

Polling - Bans on gambling advertising

March 2025

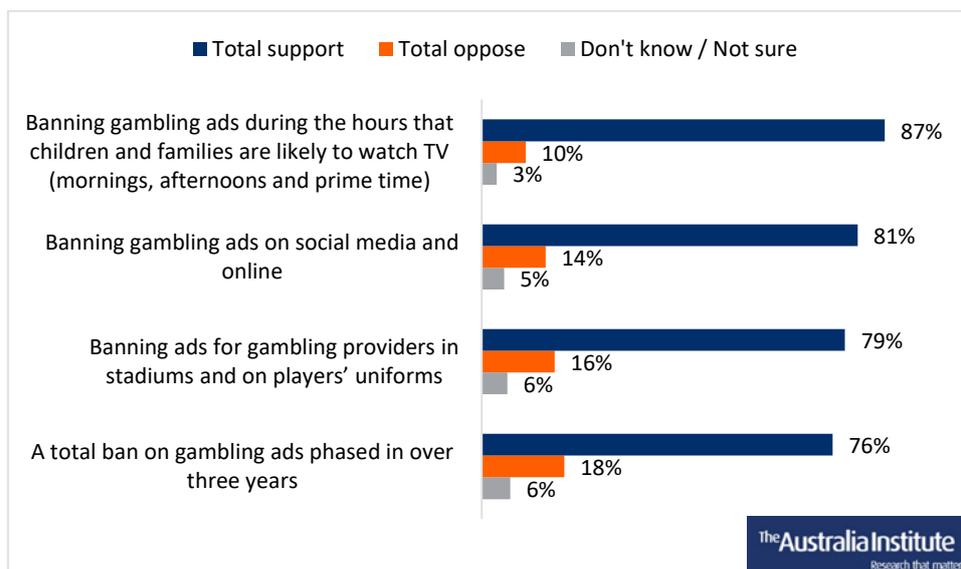
Key results

The Australia Institute surveyed a nationally representative sample of 2,009 Australians about their attitudes to gambling advertising.

The results show there is majority support for policies that ban gambling advertising:

- Nearly nine in ten Australians (87%) support banning gambling ads during prime time TV hours for families and children, including 61% who strongly support.
- Four in five Australians support banning gambling ads on social media and online (81%) and in stadiums and players’ uniforms (79%).
- Three in four Australians (76%) support a total ban on gambling ads phased in over three years.
- Four in five Australians agree that children are exposed to too many gambling ads (80%), including 48% who strongly agree.
- Nearly four in five Australians (78%) agree that Australian Government policies should aim to reduce the amount people spend on gambling.

Figure 1: Total support for policies that ban gambling advertising



Respondents were asked to what extent would they support or oppose the following:

- 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

Results show that:

- 87% of Australians support banning gambling ads during prime time tv hours for families and children.
- Four in five Australians (81%) support banning gambling ads on social media and online.
- Four in five Australians (79%) support banning ads for gambling providers in stadiums and players' uniforms.
- Three in four Australians (76%) support a total ban on gambling ads phased in over three years.

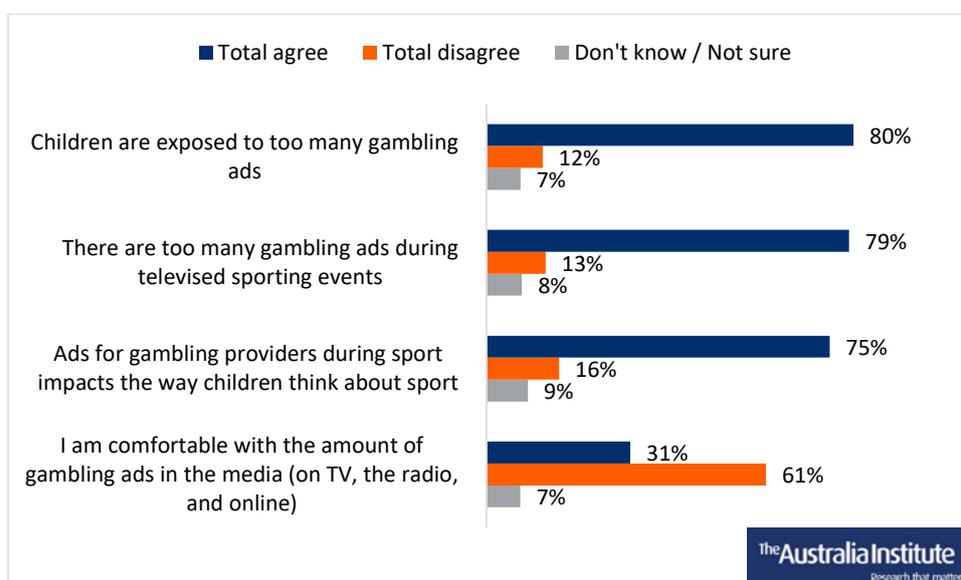
Respondents were asked to what extent do you agree or disagree with the following statements:

