CQUniversity AUSTRALIA

South Australian attitudes, beliefs, and behaviours regarding sports betting 2025

Prof Matthew Browne

Dr Brenton Williams

A/Prof Alex M T Russell

Prof Nerilee Hing

Dr Cassandra K. Dittman

Prof Matthew J. Rockloff

Report Prepared For: Gambling Harm Support South Australia (GHS SA)

CRICOS: 00219C | TEQSA: PRV12073 | RTO: 40939

Funding

This project was funded by Gambling Harm Support South Australia.

Suggested citation

Browne, M., Williams, B., Russell, A., Hing N., Dittman C., & Rockloff, M. (2025). South Australian attitudes, beliefs, and behaviours regarding sports betting 2025. Gambling Harm Support SA, Adelaide

Acknowledgements

The authors would like to thank Gambling Harm Support South Australia for funding the study. Thanks also go to Debolina Kar, Chetan Shinde, Christopher Arditti, and Geri Ng at Qualtrics for assistance with recruiting participants. Special thanks to the participants for taking part in the study.

Executive Summary

BACKGROUND AND PURPOSE

This report presents findings from the third and final phase of the Gambling Harm Support SA (GHS SA) survey examining adults' attitudes, beliefs, and behaviours around sports betting. The study tracked changes across three time points (2021, 2023, and 2025) and evaluated awareness of anti-gambling campaigns 'Here for the Game' and 'Spoil Sport.'

KEY FINDINGS

The research reveals that while exposure to and recall of the campaigns was strong, there was a divergence in observed trends of key outcomes. While community-level disapproval of sports betting increased, actual participation and harmful beliefs about betting rose substantially.

PARTICIPATION AND HARM INDICATORS

Problem gambling is the term given to the most severe category of gambling problems captured by the self-report Problem Gambling Severity Index (PGSI) instrument. Rates of problem gambling among gamblers increased from 18.1% to 22.5% between 2023 and 2025. Spending patterns shifted toward higher brackets, with the proportion spending less than $50 monthly declining from 44.0% to 29.0%, while those spending $200-999 monthly increased from 18.6% to 27.1%. In-play betting rose from 25.1% to 31.8% of expenditure, and agreement with all ten irrational cognition items increased across all waves, indicating strengthening beliefs about skill and control in gambling outcomes. An important caveat is that these surveys are not population representative and should be interpreted primarily as relative indicators of trends rather than absolute statistics.

NORMALISATION PATTERNS

Community-level acceptance of sports betting declined modestly but consistently across all three waves. However, family-context normalisation moved in the opposite direction, with families reporting increased engagement in betting-related activities despite broader cultural disapproval. This divergence suggests that public health messaging may influence general attitudes without penetrating the proximal social contexts where betting behaviours are modelled and reinforced.

CAMPAIGN AWARENESS AND IMPACT

Among respondents exposed to anti-gambling campaigns, self-reported reflection on gambling increased significantly from 18.1% to 27.5%, and message favourability improved. Campaigns are reaching their audiences and prompting cognitive engagement with gambling risks. However, these attitudinal improvements occurred alongside worsening harm indicators, suggesting that awareness-based approaches as currently implemented were insufficient to prevent increasing harm. This paradox was most evident in high-risk demographics; for example, young men (18-34) reported the highest levels of campaign recall while simultaneously showing the highest rates of participation and harm.

METHODOLOGICAL CONSIDERATIONS

The study surveyed 2,005 South Australian adults recruited through online market research panels, maintaining consistent methodology across all three waves. While panel-based recruitment introduces sampling limitations that require cautious interpretation of absolute prevalence rates, the consistency of trends across multiple indicators suggests meaningful patterns. The repeated cross-sectional design enables trend detection but cannot establish causal relationships between interventions and observed changes.

IMPLICATIONS AND RECOMMENDATIONS

The findings indicate that awareness campaigns alone cannot counteract the multiple forces driving increased participation and harm. Three research priorities emerge: continued surveillance using consistent methodology to compound the value of trend data; investigation of how proximal social contexts mediate or override mass-media messaging; and rigorous evaluation of structural interventions addressing product design, advertising, and accessibility.

Structural approaches warrant particular attention, including advertising restrictions, bans on betting inducements, in-play betting limitations, universal deposit limits across all accounts, and enhanced loss-tracking displays. These environmental modifications may achieve harm reduction outcomes that individual-level messaging has not.

CONCLUSION

Between 2021 and 2025, South Australian sports betting patterns demonstrate increasing participation, rising harm levels, and strengthening irrational beliefs about gambling, occurring concurrently with improved campaign awareness and declining community-level acceptance. This paradox suggests that while public health messaging influences general attitudes, it remains insufficient to counteract the commercial drivers, technological accessibility, and family-level normalisation that shape actual betting behaviours. Effective harm reduction will likely require complementing awareness campaigns with structural interventions that directly modify the gambling environment and limit commercial promotion.

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Introduction

In 2021, the then South Australian Office for Problem Gambling (now GHS SA) launched the 'Here for the Game' campaign to reduce sports betting normalisation in South Australia. To evaluate the program's effectiveness, a sports betting normalisation measure was developed and validated, with baseline data collected in 2021 prior to the campaign launch. Follow-up data was collected in 2023 to assess changes in community attitudes following the campaign implementation. This report presents the third and final phase of the project, examining current sports betting attitudes among South Australian adults and analysing changes across all three survey phases.

This report includes a summary of key findings from the 2025 phase, highlighting the campaign's impact at that time. Given that previous reports have reviewed sports betting normalisation and population-based interventions, the literature review below will briefly reprise these findings of the prior report and then focus specifically on publications released since 2023.

SUMMARY OF FINDINGS FROM PHASE TWO (2023)

Sports betting normalisation results from multiple interconnected factors. The 2023 report categorised these under four key areas: technology, marketing and advertising, social factors, and cultural factors. The normalisation scale developed in 2021 draws items from these categories to assess overall community attitudes and track changes over time.

The 2023 findings, presented below alongside demographic and gambling belief data, highlight key changes observed between the 2021 baseline and the follow-up undertaken in 2023.

Betting behaviour, problems and cognitions

Prevalence, betting behaviour and social context

Comparison between the 2021 baseline and 2023 second phase data revealed significant increases across key gambling indicators in South Australia. Rates of both sports betting and gambling increased. This was accompanied by increases in both betting frequency and expenditure levels. Concurrently, rates of problem gambling also increased during this period. Although sampling methods were held constant, it should be noted however that the sample was not representative of the South Australian population. Participants were recruited via online panels. Samples drawn from online panels typically show higher levels of gambling participation, problems and harm compared to samples in prevalence studies (Russel et al., 2021). Therefore, readers should not compare the absolute numbers in these reports to those seen in prevalence studies. Instead, readers should focus on changes over time.

These findings demonstrate growing participation in gambling activities across South Australia between 2021 and 2023. However, several behavioural and contextual factors remained stable. Technology usage patterns in betting showed no significant change, nor did the timing of betting activities (live or in-play betting rates). The social context of sports consumption also remained consistent, with no changes observed in how participants watched sport (television versus other devices) or their viewing companions.

Cognition and irrational beliefs about betting

Irrational beliefs associated with sports betting increased significantly between 2021 and 2023. These changes primarily involved participants increasingly attributing their experience to improved chances of winning. A speculative interpretation for this finding was offered, suggesting it resulted from increased gambling exposure and practice between the survey periods, based on sample characteristics.

The interpretation noted that some participants may have been included in both survey phases due to using the same panel provider. However, the validity of this interpretation cannot be assessed with the available data.

Sports Betting Normalisation

Using the sports betting normalisation measure developed in 2021, the 2023 assessment revealed a small decrease in overall normalisation scores, though this was not statistically significant in simple comparisons. However, when other key gambling-related variables were controlled for, this decrease was found to be statistically significant.

Simple comparisons of individual items in the normalisation measure identified several significant attitudinal changes. Sports betting was less accepted as part of South Australian culture and was less likely to be considered a normal part of life. However, perceived prevalence of sports betting remained constant between survey periods.

The findings revealed contrasting patterns across social contexts. While cultural acceptance decreased, social acceptance among friends increased between 2021 and 2023. Participants reported being more likely in 2023 to visit places where sports betting occurs, discuss betting, and participate in betting syndicates. In contrast, family-related behaviours remained stable, with families equally likely to visit betting venues and discuss sports betting in both survey years. All other changes on normalisation scale items were non-significant.

These results reflect differential community views based on sports betting participation. The decrease in normalisation observed when controlling for demographic variables, particularly sports betting status, suggests that the increased proportion of sports bettors in the 2023 sample masked broader community attitude changes. While sports bettors continued to view betting as normal, the broader non-betting community showed decreased normalisation compared to 2021.

Other attitudes and behaviours: Advertising, Culture, Children, and Risk

South Australian adults' views on advertising, sports betting, and children's exposure to betting showed mixed patterns of change and stability across the survey phases.

Advertising and harm perceptions

Advertising was viewed more negatively and as more harmful by South Australian adults in 2023 compared to 2021. Participants were significantly more likely to agree that there is too much sports betting, that betting leads to problems, and that children should not be exposed to their parents' betting activities. However, views on sports betting as part of South Australian culture remained constant, as did perceptions that people who bet on sports are at risk of developing gambling problems. While advertising and gambling practices were viewed more negatively, their perceived cultural entrenchment remained unchanged.

Children and risk awareness

Attitudes toward children's exposure to sports betting showed significant shifts. Participants in 2023 were more likely to believe that sports betting should be kept private from children, including both discussions about betting and betting activities themselves. Support for discussing sports betting was evident in both survey years, though most changes between phases were not significant. However, the perceived importance of talking to children about gambling risks increased significantly between 2021 and 2023, as did exposure to child safety messaging.

Adult conversations about gambling

No significant changes were found in attitudes toward adult conversations about gambling. Overall, there was support for having discussions with adults about gambling, but participants expressed low confidence in their ability to have these conversations.

Awareness and responses to “Here for the Game”

The 2023 survey provided the first measurement of community responses to the GHS SA’s "Here for the Game" campaign, establishing a baseline for participant awareness and engagement.

Campaign reach and awareness

The campaign achieved substantial community reach, with 31.0% of participants reporting awareness. However, over half (55%) of participants did not recall material from any of the campaign slogans presented. When measured against other campaign material, recall and awareness "Here for the Game" materials was 15.9%, below Victoria's "Love the Game" campaign (21.3%). The inclusion of fictitious campaign materials as controls revealed that up to 16.1% of respondents recalled non-existent campaigns, suggesting the true recall figure for "Here for the Game" was likely lower than 15.9%.

Target audience engagement

The campaign appears to be reaching its intended audience effectively. Recall among younger males was almost twice as high as other participants, suggesting successful targeting of populations more likely to view sports betting as normal. Participants generally found the messaging clear and helpful, and it resonated personally with viewers. However, the majority of individuals reported taking no action after exposure to the campaign.

Campaign impact on attitudes

Comparison of normalisation indicators, sports betting attitudes, and irrational cognitions between participants who recalled the campaign and those who did not revealed no significant differences. A small change was observed regarding attitudes toward sports betting advertising, suggesting the campaign's impact may be advertising-related rather than attitudinal. This finding aligns with the behavioural response data: most participants took no action after seeing the campaign, potentially indicating that current behaviours are viewed as acceptable and that sports betting risks may be discounted.

REVIEW OF LITERATURE SINCE 2023

This following literature review provides an update on research developments in sports betting normalisation and related intervention strategies, focusing specifically on publications released since 2023. This review examines emerging evidence across the same key domains established in the 2023 report: technology and access, marketing and advertising, social factors, cultural influences, and attitudes towards sports and gambling. The review then addresses recent developments in prevention strategies designed to counter gambling normalisation, before concluding with an update on public health intervention campaigns and their documented effectiveness.

Normalisation of sports betting

Literature regarding the normalisation of sports betting remains predominantly aligned with what was known in 2021. Themes remain consistent and are used here to address normalisation aligned with four key areas: technology and access, marketing, social factors, and cultural factors.

A recent qualitative review by Royce et al. (2025) offers a timely account of the current landscape of sports betting normalisation among young people. Findings align closely with the four key domains identified, while also highlighting the intensification of these influences through industry strategies. Through constructivist grounded theory analysis of group interviews with Western Australian adolescents aged 12–17, Royce at al. found that gambling has become embedded in youth environments, facilitated by digital saturation, targeted advertising, peer and family behaviours, and the cultural value applied to sport and celebrity.

Technology and access

Literature published since 2023 indicates that technology's role in gambling normalisation has continued, with smartphone-based gambling applications and social media platforms continuing to be common channels for exposure.

Smartphone gambling is associated with heightened risks compared to other platforms. Hing, Thorne, Russell, et al. (2024) compared the impacts of different gambling modalities (smartphones, computers, or land-based betting facilities) on betting behaviours. The combination of ease of access and increased availability provided by smartphones was associated with riskier betting practices and more impulsive betting among young adults compared to other platforms. The mobility of smartphone technology provides unfettered access to gambling applications, amplifying these problematic gambling behaviours.

Increased access is just one factor driving betting behaviours. Advertising leveraging loopholes in regulatory frameworks is used to entice new clients and to encourage continued participation (Parker et al., 2024). Parker et al. identified significant regulatory gaps that allow gambling advertising to circumvent existing legal frameworks, using data from the Australian Ad Observatory to document instances where offshore casino advertisements targeted Australian users on Facebook despite being prohibited under the Interactive Gambling Act 2001. The research revealed what the authors termed "blind spots" in current legislation, particularly regarding social media platforms' accountability for advertising content. While age-based targeting restrictions and corporate policies exist to limit gambling advertisement exposure to younger demographics, they found evidence of continued exposure among vulnerable populations. The study highlighted challenges in regulatory monitoring, platform policy enforcement, and the lack of accountability and auditability as significant barriers to effective industry oversight.

Attempting to intervene in sports betting behaviour using social media messages alone has little evidential support. In a recent study, Houghton and Moss (2024). exposed participants to either informational gambling messages on Twitter or no messages, then measured readiness to change betting behaviours. While the authors argue that the informational messages were effective in enacting change, both the intervention and control groups reported similar readiness to change gambling behaviour. Given that readiness to change was found regardless of group assignment, the informational social media messages arguably cannot be credited with causing any change in sports betting intentions.

While technology has provided industry groups with easy and convenient access to audiences, increases in technological capability has inspired strategies that may encourage harmful beliefs about sports betting. One such study leveraged a combination of artificial intelligence and crowd sourced expert tips to predict sports outcomes with the intent of providing tips to sports bettors (Li et al., 2024). Here, the combination of expert tips and artificial intelligence was argued to provide more profitable betting strategies than current betting systems. Such an approach encourages the belief that sports betting relies on skill and ignores the social costs of sports betting (Lis-Clarke & Walsh, 2024).

Marketing and advertising

Sports betting companies in North America use advertising themes that connect their products with appealing social values. Research shows these ads emphasise team bonding, sophistication, success, power, and wealth (Barney, 2024). Similar patterns appear in Australia, where gambling advertisements use influencers and celebrities to build trust and legitimacy around sports betting (McGrane et al., 2025; Pitt et al., 2024).

This marketing strategy may be particularly effective because it targets a key protective factor against youth gambling: lack of interest. Research with young adults who don't gamble found that simply not being interested in gambling serves as an important protection (Hing, Thorne, Lole, et al., 2024). However, young people report that celebrity and influencer endorsements make gambling advertisements more legitimate, interesting, and appealing to them. This undermines the protective effect of disinterest. Despite Australian Government restrictions (Australian Government, 2024) advertisers recruit interesting, or successful third parties such as social media influencers to gain the interest of people who may otherwise not be interested in participating in sports betting activities.

The effectiveness of celebrity endorsements depends on the relationship between viewer and celebrity image. In North America, when the celebrity and target audience identify with similar self-images, there is a positive relationship to subsequent betting intentions (Han & Saunak, 2025). This relationship can also be leveraged for harm reduction campaigns, as responsible gambling intentions are influenced in the same way. Target audiences with similar self-images to that of the celebrity used in the promotion indicate more intention to practice responsible betting practices. The alignment of the celebrity or influencer and the target audience appears to be a potent factor in driving advertising impact.

Sports betting advertising campaigns influence actual betting behaviour beyond initial betting intentions. In Australian and UK based youth, sports betting behaviours and their level of risk as assessed by the Problem Gambling Severity Index (PGSI; Ferris et al., 2001) were associated with exposure to gambling advertisements (Di Censo et al., 2024). Another systematic review found sports-related advertising campaigns that include inducements and betting promotions shape individual intent and actual gambling behaviours, especially in high-risk gamblers (McGrane et al., 2025). Thus, sports betting advertising leverages celebrity images and socially desirable themes, aligning with target audiences to generate interest and influencing sports betting behaviours.

Social factors

Social factors continue to play a significant role in the normalisation of sports betting across age groups, and is often embedded within peer interactions and shared interests. Cleland and Palmer (2025) found adult sports fans frequently engage in betting not for financial gain, but to accrue social and cultural capital. Betting becomes a way to enhance the emotional connection to sport and deepen social bonds with peers through shared experiences. These practices are reinforced through digital communication platforms such as Snapchat and WhatsApp, where betting discussions contribute to a sense of belonging and in-group identity.

The association between sports betting and social connections is also relevant to older adults. Johnson et al. (2024) identified that gambling is often integrated into older adults' daily routines and social activities. For this cohort, gambling venues serve as community hubs, fulfilling social needs and offering a sense of structure and familiarity. The study suggests that interventions targeting older adults should consider the interplay between agency and social structure, as disrupting routine behaviours may be necessary to reduce harm.

For younger Australians, social connections are also influential. Gambling knowledge and skills are obtained from parental influences, sports advertising, and simulated gambling experiences (Hing, Thorne, Lole, et al., 2024). The cumulative experiences of youth impact on subsequent gambling behaviours with at-risk or problem gambling adolescents reporting positive early memories of gambling and friendship groups that accepted gambling as normal. These social aspects are repeated in Di Censo et al. (2024) who highlight similar developmental themes: initial interest in sports betting is gained through early exposure to gambling through family and peer groups. Ongoing engagement is sustained by mutual participation and the availability of betting promotions. Social motivations such as fear of missing out, desire for peer acceptance, and shared enthusiasm for sport were commonly cited. While participants acknowledged the risks associated with gambling, these were often downplayed in favour of maintaining social connections and perceived enjoyment.

A quantitative study in North America provides further evidence of young adults conforming to perceived norms relating to sports betting. Participants overestimated the frequency of their friends' betting behaviour, and the more participants believed their friends were involved in sports betting, the more they were likely to engage in betting themselves (Lambuth et al., 2025). Parental concerns about young adult betting behaviour appears relatively low in Australia. Sports betting was found to be less concerning than other behavioural concerns such as bullying and drugs (Dittman et al., 2025). In combination the studies suggest a coalescence of social and family factors that encourage false beliefs about the social acceptance and prevalence of sports betting and a discounting of the risks associated with betting behaviours.

Cultural influences

Cultural institutions and symbols play a powerful role in shaping attitudes towards gambling, particularly when they are closely aligned with sport. In Australia, the AFL and other major sporting bodies have been perceived as endorsing gambling practices, whether through sponsorships, advertising partnerships, or the integration of betting odds into live broadcasts (Hing et al., 2023; Royce et al., 2025). This alignment reinforces the idea that gambling is increasingly not only acceptable, but an intrinsic part of the sporting experience.

Historical accounts of gambling in Australia reveal that its normalisation has not been evenly distributed across demographics. Irving (2025) highlights the gendered nature of gambling, noting that women were historically excluded from gambling spaces and often portrayed as passive observers rather than participants. While contemporary advertising increasingly targets women as potential consumers, current campaigns were found to be more focused on male participation with women sometimes being objectified, perpetuating outdated norms. However, this landscape appears to be shifting. McCarthy et al. (2022, 2023) argue that gambling is becoming more acceptable for women through increased access and greater social acceptance in venues where gambling is available. This suggests a transition from historical exclusion toward broader participation across gender lines.

The commodification of sport, particularly through its relationship with betting, has changed the way Australians engage with athletic competition. Lis-Clarke and Walsh (2024) argue that this represents a form of "hyper-commodification". Here, 'hyper-commodification' denotes treating nearly every element of sport as a monetisable asset—player labour, in-game moments, statistics and fan attention—intensified by the integration of wagering products into broadcasts and venues. Previous values of athleticism and community identity are argued to be replaced with values centred on the capacity of sport to generate profit, with betting being a primary channel. This shift undermines traditional ideals of sport and encourages spectators to view games through a transactional lens; emotional investment is tied to financial stakes rather than team loyalty or appreciation of skill.

Studies into basketball and rugby league integrity highlight the importance of culture within Australian sporting communities. Athletes and sporting employees were asked about corruption activities and their reaction to a series of vignettes (Lastra, 2024). Findings suggest a low prevalence of integrity issues such as using inside information for sports betting, or more serious offences (e.g. match fixing). When asked about the likelihood of reporting breaches of integrity, a culture of silence was implicated. When athletes or coaches believed infringements would be judged as serious, they were less likely to indicate they would report betting-related corruption within their sport. Surprisingly, anti-corruption training was not associated with respondents' likelihood of reporting incidents. The internal culture of sporting organisations and personal judgement was more influential in decisions regarding the reporting of corruption-related behaviour. Manoli et al. (2024) found that corruption in UK sport was associated with decreased trust in sporting organisations and communities, suggesting that integrity issues may affect broader social attitudes toward sports.

Attitudes towards sports and gambling

Sports betting is often perceived as a way to enhance the excitement and relevance of sporting events. Cleland and Palmer (2025) found that many adult sports fans engage in betting not primarily for financial gain, but to deepen their emotional investment in matches and strengthen social connections. Betting becomes part of the broader experience of fandom, where having "something riding on the game" adds a layer of personal significance and thrill. This finding is consistent with a North American study, which associated sports betting behaviour with increased measures of satisfaction from watching sport. Ultimately, participants reported greater intention to attend future games and consume associated media (Lee et al., 2024). While betting appears to increase excitement and sports engagement, perceptions about excitement can obscure the potential harms and reinforce patterns of impulsive or habitual gambling, a pattern of behaviour congruent with previous research (e.g. Hing et al., 2023).

Emotional engagement is often reinforced by a belief in personal expertise or knowledge about teams and outcomes. Royce et al. (2025) observed that young people frequently justify gambling decisions based on perceived insight into team performance, which can foster a misplaced sense of confidence in winning. This belief can make gambling appear less risky and more strategic, even when the odds remain objectively unfavourable, and any individual participant is vastly unlikely to possess the expertise to "beat the market". For example, one participant noted that betting on a team they "knew" felt like a safe decision. Discussion on the illusion of control in sports betting is not new with, for example, similar discussions in qualitative reviews of sports betting themes in the UK (Lopez-Gonzalez et al., 2018) and evaluations of expertise on sports betting results in Canada (Cantinotti et al., 2004). Knowledge about sporting teams appears to encourage false beliefs about the role that knowledge plays in sports betting outcomes across similar cultures.

Preventing the normalisation of gambling

Efforts to prevent the normalisation of gambling have increasingly come under scrutiny for their limited scope and effectiveness. Messaging campaigns have tended to rely on personal responsibility narratives, which place the burden of harm prevention on individuals rather than addressing broader systemic and commercial influences. Ray et al. (2024) found that while such campaigns may raise awareness, they rarely lead to meaningful behavioural change. Similarly, Benakovic et al. (2024) argue that these approaches risk reinforcing stigma and shame, particularly among young men, and may inadvertently contribute to harmful behaviours such as chasing losses.

Despite growing recognition of gambling as a public health issue, population-level interventions remain rare and under-evaluated. Tompson et al. (2024) conducted a review of population-level strategies targeting commercial determinants of mental health, finding a notable absence of high-quality evaluations in the gambling domain. Clune et al.'s (2024) rapid review was consistent with these findings, identifying a significant gap in high-quality empirical evidence around effective public health interventions to reduce gambling-related harm. According to Clune et al., existing programs tend to focus on tertiary prevention or individual behaviour change, leaving structural and environmental factors largely unaddressed.

While most research has focused on risks leading to sports betting participation, Hing et al. (2024) investigated protective factors that may inform prevention strategies. Several protective factors were identified among adolescents who choose not to gamble. These include critical thinking skills, financial literacy, and strong parental role modelling. Such factors suggest pathways for leveraging resilience and informed decision-making, rather than warning against gambling.

PUBLIC HEALTH INTERVENTION CAMPAIGNS AND THEIR EFFECTIVENESS

Recent targeted campaigns have shown some modest success in promoting safer betting. The 'Bet Regret' initiative aimed to raise awareness of impulsive betting and promote moderation strategies. Evaluations suggest that the campaign achieved strong reach and influenced behaviour among some viewers, with 76% reporting moderated gambling habits (Benakovic et al., 2024). However, this program was criticised for its personal responsibility narrative, effectively ignoring the social and structural factors that influence gambling behaviours. Furthermore, this program was industry-funded, raising concerns about independence.

Independently funded campaigns such as the 'Football Fans & Betting' program (Biggar, 2023, as cited in Benakovic et al., 2024) and 'Gambling with Gronk' (Responsible Gambling Council, 2022) sought to reduce gambling and increase wellbeing through education on industry tactics and strategies for minimising harms. While 'Gambling with Gronk' is reported to have increased awareness about gambling while intoxicated, detailed published evidence about these independently funded programs remain unavailable.

These limitations in current interventions align with concerns raised by young people in research examining their views on gambling harm reduction policies. Recent research has documented youth-led critiques calling for more realistic messaging, tighter restrictions on celebrity and influencer use in gambling advertisements, and greater regulatory accountability (Pitt et al., 2022). Pitt et al. found that some young people expressed frustration with the current policy approaches, suggesting they fail to reflect their lived experiences and protect them from pervasive marketing. Their recommendations include direct engagement with government, bans on influencer-based advertising, and more authentic portrayals of gambling harms akin to those used in anti-smoking campaigns.

AIMS

The current study marks the third and final phase of the GHS SA survey of South Australian adults' attitudes, beliefs and behaviours around sports betting. This third phase aimed to:

1. Compare attitudes, beliefs and behaviours around sports betting and its normalisation in the community between the three surveys used in this project: 2021, 2023, and 2025.

2. Measure South Australian adults' recall and sentiment towards the 'Here for the Game' and 'Spoil Sport' campaigns.

Our main results will focus on combined comparisons of key variables across all three waves. Comparisons between 2021, 2023 and 2025, extending those previously reported in 2023, will be included in Appendix A. Readers interested in precise statistics (i.e. means, percentages) not mentioned in the main text should consult this section.

Method

Phase three follows the same design as the previous two phases in the Community Attitudes project. The CQUniversity Human Research Ethics Committee provided ethics approval (0000025611).

Participants were recruited by Qualtrics, who leverage access to online market research panels. Consistent with the 2021 and 2023 survey commentary, market research panels are not necessarily representative of the population. However, both previous phases of the survey have utilised market research panels and the aim of this study is to provide comparisons between these time points. Hence, the use of market research panels is consistent with and necessary to fulfil those aims.

Inclusion and exclusion criteria as well as sampling quotas remained the same between phases. Quotas for response collection were set to reflect the South Australian population with a 10% flexibility limit. Gender and age were nested with targets for males set as: 13% 18-24 year olds, 13% 35-49 year olds, and 22.7% 50 and over. Female quotas were set as: 13.05% 18-34 year olds, 13.05% 35-49 year olds, and 25.2% 50 and over. Participant location quotas were set as: 77.5% in Adelaide, 22.5% from the rest of South Australia. A soft quota was set for non-gamblers (~30%), a strategy to balance out the higher incidence of gamblers within online panels.

Requirements for participation in phase three were consistent with prior waves: participants needed to live in South Australia and be 18 years old or older. Geographical location at the time of survey completion was checked using device IP addresses. The same commercial panel provider (Qualtrics) was employed for all three waves, who was instructed to employ consistent sourcing of participants from panels at each time point. Filtering of automated bot responses was performed using RelevantID and Recaptcha scores provided by Qualtrics, ensuring with as much accuracy as possible that responses were completed by individuals residing in South Australia.

The soft launch began August 12th, 2025. Responses were collected from 49 participants and checked for quality and to ensure programming worked as expected. A speeding check of five minutes was added to the survey to exclude responses from those who completed the survey in half of the median time of all respondents, as fast responses typically indicate inattention. One other respondent was identified during the soft launch to have "straight lined" their answers (e.g., selecting the same response for all answers, when such a pattern of responding is unlikely). However, they would have been caught by the speeding check as they completed the survey in 299 seconds. No other concerns were identified with the data or survey flow. The survey was launched on 14th August 2025 and completed on 9th September 2025.

A total of 2294 participants started the survey. The total number of invitations is unknown; hence a response rate cannot be calculated. Of those that started, 26 were excluded after Qualtrics tagged responses as duplicates. One hundred and seventy-four were excluded due to speeding, defined as completion in under half of the median completion time identified during the soft launch (300 seconds). A further eight responses were tagged as "fraudulent" by Qualtrics and excluded. Responses were manually checked for straight line responding and incomplete answers. No further responses were removed. Of the remaining 2086 participants, 81 discontinued the survey before completion and were excluded. After these exclusions, the completion rate was 87.41% and a sample size of n = 2005. Non-gamblers make up 27.1% of the final sample.

MEASURES

The measures used in the current survey remain the same as phase two, with minor alterations to questions relating to the "Here for the Game" campaign, each noted in the descriptions below. An additional question was added to provide an indication on awareness of participants of gambling campaigns. The addition was made to provide an additional baseline for participant recall of campaign materials. The complete survey including these changes can be found in Appendix B.

Information and Consent

A link was sent from the panel provider to participants as the means of invitation to participate in the survey. The first screen introduced the survey as the "Survey of Attitudes about Sports Betting in South Australia". Information was provided outlining the study, what was involved, confidentiality information and their right to withdraw. Participants were asked to provide their consent to participate by clicking "next" before being presented with screening items.

