



VOTER INSIGHTS

# ONLINE BETTING ADVERTISING

SEPTEMBER 2024



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# RESEARCH APPROACH

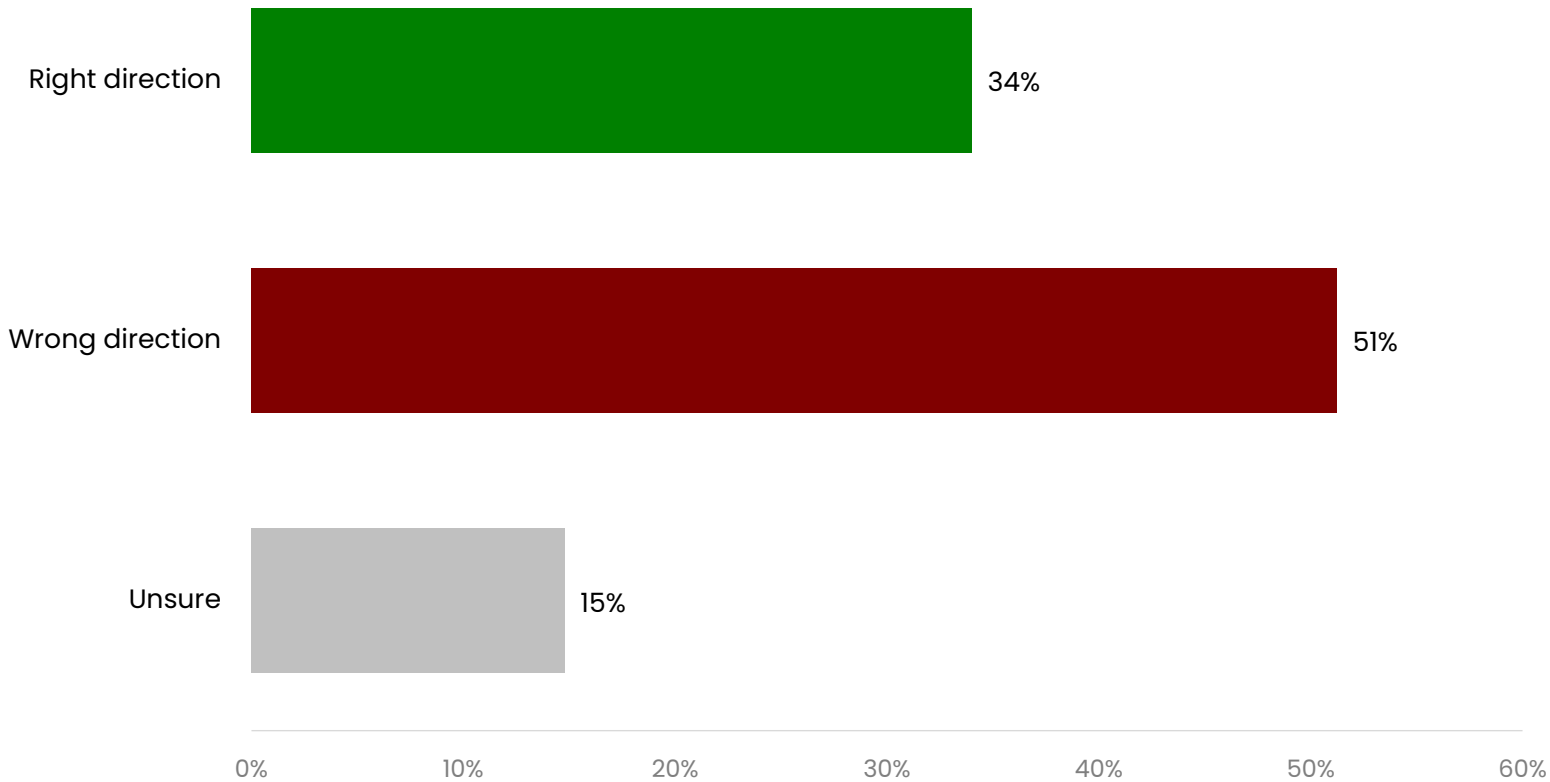
- ~ The survey was conducted via online panel and lasted around 12 minutes
- ~ The sample size was n=1550 completed interviews with voters across Australia
- ~ Fieldwork was undertaken on 30 August -1 September 2024
- ~ Data are weighted to be representative of Australian voters
- ~ The margin of error is approximately +/- 3% for topline results

# EXECUTIVE SUMMARY

1. The cost of living (67%) and housing (39%) are the top issues of concern for Australian voters, while just 2% note problem gambling and betting as a top three issue.
2. Just under one in five (19%) of Australian voters engage in betting and wagering activities regularly (28% including lotteries and scratchcards), with those who bet regularly proportionally more likely to be Labor voters.
3. Potential concerns of advertising are dominated by children being exposed (39%).
4. Prompting a suite of alternatives or a total ban, a majority prefer restrictions or no change (56%) to a total ban (37%), even more so among those who engage in betting or wagering.

