

FINAL RESULTS

When interpreting this document, please consider the following items:

- *For small sample (n<50) – interpret with caution*
- *All figures have been weighted to be representative of Australians eligible to vote*
- *The figures are based on a combination of quotas and weights and are representative of all Australians eligible to vote by age, gender, region, education, household income and past vote.*
- *Non-binary gender weighting is equal to its composition within the sample (n=5) - not present in the gender breakdown due to low sample size*
- *All results are based on percentages and have been rounded to 0 decimal places*
- *Each question will contain banners for:*
 - *Total level results*
 - *Gender*
 - *Age Group*
 - *State*
 - *Future voting intention*
- *For the banner “Future voting intention” all party names have been abbreviated as follows:*
 - *ALP – Labor*
 - *COA – Liberal / National Coalition*
 - *GRE – Greens*
 - *PHON – Pauline Hanson’s One Nation*
 - *IND – Independent*
 - *Other – Other parties*
 - *UND – Undecided*

Methodology:

YouGov conducted a survey of 1502 Australian residents on behalf of The Australia Institute between 12th Mar to 19th Mar 2026, using an online polling methodology. Full details are provided in the methodology statement. The poll is compliant with the Australian Polling Council’s requirements.

URL of Long Methodology statement: <https://australiainstitute.org.au/australian-polling-council-long-methodology-disclosure-statements/>

Column %	Total	Male	Female	18 - 24	25 - 34	35 - 49	50 - 64	65+
Strongly support	46%	43%	49%	42%	39%	47%	44%	54%
Support	31%	32%	31%	35%	40%	27%	34%	25%
Oppose	10%	11%	8%	4%	9%	11%	10%	10%
Strongly oppose	5%	6%	4%	6%	4%	5%	4%	6%
Don't know / Not sure	8%	8%	8%	13%	8%	10%	8%	5%
NET: Total Support	77%	75%	79%	77%	79%	74%	78%	80%
NET: Total Oppose	14%	17%	12%	10%	13%	16%	14%	15%
Column n	1502	655	842	164	234	338	344	422

Table 1. GAMBLE 1. To what extent would you support or oppose a ban on gambling advertisements?

Column %	Total	NSW	VIC	QLD	SA	WA	Other	ALP	COA	GRE	PHON	IND	Other	UND
Strongly support	46%	48%	51%	43%	44%	40%	40%	51%	44%	57%	36%	64%	43%	39%
Support	31%	29%	30%	28%	31%	39%	42%	30%	34%	31%	30%	21%	36%	33%
Oppose	10%	8%	9%	13%	12%	10%	5%	9%	13%	4%	14%	3%	10%	3%
Strongly oppose	5%	6%	4%	4%	4%	5%	8%	4%	1%	4%	10%	3%	6%	3%
Don't know / Not sure	8%	9%	6%	12%	9%	6%	5%	6%	8%	4%	10%	9%	5%	22%
NET: Total Support	77%	77%	81%	71%	75%	79%	82%	81%	78%	88%	66%	86%	79%	72%
NET: Total Oppose	14%	14%	13%	17%	16%	15%	13%	13%	14%	8%	24%	5%	16%	6%
Column n	1502	489	385	315	110	127	76	448	281	189	337	85	52	110

Table 2. GAMBLE 1. To what extent would you support or oppose a ban on gambling advertisements?