Screening and quota questions

Participants were screened based on their age (only those 18 or over could participate) and state or territory they live in (only those in South Australia could participate). A question on gender was presented for use in quota assignments. No other questions were presented until this section had been completed and the relevant quota checks performed. If the relevant quota for the age and gender group was full, then the participant was thanked for their time and the survey exited.

Gambling behaviours

Participants gambling behaviour was assessed using two questions. The first asked how often the respondent had bet on sporting events or matches for money, including betting performed online, by telephone, or at land-based venues. The second question asked about how often they bet on any other forms of gambling (excluding sports), such as pokies, horse/greyhound racing, scratchies, lottery/lotto/pools tickets, and bingo for example. Response options were grouped ranging from never, 1 to 6 times (once every two months or less), 7 to 12 times (once a month or less), 13 to 24 times (once or twice a month), 25 to 52 times (once or twice a fortnight), or 53+ times (once a week or more).

Survey flow depended on the answers to these questions. For respondents who answered never to both questions were classified as non-gamblers. If the soft quota had been met (30%) then the respondent was thanked for their time and the survey exited. If they indicated that they bet on sports at all then they were classified as a sports bettor and presented with measures of sports betting behaviour and cognitions. If respondents did not bet on sports, but did gamble, then they skipped the sports betting behaviour and cognitions section and continued from the next block of questions.

Cognitions

Respondents who confirmed they engaged in sports betting, were asked a series of questions regarding their attitudes and behaviours related to sports betting activities. Questions remained identical to those used in the 2023 and 2021 survey, which were adapted from the Erroneous Beliefs and Emotional Involvement Scale (Jones & Noël, 2021). Respondents are asked for their level of agreement with a series of 13 statements using a four-point Likert scale ranging from strongly disagree (1) to strongly agree (4). Items assessed cognitive biases and skill attribution, including "When I win my sports bet, it's due to my skill and knowledge of sports" and "I can often estimate the true odds better than the advertised odds." Additional items examined responsible gambling practices, such as "If I'm not having fun gambling in sports, I stop" and "I stick to a dedicated budget for sports betting." Response options and scoring for all items were: "strongly disagree," (1) "disagree," (2) "agree," (3) and "strongly agree" (4).

The ten items assessing cognitive biases (presented in Figure 7) were summed to create an overall measure of erroneous beliefs used in multivariate analysis. The three items examining protective beliefs (presented in Figure 8) were analysed separately. Possible scores ranged between 13 to 52. Higher scores indicate stronger agreement with erroneous statements about sports betting. Reliability for cognitions around gambling was acceptable ($\alpha = .89$).

Sports betting attitudes

All respondents, regardless of their sports betting engagement, completed measures assessing attitudes towards sports betting advertising and promotional activities. Participants rated their agreement with nine statements using a four-point Likert scale. Items included "sports betting advertising during sports games should be banned" and "sports betting advertising increases gambling problems in Australia." These items replicated those administered in the 2021 and 2023 survey, with response options and scoring for each item of "strongly disagree," (1) "disagree," (2) "agree," (3) and "strongly agree" (4). For use in multivariate analysis, items were summed to create an overall measure of attitude towards betting. Scores ranged from nine to 36 with higher scores indicating more negative views towards sports betting advertising and promotion. Evaluation of Cronbach's alpha show the reliability in this sample was good ($\alpha = .93$).

Additional measures examined participants' exposure to specific advertising campaigns. These were the same as those used in the 2023 survey with the addition of content relating to the "Spoil Sport" campaign. Respondents indicated which campaign materials they had encountered from a list that included the South Australian "Here for the Game" and "Spoil Sport" campaigns, campaigns from other jurisdictions, and fictitious campaigns serving as distractions and baselines. Respondents were instructed to select all options they recalled seeing material for.

Respondents recall of the frequency of exposure to messaging discouraging sports betting when watching sports over the preceding 12-month period was measured using a single item. Response categories were: "never," "sometimes," "most of the time," and "almost always."

One additional item was added to the 2025 survey. This item replicated the measure of respondents' recall of anti-gambling campaigns but was reversed to act as a comparison measure of recall to the Government campaigns. Respondents were asked to indicate which of a set of gambling campaign materials they recalled seeing. The list included a series of eight items including actual campaign material such as "Your place to bet" and "Proud supporters of having a crack". Fictitious campaigns were included to act as distractors including options such as "Bet like a pro".

Watching and involvement in sport

All participants reported their frequency of sports consumption across multiple platforms during the preceding 12-month period. Viewing modalities included television broadcasts, live attendance at sporting venues, video content via electronic devices or computers, and viewing at hospitality venues such as pubs or clubs. Items were consistent with the 2023 survey.

Participants also indicated the frequency with which they viewed sports content in various social contexts, specifically with friends, family members under 18 years of age, and adult family members.

For both sports viewing frequency and social viewing context measures, response categories and associated scores were: "never" (1), "1-6 times (once every two months or less)" (2), "7-12 times (once a month or less)" (3), "13-24 times (once or twice a month)" (4), "25-52 times (once or twice a fortnight)" (5), and "53+ times (once a week or more)" (6).

Normalisation of sports betting

The current study employed the betting normalisation scale developed in the 2021 survey (Browne et al., 2021) and deployed in 2023. This scale assesses subjective perceptions of sports betting normalisation. Three dimensions of sports betting normalisation are evaluated: community, friends, and family contexts explained below.

Community Norms

Slider scales were used to measure perceptions of sports betting normalisation. Participants rated the extent to which sports betting constitutes a normal aspect of life in South Australia (anchored from "not at all normal" to "completely normal"), the degree to which sports betting forms part of South Australian culture (from "not part of the culture" to "completely part of the culture"), and the level of social acceptance of sports betting within South Australia (from "not at all" to "completely"). Additionally, participants estimated the percentage of South Australian adults who engage in sports betting regularly (monthly), recently (within the previous month), and at any point during their lifetime, using slider scales ranging from 0 to 100. As described in previous reports, these items were adapted from gambling-related measures in normalisation research (Thomas et al., 2018), incorporating the five dimensions of normalisation framework (Parker et al., 2002).

Social Norms (Friends and Family)

Social norm measures were derived from the Subjective Norms Scale (Moore & Ohtsuka, 1999), with modifications addressing sports betting contexts. Items were refined based on factor loadings observed in the 2021 study (Browne et al., 2021), ensuring consistency across survey administrations. Six items each assessed friend and family contexts, with participants rating their agreement using a four-point Likert scale. Representative items included "My friends are OK with sports betting" and "My friends and I discuss sports betting in-person or in messaging apps."

Items used in the 2025 survey reflect those used in 2023. The 2023 survey had one additional item not contained in the previous 2021 survey for both friend and family contexts at the request of the SA Office for Problem Gambling: "my friends and I share tips and bets for sports betting in person or in apps." Response options were "strongly disagree," "disagree," "agree," and "strongly agree." To maintain consistency across surveys, the supplementary item is excluded from the normalisation index calculations.

Normalisation Index

The composite normalisation index comprised 16 items: six addressing community norms and five each for family and friend contexts. Scores ranged from 0 to 100, with higher values indicating greater perceived normalisation of sports betting. Detailed psychometric properties are reported in Browne et al. (2021). The normalisation index is calculated by transforming all Likert-type items to a value between 0 and 100 (1=0, 2=33.33, etc.), then calculating the mean score of all normalisation item responses. Internal consistency reliability for the normalisation index in the current study was acceptable (α = .92).

Protective strategies related to sports betting

All participants completed measures examining attitudes toward discussing sports betting and associated problems with adult social contacts. Participants indicated their agreement with statements regarding intervention approaches, including whether discussing sports betting concerns with adult family members or friends who engage in frequent betting is appropriate, and their confidence in discussing sports betting risks with close social contacts. Response options employed a four-point Likert scale: "strongly disagree," "disagree," "agree," and "strongly agree."

Additionally, participants reported the degree to which they had engaged in protective sports betting conversations during the preceding 12-month period. Items assessed whether participants had discussed sports betting risks with close adult contacts (family members or friends) and their exposure to safe sports betting messaging. Response categories were: "never," "once or twice," "sometimes," and "often."

Child and Adolescent Protection Measures

Attitudes and behaviours concerning protection of minors from sports betting risks were also measured. Participants rated their agreement with statements including "It is important to talk to children and adolescents about the risks of betting on sports" and "It's OK if children and adolescents see you betting on sports," using the four-point agreement scale described above.

Behavioural measures assessed participants' communication with minors regarding sports betting risks and their exposure to child protection messaging during the previous 12 months, using the same frequency response categories employed for adult-focused measures.

Caregiving Context and Behaviours

Participants indicated whether they had provided care for children or adolescents during the preceding 12-month period, encompassing roles from full-time parenting to casual childminding. Those confirming caregiving responsibilities specified their relationship to the children (parent, grandparent, foster parent, babysitter, other family member, family friend, or other).

Participants who reported both sports betting activity and caregiving responsibilities completed additional measures assessing protective behaviours around minors. Items evaluated discretionary communication practices, such as "If I make a win betting on sports, I take care not to mention it to them" and "If I talk about betting on sports, I take care not to let them overhear." Response options were: "never," "rarely," "sometimes," "usually," and "always."

Finally, all participants with caregiving responsibilities rated their perceived competence and comfort regarding sports betting risk communication with minors. Items included "I feel informed enough to talk to children or adolescents in my care about the risks of sports betting" and "I feel comfortable talking to children or adolescents in my care about the risks of sports betting," with responses on the four-point agreement scale.

Gambling problems

Participants who reported gambling activity within the preceding 12-month period completed the 9-item Problem Gambling Severity Index (PGSI; Ferris & Wynne, 2001). Participants were instructed to base their responses on their general gambling behaviour during the previous 12 months, rather than limiting consideration to sports betting activities specifically.

Response options employed a four-point frequency scale: "never" (0), "sometimes" (1), "most of the time" (2), and "almost always" (3). Item scores were summed to generate total scores ranging from 0 to 27. Based on established cut-off criteria, participants were classified into four risk categories: non-problem gambling (PGSI = 0), low-risk gambling (PGSI = 1-2), moderate-risk gambling (PGSI = 3-7), and problem gambling (PGSI = 8-27).

Internal consistency reliability for the PGSI in the current sample was excellent ($\alpha = .95$).

Campaign awareness

All participants completed measures assessing their awareness and evaluation of the "Here for the Game" or "Spoil Sport" campaign. Initial screening determined whether participants had encountered advertising featuring fans and South Australian professional sports clubs promoting the "Here for the Game" or "Spoil Sport" message (response options: "yes" or "no").

Campaign Exposure and Frequency

Participants who reported campaign awareness provided additional information regarding their exposure patterns. Frequency of campaign material exposure was assessed using categorical responses: "Just once," "A few times over the last year," "Every one or two months," "Every one or two weeks," or "Weekly or more often."

Campaign Message Evaluation

Participants evaluated seven statements regarding campaign messaging using a four-point Likert scale from "strongly disagree" to "strongly agree." Items assessed message clarity, utility, and appropriateness, including "The messages were easy to understand," "The messages are helpful to gamblers," and "The messages go too far."

Behavioural Responses to Campaign

Participants indicated their behavioural responses following campaign exposure from a comprehensive list of options: "Visited the 'Here for the Game' website," "Reflected on my own gambling," "Reflected on someone else's gambling," "Talked to someone about the 'Here for the Game' campaign," "Talked to someone about my gambling," "Talked to someone about their gambling," "I looked for help online," or "I did nothing."

Campaign Recall and Impact

Campaign memorability was assessed using a five-point scale anchored from "Not at all" to "Extremely." Participants identified exposure channels by selecting all applicable platforms: "On TV," "On the radio," "On social media," "On the internet," "On YouTube adverts," "On a moving billboard," "At a sports ground/stadium," and "On a fixed billboard."

Message recall was evaluated through recognition of key campaign slogans. Participants selected all remembered messages from the following options: "Here for the Game, not the Gambling," "Here for the atmosphere, not the bonus bets," "Here for my heroes, not for my multi," "Here for the loyalty, not the odds," "Here for the memories, not the early bet payout," "Here for the fans, not the odds on favourite," and "None of the above."

Participants rated their overall campaign impression using a five-point scale ranging from "Very negative" to "Very positive." Finally, participants identified which South Australian professional sports clubs they recalled from campaign advertising, selecting all applicable options: "AUFC," "36ers," "Giants," "Crows," “Lightning,” and "None of the above."

Demographics

In addition to age, participants provided demographic information across multiple domains. Variables assessed included gender identity, household composition (number of adults and children/adolescents residing in the household during the preceding 12 months, with specific ages recorded for minors), marital status, household structure, highest educational qualification, employment status, total pre-tax household income, country of birth, primary language spoken at home, and Aboriginal or Torres Strait Islander status. Complete demographic distributions are presented in Table 1.

Comparative analysis between the 2021, 2023, and 2025 survey administrations revealed broadly similar demographic profiles with minor shifts across most categories. This reflects similar recruitment strategies and provides support for comparing the samples across the time points. The current sample contained slightly more middle-aged participants than previous years (by proportion) and similar to 2023 showed a slight increase in female gender representation, as well as increased representation of Aboriginal or

Torres Strait Islander participants. Additional patterns included higher educational levels and household income than in the 2023 sample.

Table 1. Demographic characteristics

Variable	2021 *N* = 2030 *n (%)*	2023 *N = 1994* *n (%)*	2025 N = 2005 *n (%)*
Age (years)			
18 - 34	565 (27.8%)	507 (25.4%)	455 (22.7%)
35 - 49	549 (27.0%)	502 (25.2%)	573 (28.6%)
50+	916 (45.1%)	985 (49.4%)	977 (48.7%)
Gender			
Male	981 (48.3%)	893 (44.8%)	872 (43.5%)
Female	1036 (51.0%)	1092 (54.8%)	1122 (56.0%)
Other	9 (0.4%)	6 (0.3%)	5 (0.2%)
Prefer not to say	4 (0.2%)	3 (0.2%)	6 (0.3%)
Aboriginal or Torres Strait Islander origin			
No	1979 (97.5%)	1903 (95.4%)	1864 (93.0%)
Yes, Aboriginal	44 (2.2%)	69 (3.5%)	112 (5.6%)
Yes, Torres Strait Islander	5 (0.2%)	7 (0.4%)	110 (0.5%)
Yes, Both	2 (0.1%)	15 (0.8%)	19 (0.9%)
Education			
No schooling	7 (0.3%)	4 (0.2%)	4 (0.2%)
Did not complete primary school	3 (0.1%)	9 (0.5%)	5 (0.2%)
Completed primary school	32 (1.6%)	24 (1.2%)	28 (1.4%)
Year 10 or equivalent	224 (11.0%)	244 (12.2%)	230 (11.5%)
Year 12 or equivalent	401 (19.8%)	434 (21.8%)	398 (19.9%)
A trade, technical certificate or diploma	601 (29.6%)	646 (32.4%)	572 (28.5%)
A university or college degree	492 (24.2%)	438 (22.0%)	526 (26.2%)
Postgraduate qualification	270 (13.3%)	195 (9.8%)	242 (12.1%)

Table 1 (Cont.)

Variable	2021 *N* = 2030 *n* (%)	2023 *N = 1994* *n* (%)	2025 N = 2005 *n* (%)
Employment			
Worked full-time	683 (33.6%)	645 (32.3%)	776 (38.7%)
Worked part-time or casual	385 (19.0%)	393 (19.7%)	322 (16.1%)
Self-employed	108 (5.3%)	104 (5.2%)	99 (4.9%)
Unemployed and looking for work	103 (5.1%)	105 (5.3%)	80 (4.0%)
Full-time student	73 (3.6%)	56 (2.8%)	41 (2.0%)
Full-time home duties	126 (6.2%)	107 (5.4%)	113 (5.6%)
Retired	452 (22.3%)	438 (22.0%)	468 (23.3%)
Sick or disability pension	73 (3.6%)	101 (5.1%)	83 (4.1%)
Other	27 (1.3%)	45 (2.3%)	23 (1.1%)
Household income			
Less than $25,000	236 (11.6%)	241 (12.1%)	189 (9.4%)
$25,000 to $49,999	453 (22.3%)	425 (21.3%)	378 (18.9%)
$50,000 to $74,999	385 (19.0%)	390 (19.6%)	339 (16.9%)
$75,000 to $149,999	689 (33.9%)	667 (33.5%)	731 (36.5%)
$150,000 or more	267 (13.2%)	271 (13.6%)	368 (18.4%)
Country of birth			
Australia	1598 (78.7%)	1668 (83.7%)	1683 (83.9%)
Other	432 (21.3%)	326 (16.3%)	322 (16.1%)
Main language spoken at home			
English	1935 (95.3%)	1928 (96.7%)	1940 (96.8%)
Other	95 (4.7%)	326 (3.3%)	65 (3.2%)
Marital status			
Single/never married	458 (22.6%)	474 (23.8%)	443 (22.1%)
Living with partner / de facto relationship	365 (18.0%)	330 (16.5%)	290 (14.5%)
Married	951 (46.8%)	899 (45.1%)	955 (47.6%)
Divorced or separated	211 (10.4%)	231 (11.6%)	255 (12.7%)
Widowed	45 (2.2%)	60 (3.0%)	62 (3.1%)
Household			
Single person	366 (18.0%)	417 (20.9%)	435 (21.7%)
One parent family with children	153 (7.5%)	176 (8.8%)	156 (7.8%)
Couple with children	625 (30.8%)	651 (32.6%)	667 (33.8%)
Couple with no children	647 (31.9%)	533 (26.7%)	529 (26.4%)
Group household	173 (8.5%)	152 (7.6%)	142 (7.1%)
Other	66 (3.2%)	65 (3.3%)	66 (3.3%)

Table 1 (Cont.)

Variable	2021 *N* = 2030 *n (%)*	2023 *N = 1994* *n (%)*	2025 N = 2005 *n (%)*
Location			
Adelaide	1549 (76.3%)	1545 (77.5%)	1630 (81.3%)
Elsewhere	481 (23.7%)	449 (22.5%)	375 (18.7%)
Adults in household			
Alone	440 (21.7%)	452 (22.7%)	492 (24.5%)
1 other person	1133 (55.8%)	1054 (52.9%)	1115 (55.6%)
2 other people	278 (13.7%)	288 (14.4%)	231 (11.5%)
3 other people	117 (5.8%)	135 (6.8%)	121 (6.0%)
4 other people	34 (1.7%)	41 (2.1%)	23 (1.1%)
5 or more other people	28 (1.4%)	24 (1.2%)	23 (1.1%)
Children / adolescents in household			
0	1319 (65.0%)	1228 (61.6%)	1179 (58.8%)
1	331 (16.3%)	365 (18.3%)	409 (20.4%)
2	279 (13.7%)	272 (13.6%)	315 (15.7%)
3	65 (3.2%)	94 (4.7%)	78 (3.9%)
4 or more	36 (1.5%)	35 (1.8%)	24 (1.2%)
*Ages of children / adolescents (N = 711 in 2021; N = 766 in 2023; N = 826 in 2025)**			
0 to 4 years	267 (37.6%)	254 (33.2%)	267 (32.3%)
5 to 9 years	268 (37.7%)	271 (35.4%)	309 (37.4%)
10 to 14 years	273 (38.4%)	287 (37.5%)	330 (40.0%)
15 to 17 years	188 (26.4%)	232 (30.3%)	232 (28.1%)

Note: * this question was a 'select all that apply' format so the total percentage does not = 100%

ANALYSIS

Descriptive findings are reported through summary statistics, including percentages, means, standard deviations, and medians. Figures generated from tables are presented in the results below, associated tables can be found in Appendix A. Comparisons across the three survey waves (2021, 2023, and 2025) were conducted using Spearman's rank-order correlation. Spearman's rank-order correlation was selected as the primary test for examining trends over time. It is appropriate for the Likert-type scales used throughout the survey items and does not assume equal intervals between response categories. This non-parametric approach is robust to common issues in survey data such as skewness and non-normal distributions and particularly suitable for detecting monotonic trends, consistent directional changes across. For two-wave comparisons (2023 and 2025 only), Mann-Whitney U tests were conducted as supplementary checks as well as chi-squared analysis for categorical variables.

Multivariate analyses were conducted to control for the effects of covariates across all series where data were available. Time point was coded as a factor variable to account for temporal influences in these models allowing for non-linear relationships. Analyses examining "Here for the Game" campaign-specific influences contain data from 2023 and 2025.

A critical significance value of $p < .05$ was employed throughout all analyses, and significant findings are bolded in results. Results are based on a sample of 6029 participants (2021: $N = 2030$; 2023: $N = 1994$; 2025: $N = 2005$). Where an analysis does not use the full sample, for example for questions which used skip logic (such as questions only asked of respondents with children under 18), the smaller N used in that respective analysis is noted.

Results

GAMBLING BEHAVIOUR AND PROBLEM GAMBLING

Overall, there was a statistically significant increase between 2023 and 2025 in the proportion of sports bettors (41.0% to 44.2%) but no change in the proportion of other gamblers (69.0% to 70.1%; Table 2). Among the participants who reported gambling or sports betting, the proportion of problem gambling significantly increased (18.1% to 22.5%).

The following sections focus on the primary goal of this report, to evaluate trends in responses across all three years the survey items (2021, 2023, and 2025). Minimal changes occurred across waves. Where items were added, analysis will evaluate the available data and note where this has occurred.

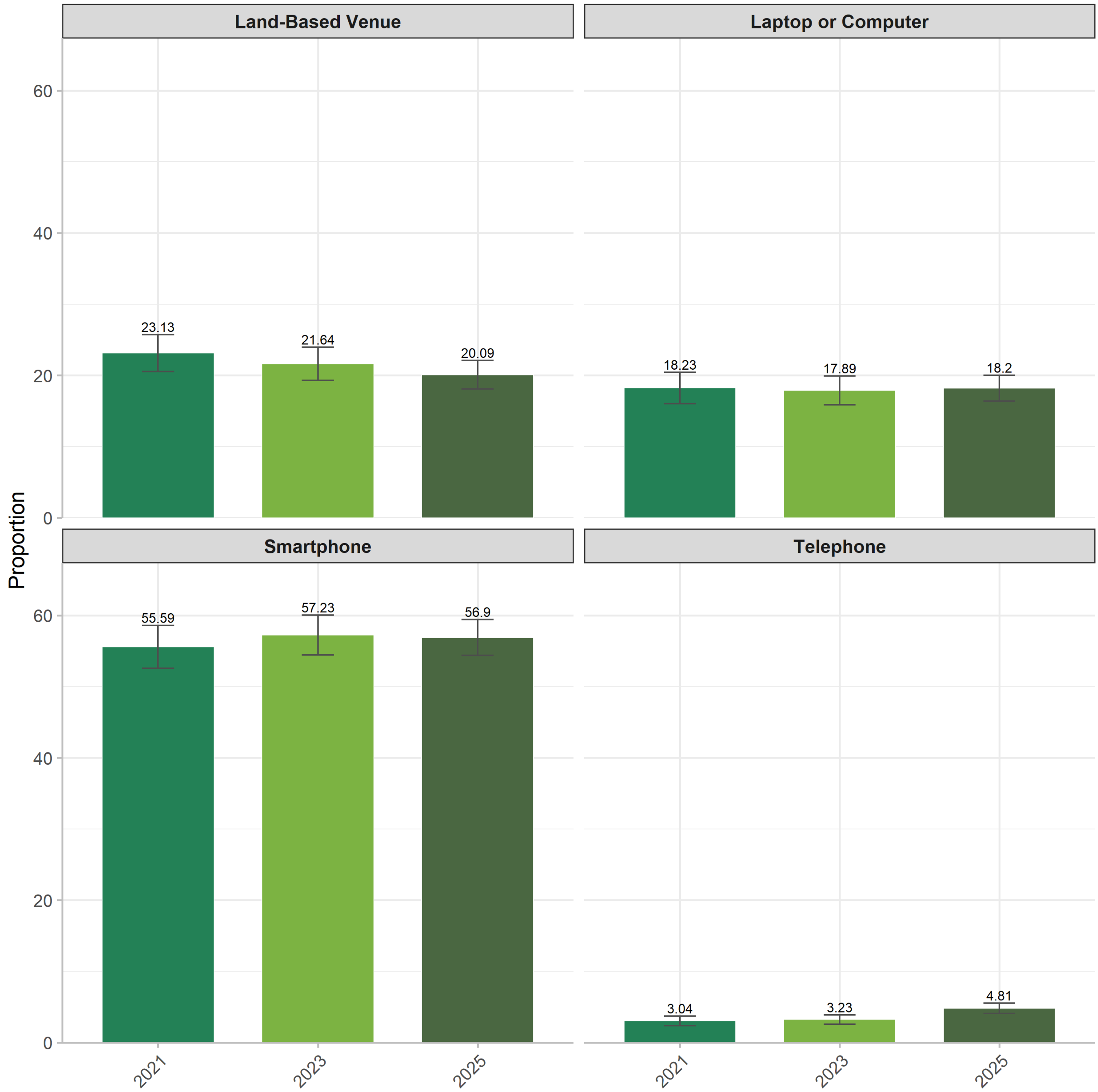
Table 2. Sports betting, gambling status and frequency, and problem gambling

Variable	2023 *n* (%)	2025 *n* (%)	Statistic
Sports bettor status			
No	1176 (59.0%)	1119 (55.8%)	**$\chi^2(1)=3.97$, p = .046**
Yes	818 (41.0%)	886 (44.2%)	
Other gambler status			
No	619 (31.0%)	600 (29.9%)	$\chi^2(1)=0.54$, p = .463
Yes	1375 (69.0%)	1405 (70.1%)	
Sports betting frequency			
Never	1176 (59.0%)	1119 (55.8%)	
1 to 6 times (once every two months or less)	432 (21.7%)	405 (20.2%)	
7 to 12 times (once a month or less)	128 (6.4%)	161 (8%)	**U=1908316.00, p = .006**
13 to 24 times (once or twice a month)	96 (4.8%)	112 (5.6%)	
25 to 52 times (once or twice a fortnight)	83 (4.2%)	94 (4.7%)	
53+ times (once a week or more)	79 (4.0%)	114 (5.7%)	
Other gambling frequency			
Never	619 (31.0%)	600 (29.9%)	
1 to 6 times (once every two months or less)	621 (31.1%)	604 (30.1%)	
7 to 12 times (once a month or less)	236 (11.8%)	247 (12.3%)	U=1955734.50, p = .221
13 to 24 times (once or twice a month)	157 (7.9%)	183 (9.1%)	
25 to 52 times (once or twice a fortnight)	157 (7.9%)	148 (7.4%)	
53+ times (once a week or more)	204 (10.2%)	223 (11.1%)	
PGSI status - full sample (N = 1994 in 2023; N = 2005 in 2025)			
Non-gambler	555 (27.8%)	544 (27.1%)	
Non-problem gambler	772 (38.7%)	710 (35.4%)	
Low-risk gambler	217 (10.9%)	191 (9.5%)	**$\chi^2(4)=16.41$, p = .003**
Moderate-risk gambler	190 (9.5%)	231 (11.5%)	
Problem gambler	260 (13.0%)	329 (16.4%)	
PGSI status - gamblers / bettors only (N = 1439 in 2023; N = 1461 in 2025)			
Non-problem gambler	772 (53.6%)	710 (48.6%)	
Low-risk gambler	217 (15.1%)	191 (13.1%)	**$\chi^2(3)=16.16$, p = .001**
Moderate-risk gambler	190 (13.2%)	231 (15.8%)	
Problem gambler	260 (18.1%)	329 (22.5%)	

Sports Betting Mode

The way participants placed their bets changed minimally between 2021 and 2025 (see Figure 1 or Table A 1), specifically for the category's laptops/computers and telephones. An increase in the proportion of sports betting by telephones saw an increase from 3.04% of expenditure in 2021, to 4.81% in 2025. Decreases were seen in the proportion of expenditure reported using Laptops and Computers. Both changes were minor and overall proportions of betting expenditure remained consistent.

Figure 1 Proportion of Sports Betting by Mode



Note: Figure depicts the proportion of sports bettors' expenditure spent on each betting mode in an average month.

Average Sports Betting Expenditure (over 12 months)

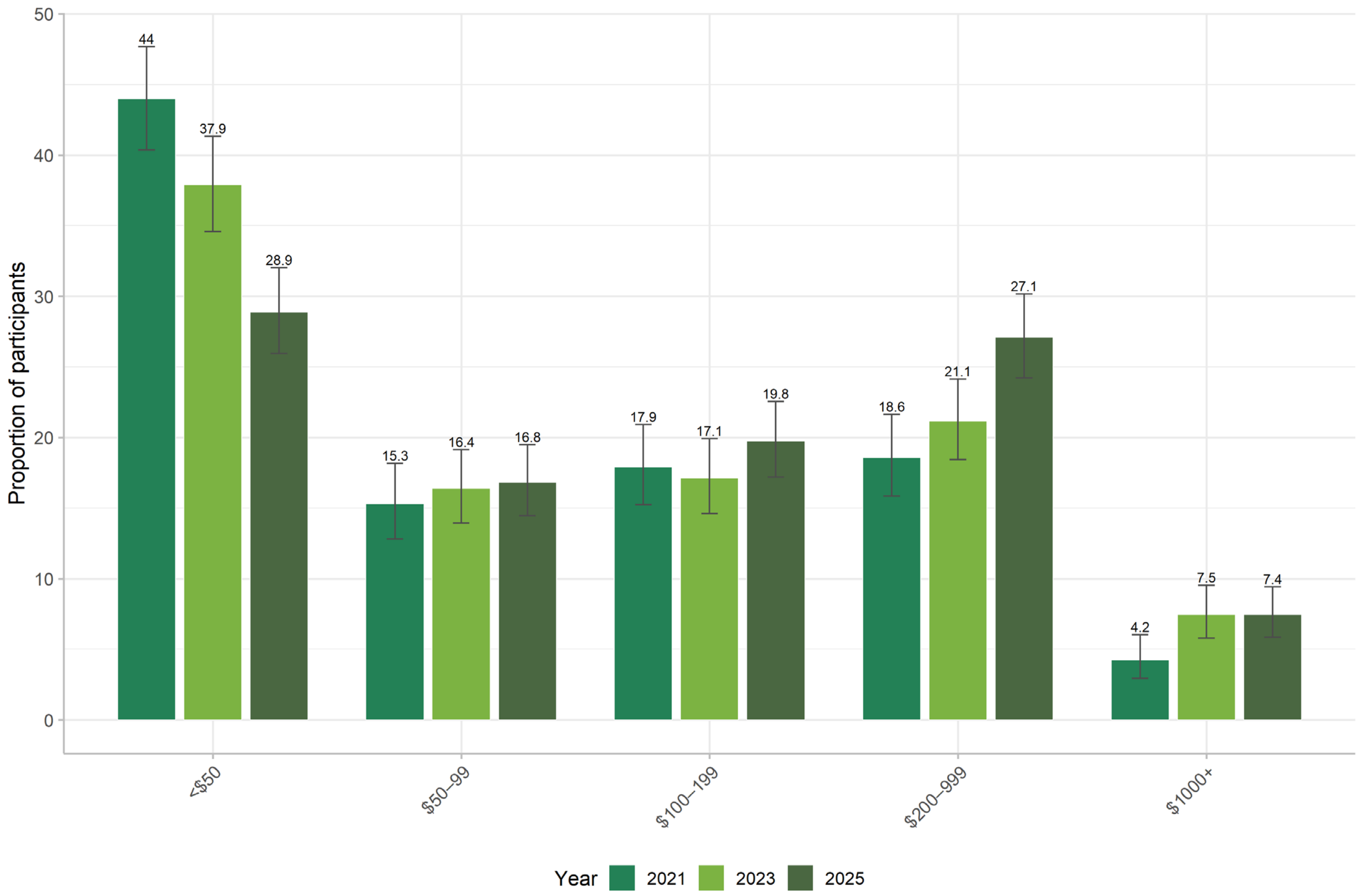
Analysis of self-reported monthly sports betting expenditure revealed a shift toward higher spending levels across waves (see Figure 2 or Table A 2). Fewer participants reported sports betting in low-spending categories, and more participants reported spending in the moderate-to-high (from $200 to over $1000 per month) brackets.