COUNTRY DIRECTION

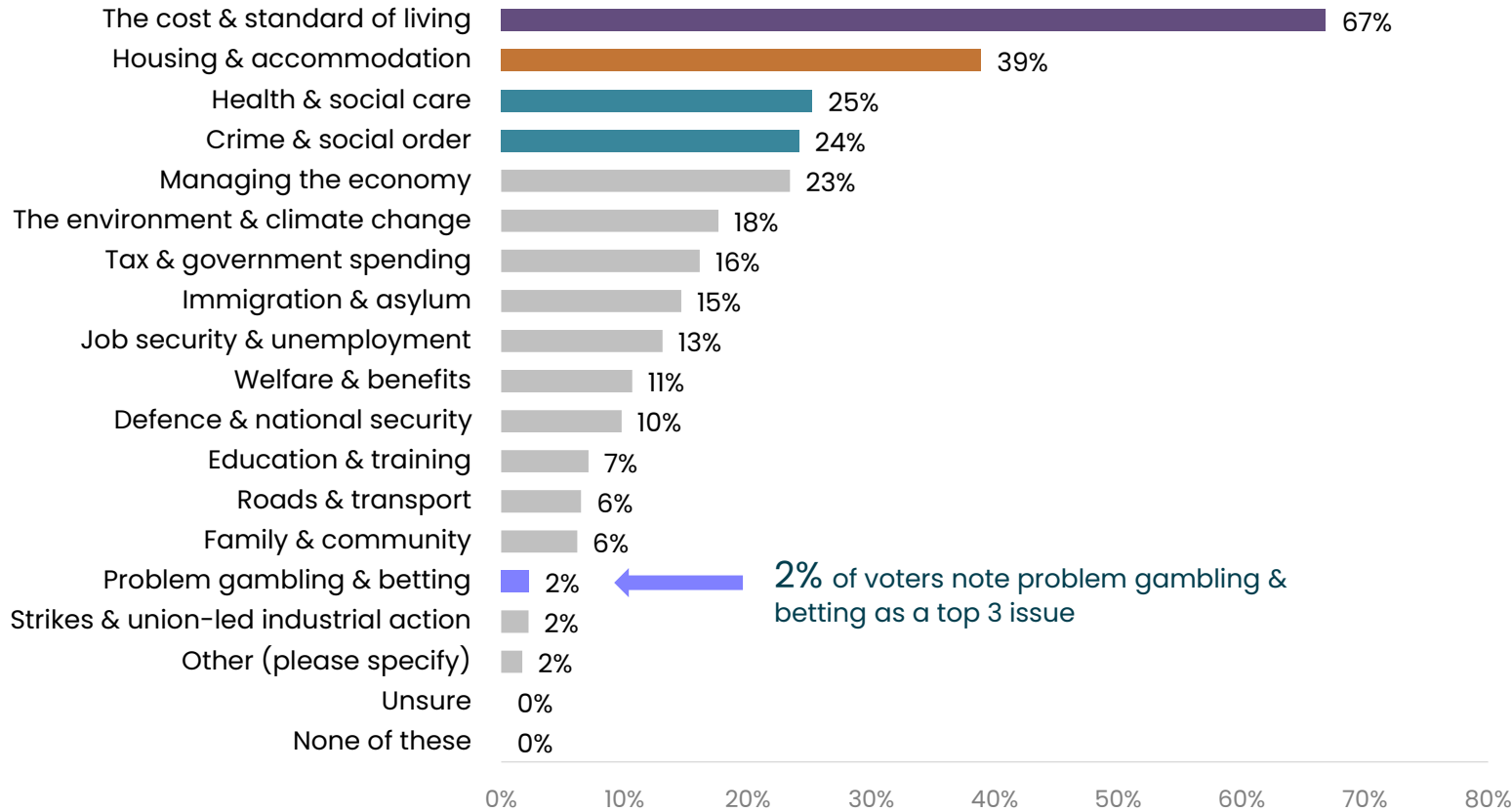
A majority of Australian voters think the country is heading in the wrong direction at this time



A majority of Australian voters (51%) think the country is heading in the wrong direction at this time, compared to just over a third (34%) who think it is heading in the right direction.

Q: Generally speaking, do you think that Australia is currently heading in the right direction, or the wrong direction?

# The cost of living is the top issue of concern among Australian voters, followed by housing



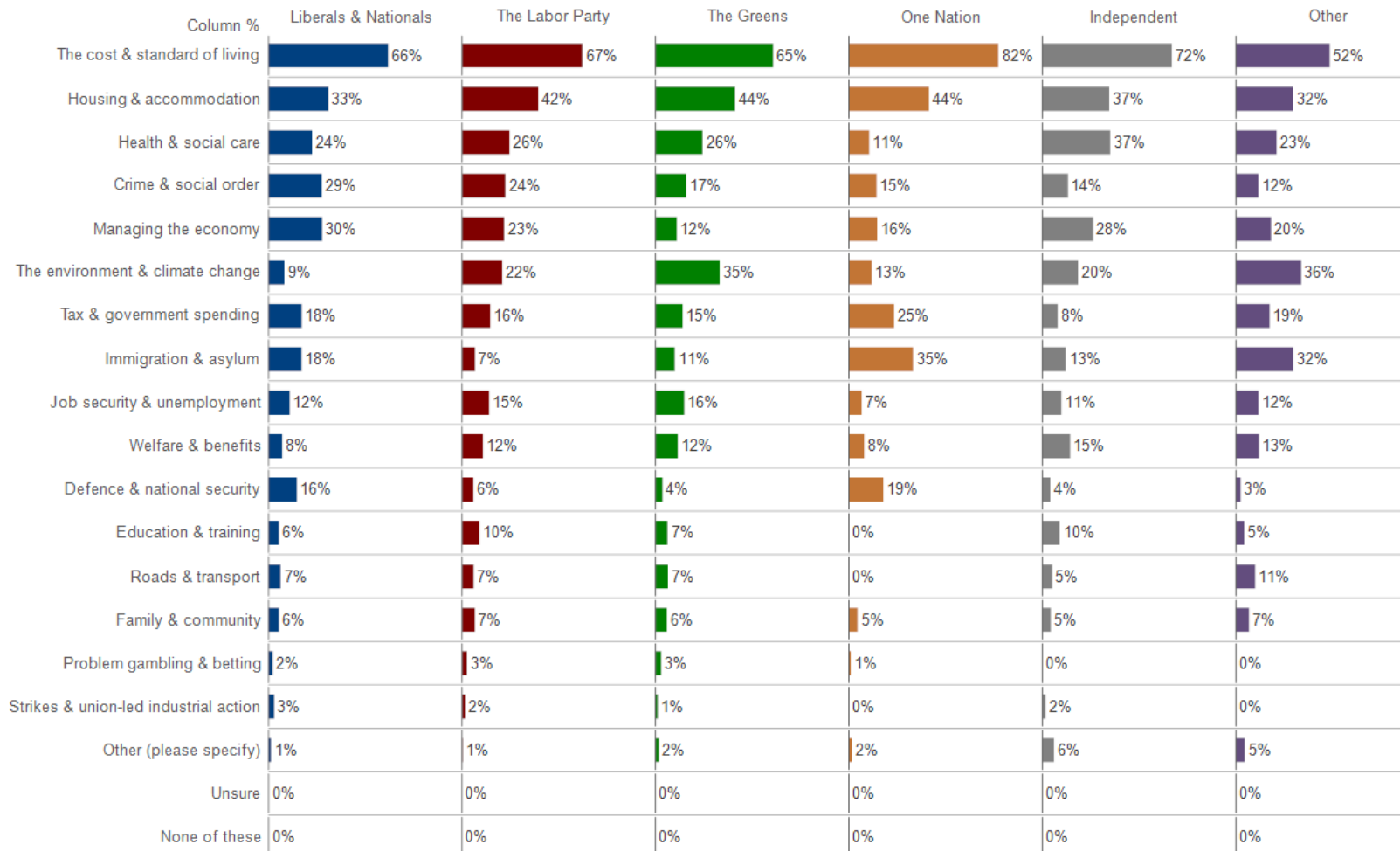
The cost of & standard of living is the top issue of concern among Australian voters (67%), followed by housing & accommodation (39%), and healthcare (25%).

