	<i>Other</i>
Strongly agree	49%	49%	48%	44%	56%	43%	57%
Agree	28%	26%	33%	37%	27%	21%	14%
Disagree	13%	15%	8%	10%	9%	14%	16%
Strongly disagree	5%	6%	4%	3%	5%	15%	3%
Don't know / Not sure	6%	4%	7%	6%	3%	7%	10%

Ban alcohol ads in sport

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	35%	32%	37%	23%	21%	33%	38%	48%
Agree	29%	28%	31%	28%	38%	26%	25%	28%
Disagree	22%	25%	20%	27%	26%	24%	20%	19%
Strongly disagree	7%	10%	5%	16%	8%	5%	8%	2%
Don't know / Not sure	6%	5%	7%	6%	6%	11%	8%	3%

	<i>Total</i>	<i>Labor</i>	<i>Liberal</i>	<i>Greens</i>	<i>PHON</i>	<i>SA-Best</i>	<i>Other</i>
Strongly agree	35%	36%	30%	30%	31%	48%	44%
Agree	29%	30%	32%	37%	19%	11%	17%
Disagree	22%	21%	24%	24%	27%	14%	25%
Strongly disagree	7%	7%	7%	5%	18%	20%	5%
Don't know / Not sure	6%	6%	6%	4%	5%	7%	10%

Ban fossil fuels ads in sport

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	25%	24%	27%	32%	26%	19%	23%	25%
Agree	26%	25%	27%	31%	29%	30%	17%	24%
Disagree	23%	27%	20%	17%	28%	22%	26%	24%
Strongly disagree	10%	13%	7%	10%	6%	11%	11%	10%
Don't know / Not sure	16%	12%	19%	10%	11%	19%	22%	17%

	<i>Total</i>	<i>Labor</i>	<i>Liberal</i>	<i>Greens</i>	<i>PHON</i>	<i>SA-Best</i>	<i>Other</i>
Strongly agree	25%	24%	18%	45%	11%	47%	29%
Agree	26%	28%	26%	30%	25%	14%	14%
Disagree	23%	22%	31%	14%	26%	5%	25%
Strongly disagree	10%	6%	13%	1%	31%	22%	11%
Don't know / Not sure	16%	20%	11%	9%	7%	13%	21%