The most substantial change was observed in the lowest spending category, with the proportion of bettors spending less than $50 per month decreasing consistently from 44.0% in 2021, 37.9% in 2023, and to 29.0% in 2025.

Increases were recorded in higher spending brackets. The proportion of individuals spending between $200 and $999 per month rose from 18.6% in 2021 to 27.1% in 2025. The proportion of bettors spending over $1000 per month also increased from 4.2% in 2021 to 7.5% in 2023 and 2025.

These findings suggest a shift toward higher monthly expenditure among sports bettors, with fewer individuals remaining in the lowest spending category and a growing proportion reporting moderate to high levels of monthly betting activity.

Figure 2 Sports betting expenditure (typical month)



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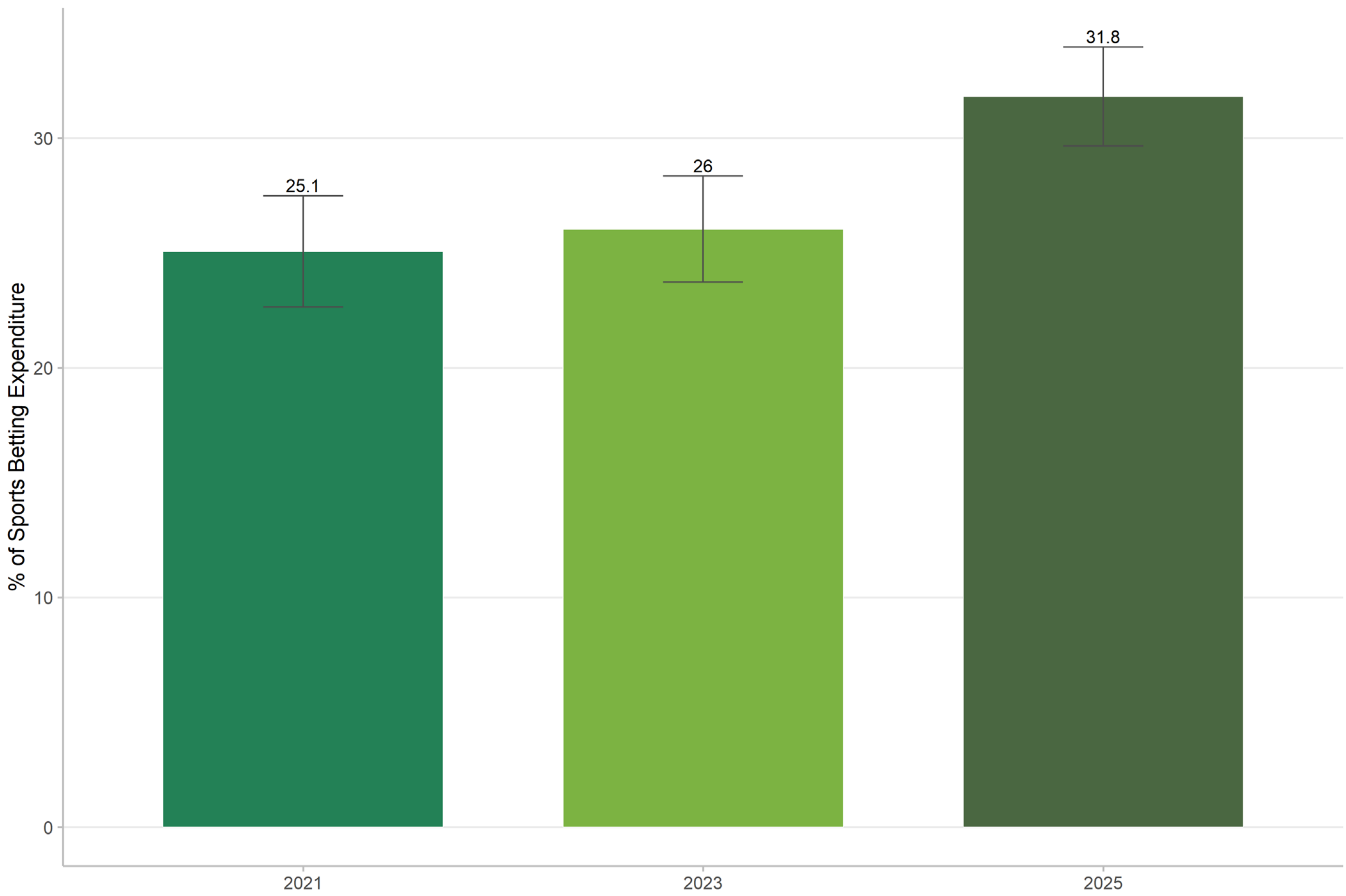
In-Play Sports Betting

As seen in Figure 3 below (or Table A 3), the proportion of adults engaging in in-play (live) sports betting increased between 2021 and 2025. In 2021, 25.1% of respondents reported placing bets during live sporting events. This figure rose slightly to 26.4% in 2023, before reaching 31.8% in 2025. This upward trend was consistent across the years and indicates greater participation in sports betting during play.

Figure 3 Average percentage of sports betting in-play or live

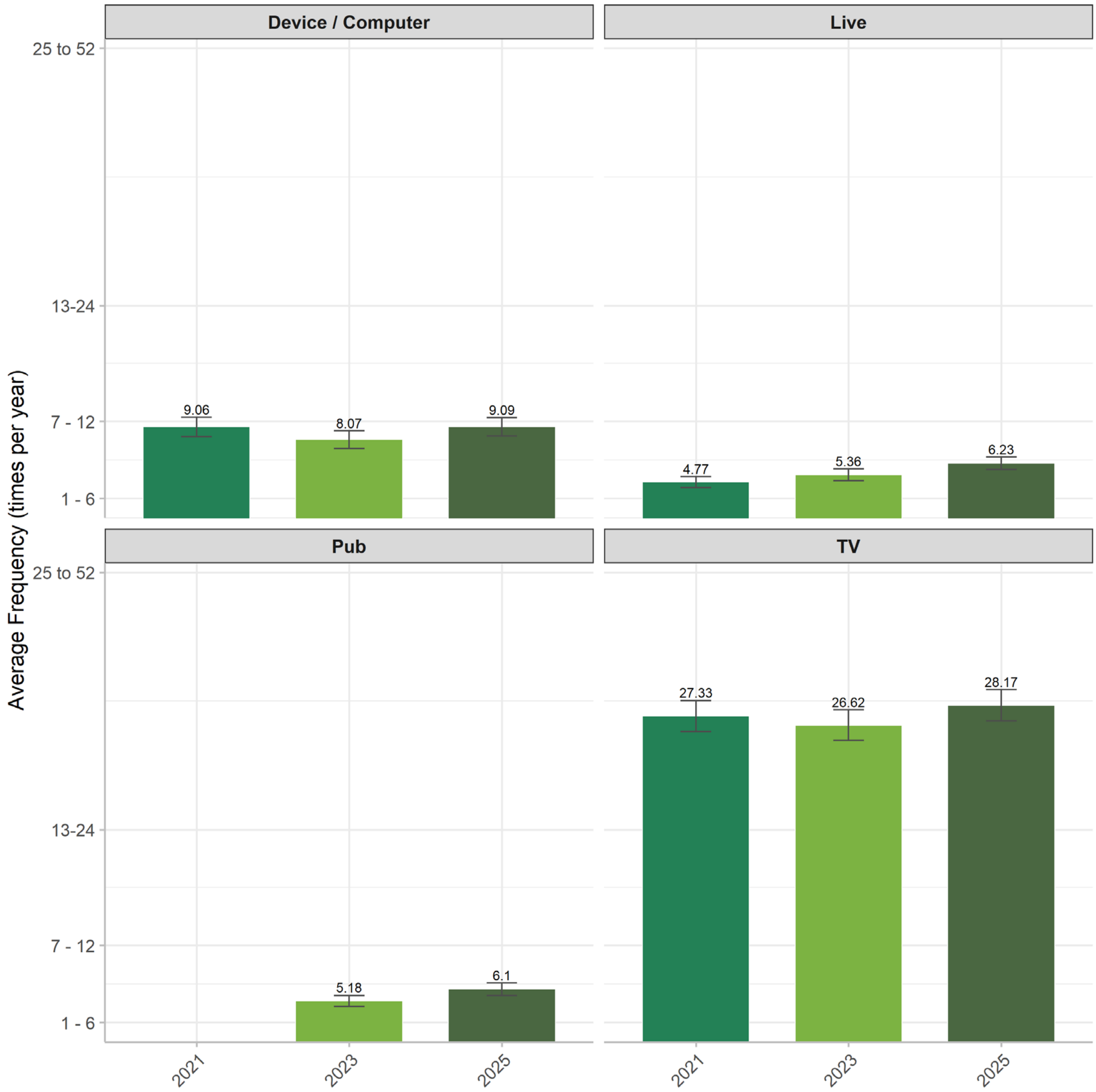


Method of watching Sport

Modes of sports viewing showed minor changes over the past waves, and are shown in Figure 4 and Table A 4. No changes were reported for frequency of watching sports on TV or on personal devices (both *p's* > .05). Watching sports at live venues was the only category to increase across waves (*p* < .001), with mean viewing frequency rising from 4.77 times per year in 2021 to 6.23 times per year in 2025.

Questions regarding viewing sport at public venues such as a pub were introduced in 2023. Comparisons of responses indicates viewing patterns did not change between 2023 and 2025 (*p* < .05).

Figure 4 Frequency of Sports Viewing by Method



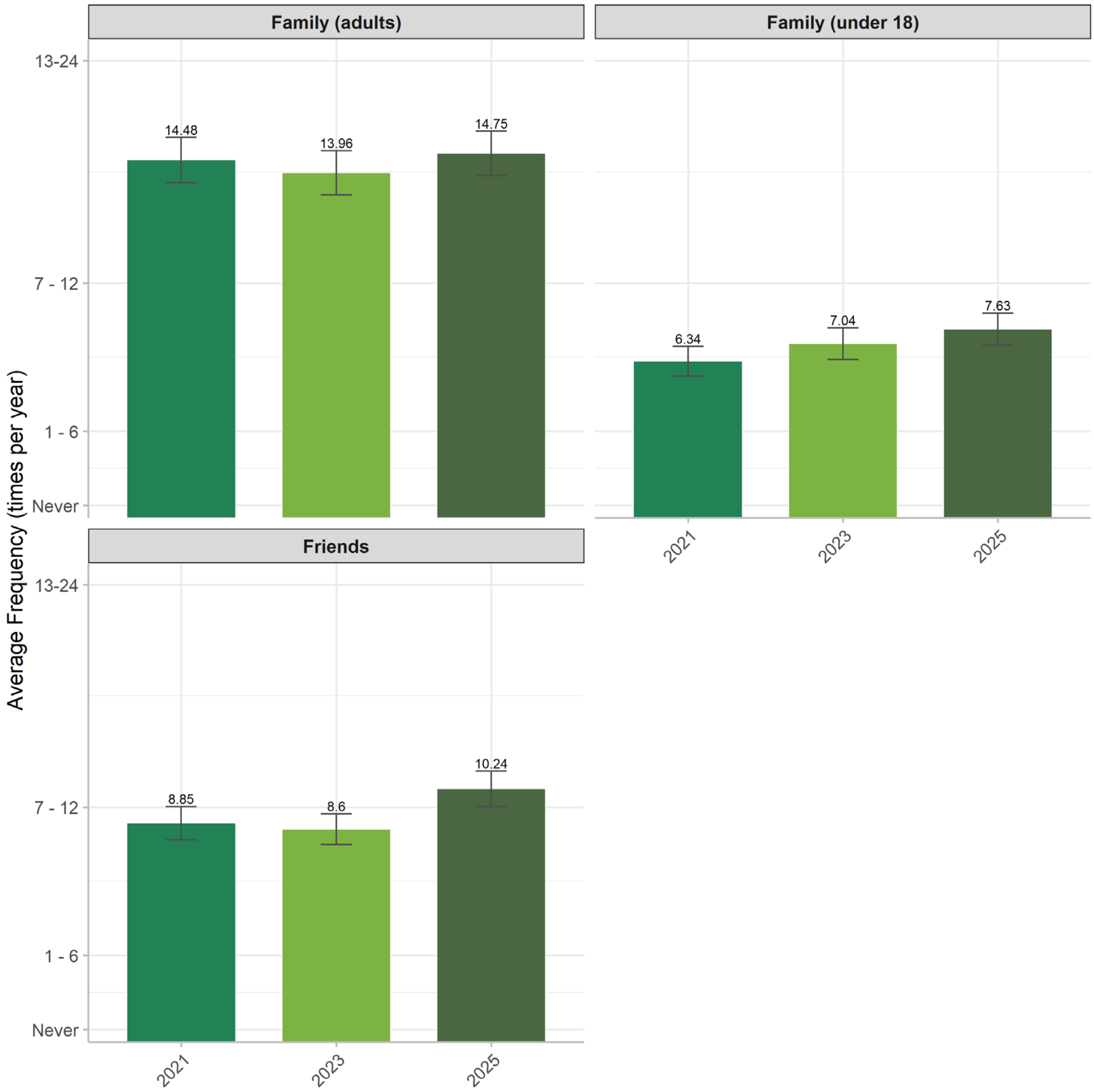
Note: Asking if participants watched sport in a venue such as a pub was first measured in 2023. The full set of response options included: Never, 1-6 times a year, 7 to 12 times, 13 to 24 times, 25 to 52 times, and 53+ times.

SOCIAL CONTEXT OF WATCHING SPORTS

Analysis of who respondents watched sports with revealed minor shifts in social viewing patterns. These trends are presented in Figure 5 (Table A 5) below. The average frequency of viewing sports with friends rose from 8.85 times per year in 2021 to 10.24 times per year in 2025. Similarly, the average frequency of watching sport with family (including children) increased between waves, increasing from 6.34 times per year in 2021 to 7.6 times per year in 2025.

Results suggest families watched sports with both friends and, or children more often in 2025 than they did in 2021.

Figure 5 Mean Frequency of Sports Watching by Social Context

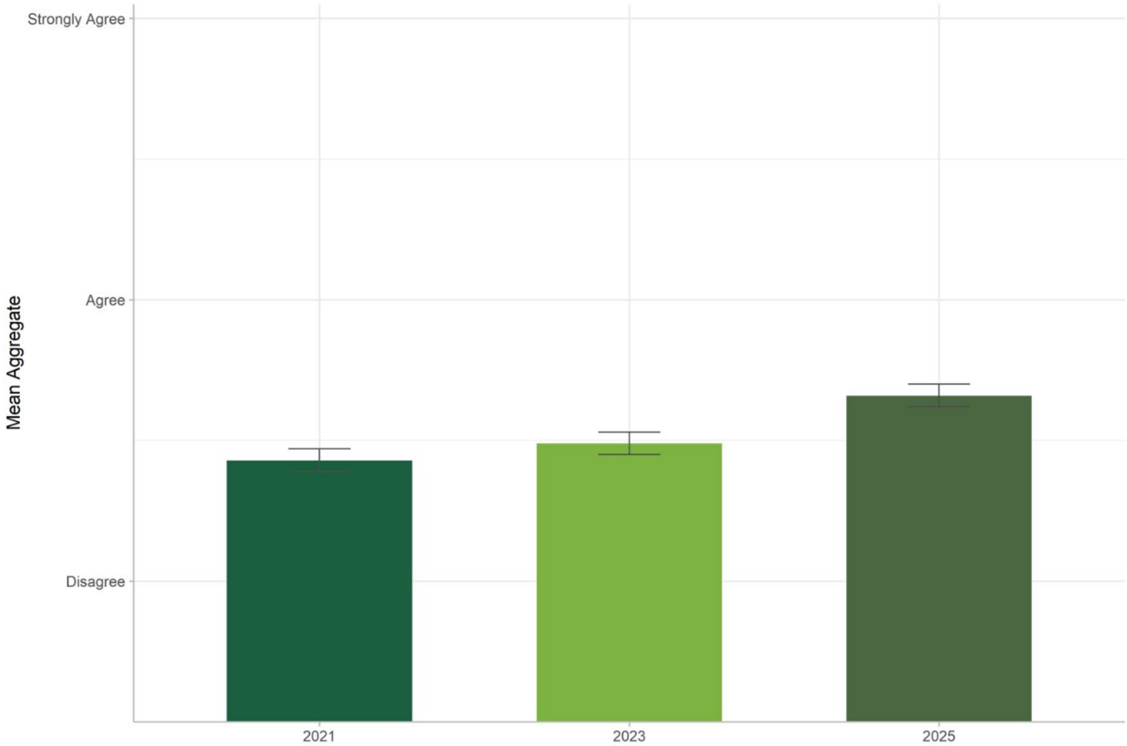


Note: the full set of response options included: Never, 1-6 times a year, 7 to 12 times, 13 to 24 times, 25 to 52 times, and 53+ times. The y scale has been condensed for clarity.

COGNITIONS AROUND SPORTS BETTING

The aggregate level of agreement of South Australian adult cognitions related to sports betting is shown in Figure 6. All statements measured reflect potential irrational cognitions about sports betting as such, higher levels of agreement reflect increased irrational beliefs around sports betting. Findings indicate irrational beliefs consistently increased between waves.

Figure 6 Aggregated Score of Cognitions Related to Sports Betting



Note: Full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

Individual items are presented in Figure 7 (Table A 6) and highlight the pattern of responses for individual items included in the measure of irrational beliefs around sports betting. Consistent changes were found across all items, across all waves ($p < .001$). No singular belief is responsible for the overall increase in irrational sports gambling beliefs.

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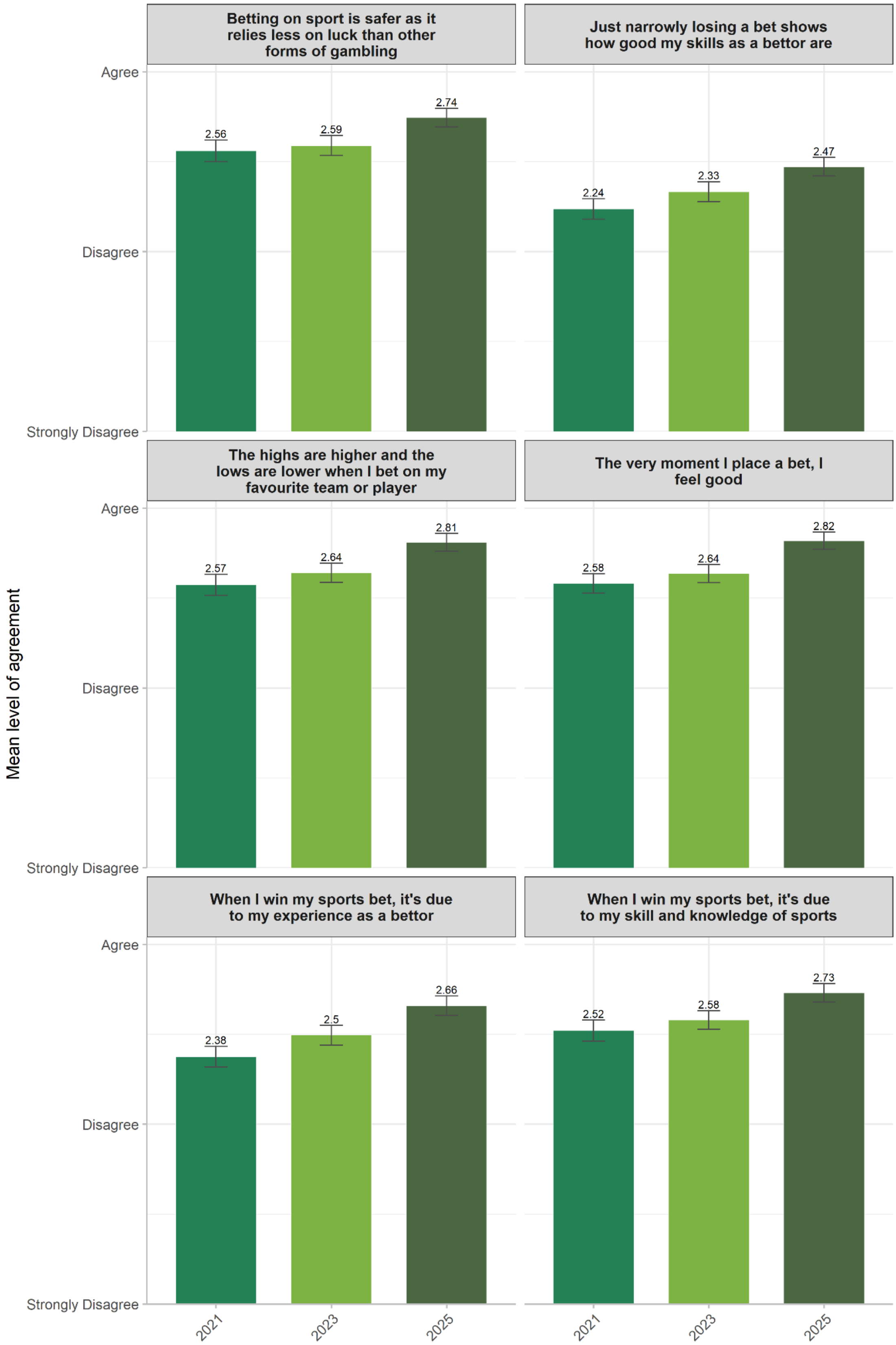
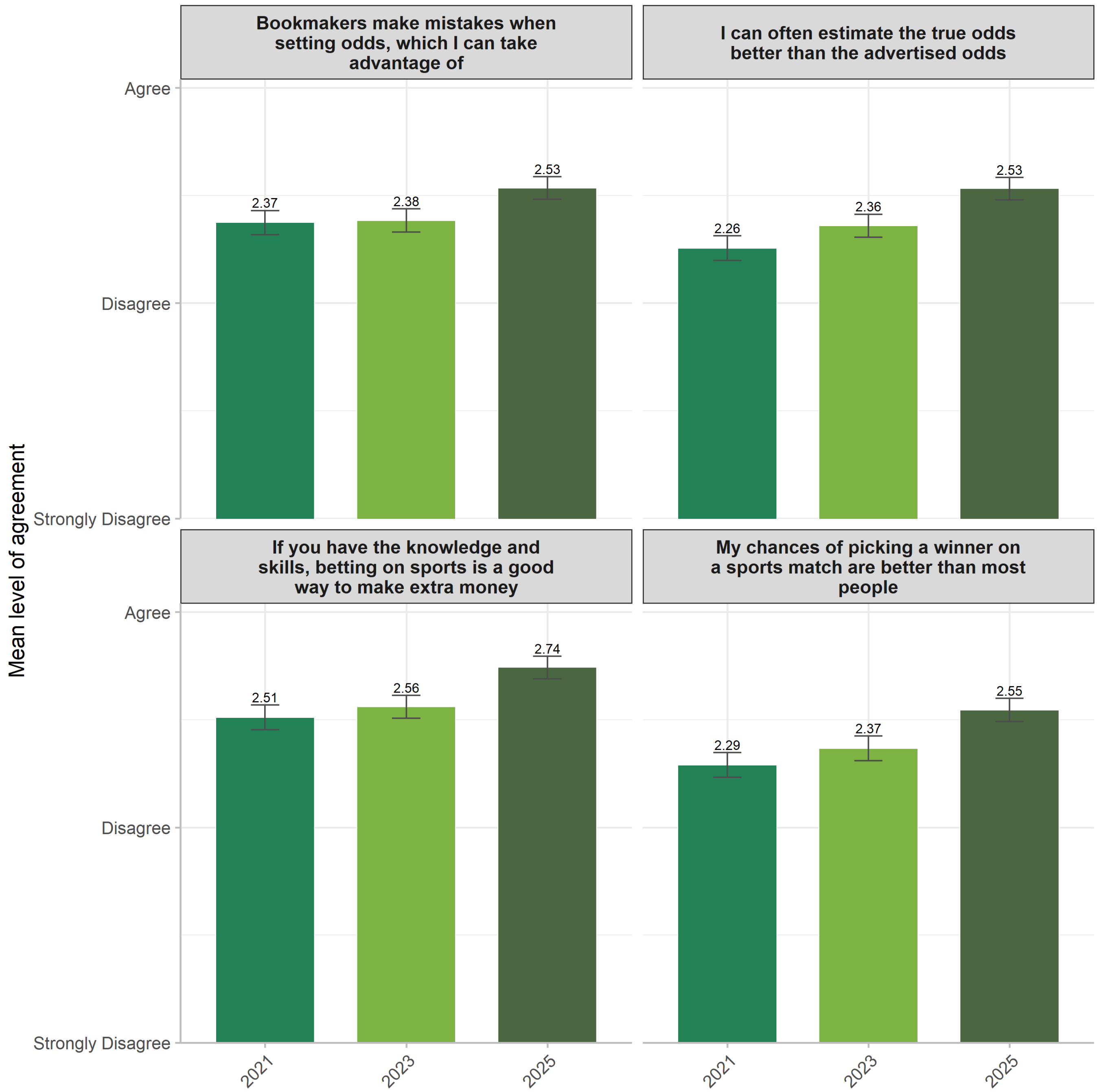
Figure 7 Cognitions and irrational beliefs involved in sports betting



Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

Figure 7 (Cont.)

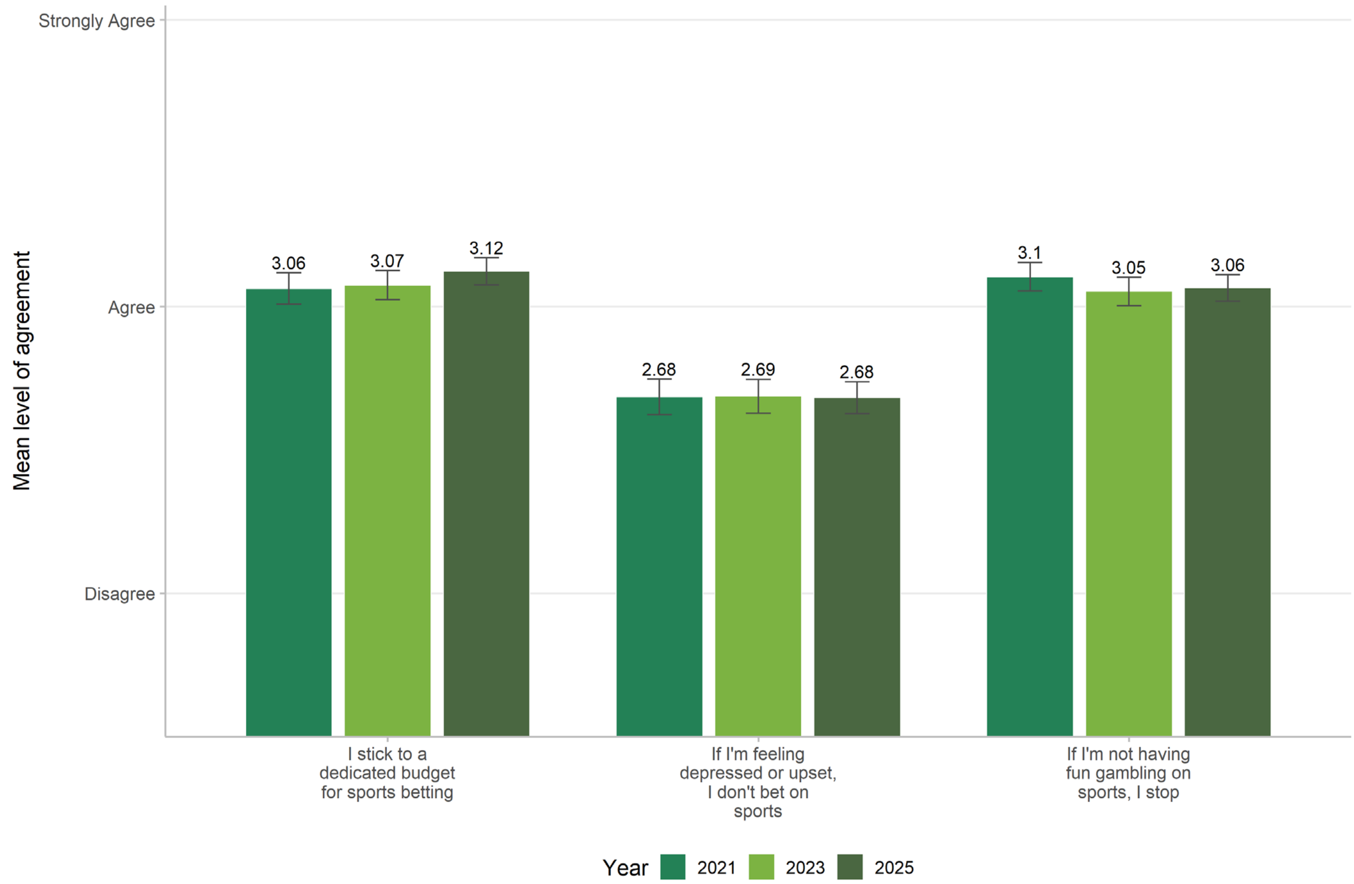


Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

PROTECTIVE BELIEFS

As shown in Figure 8 (Table A 7), there was minimal variation in protective beliefs across the three years. Findings indicate protective beliefs regarding stopping when not having fun, budget adherence, and emotional state awareness in sports betting contexts were stable across waves (all *p*s > .05).