Just one in 50 (2%) noted problem gambling & betting as a top 3 issue.

Q: Which of the following do you think are the most important issues for the Federal government to focus on at this time? Please pick up to three

## ISSUE AGENDA BY PRIMARY VOTE

# Cost of living and housing are major concerns across party lines, with partisan variation across other key issues



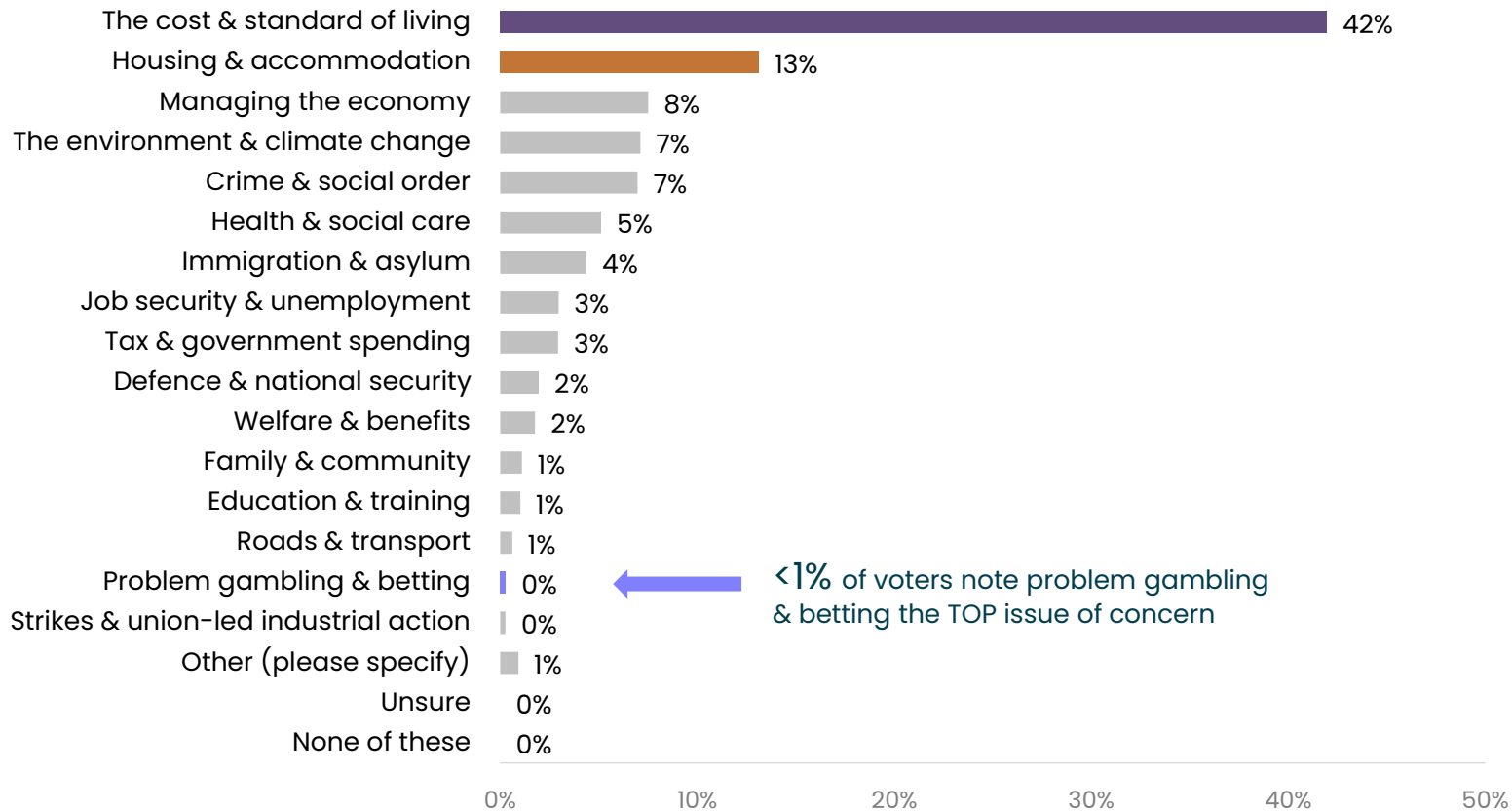
The cost of living is the top concern across party lines, while housing and accommodation is generally the second most important issue.

Greens and minor party voters are more likely to prioritise the environment, while One Nation and Coalition voters are more likely to prioritise immigration and defence than others.

Q: Which of the following do you think are the most important issues for the Federal government to focus on at this time? Please pick up to three

