



Publication date: 1 July 2026

Short Methodology Statement

Research company	YouGov Galaxy Pty Ltd
Client commissioning the research	Australia Institute
Fieldwork dates	4th June – 18th June 2026
Mode of data collection	Online recruited from research panel (100%)
Target population	Australians eligible to vote
Sample size	2,230
Australian Polling Council compliant	Yes
URL of Long Methodology statement	https://australiainstitute.org.au/australian-polling-council-long-methodology-disclosure-statements/
Is voting intention published?	No

Long Methodology Statement

Effective sample size after weighting applied	980
Margin of error associated with effective sample size	±3.13
Quotas and weighting	Age, Gender, Education, AEC region, household income, 2025 Federal Election vote and 2023 Voice Referendum vote
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	Below for published questions
Source of online sample	Selected from previously recruited online panels of research participants using quotas based on weighting frame and past vote.
Positioning of voting intention questions in questionnaire?	After demographics
How were undecided voters handled?	NA
2PP calculation method	NA



Full Question Text of Published Questions

GAMBLING1	To what extent would you support or oppose a total ban on gambling advertisements, including on TV, radio, and online?	Ask eligible voters
<p>Please select one option only</p>		
<p><i>Single select, reverse</i></p>		
1.	Strongly support	
2.	Support	
3.	Oppose	
4.	Strongly oppose	
5.	Don't know / Not sure	Fixed
GAMBLING2	<p><i>The Commonwealth government recently introduced a plan to restrict gambling advertising in certain ways, including:</i></p> <ul style="list-style-type: none"> <i>• a ban on gambling advertising during live sporting events on broadcast channels between 6:00am and 8:30pm;</i> <i>• a ban on all gambling advertising in sports venues and on players' and officials' uniforms;</i> <i>• restricting gambling advertisements on broadcast television to three per hour per channel between 6:00am and 8:30pm;</i> <i>• a ban on all gambling advertising on broadcast radio during school drop-off (8:00-9:00am) and pick-up (3:00-4:00pm) hours;</i> <i>• a ban on all gambling advertising on online platforms, except where users are logged in, are 18 years or older, and have not opted out of such advertising;</i> <i>• a ban on the use of celebrities and athletes in gambling advertising; and</i> <i>• a ban on the promotion of odds in gambling advertising</i> <p>What do you think of these proposed reforms to gambling advertisements?</p> <p>Please select the option that best applies</p>	Ask eligible voters
<p><i>Single select, reverse</i></p>		
1.	They go too far	
2.	They are about right	
3.	They do not go far enough	
4.	Don't know / Not sure	Fixed