Figure 8 Protective Beliefs around Sports Betting



Note: Full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

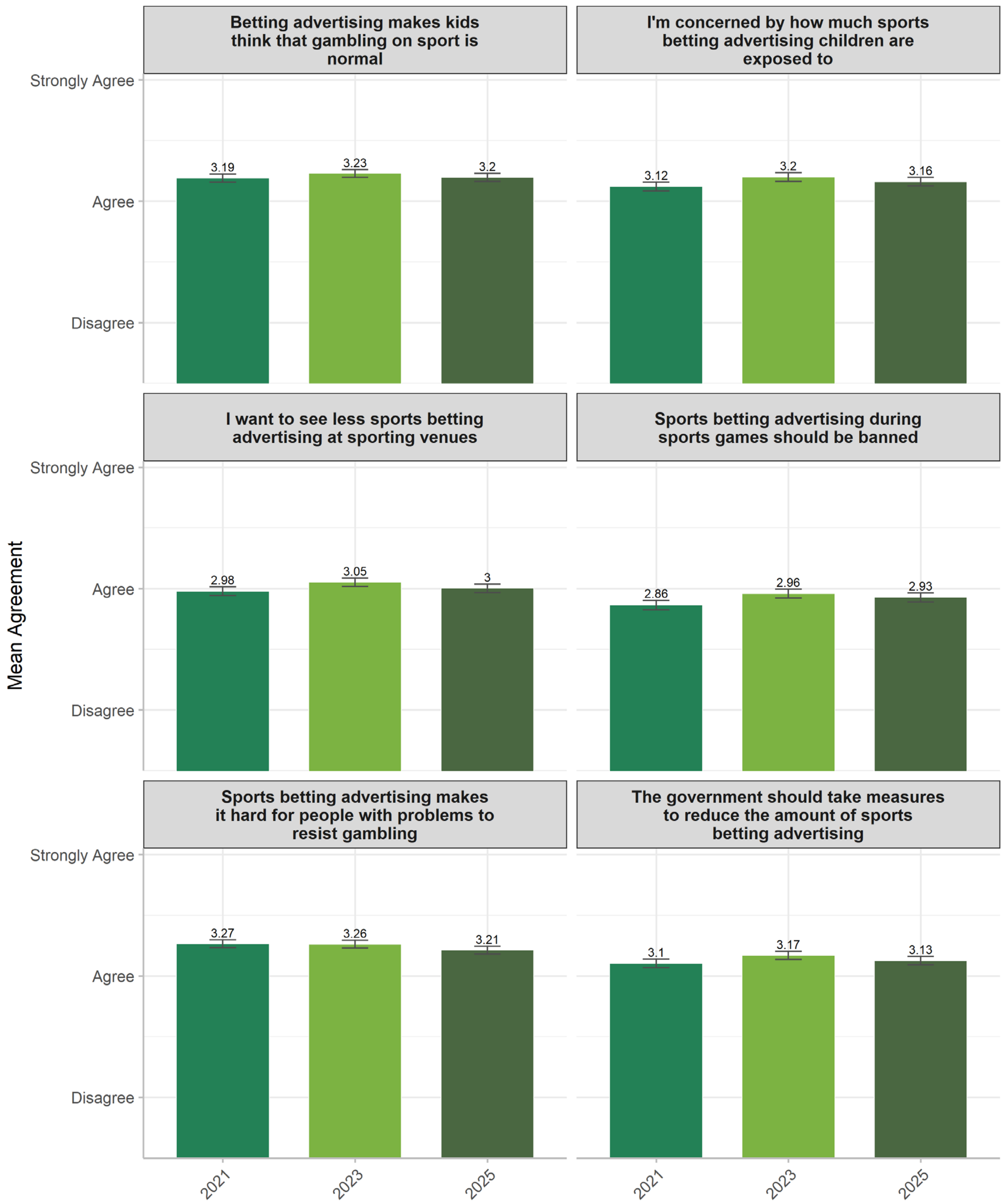
OPINIONS ABOUT ADVERTISING

Analysis of attitudes toward sports betting advertising revealed inconsistent patterns across waves. Overall, no consistent change in attitude was evident with the mean agreement in 2021 reported as 2.95 and remaining consistent to 2025 where the mean level of agreement with statements was 2.96. Most questions resulted in inconsistent changes and no identifiable trend. Responses are presented in Figure 9 (Table A 8).

The item "Sports betting advertising during sports games should be banned" was agreed to more in 2025. Mean level of agreement increased from 2.86 in 2021 to 2.93 in 2025. This increase was accompanied by decreased agreement with "Sports betting advertising makes it hard for people with problems to resist gambling". Mean agreement decreased from 3.27 in 2021 to 3.21 in 2025.

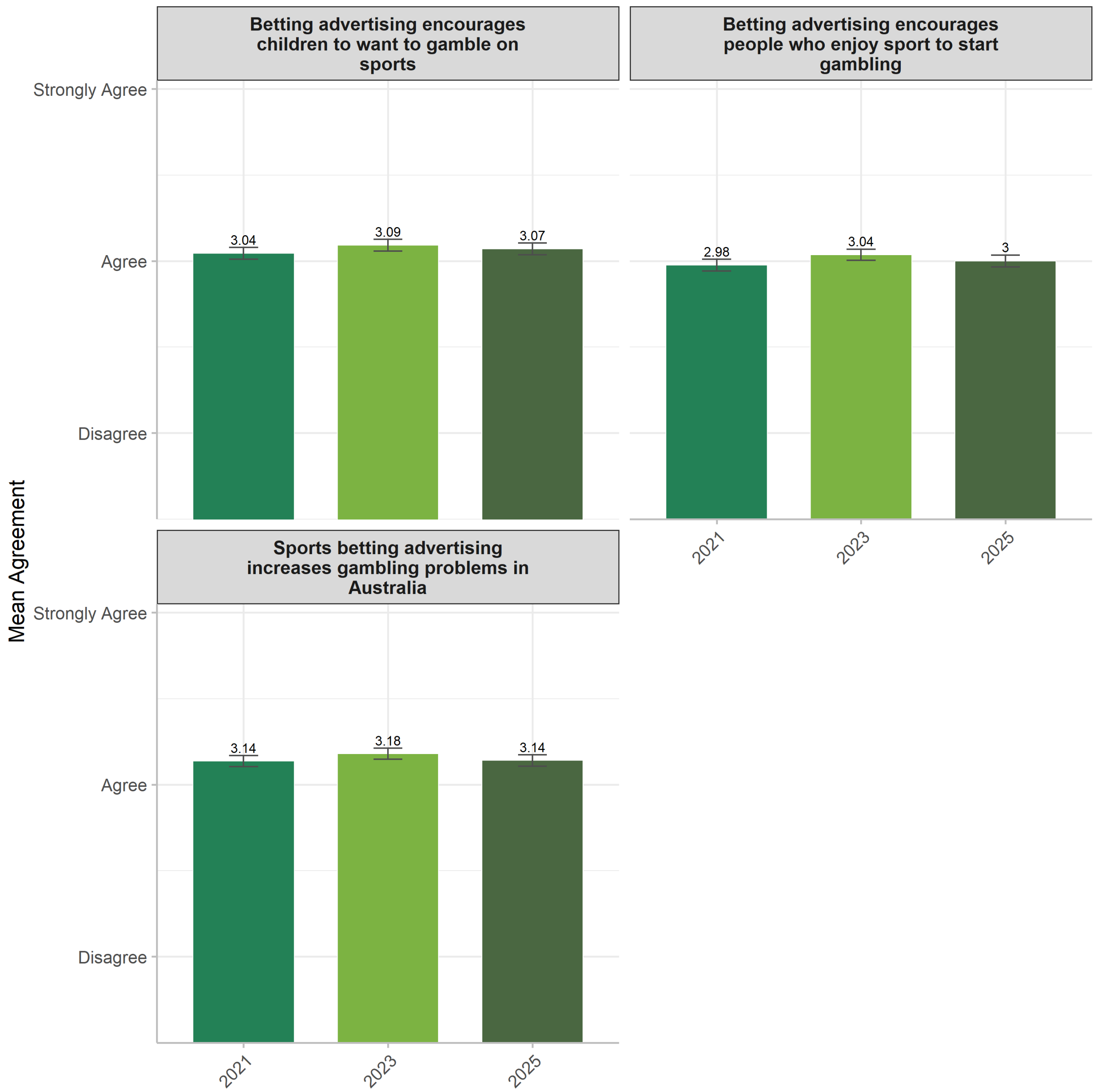
Overall, South Australian adults showed minimal change in attitudes to items about sports betting promotion across waves. The two items that did show consistent change indicate a small shift towards agreeing that sports betting advertising should be banned during games. However, there was also a shift to believing that sports betting advertising had no impact for people with problems and their ability to resist sports betting.

Figure 9 Opinion about Sports Betting Advertising



Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

Figure 9 (Cont.)



Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

ATTITUDES TO SPORTS BETTING

Across all waves, participants were asked about their attitudes towards sports betting. Overall, responses indicate increasingly negative attitudes towards sports betting ($p < .001$). However, that change was almost negligible in practical terms with the agreement towards items increasing from 2021's average of

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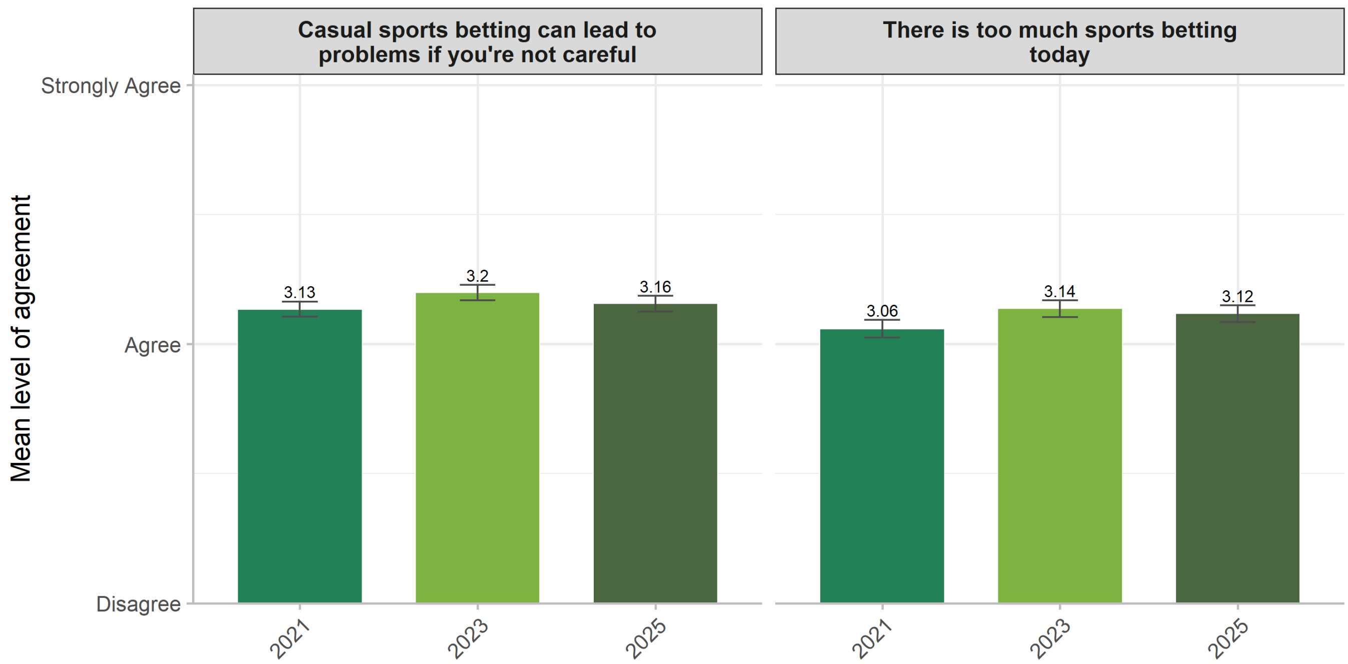
2.94 to 2.98 (where higher numbers equate to more negative attitudes towards sports betting) in 2025. Analysis of the individual items is presented below and presented in Figure 10 (Table A 9).

Three items showed no changes across waves. "Gambling can destroy families", "Casual sports betting can lead to problems if you're not careful", and "Sports betting is just another hobby" remained consistent. Participants perception of gambling as either destructive or a neutral activity have not changed since 2021.

Agreement increased with statements such as "there is too much sports betting today", "People who bet on sports are at-risk of developing gambling problems", and "It's not healthy for children to see their parents bet on sports". These items indicate a shift towards agreement that sports betting is a potentially harmful activity. However, agreement increased for "Gambling on sports is part of Australian culture – you're never going to change that" suggesting that while sports betting is seen as negative, it is also engrained in social behaviours.

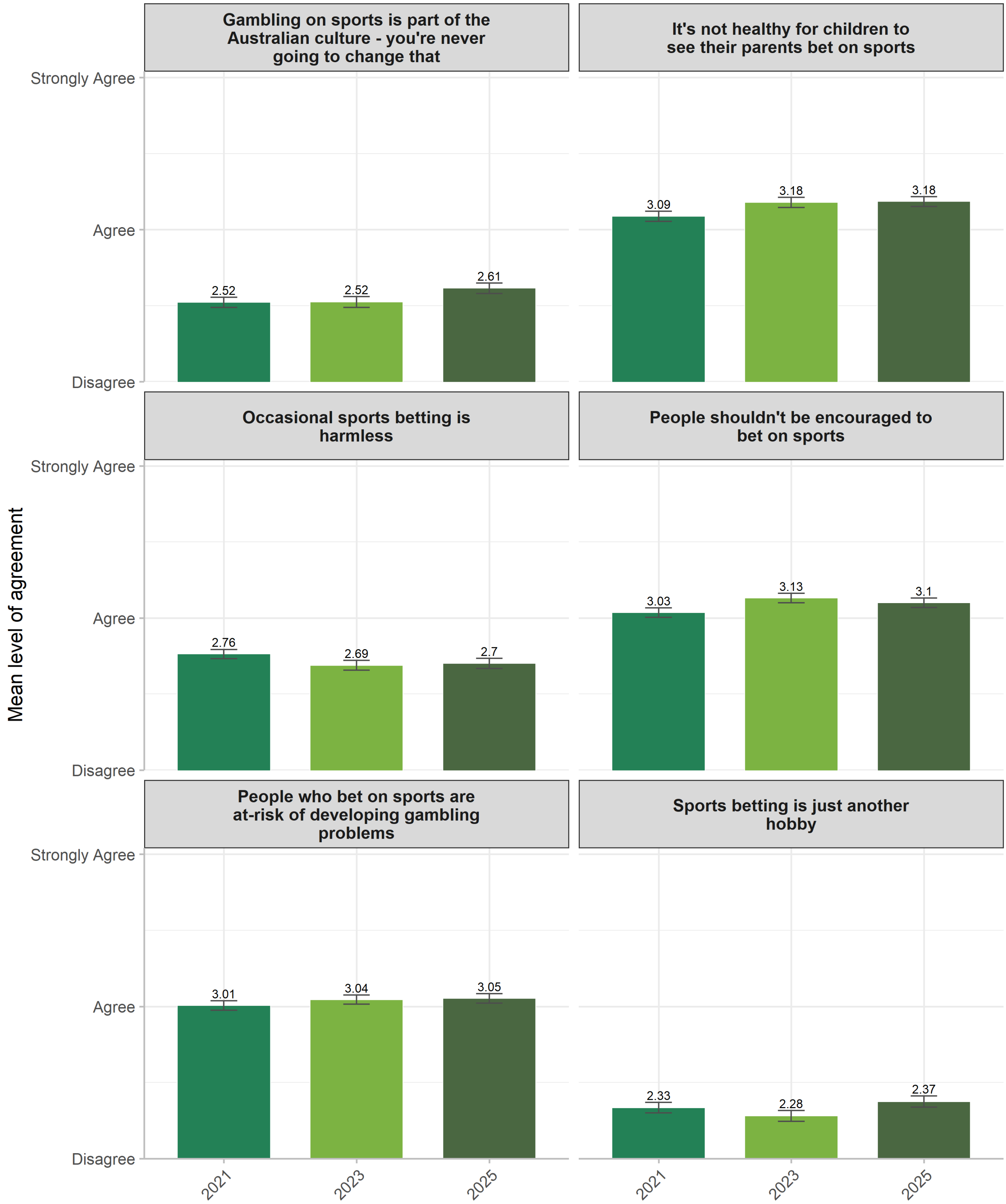
Overall, participants appear to believe to a greater degree in 2025 that sports betting is negative, should be kept from children yet sports betting exposure is unlikely to change as it is part of Australian culture. These changes are only minimally different from 2021.

Figure 10 Attitudes Towards Sports Betting



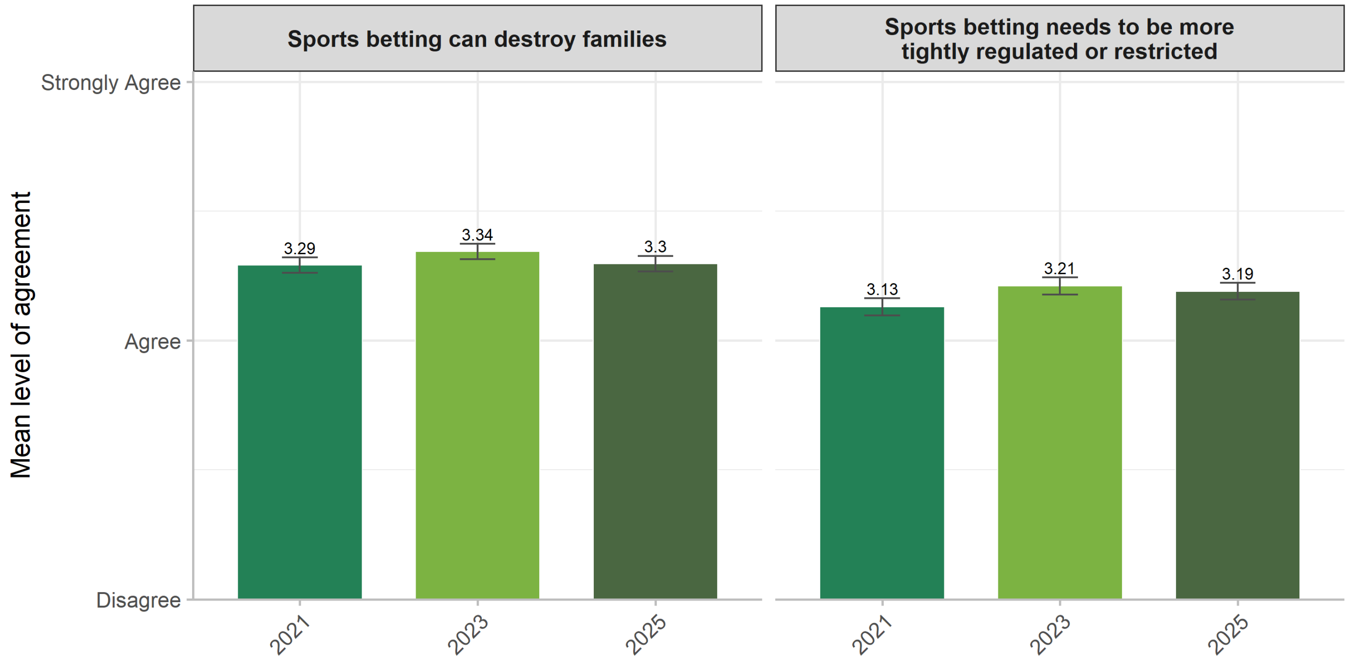
Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

Figure 10 (Cont.)



Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

Figure 10 (Cont.)



Note: The full set of response options ranged from Strongly Disagree to Strongly Agree. The scale has been reduced for clarity.

COMMUNITY NORMALISATION OF SPORTS BETTING

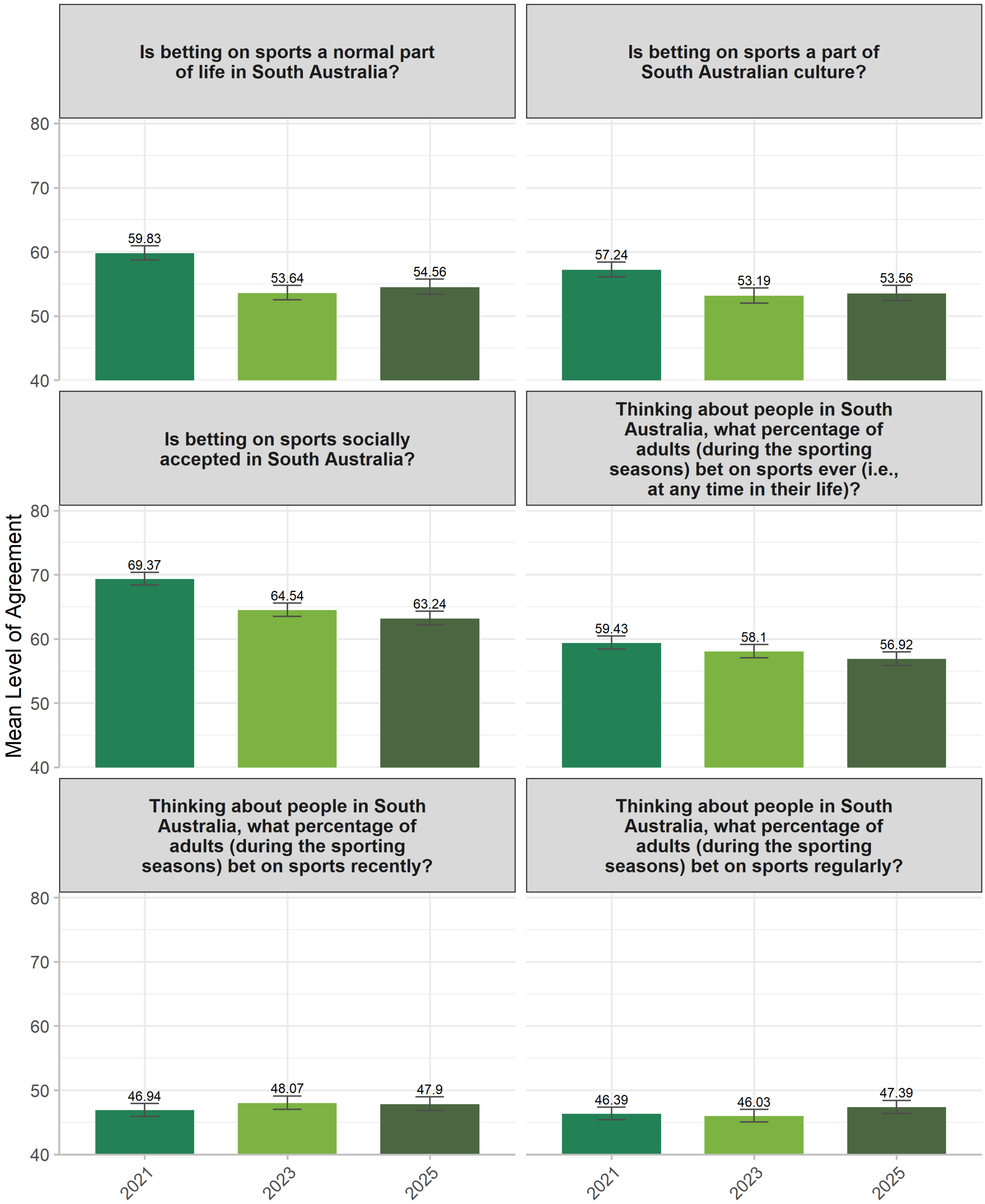
Perceived community normalisation of sports betting decreased between 2021 and 2025. Average normalisation scores decreased from 56.53 in 2021 to 53.93 ($p < .001$). This change was driven by four of the six items in the measure, all of which are presented in Figure 11 (Table A 10).

Of note, perceptions that sports betting was a normal part of life, and that sports betting is a part of South Australian culture decreased. This conflicts with previous reports of increased belief that sports betting was part of Australian culture and could not be changed. This may be attributed to differences in Australian vs South Australian culture, or the inclusion of "you're never going to change that" in the previous section item wording.

Further decreases were found in perceptions that sports betting is socially accepted, and participants estimates of how many South Australian adults bet on sports ever (both $p < .05$). However, estimates of regular sports betting during sporting seasons and recent sports betting activity remained stable across the waves (both $p > .05$).

Normalisation measures suggested decreasing perceptions of sports betting as a normal activity yet indicated stability in the perceptions of recent and regular sports betting activity.

Figure 11 Community normalisation relating to sports betting



Note: Responses were measured on a sliding scale ranging from 0 – 100 where 100 indicates total agreement. The y axis has been reduced for clarity.

SOCIAL NORMALISATION (FRIENDS)

The analysis of friend-related sports betting attitudes revealed both increases and decreases in individual items. Overall, a small reduction in average social normalisation score was reported across waves. Average social normalisation dropped from 2.38 in 2021 to 2.29 in 2025 representing a small decrease in agreement with items. Average agreement to individual response items are presented in Figure 12 (Table A 11).

Individual item analysis suggests that friends sports betting and visiting places where people bet on sports increased across waves. In contrast, agreement that respondents discussed betting in person, shared tips, or belonged to a syndicate dropped. Overall, while social normalisation decreased, individual items suggest the drop is for more formal discussions about sports betting as opposed to reductions in sports betting itself or going to venues where sports betting was available.

Figure 12 Social normalisation (friends) around sports betting

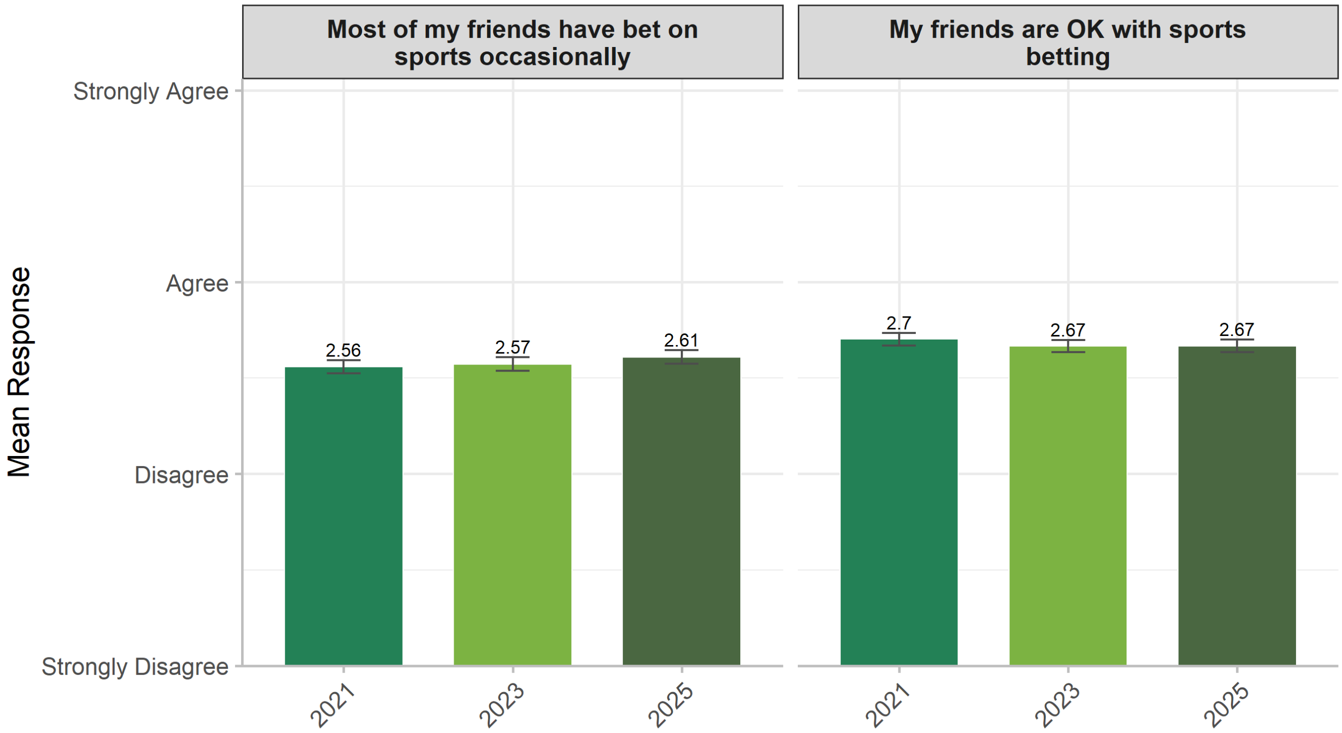
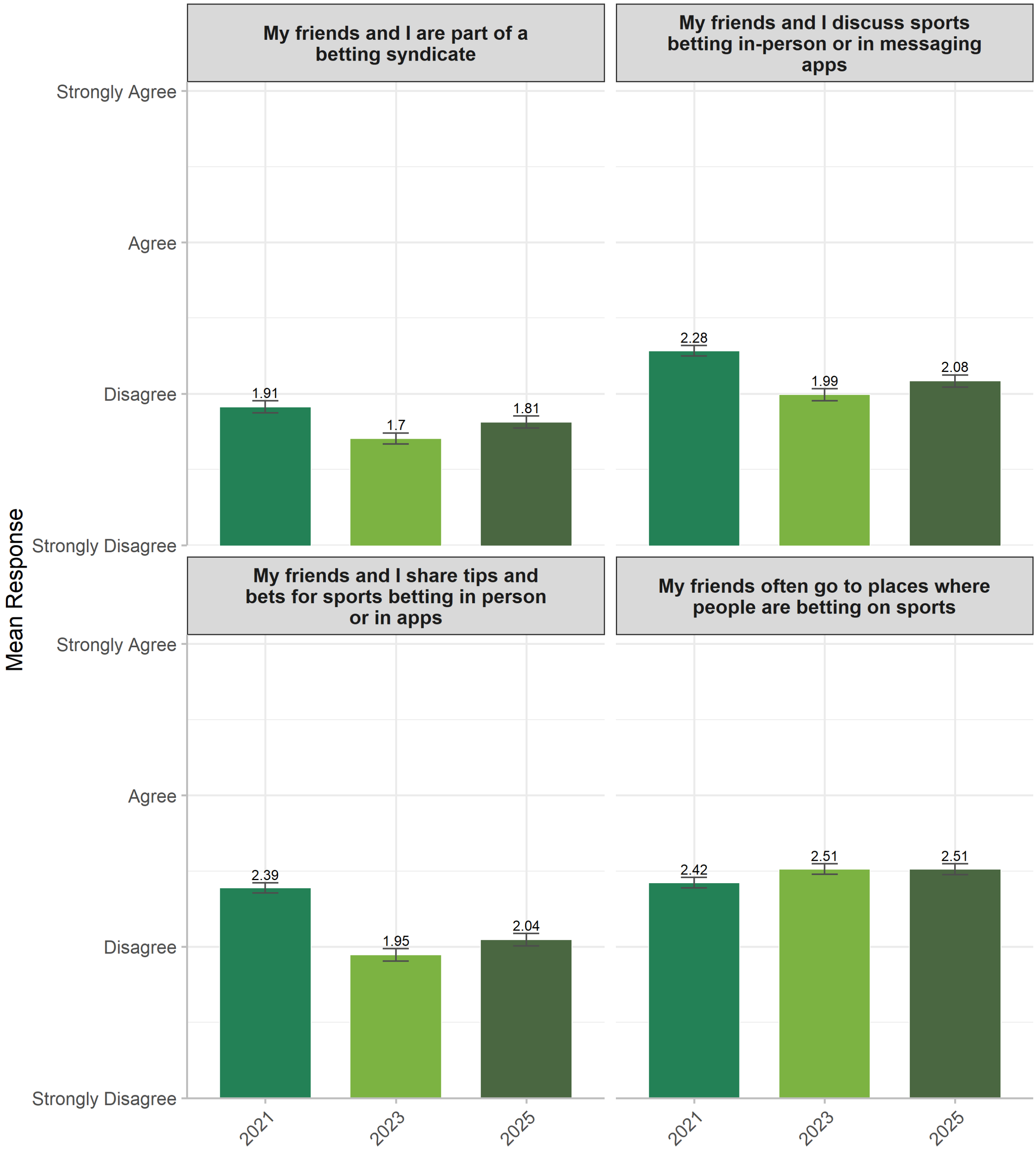


Figure 12 (Cont.)