ISSUE AGENDA – MOST IMPORTANT

# Cost of living is overwhelmingly the single most important issue facing Australian voters



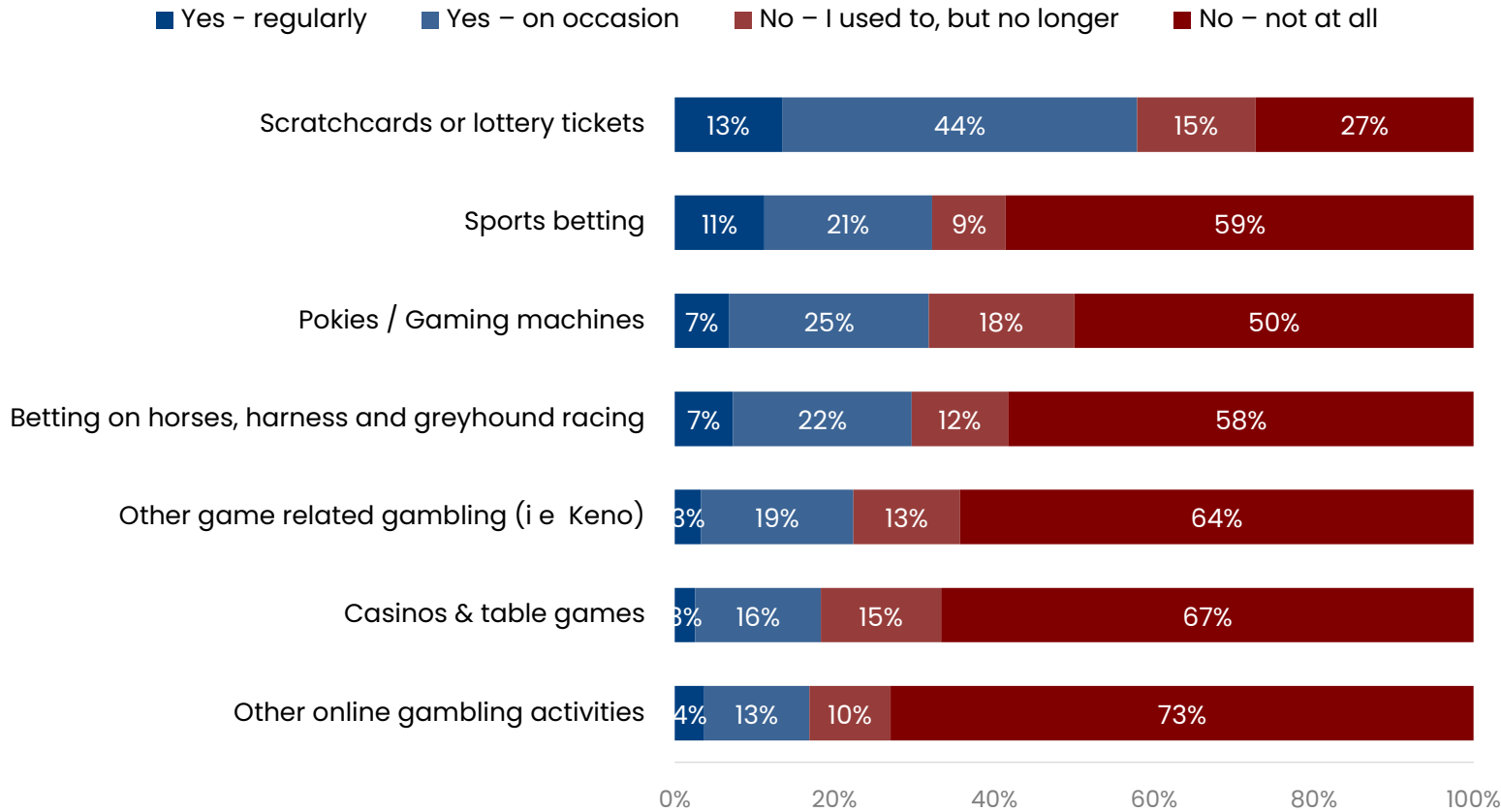
The cost and standard of living is overwhelmingly the single most important issue facing Australian voters.

Fewer than 1% of voters note problem gambling and betting as a top issue of concern.

Q: and which is the SINGLE MOST important issue facing Australia?

GAMBLING BEHAVIOUR

# Scratchcards and lotteries are the most common form of betting activity, followed by sports betting, and pokies



Scratchcards and lottery tickets (57%) are the most common form of betting activity among Australian voters, with a majority who engage occasionally or more.

Just under one in three engage in sports betting (32%), followed by Pokies/gaming machines (32%).

Just under one in five (19%) regularly engage in at least one of these activities. (excluding scratchcards/lotteries)

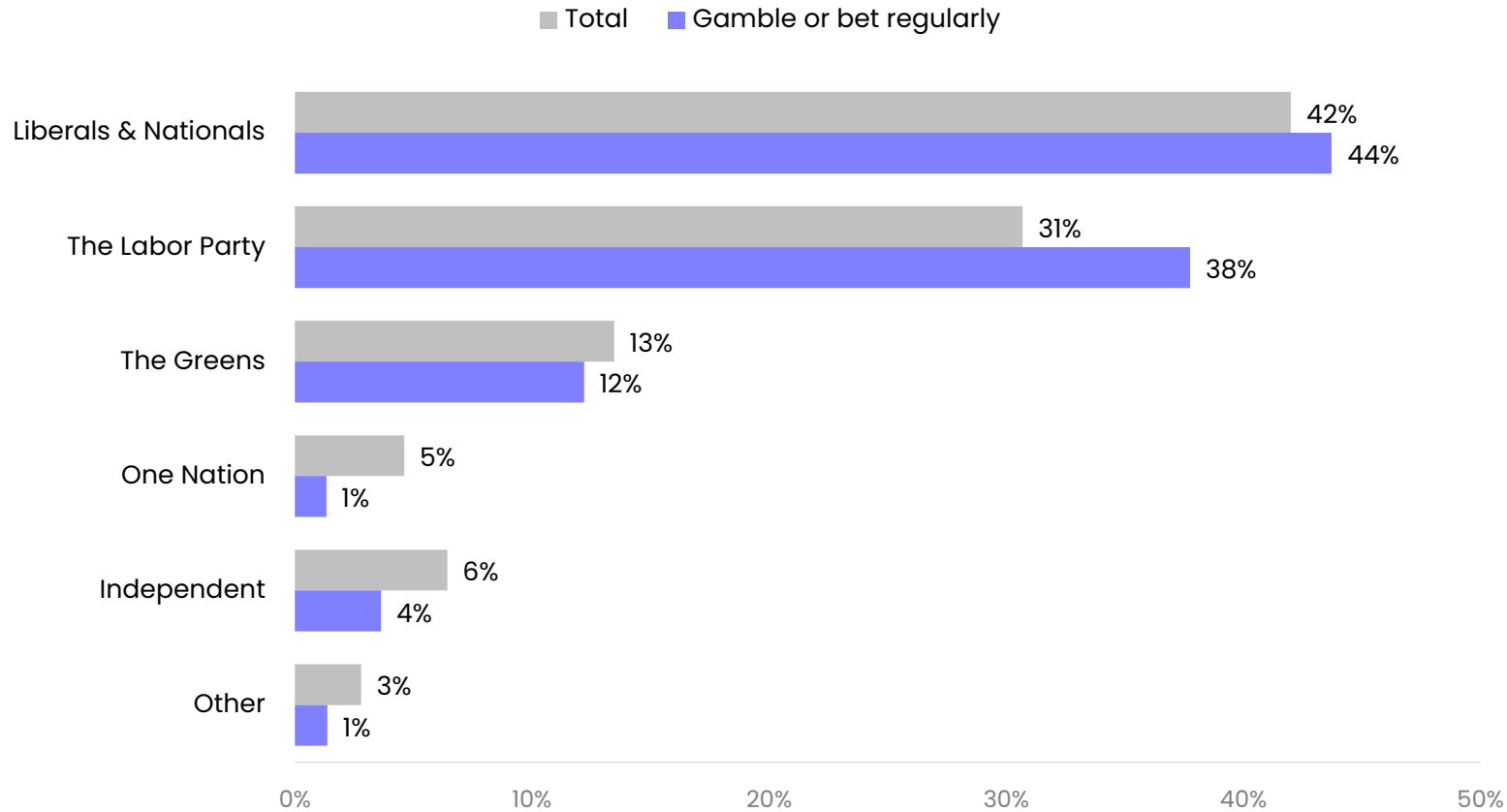
Including scratchcards and lotteries, this figure rises to 28%.