- 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

Results show that:

- Four in five Australians agree that children are exposed to too many gambling ads (80%), including one in two who strongly agree (48%).
- Four in five Australians agree that there are too many gambling ads during televised sporting events (79%).
- Three in four Australians (75%) agree that gambling ads during sport impacts the way children think about sport.
- Three in five Australians (61%) disagree that they are comfortable with the amount of gambling ads in the media.

Figure 2: Agree or disagree with statements about gambling



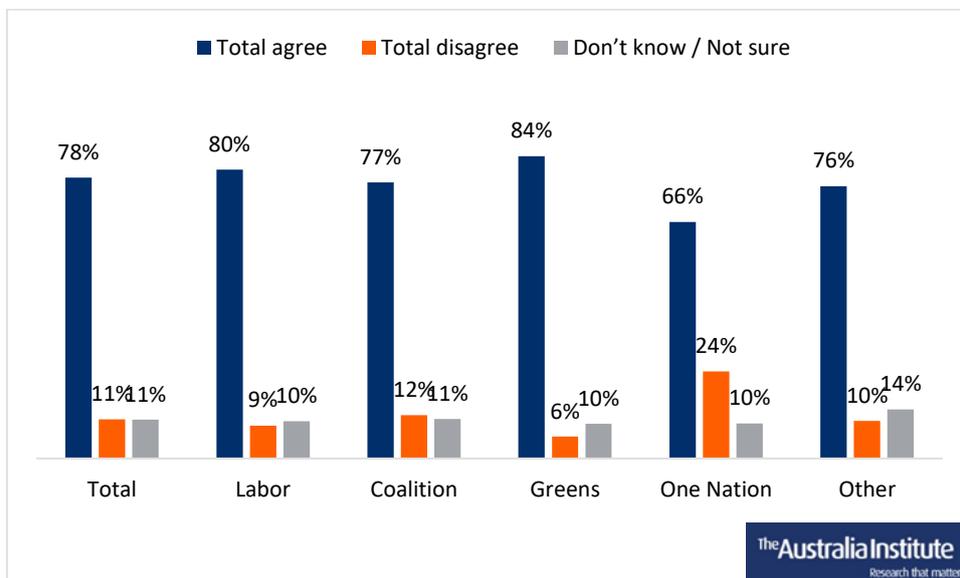
Respondents were asked to what extent do they agree or disagree with the following statement:

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

Results show that:

- Nearly four in five Australians (78%) agree that Australian Government policies should aim to reduce the amount people spend on gambling, including 42% who strongly agree; 11% disagree.
- Most Australians in all major states agree that reducing the amount people spend on gambling should be a policy aim of the Australian Government:
 - 80% support in NSW and Queensland, 78% in Victoria, and 69% in Western Australia.
- Most Australians across all voting intentions agree that the Australian Government policies should aim to reduce the amount people spend on gambling:
 - 84% of Greens voters agree, followed by 80% of Labor voters, 77% of Coalition voters, 76% of Other voters, and 66% of One Nation voters.