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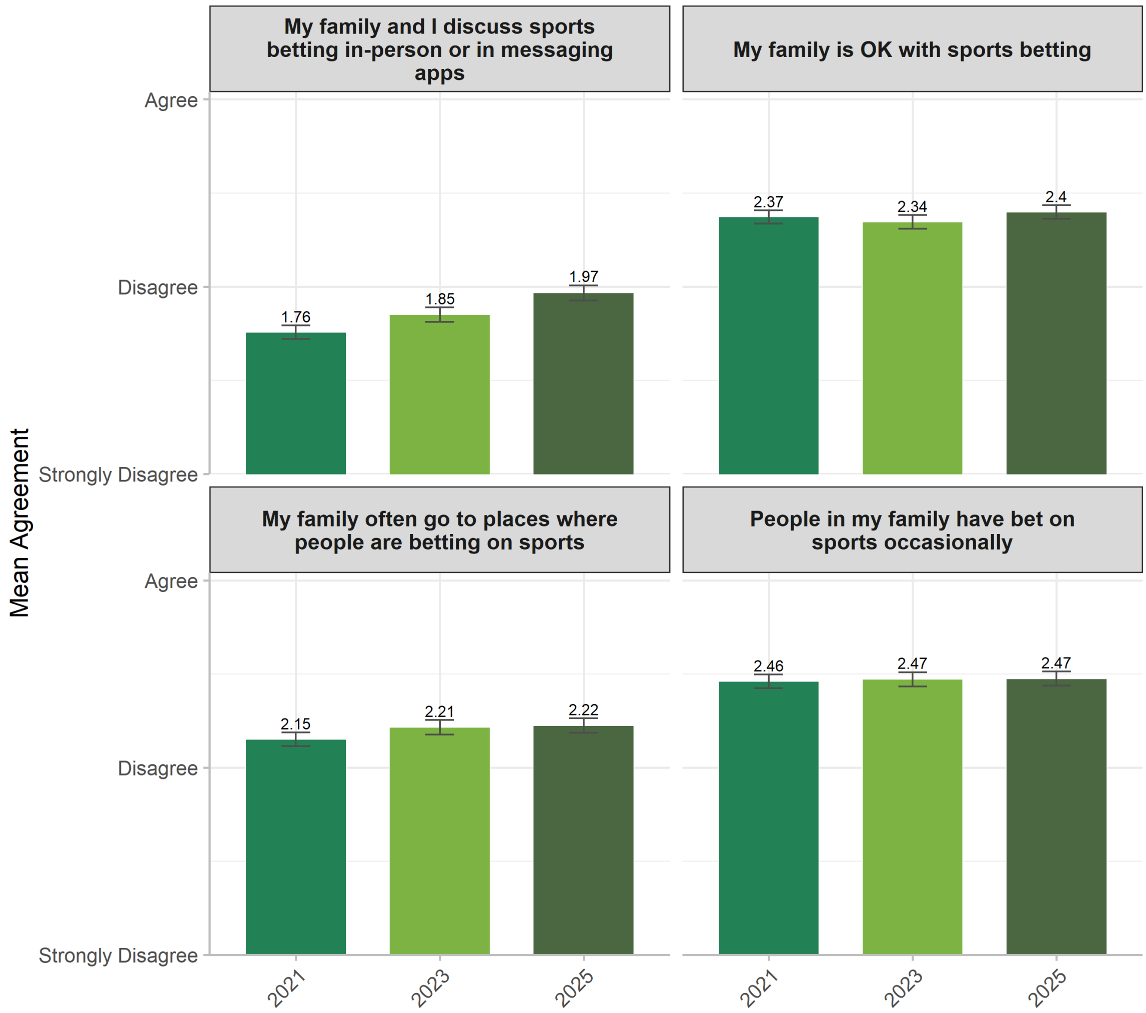
SOCIAL NORMALISATION (FAMILY)

Analysis of family-related sports betting attitudes revealed the overall normalisation of sports betting in family settings increased between waves ($p < .01$). This increase is reflected in several individual items presented in Figure 13 below (or Table A 12).

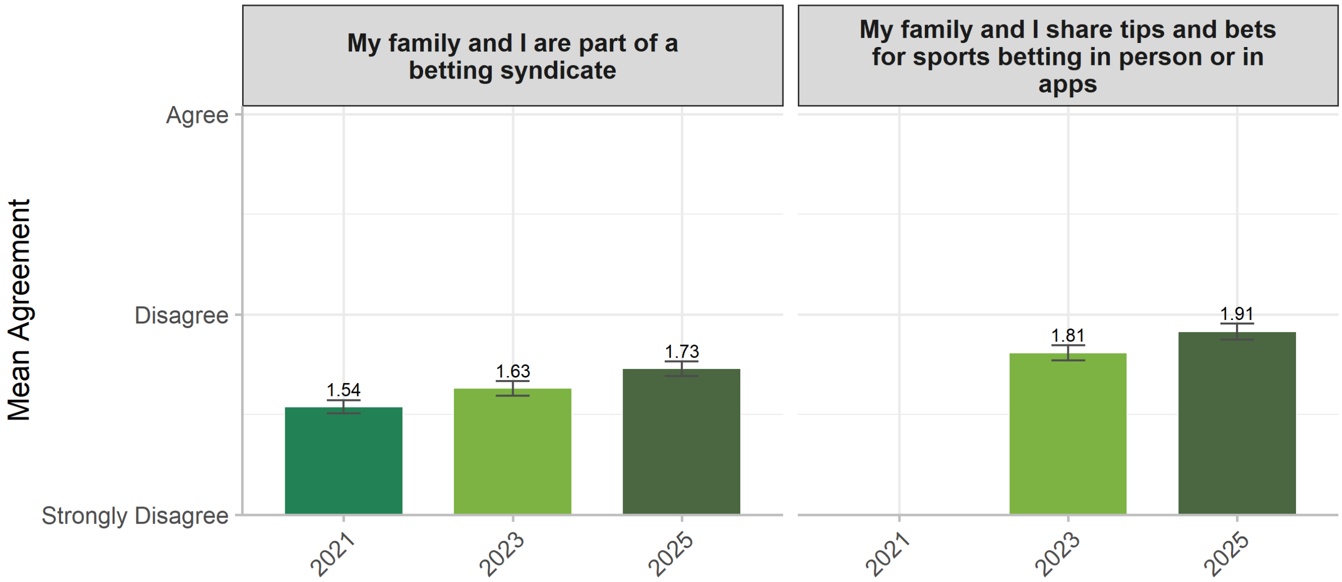
Participants responded with increasing agreement in several items including going to places where people bet on sports, discussing sports betting and sharing tips via messaging apps with family members as well as being part of a betting syndicate. Agreement with all of these items increased between waves (all *p*s < .05). While that change was statistically significant and represents a consistent change between waves, the average level of agreement remains disagreement (see Figure 13). Regardless, responses have changed systematically towards normalisation of sports betting within families.

Figure 13 Social normalisation (family) around sports betting



Note: The full set of response options ranged from Strongly Disagree, to Strongly Agree. The scale has been condensed for clarity.

Figure 13 (Cont.)



Note: "My family share tips and bets for sports betting in person or in apps" was first introduced in 2023. The full set of response options ranged from Strongly Disagree, to Strongly Agree. The scale has been condensed for clarity.

NORMALISATION INDEX

The analysis of the Sports Betting Normalisation Index, a composite of normalisation measures used across waves revealed no significant changes ($\beta = -0.081$, $t = -0.61$, $p = 0.542$, $R^2 < .001$).

CONVERSATIONS AROUND SPORTS BETTING

Attitudes toward sports betting conversations and child exposure changed minimally between waves. Average responses across all items increased in a statistically significant ($p < .05$), yet practically meaningless way with the average response in 2021 reported as 2.78 increasing to 2.79 (a move closer to agreement) in 2025.

Only two individual items changed between waves as presented in Figure 14 (Table A 13). Changes revolve around privacy of betting conversations and behaviour with agreement increasing for "It's important to keep your sports betting conversations private so that children and adolescents don't overhear" and a marginal decrease for "It's OK if children and adolescents see you betting on sports". Both changes were significant (both $p < .05$) yet minimal.

Figure 14 Discussing sports betting with children/adolescents and adults

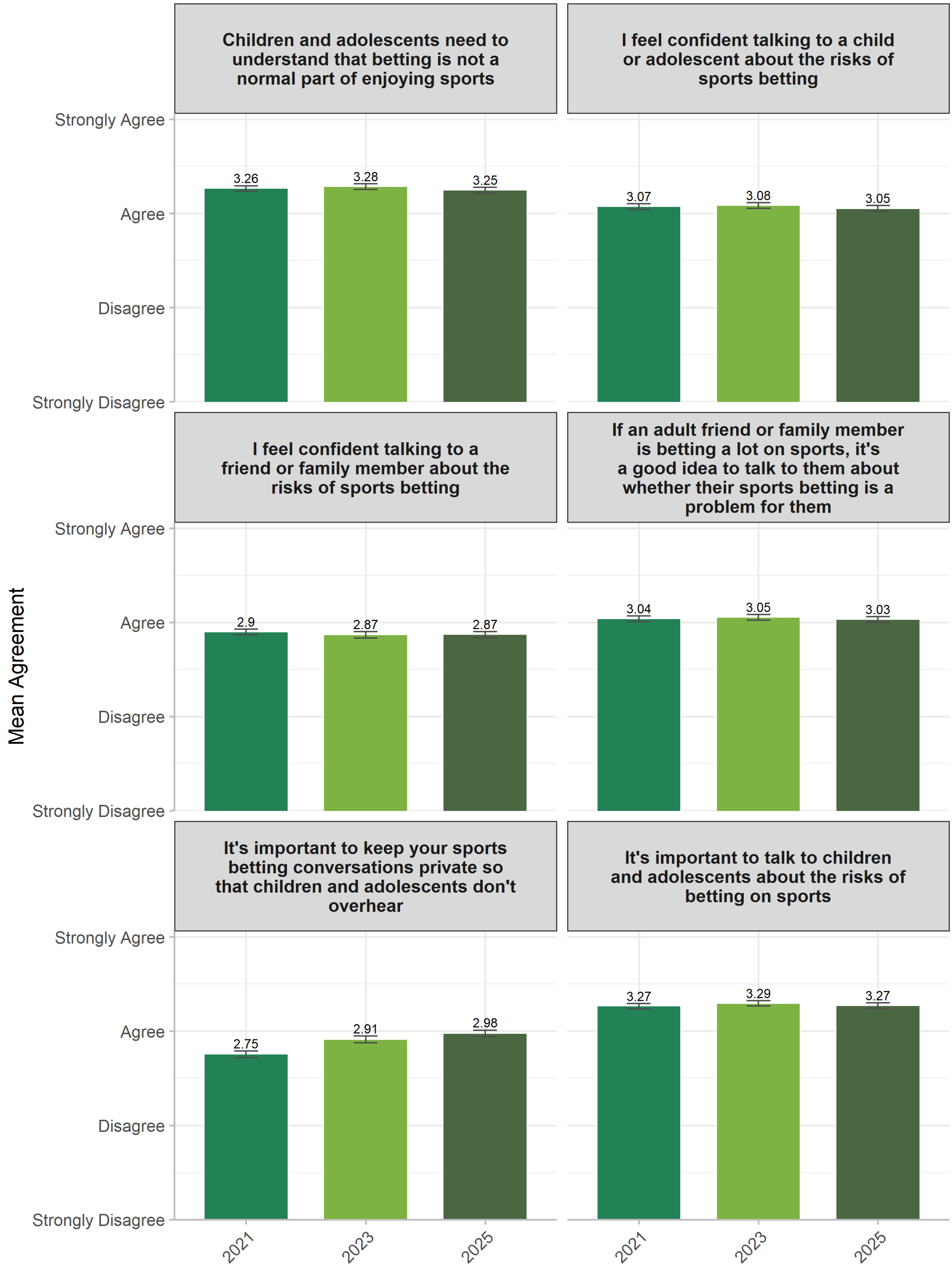
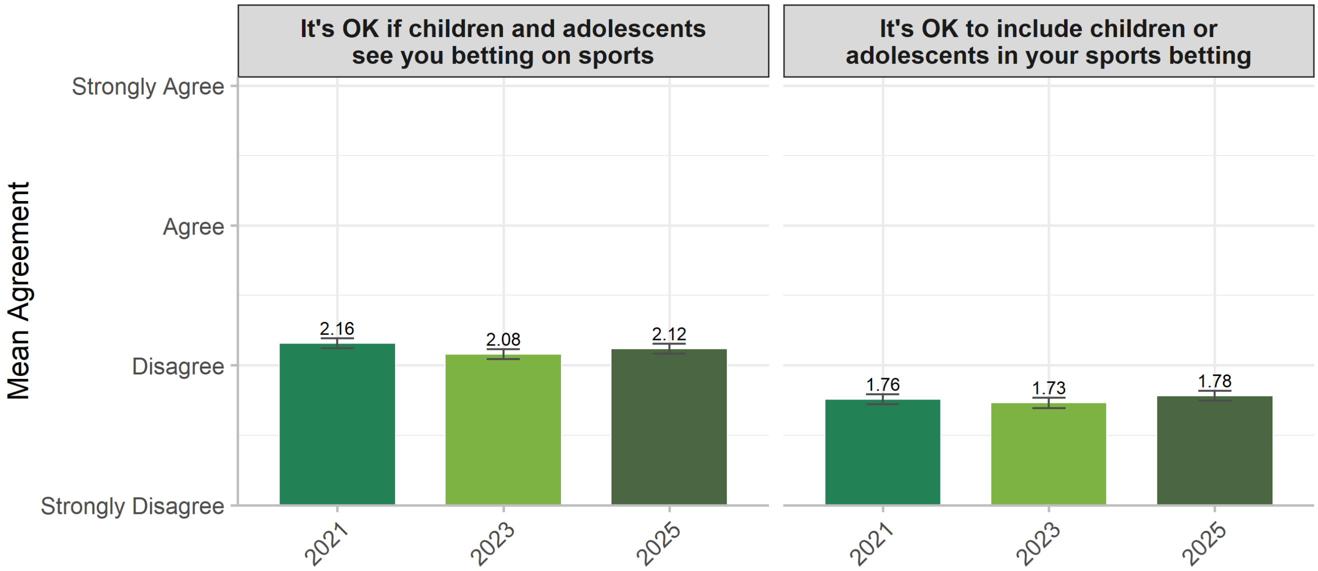


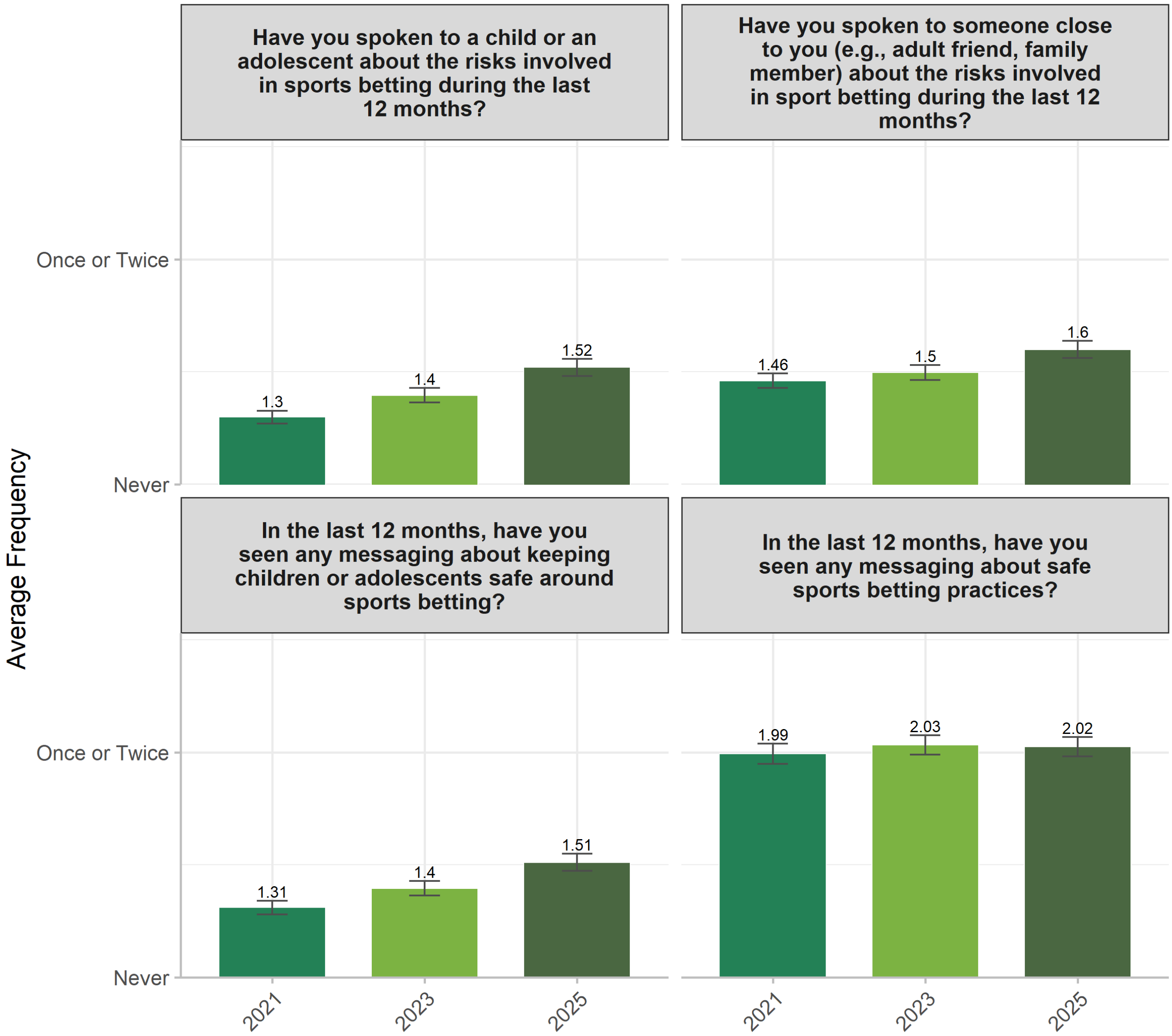
Figure 14 (Cont.)



DIRECT CONVERSATIONS AROUND SPORTS BETTING RISKS AND EXPOSURE TO SAFE BETTING MESSAGING

The analysis of conversations around sports betting revealed significant increases in both active harm prevention discussions and passive exposure to safety communications. Overall average frequency of exposure to general safety messaging increased across the waves ($p < .001$). Increases were seen in the frequency of exposure for all individual items except for "In the last 12 months, have you seen any messaging about safe sports betting practices?" which remained constant. Responses for items are presented in Figure 15 (Table A 14).

Figure 15 Frequency of conversations around sports betting risk and exposure to messaging around safe betting



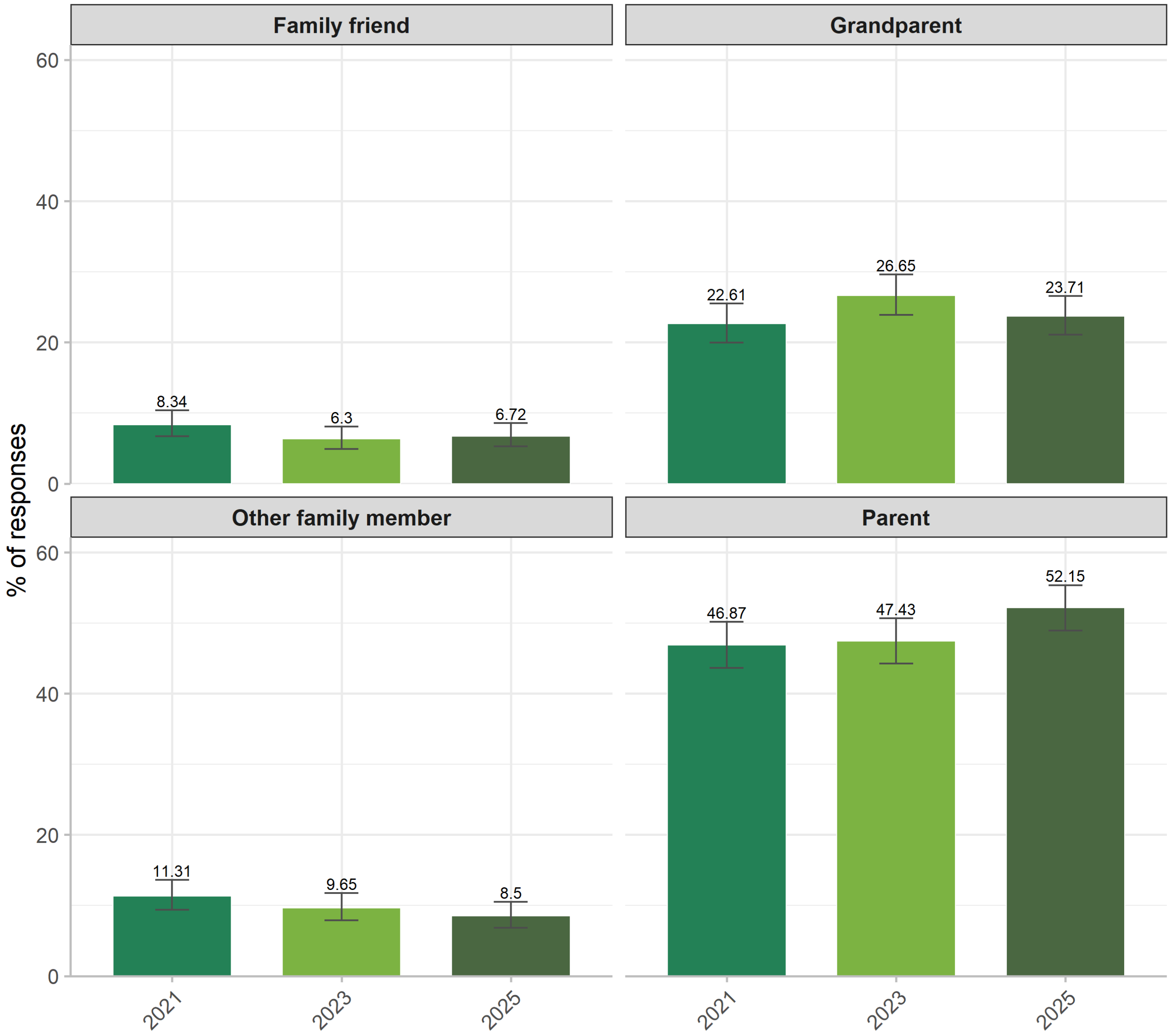
Note: The full set of response options included Never, Once or Twice, Sometimes, and Often. The y axis has been reduced for clarity.

CAREGIVER STATUS AND ASSOCIATED PROTECTIVE BEHAVIOURS

Analysis of childcare responsibilities revealed no significant changes in the proportion of respondents involved in child or adolescent care across the study period (see Table A 15). In 2025 47.5% of respondents reported having some childcare responsibilities which did not significantly differ from the 44.9% reported in 2021.

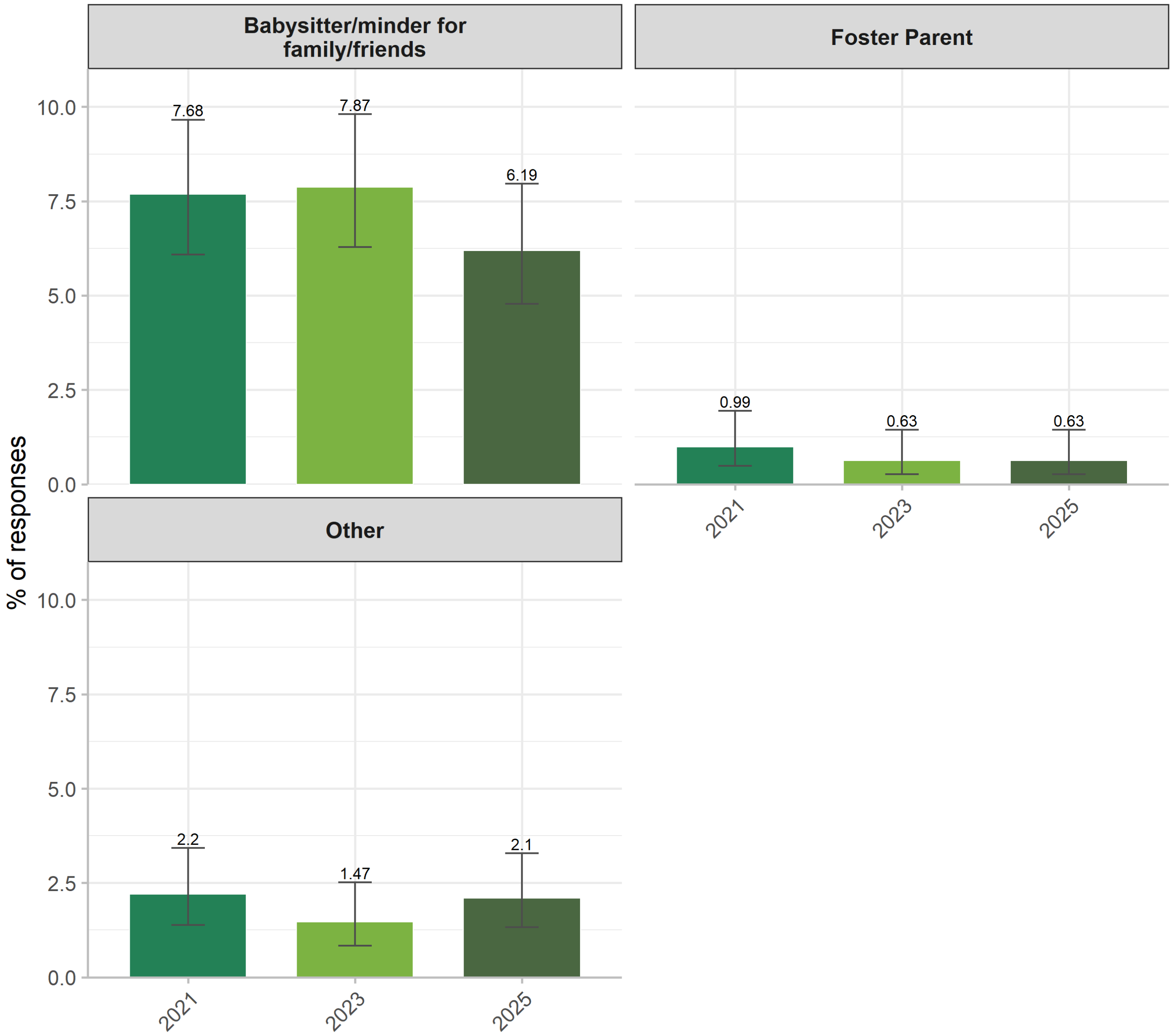
Analysis of caregiver status (Figure 16, Table A 16) revealed small changes in the distribution of childcare responsibilities across waves. More parents were reported across waves with 46.9% reported as parents in 2021 and 52.2% in 2025. The only other category to show change across waves was the "Other family member" category which decreased from 11.3% in 2021 to 8.5% in 2025. Overall, there was an increase in parents across surveys, and a decrease in family members such as siblings.