Q: For each of the following activities, how frequently, if at all, do you engage in them? [Reminder: All responses are anonymous]



## GAMBLING BEHAVIOUR – REGULAR BETTERS

# Those who gamble or bet regularly are 7pts more likely to vote for Labor, 2pts for the Coalition

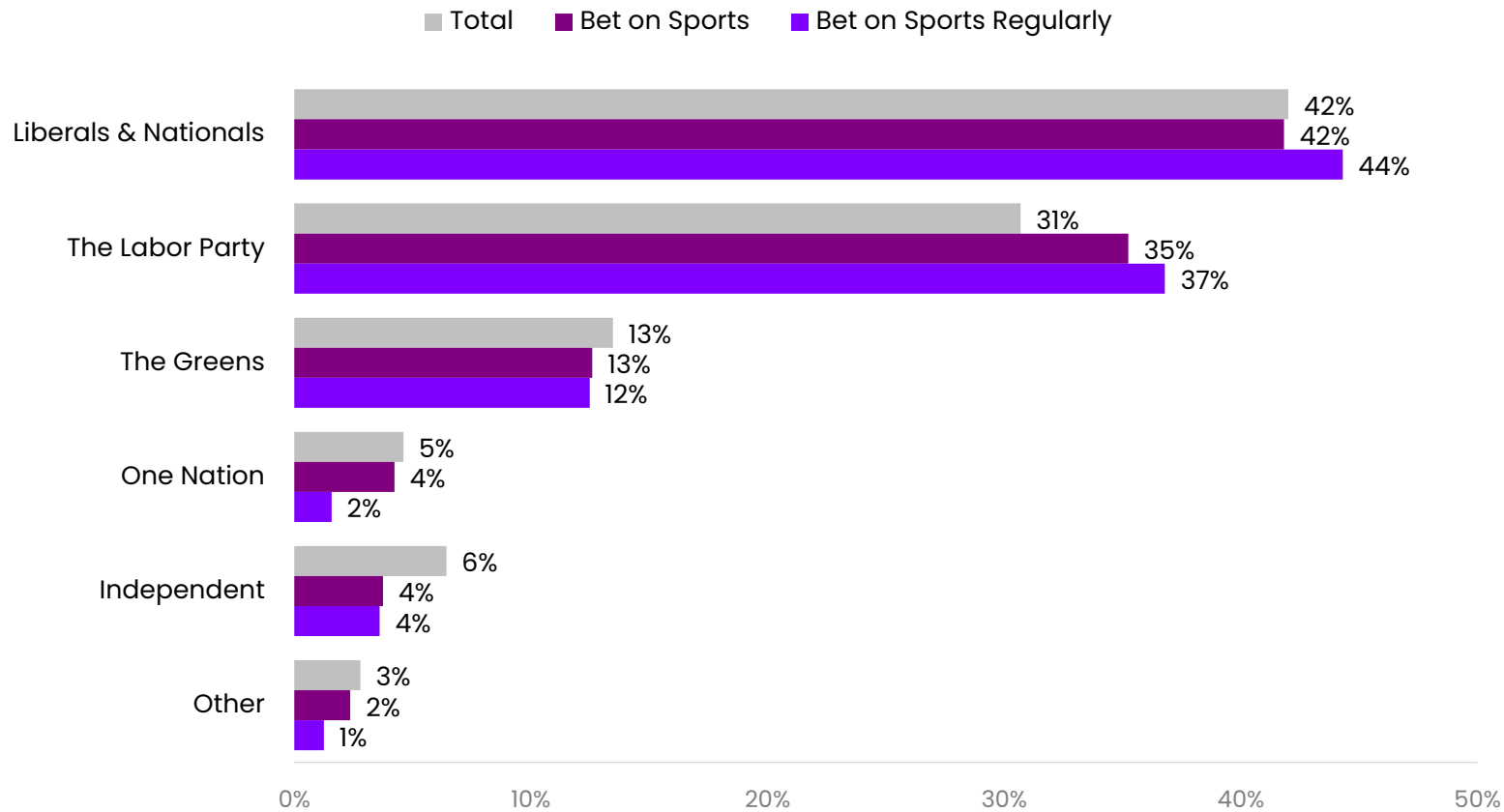


Those who gamble or bet regularly (ex. Scratchcards & Lotteries) are proportionally more likely to be Labor voters than other Australian voters (38% vs 31%).

They are also marginally more likely to vote Coalition (44% vs 42%).

Q: For each of the following activities, how frequently, if at all, do you engage in them? [Reminder: All responses are anonymous]