Figure 3: Policies to reduce the amount spent on gambling, by voting intention



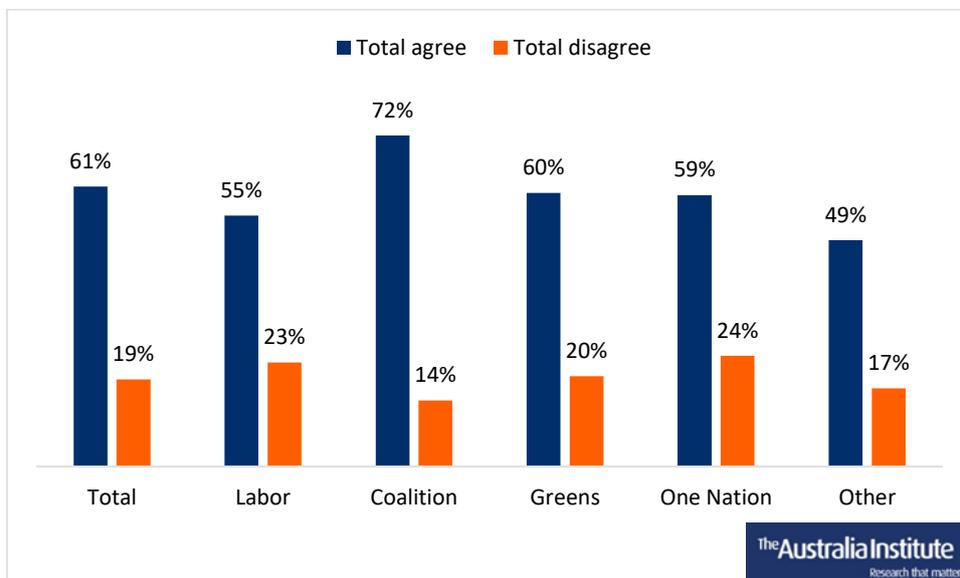
Respondents were told that the Albanese Government has not committed to banning gambling advertising. They were then asked to what extent do they agree or disagree with the following statement:

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

Results show that:

- Three in five Australians (61%) agree that the Albanese Government let down people harmed by the gambling industry by not implementing a ban on gambling ads.
- More than half of Labor voters (55%) agree that the Albanese Government let down people harmed by the gambling industry by not implementing a ban on gambling ads, including 21% who strongly agree; 23% of Labor voters disagree.
- More than half of Australians in all larger states agree that the Albanese Government let down people harmed by the gambling industry by not implementing a gambling ad ban during the last three years, ranging from 65% agree in Victoria to 53% agree in Western Australia.
 - While Western Australia has the lowest level of agreement of all the larger states, twice as many agree (53%) as disagree (27%).

Figure 4: Government has let down people harmed by gambling, by voting intention



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 ZPP	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?

Statement options presented in random order.

Banning gambling ads on social media and online

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly support	53%	51%	56%	55%	56%	51%	47%
Support	28%	27%	29%	26%	27%	29%	31%
Oppose	10%	12%	8%	10%	10%	12%	12%
Strongly oppose	4%	6%	2%	4%	4%	3%	4%
Don't know / Not sure	5%	5%	5%	5%	4%	5%	6%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	53%	55%	50%	57%	44%	57%
Support	28%	29%	30%	26%	25%	26%
Oppose	10%	9%	12%	9%	19%	7%
Strongly oppose	4%	2%	5%	2%	7%	4%
Don't know / Not sure	5%	5%	4%	6%	5%	7%

Banning ads for gambling providers in stadiums and on players' uniforms

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly support	50%	47%	53%	51%	54%	47%	43%
Support	29%	29%	28%	27%	27%	29%	30%
Oppose	12%	14%	10%	13%	11%	14%	16%
Strongly oppose	4%	5%	2%	4%	3%	4%	4%
Don't know / Not sure	6%	5%	6%	5%	5%	7%	8%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	50%	52%	45%	58%	44%	55%
Support	29%	28%	33%	23%	23%	25%
Oppose	12%	12%	14%	10%	22%	7%
Strongly oppose	4%	2%	5%	2%	6%	5%
Don't know / Not sure	6%	6%	4%	7%	4%	7%

Banning gambling ads during the hours that children and families are likely to watch TV (mornings, afternoons and prime time)

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly support	61%	57%	64%	62%	63%	59%	57%
Support	27%	28%	26%	25%	25%	28%	31%
Oppose	7%	8%	6%	7%	7%	7%	5%
Strongly oppose	3%	4%	1%	3%	2%	2%	4%
Don't know / Not sure	3%	3%	3%	3%	3%	4%	3%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	61%	61%	58%	67%	52%	64%
Support	27%	27%	30%	23%	25%	21%
Oppose	7%	7%	7%	4%	16%	4%
Strongly oppose	3%	1%	3%	2%	5%	5%
Don't know / Not sure	3%	3%	2%	4%	3%	7%

A total ban on gambling ads phased in over three years

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly support	48%	45%	51%	48%	50%	46%	44%
Support	28%	29%	28%	28%	27%	28%	30%
Oppose	14%	15%	13%	14%	14%	15%	14%
Strongly oppose	4%	6%	2%	5%	3%	5%	5%
Don't know / Not sure	6%	6%	7%	6%	6%	6%	7%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	48%	50%	41%	55%	43%	55%
Support	28%	27%	35%	23%	24%	21%
Oppose	14%	15%	13%	12%	22%	10%
Strongly oppose	4%	2%	6%	2%	7%	6%
Don't know / Not sure	6%	6%	5%	8%	5%	9%

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

Statement options presented in random order.