Figure 16 Caregiver Role



Note: The y axis can potentially range from 0 to 100. It has been reduced for clarity.

Figure 16 (Cont.)

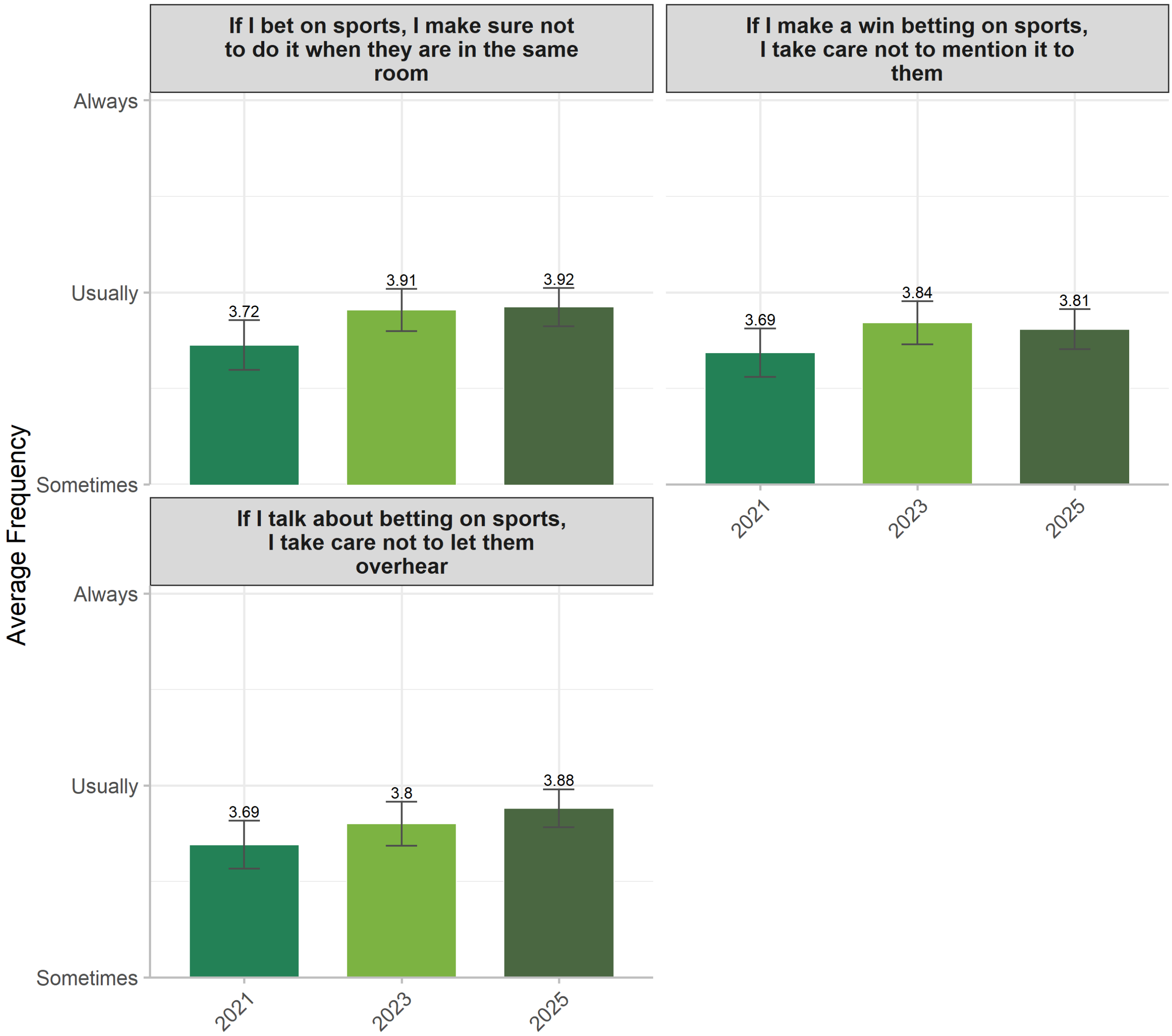


Note: The y axis can potentially range from 0 to 100. It has been reduced for clarity although it should be noted that the "Other" category represents less than 3% of respondents and Foster Parent less than 1%.

Among respondents with childcare responsibilities, analysis of self-reported confidence in addressing sports betting risks with children remained constant across the three survey years (Table A 17).

Analysis of protective behaviours aimed at shielding children from sports betting exposure revealed only one item changing across waves. The item "If I talk about betting on sports, I take care not to let them overhear" was more likely to be an action carers were taking in 2025 than in 2021. Responses are presented in Figure 17 (Table A 18).

Figure 17 Protective behaviours implemented by sports betting carers



Note: the full set of response options was: Never, Rarely, Sometimes, Usually, and Always.

AWARENESS OF THE 'HERE FOR THE GAME' AND 'DON'T LET BETTING SPOIL SPORT' CAMPAIGNS

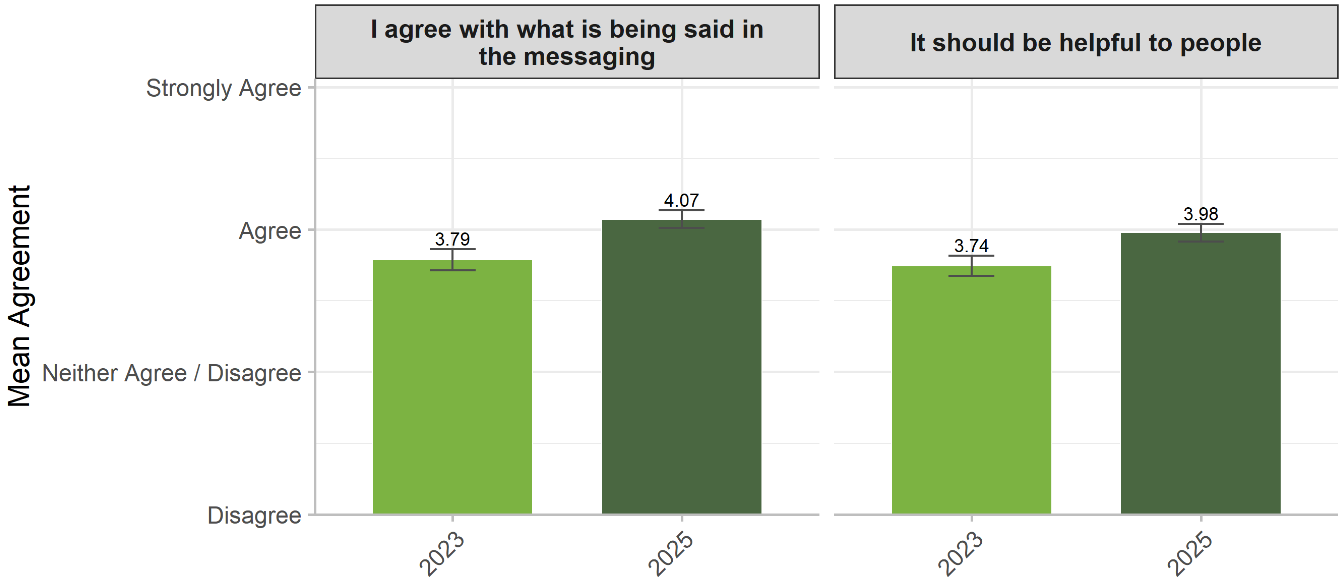
The following section compares the awareness reported to the 'Here for the Game' and 'Don't let betting spoil sport' campaigns. As these measures were first introduced in 2023, the comparison analysis includes 2023 and 2025 data. In 2023, of the entire sample almost a third (n = 618; 31.0%) had seen or heard advertising involving fans and SA professional sports clubs encouraging people to be 'Here for the Game'. In 2025 the proportion of respondents reporting exposure to the 'Here for the Game' or

‘Don’t let betting Spoil Sport’ campaigns remained similar (n = 688, 34.3%). As with 2023, the questions in the following section were asked only of participants who reported awareness of the campaigns.

Messaging Perceptions

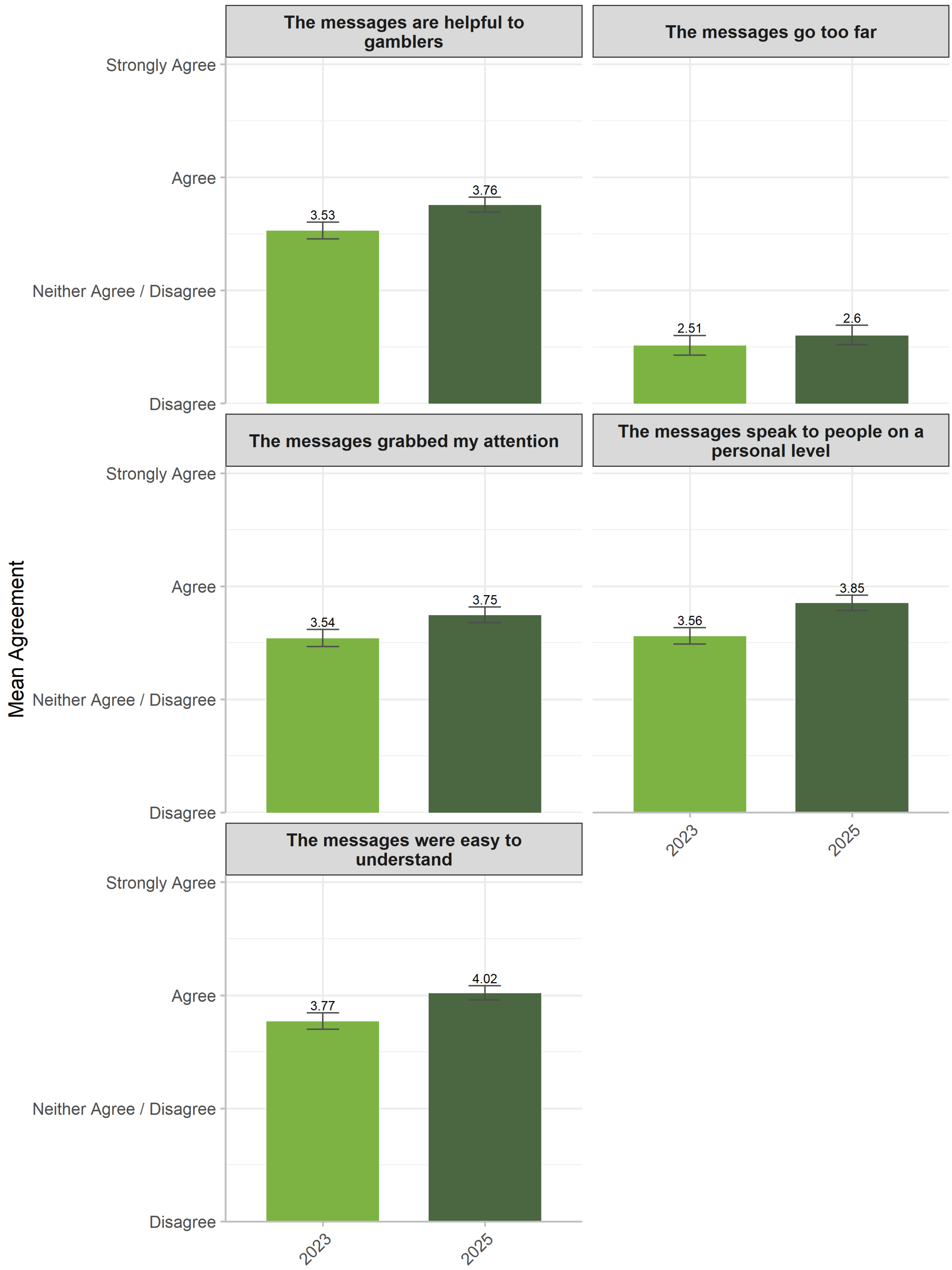
Analysis of perceptions regarding “Here for the Game” or “Don’t let betting Spoil Sport” messaging revealed significant changes in perceptions across nearly all measured dimensions between 2023 and 2025. Average responses are presented in Figure 18 (and Table A 19). The only item not to change across waves was the item “The messages go too far” ($p > .05$). This item has the lowest level of agreement of all items in this section, indicating campaign messages do not appear to be overstated or exaggerated. Given all other items increased in mean agreement across waves (all $p < .05$), results indicate broader community awareness, support, and understanding of the “Here for the Game” and “Don’t let betting Spoil Sport” campaigns.

Figure 18 Perceptions of 'Here for the game' and 'Don't let betting spoil sport' campaigns



Note: The full set of response options ranged from Strongly Disagree, to Strongly Agree. The scale has been condensed for clarity.

Figure 18 (Cont.)



Note: The full set of response options ranged from Strongly Disagree, to Strongly Agree. The scale has been condensed for clarity.

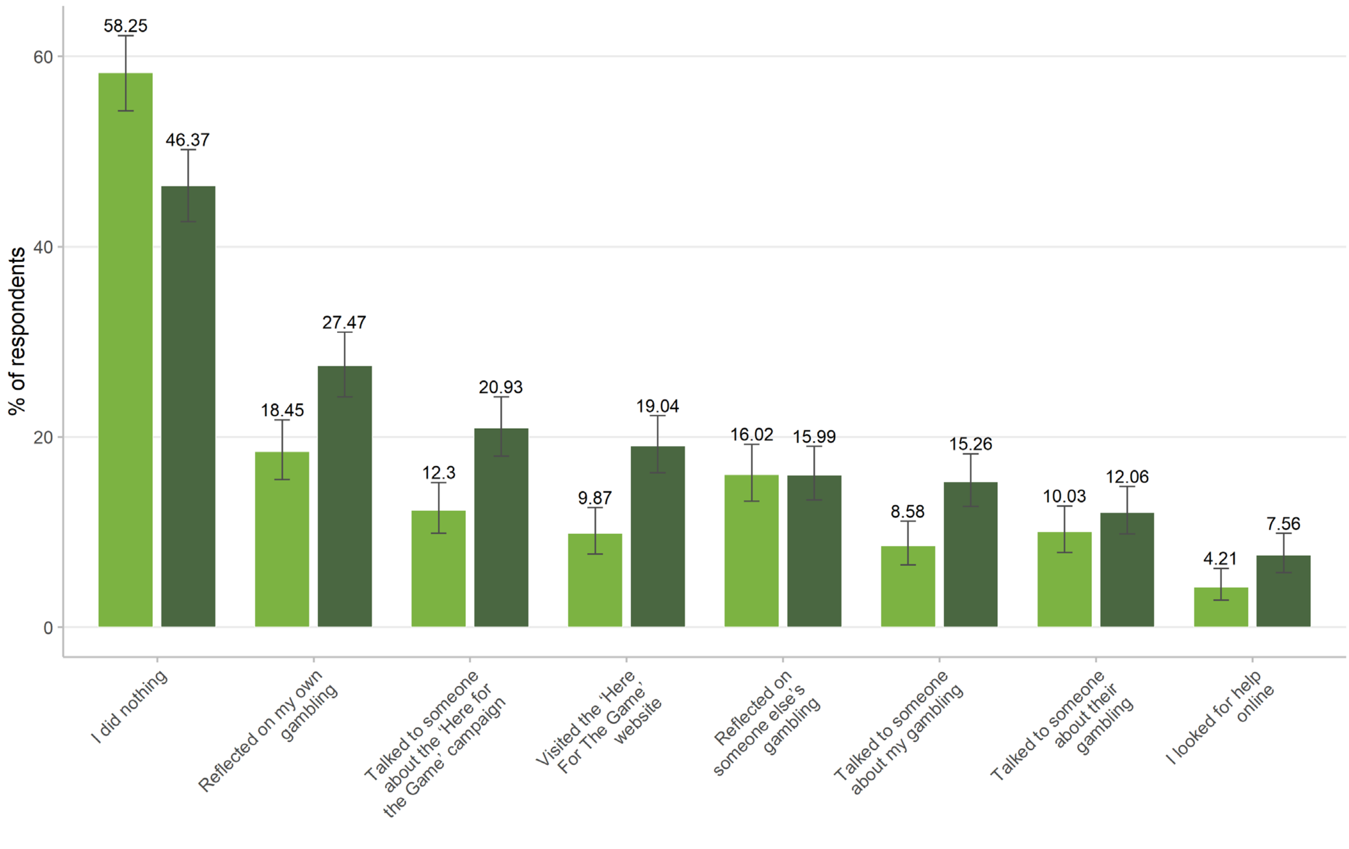
Actions Taken after Campaign Exposure

Significant increases in nearly all measured active engagement behaviours were found for participants who reported seeing the 'Here for the Game' or 'Don't let betting spoil sport' campaigns. Patterns of responding are depicted in Figure 19 (and Table A 20).

Only two items did not differ between 2023 and 2025. Responses indicate that the "Here for the Game" and "Don't let betting Spoil Sport" campaigns did not result in increased likelihood of reflecting on someone else's gambling or talking to someone about their gambling. The lack of increased chances of talking directly about gambling may be offset by the increase in discussing the "Here for the Game" campaign with other people. Rather than addressing gambling specifically, the campaign may be being used as a proxy to bridge otherwise unpleasant topics.

Overall, individuals were more likely to act after being exposed to the campaigns in 2025 than they were in 2023.

Figure 19 Actions taken after being exposed to the campaigns



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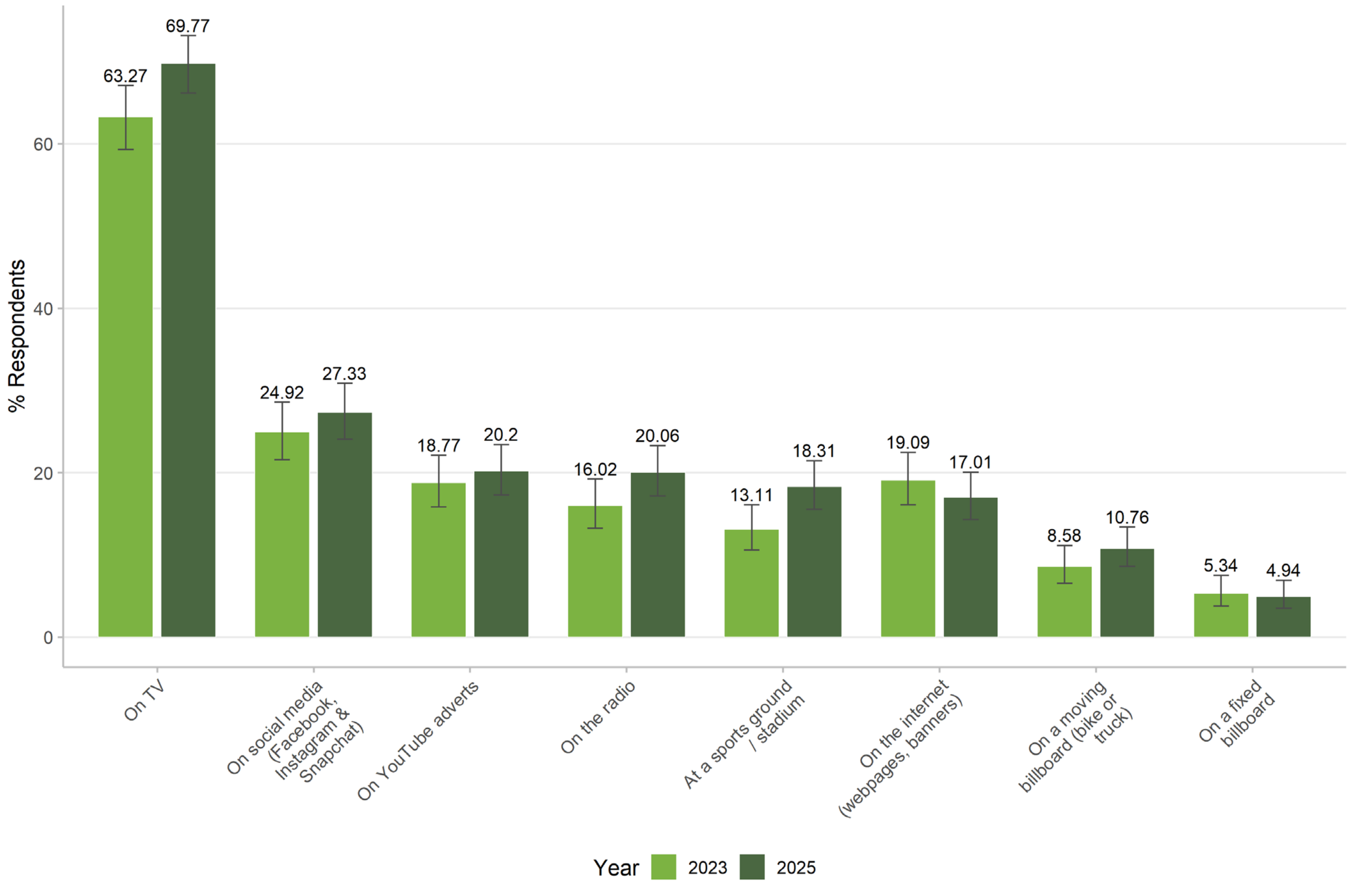
Where campaigns were seen or heard

Among respondents who recalled exposure to the "Here for the Game" and "Don't let gambling spoil sport" campaigns, analysis of exposure channels across waves revealed greater proportions of respondents viewing the campaign on TV or at live sports grounds in 2025 than 2023 (both *p*'s < .05) (see Figure 20 or Table A 21).

Exposure at a live venue is reflective of earlier increases in participants going to watch sport live at a sports ground. While exposure to the "Here for the Game" and "Don't let betting Spoil Sport" campaigns was reported more frequently on TV in 2025, there is no clear link for this item to sport watching habits which remained constant between years. Given no change in viewing habits was reported, the increase may reflect consistent and appropriate audience targeting.

Figure 20 Where the campaign was seen / heard

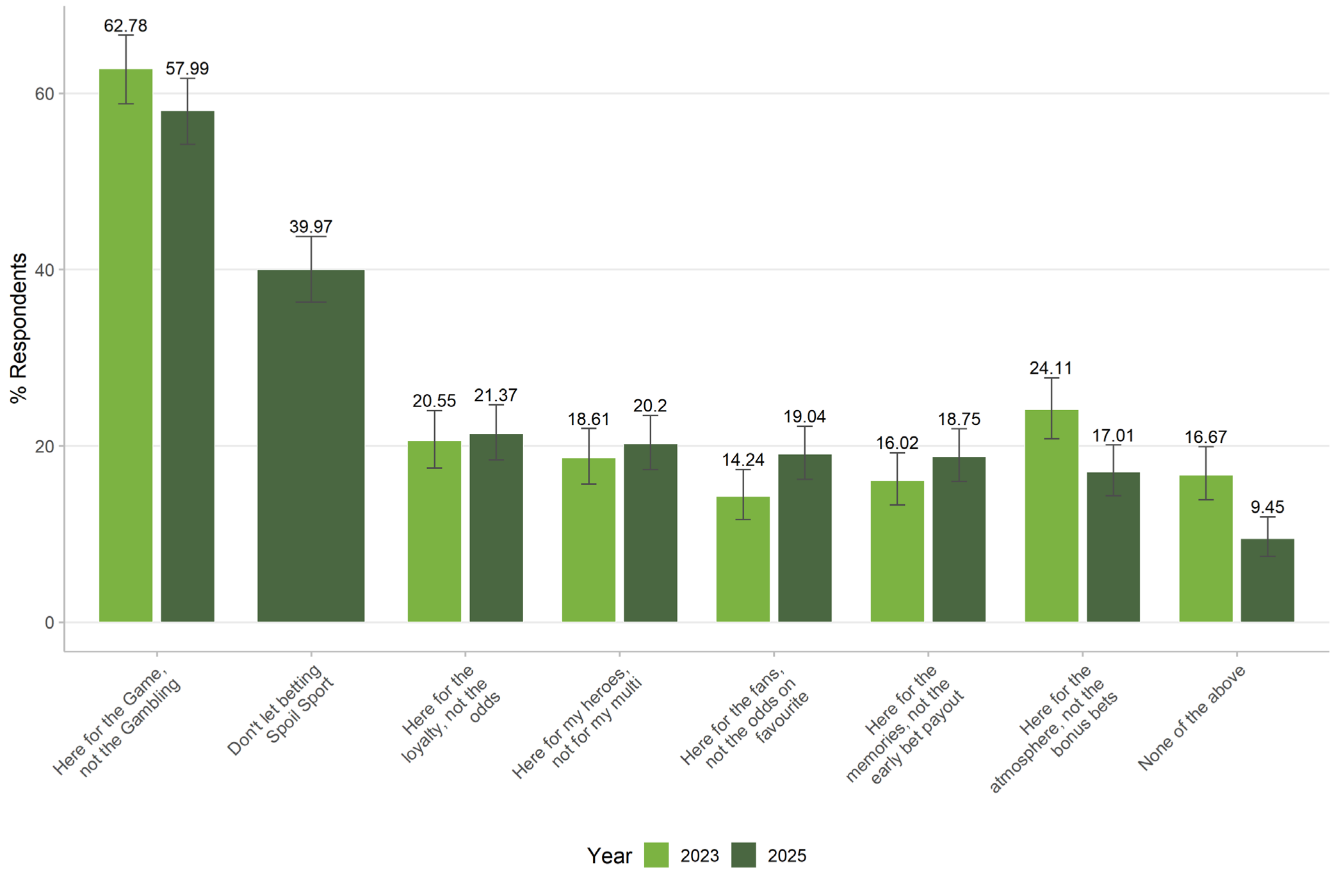


Key Messages Recalled

Among respondents who recalled exposure to the "Here for the Game" campaign, analysis of specific slogan recall revealed shifts in message recognition. Trends are shown in Figure 21 (and Table A 22). In 2025, a new campaign tagline "Don't let betting Spoil Sport" was introduced and added to the messaging recall options. Among respondents who recalled exposure to harm prevention messaging, 40.0% recognized the new campaign message. Although this remains lower than the initial responses for "Here for the Game not the Gambling" in the 2023 survey (62.8%).

Reporting no recollection of any campaign message declined in 2025 (10.5%) compared to 2023 (16.5%). However, most other categories remained consistent other than two campaigns. Recall of "Here for the atmosphere not the bonus bets" decreased from 24.1% recollection in 2023 to 17.0% in 2025. Conversely, recollection of "Here for the fans, not the odds on favourite" increased from 14.2% in 2023 to 19.0% in 2025.

Figure 21 Key messages remembered from the advertising

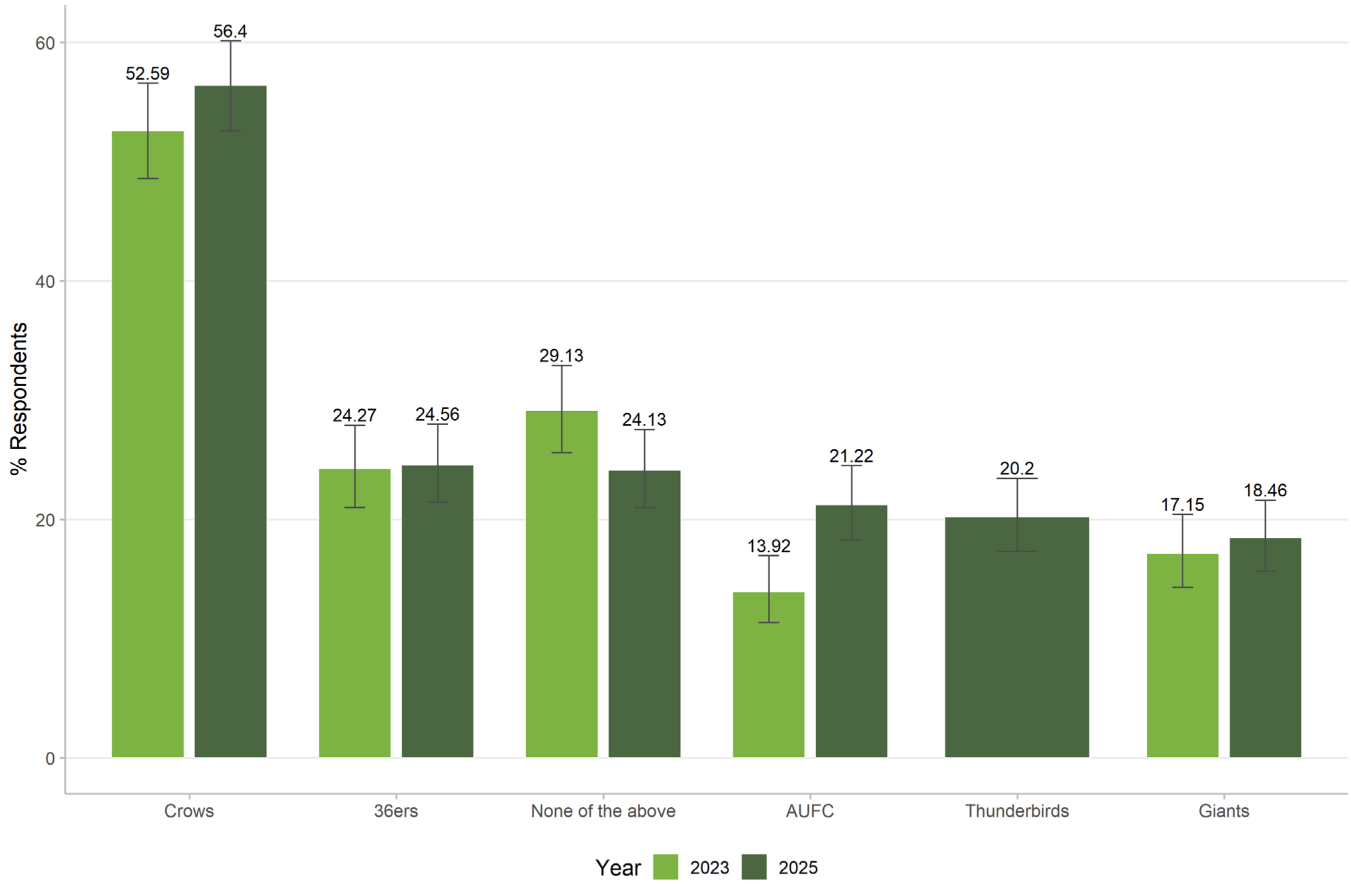


Notes: "Don't let betting Spoil Sport" was added to the survey in 2025. Percentages will not add up to 100% as 'None of the above' was the only exclusive answer, participants were able to select any of the others that applied.