# Sports betters in particular are proportionally more likely to vote for the Labor party

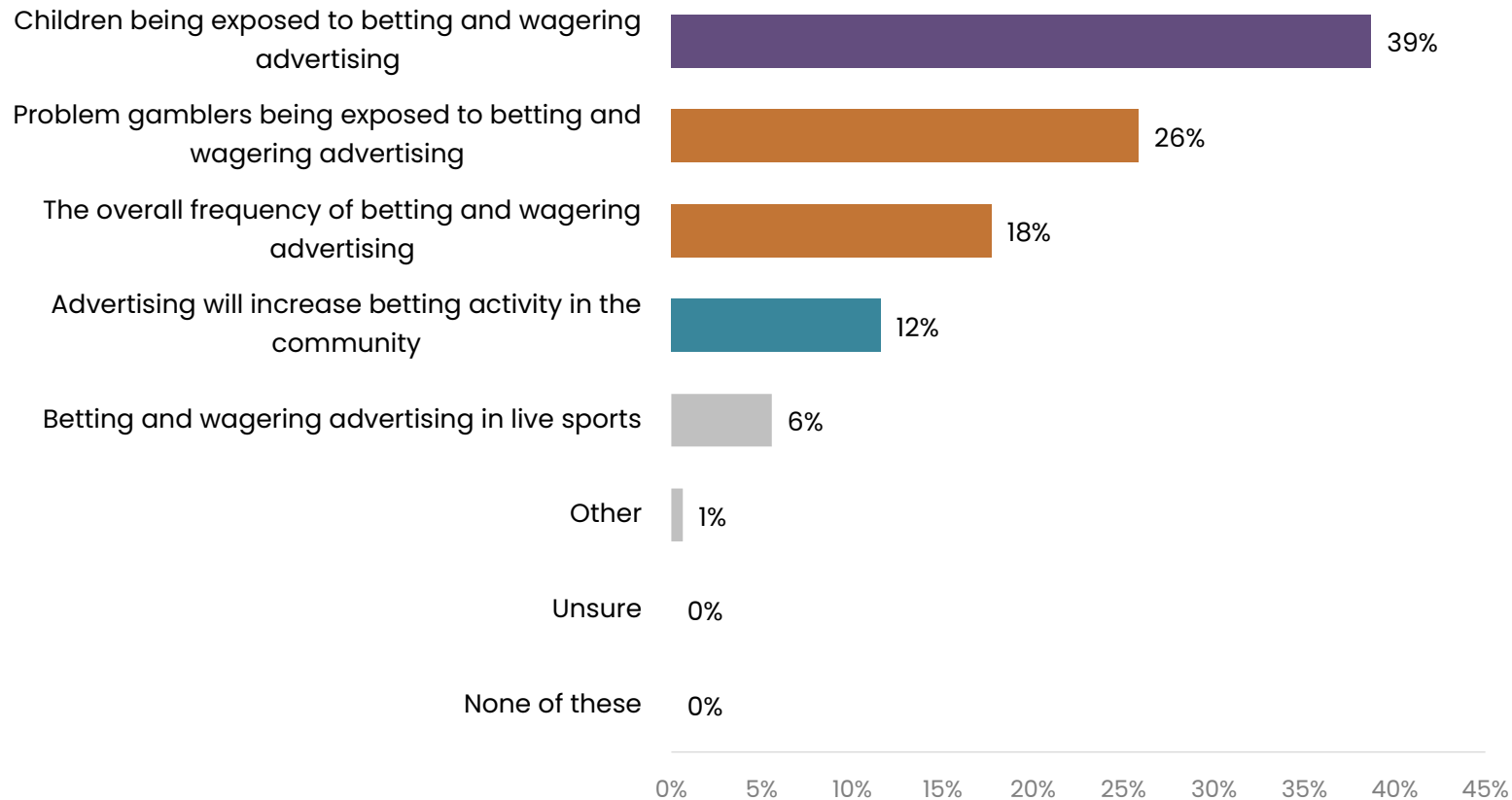


Those who engage in sports betting either occasionally or more (32% of population), or regularly (11% of population), are proportionally more likely to vote for the Labor Party than other voters.

Q: For each of the following activities, how frequently, if at all, do you engage in them? [Reminder: All responses are anonymous]

## GAMBLING ADVERTISING CONCERNS

Prompted with the following list of concerns around betting advertising, most note children being exposed as the most concerning

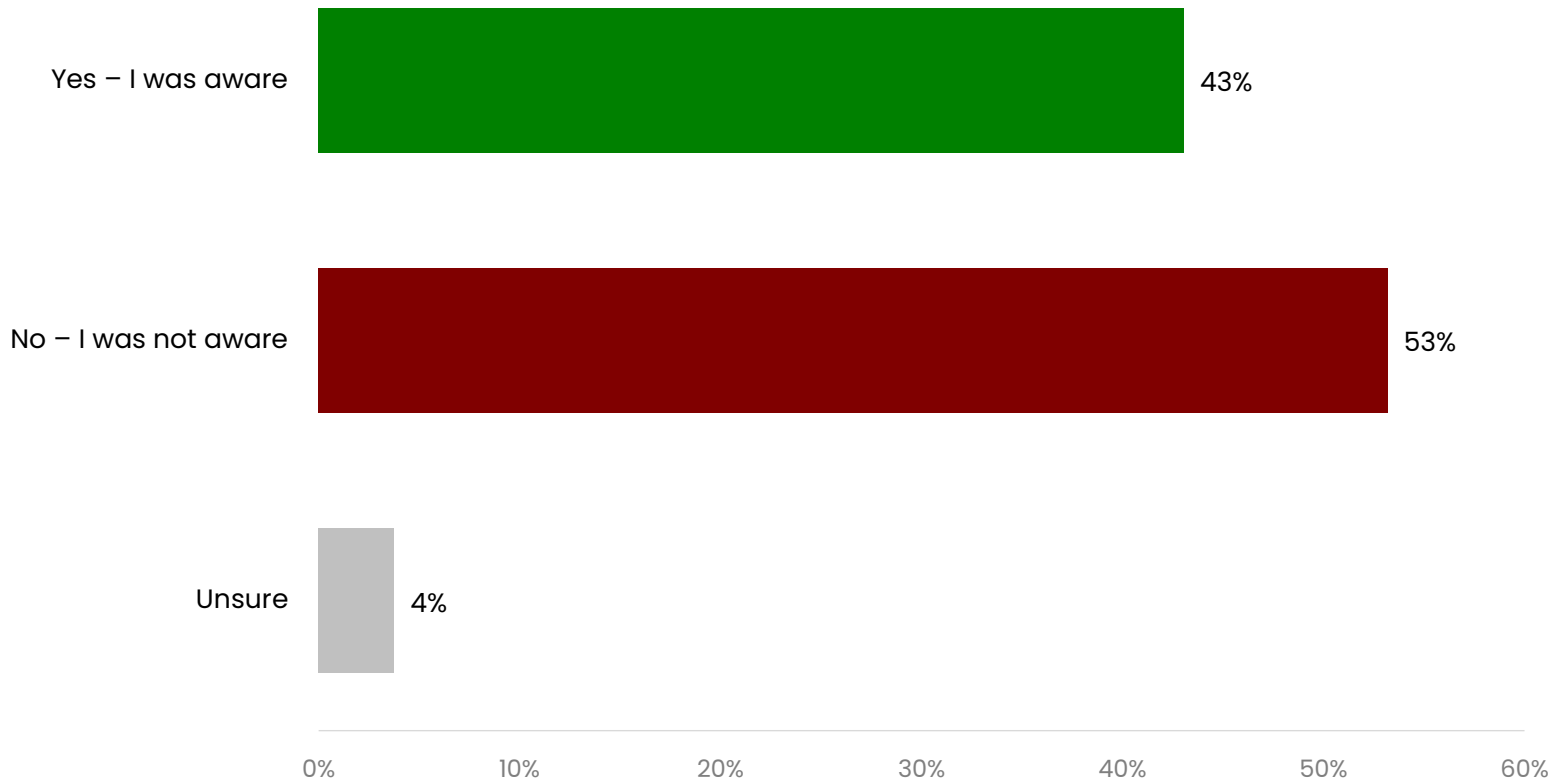


When prompted with the following list of potential concerns around betting and wagering advertising, children being exposed is the most concerning outcome (39%), followed by problem gamblers being exposed (26%).