I am comfortable with the amount of gambling ads in the media (on TV, the radio, and online)

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	11%	12%	10%	12%	10%	11%	10%
Agree	20%	24%	17%	21%	16%	21%	25%
Disagree	27%	24%	30%	28%	29%	26%	25%
Strongly disagree	34%	33%	35%	33%	38%	33%	31%
Don't know / Not sure	7%	6%	8%	6%	7%	8%	10%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	11%	12%	12%	10%	9%	8%
Agree	20%	20%	23%	19%	22%	14%
Disagree	27%	29%	29%	22%	24%	24%
Strongly disagree	34%	32%	31%	42%	38%	40%
Don't know / Not sure	7%	7%	5%	8%	7%	14%

Children are exposed to too many gambling ads

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	48%	47%	49%	48%	54%	44%	42%
Agree	32%	33%	31%	34%	29%	36%	33%
Disagree	10%	11%	9%	9%	8%	11%	15%
Strongly disagree	3%	2%	3%	2%	3%	4%	1%
Don't know / Not sure	7%	7%	8%	8%	6%	6%	9%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	48%	48%	47%	54%	40%	49%
Agree	32%	33%	36%	26%	30%	28%
Disagree	10%	10%	9%	9%	18%	6%
Strongly disagree	3%	2%	3%	4%	5%	2%
Don't know / Not sure	7%	7%	5%	7%	8%	15%

There are too many gambling ads during televised sporting events

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	49%	49%	48%	47%	54%	47%	43%
Agree	31%	31%	31%	33%	27%	32%	30%
Disagree	10%	11%	9%	9%	9%	13%	15%
Strongly disagree	3%	3%	3%	3%	3%	3%	2%
Don't know / Not sure	8%	7%	9%	8%	7%	6%	10%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	49%	49%	45%	58%	44%	50%
Agree	31%	29%	37%	22%	29%	28%
Disagree	10%	11%	10%	9%	14%	4%
Strongly disagree	3%	2%	3%	3%	6%	2%
Don't know / Not sure	8%	8%	5%	9%	8%	16%

Ads for gambling providers during sport impacts the way children think about sport

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	41%	41%	41%	40%	45%	37%	38%
Agree	34%	34%	34%	36%	34%	34%	33%
Disagree	12%	12%	12%	12%	11%	14%	14%
Strongly disagree	4%	4%	4%	4%	4%	4%	4%
Don't know / Not sure	9%	9%	9%	8%	6%	11%	11%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	41%	41%	39%	52%	34%	42%
Agree	34%	35%	37%	25%	32%	30%
Disagree	12%	12%	14%	9%	19%	8%
Strongly disagree	4%	3%	4%	5%	7%	2%
Don't know / Not sure	9%	10%	5%	9%	8%	18%

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.”

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	42%	41%	42%	43%	43%	42%	32%
Agree	37%	36%	37%	38%	35%	38%	37%
Disagree	8%	10%	6%	7%	8%	9%	13%
Strongly disagree	3%	4%	2%	3%	2%	2%	2%
Don't know / Not sure	11%	9%	13%	9%	11%	9%	16%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	42%	42%	40%	47%	41%	41%
Agree	37%	39%	37%	38%	25%	35%
Disagree	8%	7%	9%	5%	15%	8%
Strongly disagree	3%	2%	3%	1%	9%	3%
Don't know / Not sure	11%	10%	11%	10%	10%	14%

The Albanese Government has not committed to banning gambling advertising.

To what extent do 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.”

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly agree	27%	30%	24%	27%	31%	28%	17%
Agree	34%	33%	35%	35%	34%	31%	36%
Disagree	14%	15%	13%	14%	11%	15%	22%
Strongly disagree	5%	6%	4%	5%	4%	5%	5%
Don't know / Not sure	20%	16%	24%	20%	20%	20%	20%

	<i>Total</i>	<i>Labor</i>	<i>Coalition</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	27%	21%	35%	24%	33%	23%
Agree	34%	34%	37%	36%	27%	26%
Disagree	14%	18%	11%	16%	13%	9%
Strongly disagree	5%	5%	3%	4%	11%	8%
Don't know / Not sure	20%	23%	13%	21%	17%	34%