Sports Club Recall

Patterns of sports club associations to campaign messaging revealed shifts between 2023 and 2025 (Figure 22 and Table A 23). In 2025, the Thunderbirds were added as a response option and 20.2% of respondents indicated they recalled club associations to campaign messages. Comparing items presented across both waves, recollection of at least one club increased in 2025 and recall of the AUFC increased between waves.

Figure 22 Sports Clubs Recalled from Advertising

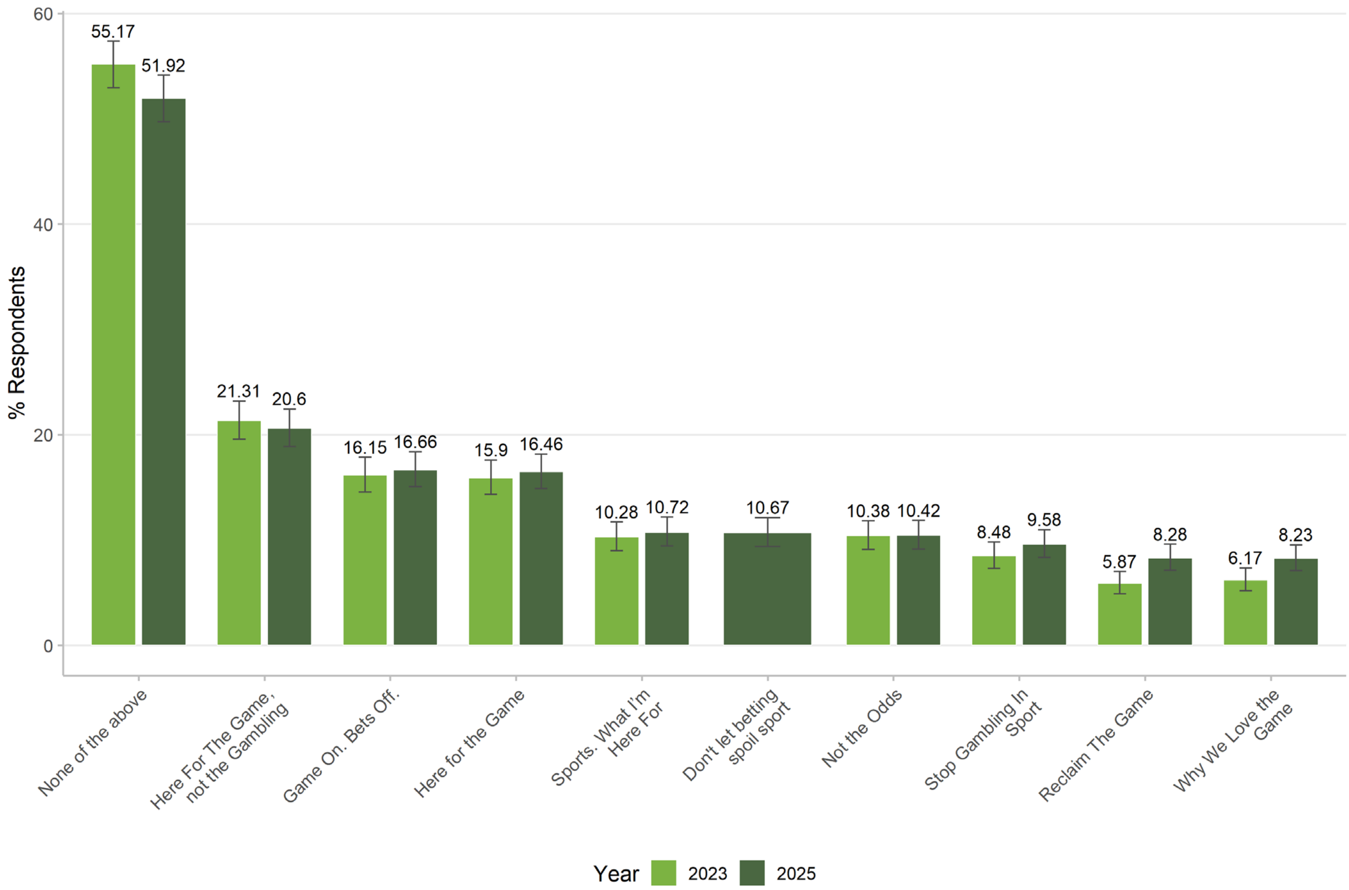


NATIONWIDE CAMPAIGNS

Questions regarding recall of national anti-gambling campaigns remained consistent between 2023 and 2025. Minimal differences were found in responses and are presented in Figure 23 (and Table A 24). From the original 2023 survey the options included three real campaigns from the states of Victoria (Love the Game), NSW (Reclaim the Game), and SA (Here for the Game), and five distractor/fake campaigns. An additional real campaign was added in 2025 to measure responses to a current (Spoil Sport) campaign.

Recall over all eight original items remained consistent across waves. More participants reported recalling at least one item from the list, and two items recall increased between the waves. A distractor "Why we love the game" was reportedly seen by more participants in 2025 (8.2%) than 2023 (6.2%). The real campaign 'Reclaim the Game' was also recalled by more participants in 2025 (8.3%) compared to 2023 (5.9%).

Figure 23 Recall of seeing material for campaigns



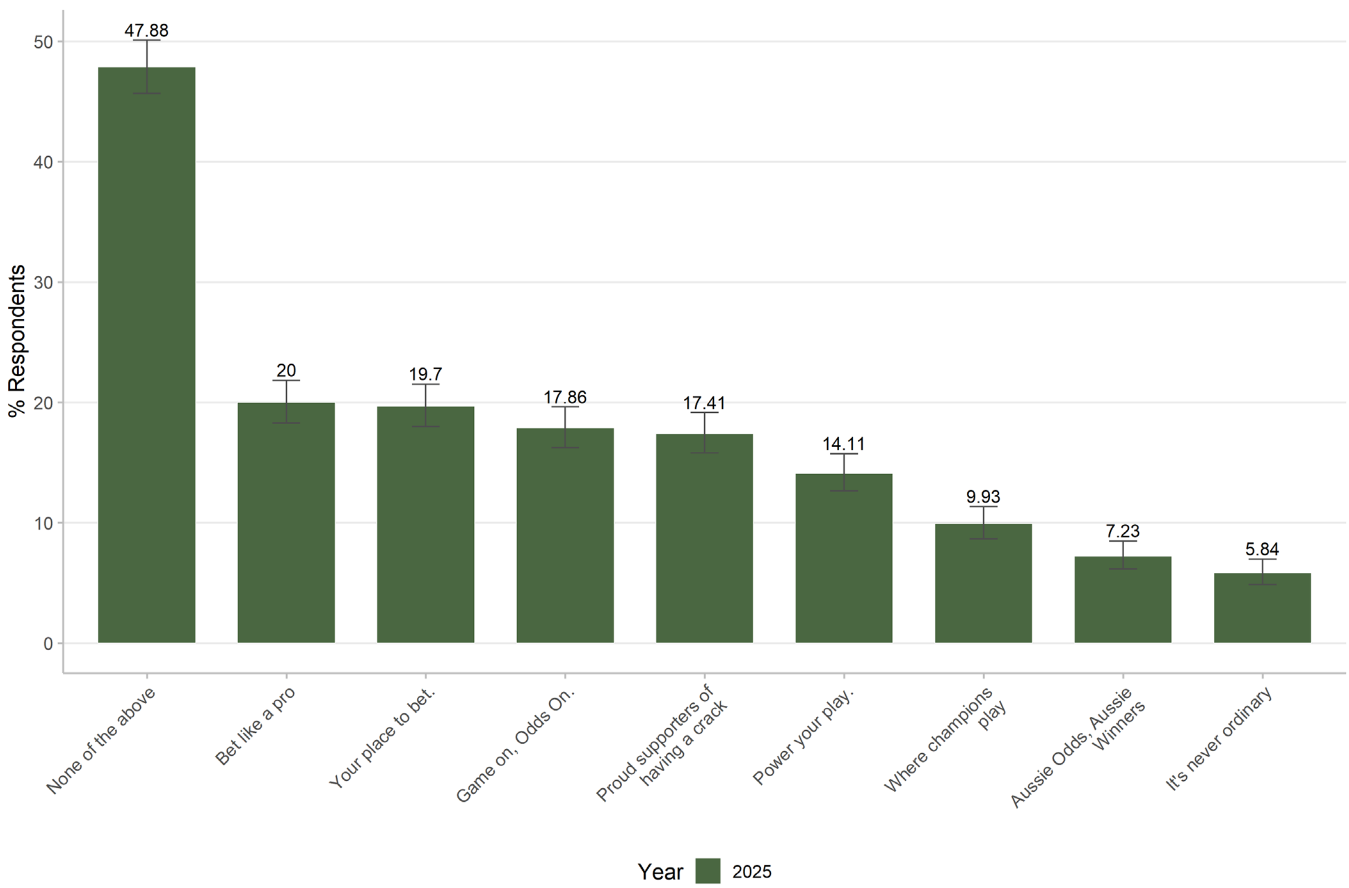
Notes: This question was a 'select all that apply' format, except for 'None of the above' which was an exclusive answer, so the total percentage does not = 100%

Recall of Gambling Advertising

An additional item was added in 2025 to explore if recall was poor for anti-gambling advertising campaigns, or if recall of advertising campaigns in general was poor. This item measured recall of gambling advertising campaign slogans and is presented in Figure 24 (Table A 25). Four of the response options have been used in recent or current gambling advertising either via traditional or social media avenues. The remainder of the items were distractors, mirroring the questions about anti-gambling campaign messaging.

Recall of real advertising material ranged from 5.8%, through to 17.4%, 19.7% and 20.0%. Distractor material recall ranged from 7.2% through to 17.9%. Only 47.9% of respondents reported recalling none of the gambling advertising messages provided. Results provide initial evidence that anti-gambling campaign messaging such as “Here for the Game” and “Don’t let betting Spoil Sport” was recalled at least as well as other, similar gambling advertisement campaigns.

Figure 24 Recall of Gambling Promotion Campaigns



MULTIVARIATE ANALYSIS

The multivariate analysis presented here extends the reporting from 2023. Analysis of time series data is included for all waves evaluating normalisation and attitudinal measures towards gambling across years, controlling for covariates. Multivariate analysis, as with wave two, enables evaluations of dependent variables while controlling for covariates that may differ between samples as a result of variation between samples resulting from sampling methodology. In 2023, multivariate analysis supported the interpretation of changes in attitudes towards sports betting as unrelated to sampling variations.

Scale sums were created replicating the methodology from 2023:

Negative attitudes towards sports betting was calculated from 10 items (e.g. 'There is too much sports betting today' and 'Sports betting can destroy families'; see Figure 10). Two items were positively worded (e.g. 'Occasional sports betting is harmless') and these two items were reverse scored. Higher scores on this scale reflect more negative attitudes towards sports betting.

Negative opinions about advertising was calculated using 9 items (e.g. 'sports betting advertising during sports games should be banned'; see Figure 11). Higher scores reflect more negative opinions about sports betting advertising.

Irrational cognitions around sports betting was calculated from the 10 items shown in Figure 7 (e.g. 'Just narrowly losing a bet shows how good my skills as a bettor are'). Higher scores reflect more irrational cognitions about sports betting

Regression models predicting sports betting normalisation, negative attitudes towards sports betting, negative opinions about advertising and irrational sports betting cognitions are presented in Table 3. Time was coded as a factor and both standardised and unstandardised coefficients are presented. Standardised coefficients provide a useful comparison of effect size between covariates, while unstandardised coefficients represent the changes in original scale measures. As presented, all changes over time were significant, but relatively small. For example, when predicting negative attitudes towards sports betting, the time variable 2023 (.069) is relatively small when compared to Other Gambler Status (-.184).

Table 3 Effect of time (2021, 2023, 2025) on normalisation and attitudinal variables, controlling for covariates

	Normalisation (β)	Negative attitudes towards sports betting (β)	Negative opinions about advertising (β)	Irrational cognitions around sports betting (β) (n = 1705)
Time 2023 – Unstandardised β	**-2.42**	**.623**	**.580**	**.751**
Time 2023 – Standardised β	**- .067**	**.069**	**.047**	**.061**
Time 2025 - Unstandardised β	**-2.29**	**.426**	**.132**	**1.62**
Time 2025 - Standardised β	**-.064**	**.047**	**.011**	**.135**
***Covariates* Standardised β**				
PGSI	**.154**	**.088**	.056	**.231**
Sports bettor status	**.219**	**-.184**	**-.157**	.
Other gambler status	**.034**	**-.078**	**-.065**	**.103**
Sports betting freq.	**.110**	-.020	**-.021**	**.142**
Other gambling freq.	.019	**-.073**	**-.057**	**-.052**
Sports watching - TV	**.050**	**.045**	.025	.020
Sports watching - Live	**.104**	**-.048**	-.015	**.099**
Sports watching - Device	**.050**	.025	.018	**.147**
Age	**-.138**	**.191**	**.210**	-.038
Gender	**-.068**	-.009	.003	**.059**
Aboriginal or Torres Strait Islander	**.076**	.007	-.007	**.101**
Education	**-.069**	**.045**	**.084**	**.066**
Employment	**.037**	**-.045**	**-.034**	**.074**
Income	-.012	.017	.033	**-.074**
Country of birth	.001	.001	-.010	-.015
Marital	**.054**	.014	.006	**.039**
Household	**.022**	.006	-.017	**.070**
Location	.009	**-.062**	**-.049**	**-.037**
Adj. R square (%)	**39.63**	**11.54**	**10.54**	**32.09**

Note: Statistical significance in the above table is indicated by bolded items ($p < .05$).

Consistent with the 2023 report, normalisation decreased slightly while attitudes towards both sports betting and advertising increased. At the same time, there were more irrational cognitions around sports betting.

Table 4 presents regression models using data from waves two and three only. These models evaluate the impact of remembering the "Here for the Game" campaign material while also being presented with distractor messages on outcome measures of interest. The variable "exposure" is used again in this report (0 for no, 1 for yes) representing the condition for remembering campaign messages vs not. As there are now two waves of data available for analysis, "Time" was included as a covariate in the below models. Again, unstandardised and standardised coefficients are presented for the predictor of interest (Exposure) while standardised coefficients are presented for covariates to enable comparison of effect size.

Models are consistent with the 2023 report. No significant influence of exposure was found for normalisation, attitudes towards sports betting, or irrational cognitions around sports betting. There was an effect of exposure on opinions about advertising, those exposed to the campaign held more negative attitudes about sports betting advertising. However, the effect size was small.

Table 4 Effect of exposure to campaign (*N = 3999*)

	Normalisation (β)	Negative attitudes towards sports betting (β)	Negative opinions about advertising (β)	Irrational cognitions around sports betting (β) (*n* = 1705)
Exposure (Remembered vs Not) – Unstandardised	.342	.280	**.566**	.557
Exposure (Remembered vs Not) – Standardised β	.007	.024	**.037**	.042
Covariates				
Time (2023 vs 2025)	.004	-.023	**-.037**	**.075**
PGSI group	**.122**	**.095**	**.065**	**.195**
Sports bettor status	**.247**	**-.218**	**-.194**	.
Other gambler status	**.037**	**-.078**	**-.066**	**.023**
Sports betting freq.	**.082**	.004	.003	**-.049**
Other gambling freq.	.017	**-.079**	**-.066**	.005
Sports watching - TV	**.050**	**.075**	**.047**	.090
Sports watching - Live	**.056**	**-.063**	-.026	**.098**
Sports watching - Device	.014	**.056**	.023	**.137**
Sports watching - Pub	**.155**	**-.087**	**-.061**	**-.002**
Age	**-.134**	**.156**	**.172**	.928
Gender	**-.077**	-.010	.011	.174
Aboriginal or Torres Strait Islander	**.064**	.	-.016	**.011**
Education	**-.070**	**.042**	**.072**	**.189**
Employment	.026	-.035	**-.039**	**-.009**
Income	-.014	**.043**	**.062**	-.151
Country of birth	-.002	.008	.	.012
Marital	**.056**	.001	-.002	.056
Household	.015	-.025	**-.035**	**-.050**
Location	.007	**-.067**	**-.047**	.035
Adj. R square (%)	**43.13**	**12.31**	**11.23**	**31.44**

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Using wave three data only, when specifically examining males 35 years or younger on the key outcomes, younger men were significantly more likely to report higher levels of normalisation, sports betting frequency and score higher on the PGSI. These findings were consistent with the 2023 report. However, findings between waves diverge when evaluating sports betting attitudes. Younger males captured in the 2025 wave did not hold more positive or negative attitudes towards sports betting.

Table 5. Effect of younger male status

	Group (Male <= 35 years)		
	Unstandardised β	**Standardised β**	***Adj R^2 (%)***
Normalisation	**9.78**	.16	**2.4****
Sports betting freq.	**1.09**	.22	**4.6****
PGSI group	**1.23**	.26	**6.6****
Negative attitudes to sports betting	-.46	-.03	0.00

Younger males recalled (35.5%) being exposed to campaign material more than the rest of the sample (14.4%) and this difference was statistically significant ($p < .001$).

Discussion

PURPOSE AND OVERVIEW

This third wave of the Community Attitudes project examined South Australians' sports-betting behaviours, cognitions, attitudes, and campaign responses across 2021, 2023, and 2025. The study employed consistent measures at each time point, enabling comparison of key indicators over time.

The 2021 survey established baseline measures prior to any intervention. The *Here for the Game* campaign launched after the 2021 survey and was active during both subsequent measurement periods. The *Spoil Sport* campaign was introduced by the South Australian Government between the 2023 and 2025 surveys, meaning the 2025 data reflect community response to both campaigns operating concurrently.

The findings reveal concerning trends alongside some positive shifts between 2021 and 2025. Participation and expenditure increased substantially, irrational beliefs strengthened across all measures, and problem gambling rates rose from 18.1% to 22.5% among gamblers. At the same time, community-level normalisation decreased modestly, and among those exposed to campaigns, self-reported reflection increased. However, family-context normalisation moved in the opposite direction, with families reporting increased engagement in betting activities. These patterns – with harm indicators worsening despite some attitudinal improvements – form the basis of the discussion below.

THE NORMALISATION PARADOX

Family-context measures moved in the opposite direction to community attitudes, representing perhaps the study's most important finding. This divergence appears to have had a cancelling effect, as the composite Normalisation Index (which combines these measures) revealed no significant changes overall. Respondents reported more frequent sports viewing with friends and family (Figure 5) and growing agreement with items like "My family and I discuss sports betting" and "My family and I are part of a betting syndicate" (Figure 13). While average levels of agreement with family normalisation items remained in the disagreement range across all waves, the consistent upward trend suggests that sports betting is becoming increasingly embedded in family leisure activities even as broader community disapproval grows.

These opposing trends coincided with continued increases in sports betting participation and expenditure. The proportion of sports bettors in the sample increased (Table 2), and spending shifted into higher brackets. The share of bettors spending less than $50 per month declined substantially (from 44.0% in 2021 to 29.0% in 2025), while the share spending between $200 and $999 per month rose from 18.6% to 27.1% (Figure 2). Whether family-level normalisation facilitated these behavioural increases, or whether increased participation drove family-level acceptance, cannot be determined from these data. However, the divergence between family and community norms has important intervention implications: if family-level acceptance insulates individuals from broader cultural messages about gambling harm, mass-media campaigns may prove insufficient regardless of reach or message quality.

Several theoretical frameworks offer potential explanations for the observed patterns. Social learning theory (Bandura, 1977) suggests that gambling behaviours and norms may be modelled and reinforced more strongly within close social networks than through broader cultural messaging. The Theory of Planned Behaviour (Ajzen, 1991) proposes that attitudes (e.g., gambling is risky), subjective norms (e.g., my family and friends bet), and perceived behavioural control (e.g., I'm skilled enough to win) interact to influence behaviour, potentially allowing proximal norms to override distal ones. This has direct policy relevance: if proximal social contexts override distal messaging, interventions may need to target family units directly rather than relying solely on population-level campaigns. However, the cross-sectional design precludes testing these causal mechanisms directly.

COGNITIONS AND RISK PERCEPTION

The steady rise in irrational or skill-based cognitions points to another area of concern. Across all three waves, participants increasingly view betting success as reflecting personal expertise rather than chance, with agreement rising across all 10 related items (Figure 6, Figure 7).

This cognitive trend coincided with increases in gambling harm. Among participants who gambled, rates of problem gambling (PGSI 8+) rose from 18.1% in 2023 to 22.5% in 2025 (Table 2). Prior research has established associations between skill-based cognitions and both impulsive betting and greater financial risk (Miller & Currie, 2008). The concurrent increase in in-play betting—which rose from 25.1% of expenditure in 2021 to 31.8% in 2025 (Figure 3)—may compound these risks, though the directionality of these relationships cannot be established from the present data.

Emerging literature suggests that digital technologies and influencer-based marketing may amplify skill-based cognitions (Guillou-Landreat et al., 2021). As betting becomes more interactive and data-driven, consumers may perceive it as an extension of sporting knowledge rather than gambling. If these mechanisms are operative in South Australia, interventions addressing cognitive misperceptions might need to extend beyond information provision to include behavioural and technological safeguards—for example, pre-bet prompts or timed cool-offs that interrupt rapid betting.

CAMPAIGN EFFECTS AND LIMITATIONS

Despite stable campaign awareness across 2023 and 2025 (reaching 31-34% of respondents), the study period saw substantial increases in participation, expenditure, and problem gambling rates. This observation does not establish that campaigns were ineffective – the cross-sectional design precludes causal inference – but it does indicate that whatever effects campaigns may have had did not prevent worsening of key harm indicators.

Among those exposed to campaigns, some positive shifts were observed. Message favourability improved, with more respondents describing the messages as clear and helpful. Self-reported responses to campaign exposure also shifted: the proportion who reported "I did nothing" after seeing the campaign dropped from 58.4% in 2023 to 46.4% in 2025, while those who "Reflected on my own gambling" rose from 18.1% to 27.5% (Figure 19). Younger male audiences continued to show the highest levels of recall and engagement. However, reported reflection on others' gambling and direct intervention behaviours (such as talking to others about their gambling or seeking help) remained uncommon.

Several factors may help explain why increased self-reflection did not coincide with reductions in participation, expenditure, or problem gambling rates. First, the rise in family-level normalisation (Figure 13) suggests that proximal social norms within households may operate independently of, or counter to, broader community-level messaging. Second, the strengthening of irrational cognitions (Figure 7) may indicate that individuals who reflect on gambling risks nonetheless exempt themselves from those risks, believing their own betting to be more skilful or controlled. Third, structural factors—such as pervasive marketing, ease of access, and in-play betting features—may exert stronger influence on behaviour than attitudinal messaging alone.

These patterns align with a broader evidence base indicating that awareness campaigns often influence attitudes more readily than behaviour (Wakefield et al., 2010; Snyder et al., 2004; Monaghan & Blaszczynski, 2010), particularly when structural and commercial factors continue to promote gambling. Whether the observed trends represent campaign effects, secular changes unrelated to campaigns, or some combination cannot be determined from these observational data.

DIFFERENTIAL PATTERNS ACROSS POPULATION GROUPS

The observed divergence between attitudes and behaviours was not uniform across the population. Multivariate analyses indicate that normalisation, cognition, and responses to campaigns varied substantially across demographic groups, highlighting the complexity of population-level trends.

Young men and the awareness-behaviour gap. The pattern among younger men (aged 18–34) is particularly instructive. This group reported the highest levels of sports betting participation, stronger perceptions of betting as normal, and greater gambling harm (PGSI 8+) compared to other demographic groups. Crucially, they also showed the highest campaign recall—almost twice that of other groups. This combination suggests that campaigns successfully reached this high-risk population but did not observably reduce their participation or associated harms. Whether this reflects insufficient campaign intensity, competing influences that overwhelm messaging effects, or fundamental limitations of awareness-based approaches cannot be determined from these data. However, the pattern underscores that message exposure does not necessarily translate to behavioural change, even among those most likely to recall and engage with content.

Aboriginal and Torres Strait Islander communities. Aboriginal and Torres Strait Islander participants displayed significantly higher normalisation scores and stronger agreement with irrational cognitions compared to non-Indigenous participants. These differences persisted after controlling for other demographic factors. Several interpretations are possible: these patterns may reflect differential exposure to gambling marketing, distinct cultural contexts for sports and gambling, socioeconomic factors not fully captured in the models, or measurement issues if survey items were not culturally validated. The data indicate that current approaches may not be reaching or resonating with these communities, but determining appropriate responses requires community-led research and co-design processes that integrate Indigenous perspectives.

Other demographic patterns. Across the wider population, younger age was associated with higher normalisation, while older age predicted more negative views of betting and its advertising. Higher educational attainment corresponded with lower normalisation and stronger critical attitudes toward advertising, potentially reflecting differences in advertising literacy or susceptibility to marketing messages. Watching sport in hospitality venues (pubs, clubs) correlated with higher normalisation, consistent with these environments serving as sites where gambling is embedded in social sports-watching practices.

Together, these patterns indicate that population-level changes also incorporate substantial heterogeneity. Campaigns, norms, and behaviours appear to operate differently across age, education, cultural background, and social context, suggesting that uniform public messaging approaches may have limited reach or effectiveness for some groups while potentially influencing others.

IMPLICATIONS FOR POLICY AND PRACTICE

The findings present several considerations for public health policy, though the cross-sectional design and conflicting trends limit the strength of specific recommendations.

To the extent that community-level attitudinal shifts reflect campaign influence, the data suggest that awareness-based messaging can reach substantial portions of the population and may shift some attitudes. However, the concurrent worsening of harm indicators (participation, expenditure, problem gambling, irrational cognitions) indicates that attitudinal change alone is insufficient to reduce harm. This pattern is consistent with a broader evidence base showing that awareness campaigns rarely alter behaviour when structural factors – such as pervasive marketing, easy access, and product design features – continue to promote gambling.

Given that family-context normalisation appears to operate somewhat independently of broader messaging, interventions may need to extend beyond mass-media campaigns. Potential approaches could include family-focused resources, school-based education that engages parents, or community-level initiatives that address proximal social norms. However, no such interventions were tested in this study, and evidence for their effectiveness in gambling contexts remains limited. Development and evaluation of family-oriented approaches would require careful design and testing before implementation at scale.

The differential patterns across demographic groups suggest that uniform approaches may be insufficient. Young men showed high campaign recall alongside high harm, raising questions about whether awareness-based strategies can effectively reach this population or whether alternative approaches (such as product design restrictions, venue-based interventions, or peer-led programs) might be necessary. For Aboriginal and Torres Strait Islander communities, the elevated normalisation and cognition scores indicate current approaches are not meeting community needs. However, determining appropriate responses may require community-led consultation and co-design processes, not top-down interventions based on mainstream survey data.

At a structural level, the continued rise in participation, expenditure, and in-play betting despite stable or improving attitudes toward gambling suggests that individual-level interventions may be insufficient when commercial forces and product design features actively promote engagement. In addition to efforts to counter normalisation, regulatory approaches – such as restrictions on advertising, limits on in-play betting features, or mandatory cooling-off periods – would address environmental rather than individual factors.

A final caution is that it remains possible that observed trends are largely independent of campaigns and reflect broader market, technological, and cultural forces. Under this interpretation, the priority might be determining whether public health messaging can meaningfully influence behaviour in the current regulatory and commercial environment, rather than refining message content or delivery.

Given the likelihood of multiple causal pathways operating simultaneously, effective policy responses may require integrated approaches that address community attitudes, family contexts, demographic variation, and structural factors concurrently, rather than prioritising single intervention types.

STRENGTHS AND LIMITATIONS

A key strength of this study is its consistent methodology across three survey waves, allowing robust comparison of trends in attitudes, cognitions, and behaviours over time The replication of identical instruments increases confidence that observed changes reflect real population-level movement rather than measurement artefacts, though sampling variation between waves remains possible. Large sample sizes also provide adequate statistical power to detect modest but meaningful shifts, and multivariate models confirm that these shifts persist after controlling for demographic covariates.

However, several limitations constrain the conclusions that can be drawn. First, the design is repeated cross-sectional rather than longitudinal. Although care was taken to undertake consistent sampling, each wave samples a new cohort of South Australian adults rather than tracking the same individuals over time. Consequently, the data demonstrate only population-level association and temporal coincidence. For example, the rise in irrational cognitions alongside stable campaign awareness cannot be interpreted as evidence that campaigns failed to alter those beliefs; the same individuals were not measured before and after exposure. Similarly, apparent changes in normalisation or problem-gambling rates may partly reflect sampling composition differences between waves, even though demographic quotas were applied.

Second, causal pathways among attitudes, cognitions, and behaviours cannot be inferred with certainty. Although the theoretical framework suggests feedback loops between social norms and cognitive biases, the present data do not allow for directional testing—such as whether increasing family-level normalisation drives greater betting frequency or vice versa. These questions would require true longitudinal or experimental designs, ideally linking attitudinal change within individuals to behavioural outcomes over time.

Third, the use of commercial online panels introduces possible selection bias. Panel participants may differ systematically from the broader South Australian population, for instance, by being more digitally engaged, more familiar with gambling products, or more responsive to incentives. These characteristics may inflate estimates of participation and exposure to online betting and advertising. Furthermore, while quotas approximate state demographics, weighting cannot fully correct for unknown biases in panel recruitment. This limitation is not specific to this design. Given only a small percentage of contacted individuals respond to random-digit dial telephone interviews, true population sampling represents an ongoing challenge for gambling research in general.