Q: Thinking about ADVERTISING for betting and wagering in Australia more broadly, which of the following are you concerned about, if any?

Q: ...and which are you MOST concerned about?

# A majority of Australian voters were not aware of calls to ban betting and wagering advertising

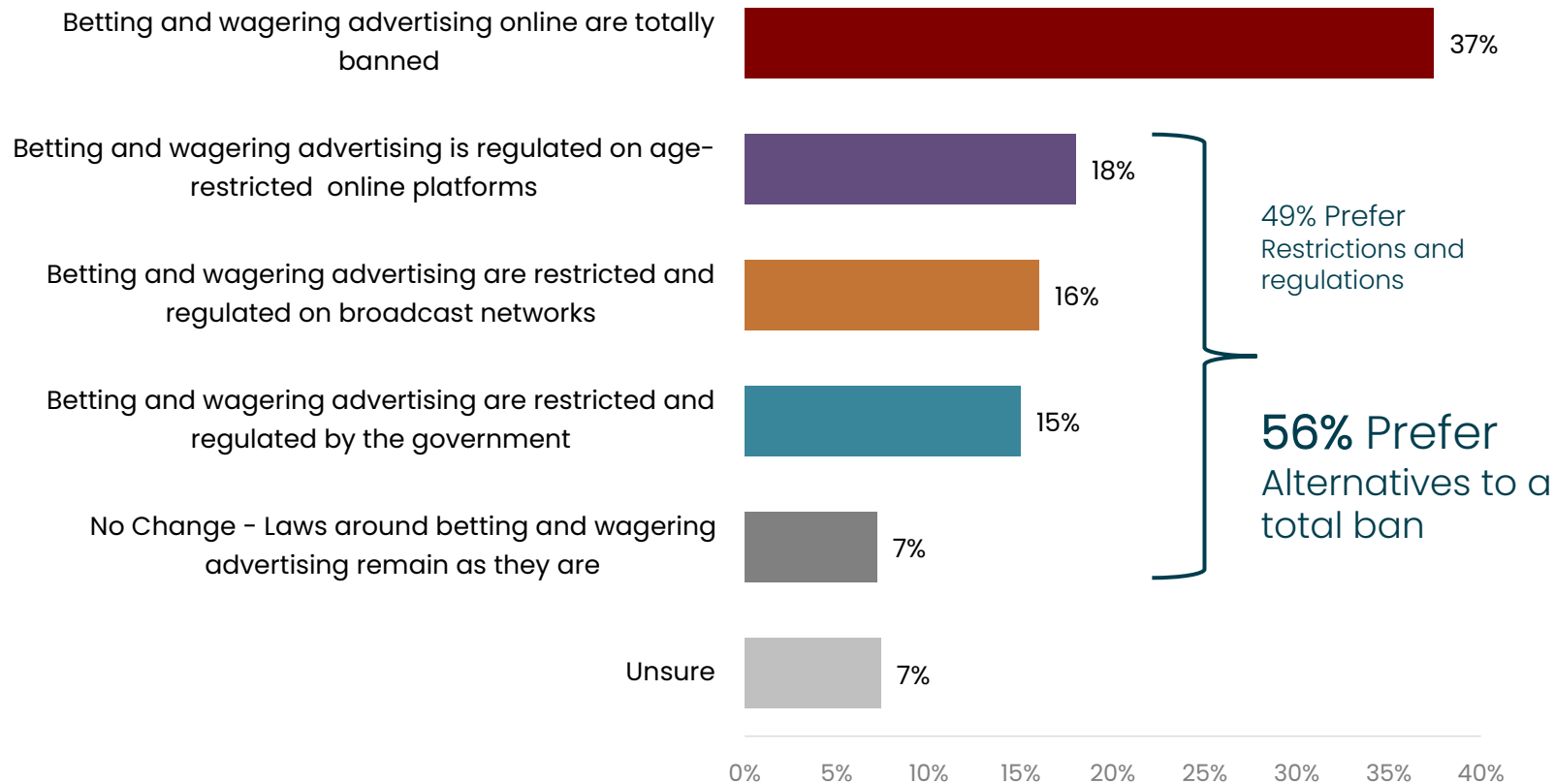


A majority (53%) of Australian voters note they were not previously aware of calls to ban betting and wagering advertising online.

Q: Recently, there have been calls for a TOTAL BAN on betting and wagering advertising online. Meaning websites and social media companies would no longer be able to display advertising from Australian licensed and regulated wagering businesses. Before today, were you aware of this?

## ALTERNATIVES TO TOTAL BAN

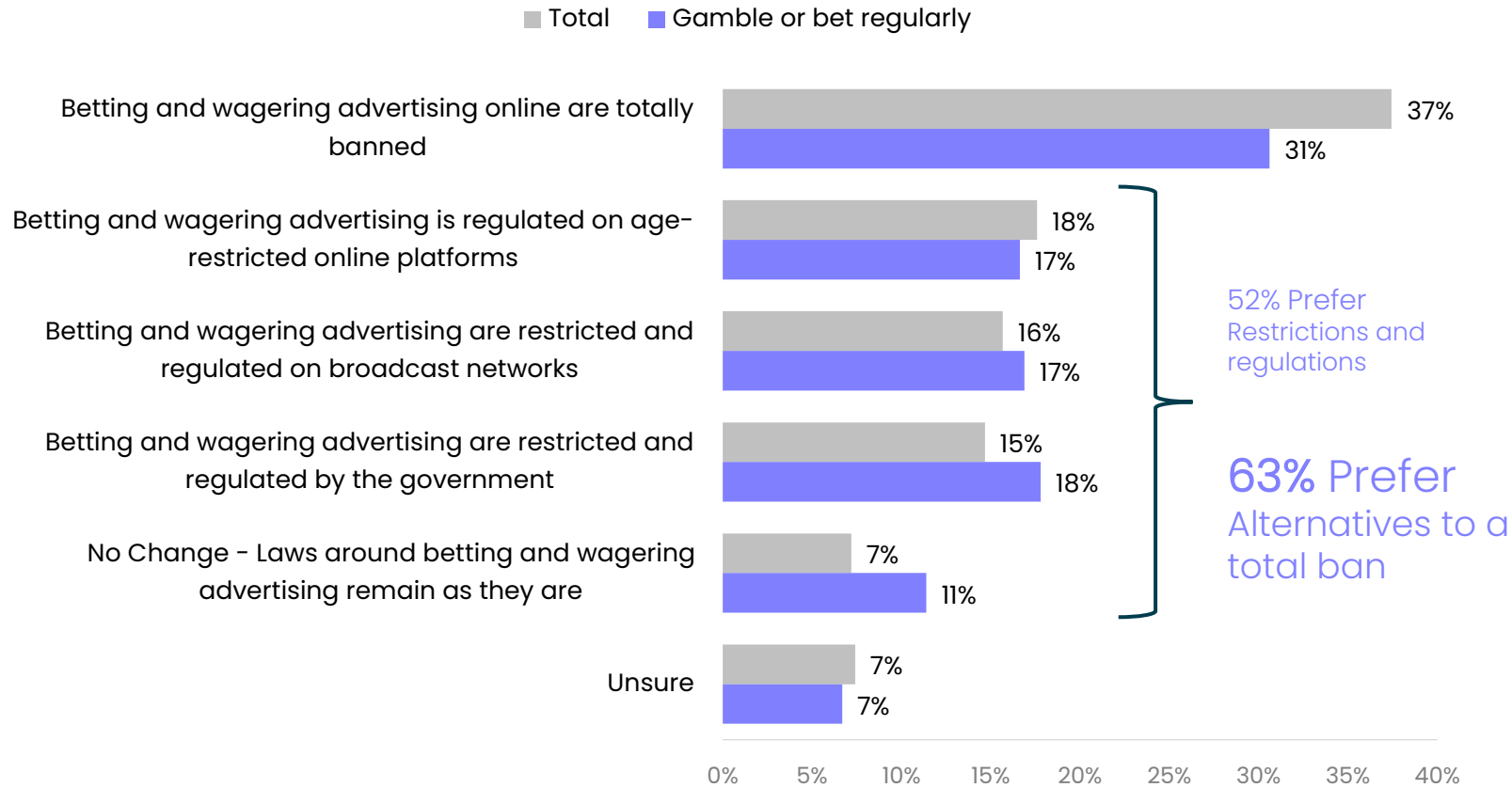
Choosing between the following outcomes, more prefer alternatives to a total ban on betting and wagering advertising



