

Method

Short disclosure statement

Panel provider	Dynata
Research company	The Australia Institute
Client commissioning the research	NA
Fieldwork dates	18 February 2025 to 25 February 2025
Mode of data collection	Online recruited from research panel
Target population	Australian adults aged 18+
Sample size	2,009
Australian Polling Council compliant	Yes
Voting intention published	No
Long disclosure statement	See below

Long disclosure statement

Effective sample size after weighting applied	1,927
Margin of error associated with effective sample size	±2.2%
Variables used in weighting	Age, gender, state/territory based on Australian Bureau of Statistics “National, state and territory population” data
Gender identity categorisation	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
Weighting method used	Raking method
Full question text, responses categories and randomisation	See below
Source of online sample	Dynata’s online panel
Positioning of voting intention questions in questionnaire	Immediately after demographics, before policy questions. Lower house voting intention was asked first, followed by upper house voting intention
How were undecided voters handled?	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
Method of calculating 2PP	NA
Voting intention categorisation	Voting crosstabs show voting intentions for the House of Representatives. “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
Location results	Results are shown only for larger states



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Detailed results

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

To what extent would you support or oppose the following?

- Strongly support
- Support
- Oppose
- Strongly oppose
- Don't know / Not sure

Statement options presented in random order.

- Banning gambling ads on social media and online
- Banning ads for gambling providers in stadiums and on players' uniforms
- Banning gambling ads during the hours that children and families are likely to watch TV (mornings, afternoons and prime time)
- A total ban on gambling ads phased in over three years

To what extent do you agree or disagree with the following statements?

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know / Not sure

Statement options presented in random order.

- I am comfortable with the amount of gambling ads in the media (on TV, the radio, and online)
- Children are exposed to too many gambling ads
- There are too many gambling ads during televised sporting events
- Ads for gambling providers during sport impacts the way children think about sport

To what extent do you agree or disagree with the following statement?

“Australian Government policies should aim to reduce the amount people spend on gambling.”

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know / Not sure

The Albanese Government has not committed to banning gambling advertising.

To what extent to you agree or disagree with the following statement?

“The Albanese Government let down people harmed by the gambling industry by not implementing a gambling ad ban during the last three years.”

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Don't know / Not sure