Choosing between the following outcomes, more (56%) prefer alternatives to a total ban, while 49% would prefer restrictions and regulations, compared to 37% for a total ban.

Q: Which of the following outcomes would you prefer in relation to betting and wagering advertising?

# Among regular betters, a majority prefer restrictions and regulation

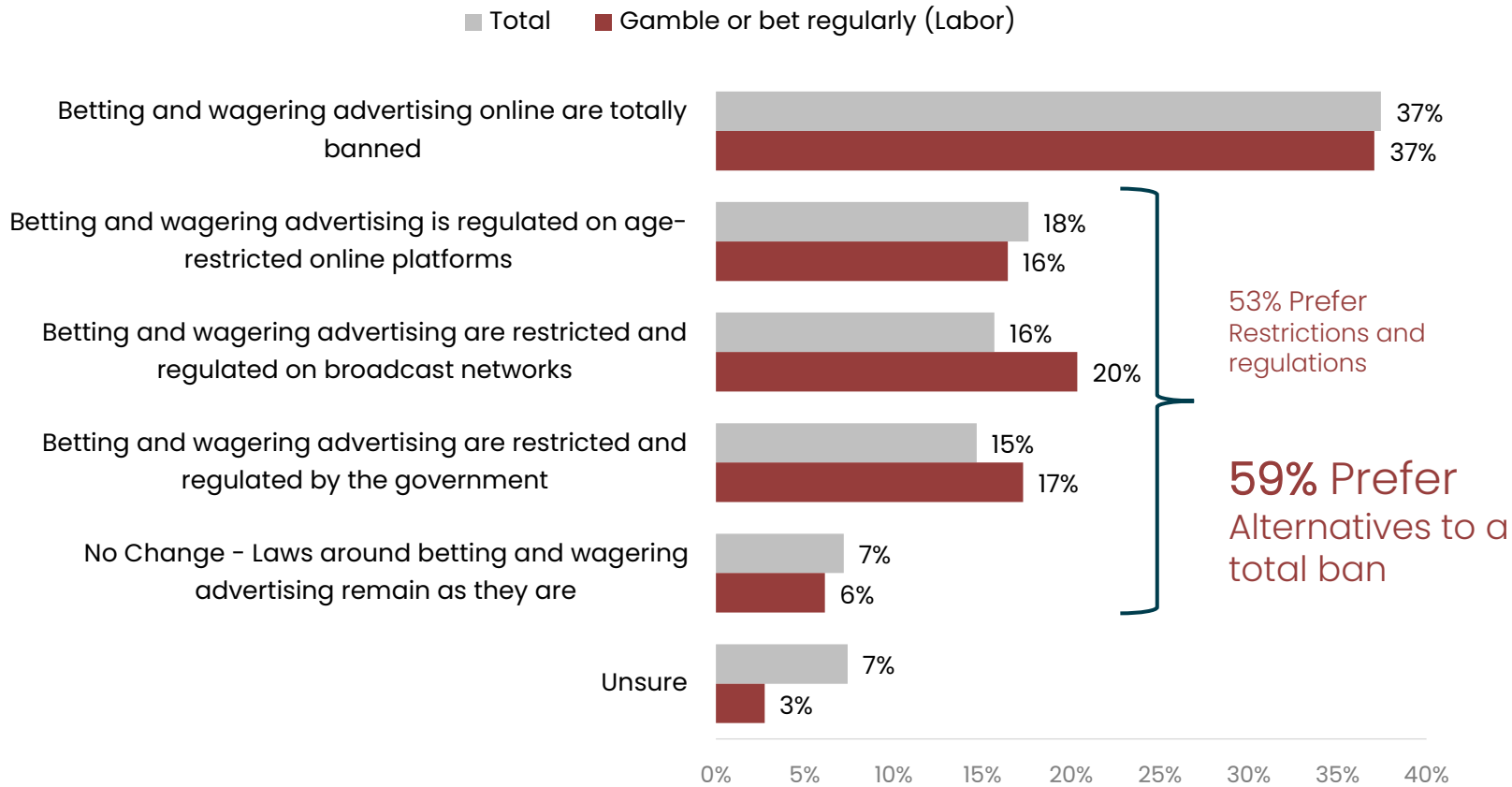


Among regular betters, a majority (52%) prefer restrictions and regulations, versus a total ban (31%).

Q: Which of the following outcomes would you prefer in relation to betting and wagering advertising?

ALTERNATIVE TO TOTAL BAN

# A majority of regular Labor betters prefer restrictions and regulations to a ban



Among regular Labor betters, a majority (53%) prefer restrictions and regulations, versus a total ban (37%).

Q: Which of the following outcomes would you prefer in relation to betting and wagering advertising?

THANK YOU