Finally, all measures rely on self-report and may be affected by recall error or social desirability bias, particularly for sensitive topics such as gambling expenditure and problem gambling severity. The inclusion of fictitious campaigns partially addresses false recall but also indicates that awareness figures should be interpreted cautiously.

FUTURE RESEARCH

Several research directions emerge from these findings, though priorities depend partly on how the current patterns are interpreted. Given finite research resources, not all research directions can be pursued simultaneously. The present findings show consistent increases across multiple harm indicators: problem gambling rates (PGSI 8+) rose from 18.1% to 22.5% among gamblers; the proportion spending less than $50 per month declined from 44.0% to 29.0% while those spending $200-999 monthly increased from 18.6% to 27.1%; in-play betting increased from 25.1% to 31.8% of expenditure; and agreement with all 10 irrational cognition items increased across waves. While sampling limitations mean these absolute levels should be interpreted cautiously, the consistency of trends across multiple indicators suggests a meaningful trend. This pattern suggests three research areas warrant particular priority.

First, continued surveillance using consistent methodology remains essential – the value of trend data compounds with each additional wave, and interrupting the time series would substantially reduce interpretive power for all past and future investments.

Second, given the divergence between family-level and community-level normalisation, research specifically examining how proximal social contexts mediate or override mass-media messaging could inform whether current campaign strategies require fundamental revision.

Third, evaluation of structural interventions – particularly those addressing product design, advertising, and accessibility – addresses the most pressing policy question: whether regulatory approaches can achieve harm reduction that awareness campaigns have not. While other research directions listed below have merit, these three areas most directly address the central patterns and policy implications emerging from this study.

Value of continued surveillance: The three waves of data collected to date provide substantially more insight than any single cross-sectional survey could offer. Consistent methodology across waves has enabled detection of trends (such as the divergence between community and family normalisation) and establishment of baselines against which future changes can be assessed. Continued monitoring using the same measures and recruitment methods would compound these benefits. Additional waves would: clarify whether observed trends continue, reverse, or stabilise; provide longer time series for detecting delayed intervention effects; enable more sophisticated time-series analyses that can better separate intervention effects from secular trends; and create ongoing surveillance infrastructure for detecting emerging concerns (such as new gambling products or marketing strategies). The relatively modest cost of maintaining consistent cross-sectional measurement yields substantial returns in interpretive power, particularly as the number of time points increases.

Establishing causal effects: The most fundamental limitation of the current design is the inability to attribute observed changes to specific interventions. Longitudinal studies tracking the same individuals before and after campaign exposure, or quasi-experimental designs comparing exposed and unexposed populations, would strengthen causal inference. Without such designs, it remains unclear whether campaigns influenced any observed trends or whether secular changes would have occurred regardless.

Testing alternative intervention approaches: If family-context normalisation operates independently of mass-media campaigns, trials of family-focused interventions – such as home-based messaging, parent-focused resources, or school-based programs that engage caregivers – could assess whether proximal norms are modifiable through targeted approaches. Similarly, if cognitive biases resist attitude-based messaging, controlled studies of behavioural interventions (such as in-play safeguards, pre-bet prompts, or cognitive debiasing tools) could test whether product design modifications influence behaviour more effectively than awareness campaigns.

Understanding demographic variation: The substantial differences across age, education, and cultural background suggest that intervention effectiveness may vary across population groups. Research specifically examining why young men show high campaign recall alongside high harm or exploring gambling attitudes and behaviours within Aboriginal and Torres Strait Islander communities using community-led research methods, could inform more targeted or culturally appropriate approaches.

Exploring message framing effects: Alternative campaign framings – such as emphasising structural rather than individual responsibility or highlighting harms to family and community rather than personal risk – could be tested through controlled trials to determine whether different narrative approaches produce stronger behavioural effects.

Assessing structural interventions: Given the continued rise in participation and harm despite attitudinal campaigns, evaluation of regulatory and structural approaches represents a critical research priority. The present findings suggest several specific intervention types warrant rigorous evaluation.

Advertising restrictions – particularly those limiting sports-embedded marketing and influencer promotion – could address the commercial drivers that may overwhelm public health messaging. Restrictions or bans on betting inducements (such as bonus bets, cashback offers, and deposit matches) and direct marketing notifications would target practices identified as particularly harmful in fostering impulsive betting and increased expenditure. In-play betting limitations, such as mandatory delays between bet placement or restrictions on live micro-betting, could directly address the shift toward more impulsive betting forms documented in this study. Product design modifications, including universal deposit limits applied across all betting accounts and gambling forms (rather than per-account limits currently in place for online betting), loss-tracking displays visible during play, and enhanced activity statement provisions (extending beyond the monthly statements currently mandated for online betting to include real-time or weekly summaries), could provide behavioural safeguards that complement rather than replace awareness approaches. Venue-based interventions and point-of-sale restrictions on betting apps could reduce accessibility, particularly for impulse betting. Evaluating these structural approaches through controlled implementation and comparison across jurisdictions would provide essential evidence about whether environmental modifications can achieve harm reduction outcomes that individual-level messaging has not.

CONCLUSION

This three-wave study documents substantial changes in South Australian sports betting behaviours and attitudes between 2021 and 2025. The findings present a complex picture: community-level acceptance of sports betting declined modestly, while participation increased, expenditure shifted toward higher brackets, problem gambling rates rose from 18.1% to 22.5% of gamblers, and irrational beliefs about skill and control strengthened across all waves. Family-context normalisation moved in the opposite direction to community attitudes, with families reporting increased engagement in betting-related activities despite broader cultural disapproval.

Among respondents exposed to anti-gambling campaigns, self-reported reflection on gambling increased significantly, though this did not coincide with reductions in participation or harm. Whether campaigns contributed to declining community normalisation, operated independently of these trends, or had effects obscured by stronger countervailing forces cannot be determined with certainty from repeated cross-sectional data. The patterns observed likely reflect multiple interacting influences: public health messaging, commercial marketing and product design, technological changes enabling easier access and more immersive betting experiences, evolving social norms operating at different levels (community vs. family), and cognitive processes that may allow individuals to recognise general risks while exempting themselves from those judgements.

The findings do reveal some positive developments. Community-level acceptance of sports betting declined modestly but consistently across all three waves, suggesting that broader cultural attitudes toward gambling are becoming less permissive. Among individuals exposed to anti-gambling campaigns, self-reported reflection on gambling increased substantially (from 18.1% to 27.5%), and message favourability improved, indicating that campaigns are reaching their audiences and prompting some cognitive engagement with gambling risks.

However, these attitudinal improvements occurred alongside worsening harm indicators across the study period. While the data cannot establish whether campaigns had protective effects that were overwhelmed by other forces, the pattern of results indicates that awareness-based approaches as currently implemented were insufficient to prevent increasing harm. These findings provide valuable direction for intervention development: they highlight the need to complement awareness campaigns with approaches that address family-level normalisation, structural accessibility, and the commercial drivers of participation. The three-wave design has established robust baseline data and identified specific mechanisms—such as the divergence between community and family norms—that can inform more targeted intervention strategies.

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Appendix A

Descriptive and comparative statistics.

Table A 1 Sports betting by mode

Mode	**2021** ***n* = 732** ***Mean (SD)*** ***Median***	**2023** ***n* = 818** ***Mean (SD);*** ***Median***	**2025** ***n* =886** ***Mean (SD);*** ***Median***	Statistic
Online using a smartphone	55.59 (SD = 41.4) M = 60.0	57.23 (SD = 40.7) M = 60.0	56.90 (SD = 38.18) M = 60.0	$\rho = .01$, $p = .594$
At land-based venues	23.13 (SD = 35.8) M = 0.0	21.64 (SD = 34.0) M = 0.0	20.09 (SD = 30.32) M = 0.0	$\rho = .02$, $p = .351$
Online using a laptop or desktop computer	18.23 (SD = 30.4) M = 0.0	17.89 (SD = 29.6); M = 0.0	18.20 (SD = 27.33) M = 0.0	**$\rho = .05$, $p = .015$**
By telephone calls	3.04 (SD = 9.0) M = 0.0	3.23 (SD = 9.5); M = 0.0	4.81 (SD = 11.24) M = 0.0	**$\rho = .10$, $p < .001$**

Table A 2 Sports betting expenditure (typical month)

Spend category	**2021** *n = 732* *n (%)*	**2023** *n = 818* *n (%)*	**2025** *n = 886* *n (%)*	Statistic
Less than $50	322 (44.0%)	310 (37.6%)	256 (28.9%)	
Between $50 and $99	112 (15.3%)	134 (16.3%)	149 (16.8%)	
Between $100 and $199	131 (17.9%)	140 (17.0%)	175 (19.8%)	**$\rho = .14, p < .001$**
Between $200 and $999	136 (18.6%)	173 (20.6%)	240 (27.1%)	
$1000 or more	31 (4.2%)	61 (7.5%)	66 (7.4%)	

Table A 3 Percentage of sports in-play or live betting

Category	**2021** **n = 732** **n (%)**	**2023** **n = 818** **n (%)**	**2025** **n = 886** **n (%)**	**Statistic**
0%	340 (46.4%)	362 (44.3%)	289 (32.6%)	
Between 1% and 49%	196 (26.8%)	233 (28.3%)	299 (33.7%)	**$\rho = .11, p < .001$**
Between 50% and 99%	130 (17.5%)	146 (17.6%)	215 (24.3%)	
100%	66 (9.0%)	77 (9.4%)	83 (9.4%)	

Table A 4 Mode of watching sports

Mode	Year	Never	1 to 6 times a year (once every two months or less)	7 to 12 times (once a month or less)	13 to 24 times (once or twice a month)	25 to 52 times (once or twice a fortnight)	53+ times (once a week or more)	Statistic
		n (%)	***n (%)***	***n (%)***	***n (%)***	***n (%)***	***n (%)***	
on television	2021	273	467	259	242	307	482	
		(13.4%)	(23.0%)	(12.8%)	(11.9%)	(15.1%)	(23.7%)	ρ = .02, p = .192
	2023	239	487	257	247	328	436	
		(12.0%)	(24.4%)	(12.9%)	(12.4%)	(16.4%)	(21.9%)	
	2025	258	422	257	257	327	484	
		(12.9%)	(21.0%)	(12.8%)	(12.8%)	(16.3%)	(24.1%)	
live at the ground	2021	1107	585	160	97	62	19	
		(54.5%)	(28.8%)	(7.9%)	(4.8%)	(3.1%)	(0.9%)	**ρ = .08, p < .001**
	2023	1021	579	172	136	66	20	
		(51.20%)	(29.00%)	(8.60%)	(6.80%)	(3.30%)	(1.00%)	
	2025	942	578	209	166	89	21	
		(47.0%)	(28.8%)	(10.4%)	(8.3%)	(4.4%)	(1.0%)	
via video on a device or a computer	2021	1082	377	193	166	110	102	

		(53.3%)	(18.6%)	(9.5%)	(8.2%)	(5.4%)	(5.0%)	ρ = .01, p = .406
	2023	1108	363	182	152	117	72	
		(55.6%)	(18.2%)	(9.1%)	(7.6%)	(5.9%)	(3.6%)	
	2025	1058	331	201	197	142	76	
		(52.8%)	(16.5%)	(10.0%)	(9.8%)	(7.1%)	(3.8%)	
at a venue such as a pub or a club	2023	1005	589	199	120	65	16	
		(50.4%)	(29.5%)	(10.0%)	(6.0%)	(3.3%)	(0.8%)	ρ = .03, p = .084
	2025	993	530	218	155	87	22	
		(49.5%)	(26.4%)	(10.9%)	(7.7%)	(4.3%)	(1.1%)	

Table A 5 Social context of watching sports

Watched with:	Year	Never *n (%)*	1 to 6 times a year (once every two months or less) *n (%)*	7 to 12 times (once a month or less) *n (%)*	13 to 24 times (once or twice a month) *n (%)*	25 to 52 times (once or twice a fortnight) *n (%)*	53+ times (once a week or more) *n (%)*
Friends	2021	784 (38.6%)	629 (31.0%)	262 (12.9%)	165 (8.1%)	116 (5.7%)	74 (3.6%)
	2023	729 (36.6%)	636 (31.9%)	254 (12.7%)	201 (10.1%)	123 (6.2%)	51 (2.6%)
	2025	713 (35.6%)	562 (28.0%)	276 (13.8%)	227 (11.3%)	149 (7.4%)	78 (3.9%)
Family (children under 18)	2021	1249 (61.5%)	360 (17.7%)	167 (8.2%)	106 (5.2%)	97 (4.8%)	51 (2.5%)
	2023	1174 (58.9%)	361 (18.1%)	163 (8.2%)	136 (6.8%)	102 (5.1%)	58 (2.9%)
	2025	1135 (56.6%)	363 (18.1%)	168 (8.4%)	156 (7.8%)	126 (6.3%)	57 (2.8%)
Family (adults)	2021	576 (28.4%)	605 (29.8%)	246 (12.1%)	221 (10.9%)	210 (10.3%)	172 (8.5%)
	2023	584	571	255	240	184	160

	(29.3%)	(28.6%)	(12.8%)	(12.0%)	(9.2%)	(8.0%)
2025	564	537	255	263	231	155
	(28.1%)	(26.8%)	(12.7%)	(13.1%)	(11.5%)	(7.7%)

Note: Statistic for Family (under 18): **ρ = .05, *p* < .001**; Friends: **ρ = .05, *p* < .001;** Family (adults): ρ = .02, *p* = .240

Table A 6 Cognitions and irrational beliefs involved in sports betting

Item	2021 n = 732				2023 n =818				2025 n = 886				Statistic
	SD n (%)	D n (%)	A n (%)	SA n (%)	SD n (%)	D n (%)	A n (%)	SA n (%)	SD n (%)	D n (%)	A n (%)	SA n (%)	
When I win my sports bet, it's due to my experience as a bettor	96 (13.1%)	313 (42.8%)	275 (37.6%)	48 (6.6%)	79 (9.7%)	334 (40.8%)	326 (39.9%)	79 (9.7%)	74 (8.4%)	279 (31.5%)	408 (46.0%)	125 (14.1%)	**ρ = .14, *p* < .001**
Just narrowly losing a bet shows how good my skills as a bettor are	121 (16.5%)	352 (48.1%)	224 (30.6%)	35 (4.8%)	115 (14.1%)	380 (46.5%)	259 (31.7%)	64 (7.8%)	80 (9.0%)	386 (43.6%)	342 (38.6%)	78 (8.8%)	**ρ = .12, *p* < .001**
I can often estimate the true odds better than the advertised odds	126 (17.2%)	332 (45.4%)	235 (32.1%)	39 (5.3%)	105 (12.8%)	366 (44.7%)	295 (36.1%)	52 (6.4%)	72 (8.1%)	360 (40.6%)	365 (41.2%)	89 (10.0%)	**ρ = .14, *p* < .001**
When I win my sports bet, it's due to my skill and knowledge of sports	91 (12.4%)	228 (31.1%)	354 (48.4%)	59 (8.1%)	69 (8.4%)	276 (33.7%)	403 (49.3%)	70 (8.6%)	69 (7.8%)	221 (24.9%)	476 (53.7%)	120 (13.5%)	**ρ = .11, *p* < .001**
Betting on sport is safer as it relies less on luck than other forms of gambling	92 (12.6%)	214 (29.2%)	350 (47.8%)	76 (10.4%)	83 (10.1%)	259 (31.7%)	387 (47.3%)	89 (10.9%)	58 (6.5%)	238 (26.9%)	462 (52.1%)	128 (14.4%)	**ρ = .09, *p* < .001**
	75	236	347	74	59	270	395	94	47	211	492	136	**ρ = .12, *p* < .001**

The highs are higher, and the lows are lower when I bet on my favourite team or player	(10.2%)	(32.2%)	(47.4%)	(10.1%)	(7.2%)	(33.0%)	(48.3%)	(11.5%)	(5.3%)	(23.8%)	(55.5%)	(15.3%)	
The very moment I place a bet, I feel good	56 (7.7%)	256 (35.0%)	359 (49.0%)	61 (8.3%)	48 (5.9%)	279 (34.1%)	414 (50.6%)	77 (9.4%)	29 (3.3%)	249 (28.1%)	462 (52.1%)	146 (16.5%)	**$\rho = .13, p < .001$**
If you have the knowledge and skills, betting on sports is a good way to make extra money	82 (11.2%)	253 (34.6%)	338 (46.2%)	59 (8.1%)	80 (9.8%)	270 (33.0%)	398 (48.7%)	70 (8.6%)	58 (6.5%)	254 (28.7%)	432 (48.8%)	142 (16.0%)	**$\rho = .12, p < .001$**
My chances of picking a winner on a sports match are better than most people	106 (14.5%)	353 (48.2%)	228 (31.1%)	45 (6.1%)	114 (13.9%)	368 (45.0%)	258 (31.5%)	78 (9.5%)	76 (8.6%)	359 (40.5%)	343 (38.7%)	108 (12.2%)	**$\rho = .13, p < .001$**
Bookmakers make mistakes when setting odds, which I can take advantage of	83 (11.3%)	341 (46.6%)	259 (35.4%)	49 (6.7%)	94 (11.5%)	374 (45.7%)	292 (35.7%)	58 (7.1%)	72 (8.1%)	367 (41.4%)	348 (39.3%)	99 (11.2%)	**$\rho = .08, p < .001$**

Table A 7 Protective beliefs around sports betting

Item	2021				2023				2025				Statistic
	SD	D	A	SA	SD	D	A	SA	SD	D	A	SA	
	n (%)	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	
If I'm not having fun gambling on sports, I stop	19 (2.6%)	81 (11.1%)	437 (59.7%)	195 (26.6%)	26 (3.2%)	110 (13.4%)	477 (58.3%)	205 (25.1%)	23 (2.6%)	121 (13.7%)	518 (58.5%)	224 (25.3%)	ρ = -.02, p = .270
I stick to a dedicated budget for sports betting	26 (3.6%)	108 (14.8%)	392 (53.6%)	206 (28.1%)	24 (2.9%)	124 (15.2%)	437 (53.4%)	233 (28.5%)	21 (2.4%)	115 (13.0%)	484 (54.6%)	266 (30.0%)	ρ = .03, p = .134
If I'm feeling depressed or upset, I don't bet on sports	65 (8.9%)	224 (30.6%)	320 (43.7%)	123 (16.8%)	70 (8.6%)	261 (31.9%)	342 (41.8%)	145 (17.7%)	78 (8.8%)	265 (29.9%)	404 (45.6%)	139 (15.7%)	ρ = -.00, p = .979

Table A 8 Opinions about sports betting advertising

Item	2021 SD	2021 D	2021 A	2021 SA	2023 SD	2023 D	2023 A	2023 SA	2025 SD	2025 D	2025 A	2025 SA	Statistic
	n (%)	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	
Sports betting advertising during sports games should be banned	90 (4.4%)	651 (32.1%)	735 (36.2%)	554 (27.3%)	70 (3.5%)	527 (26.4%)	812 (40.7%)	585 (29.3%)	88 (4.4%)	525 (26.2%)	838 (41.8%)	554 (27.6%)	**ρ = .03, p = .013**
I want to see less sports betting advertising at sporting venues	66 (3.3%)	521 (25.7%)	833 (41.0%)	610 (30.0%)	57 (2.9%)	418 (21.0%)	884 (44.3%)	635 (31.8%)	83 (4.1%)	414 (20.6%)	925 (46.1%)	583 (29.1%)	ρ = .01, p = .288
I'm concerned by how much sports betting advertising children are exposed to	70 (3.4%)	372 (18.3%)	830 (40.9%)	758 (37.3%)	62 (3.1%)	309 (15.5%)	793 (39.8%)	830 (41.6%)	73 (3.6%)	291 (14.5%)	882 (44.0%)	759 (37.9%)	ρ = .02, p = .141
The government should take measures to reduce the amount of sports betting advertising	56 (2.8%)	405 (20.0%)	843 (41.5%)	726 (35.8%)	54 (2.7%)	297 (14.9%)	902 (45.2%)	741 (37.2%)	67 (3.3%)	323 (16.1%)	906 (45.2%)	709 (35.4%)	ρ = .01, p = .353
Betting advertising encourages children to want to gamble on sports	56 (2.8%)	420 (20.7%)	932 (45.9%)	622 (30.6%)	60 (3.0%)	357 (17.9%)	916 (45.9%)	661 (33.1%)	76 (3.8%)	332 (16.6%)	971 (48.4%)	626 (31.2%)	ρ = .02, p = .179
Betting advertising encourages people who enjoy sport to start gambling	57 (2.8%)	461 (22.7%)	986 (48.6%)	526 (25.9%)	45 (2.3%)	397 (19.9%)	993 (49.8%)	559 (28.0%)	71 (3.5%)	410 (20.4%)	971 (48.4%)	553 (27.6%)	ρ = .02, p = .194
Sports betting advertising makes it hard for people with problems to resist gambling	39 (1.9%)	226 (11.1%)	923 (45.5%)	842 (41.5%)	44 (2.2%)	215 (10.8%)	910 (45.6%)	825 (41.4%)	46 (2.3%)	235 (11.7%)	971 (48.4%)	753 (37.6%)	**ρ = -.03, p = .016**
Betting advertising makes kids think that gambling on sport is normal	54 (2.7%)	280 (13.8%)	921 (45.4%)	775 (38.2%)	39 (2.0%)	252 (12.6%)	918 (46.0%)	785 (39.4%)	55 (2.7%)	248 (12.4%)	951 (47.4%)	751 (37.5%)	ρ = .00, p = .912
Sports betting advertising increases gambling problems in Australia	44 (2.2%)	332 (16.4%)	956 (47.1%)	698 (34.4%)	38 (1.9%)	288 (14.4%)	945 (47.4%)	723 (36.3%)	49 (2.4%)	309 (15.4%)	958 (47.8%)	689 (34.4%)	ρ = .00, p = .825

Table A 9 Attitudes towards sports betting

Item	2021				2023				2025				Statistic
	SD	D	A	SA	SD	D	A	SA	SD	D	A	SA	
	n (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	
There is too much sports betting today	53 (2.6%)	386 (19.0%)	979 (48.2%)	612 (30.1%)	36 (1.8%)	331 (16.6%)	952 (47.7%)	675 (33.9%)	48 (2.4%)	309 (15.4%)	1008 (50.3%)	640 (31.9%)	**$\rho = .03$, $p = .017$**
Casual sports betting can lead to problems if you're not careful	36 (1.8%)	247 (12.2%)	1155 (56.9%)	592 (29.2%)	30 (1.5%)	203 (10.2%)	1102 (55.3%)	659 (33.0%)	46 (2.3%)	224 (11.2%)	1106 (55.2%)	629 (31.4%)	$\rho = .02$, $p = .176$
People shouldn't be encouraged to bet on sports	34 (1.7%)	384 (18.9%)	1090 (53.7%)	522 (25.7%)	30 (1.5%)	284 (14.2%)	1075 (53.9%)	605 (30.3%)	43 (2.1%)	315 (15.7%)	1046 (52.2%)	601 (30.0%)	**$\rho = .04$, $p = .002$**
It's not healthy for children to see their parents bet on sports	43 (2.1%)	396 (19.5%)	934 (46.0%)	657 32.4%)	48 (2.4%)	284 (14.2%)	928 (46.5%)	734 (36.8%)	46 (2.3%)	281 (14.0%)	936 (46.7%)	742 (37.0%)	**$\rho = .05$, $p < .001$**
Sports betting can destroy families	32 (1.6%)	183 (9.0%)	977 (48.1%)	838 (41.3%)	29 (1.5%)	158 (7.9%)	905 (45.4%)	902 (45.2%)	35 (1.7%)	175 (8.7%)	955 (47.6%)	840 (41.9%)	$\rho = .00$, $p = .704$
Sports betting needs to be more tightly regulated or restricted	39 (1.9%)	348 (17.1%)	952 (46.9%)	691 (34.0%)	45 (2.3%)	266 (13.3%)	906 (45.4%)	777 (39.0%)	43 (2.1%)	272 (13.6%)	951 (47.4%)	739 (36.9%)	**$\rho = .03$, $p = .009$**
Occasional sports betting is harmless	134 (6.6%)	412 (20.3%)	1286 (63.3%)	198 (9.8%)	140 (7.0%)	516 (25.9%)	1163 (58.3%)	175 (8.8%)	158 (7.9%)	499 (24.9%)	1133 (56.5%)	215 (10.7%)	**$\rho = -.04$, $p < .001$**
Sports betting is just another hobby	309 (15.2%)	853 (42.0%)	749 (36.9%)	119 (5.9%)	337 (16.9%)	867 (43.5%)	685 (34.4%)	105 (5.3%)	307 (15.3%)	797 (39.8%)	746 (37.2%)	155 (7.7%)	$\rho = .02$, $p = .157$

Gambling on sports is part of the Australian culture – you're never going to change that	205 (10.1%)	729 (35.9%)	929 (45/8%)	167 (8.2%)	220 (11.0%)	692 (34.7%)	901 (45.2%)	181 (9.1%)	182 (9.1%)	620 (30.9%)	992 (49.5%)	211 (10.5%)	**ρ = .05, p < .001**
People who bet on sports are at-risk of developing gambling problems	43 (2.1%)	365 (18.0%)	1160 (57.1%)	462 (22.8%)	33 (1.7%)	323 (16.2%)	1162 (58.3%)	476 (23.9%)	38 (1.9%)	326 (16.3%)	1135 (56.6%)	506 (25.2%)	**ρ = .03, p = .030**

Table A 10 Community normalisation relating to sports betting

Item	2021 *Mean (SD)* *Median (M)*	2023 *Mean (SD);* *Median (M)*	2025 *Mean (SD);* *Median (M)*	Statistic
Is betting on sports a normal part of life in South Australia?	59.83 (SD = 25.0) M = 61.0	53.64 (SD = 25.90) M = 60	54.56 (SD = 26.93) M = 60	**ρ = -.08, p < .001**
Is betting on sports a part of South Australian culture?	57.24 (SD = 26.3) M = 60	53.19 (SD = 26.52) M = 59	53.56 (SD = 26.91) M = 60	**ρ = -.05, p < .001**
Is betting on sports socially accepted in South Australia?	69.37 (SD = 22.2) M = 71	64.54 (SD = 23.54) M = 69	63.24 (SD = 24.09) M = 66	**ρ = -.11, p < .001**
Thinking about people in South Australia, what percentage of adults (during the sporting seasons) bet on sports ever (i.e., at any time in their life)?	59.43 (SD = 23.5) M = 61	58.10 (SD = 23.22) M = 59	56.92 (SD = 24.10) M = 59	**ρ = -.04, p = .001**
Thinking about people in South Australia, what percentage of adults (during the sporting seasons) bet on sports regularly (e.g., every month)?	46.39 (SD = 22.3) M = 48	46.03 (SD = 22.48) M = 47	47.39 (SD = 23.51) M = 49	ρ = .02, p = .147
Thinking about people in South Australia, what percentage of adults (during the sporting seasons) bet on sports recently (i.e., in the last month)?	46.93 (SD = 23.0) M = 49	48.07 (SD = 23.64) M = 50	47.90 (SD = 23.87) M = 49	ρ = .02, p = .161

Note: Scores for these items were recorded on a slider. Scores range from 0 – 100. Higher scores indicate greater agreement with the statement presented.

Table A 11 Social normalisation (friends) around sports betting

Item	2021				2023				2025				Statistic
	SD	D	A	SA	SD	D	A	SA	SD	D	A	SA	
	n (%)	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	
My friends often go to places where people are betting on sports	248 (12,2%)	812 (40.0%)	835 (41.1%)	135 (6.7%)	219 (11.0%)	693 (34.8%)	924 (46.3%)	158 (7.9%)	230 (11.5%)	698 (34.8%)	899 (44.8%)	178 (8.9%)	**ρ = .05, p < .001**
My friends and I discuss sports betting in-person or in messaging apps	809 (39.9%)	681 (33.5%)	447 (22%)	93 (4.6%)	702 (35.2%)	713 (35.8%)	468 (23.5%)	111 (5.6%)	652 (32.5%)	682 (34.0%)	523 (26.1%)	148 (7.4%)	**ρ = -.10, p < .001**
My friends and I are part of a betting syndicate	1080 (53.2%)	666 (32.8%)	216 (10.6%)	68 (3.3%)	1009 (50.6%)	644 (32.3%)	263 (13.2%)	78 (3.9%)	912 (45.5%)	659 (32.9%)	331 (16.5%)	103 (5.1%)	**ρ = -.05, p < .001**
Most of my friends have bet on sports occasionally	216 (10.6%)	638 (31.4%)	1004 (49.5%)	172 (8.5%)	214 (10.7%)	611 (30.6%)	982 (49.2%)	187 (9.4%)	202 (10.1%)	597 (29.8%)	989 (49.3%)	217 (10.8%)	**ρ = .03, p = .043**
My friends are OK with sports betting	153 (7.5%)	490 (24.1%)	1195 (58.9%)	192 (9.5%)	141 (7.1%)	538 (27.0%)	1161 (58.2%)	154 (7.7%)	146 (7.3%)	556 (27.7%)	1123 (56.0%)	180 (9.0%)	ρ = -.02, p = .059
My friends and I share tips and bets for sports betting in person or in apps	-	-	-	-	770 (38.6%)	675 (33.9%)	436 (21.9%)	113 (5.7%)	706 (35.2%)	643 (32.1%)	516 (25.7%)	140 (7.0%)	**ρ = -.17, p < .001**

Note: * This question was not asked in the 2021 wave and does not form part of the normalisation index. SD = Strongly disagree; D = Disagree; A = Agree; SA = Strongly agree

Table A 12 Social normalisation (family) around sports betting

Item	2021 SD n (%)	2021 D n (%)	2021 A n (%)	2021 SA n (%)	2023 SD n (%)	2023 D n (%)	2023 A n (%)	2023 SA n (%)	2025 SD n (%)	2025 D n (%)	2025 A n (%)	2025 SA n (%)	Statistic
My family often go to places where people are betting on sports	497 (24.5%)	827 (40.7%)	608 (30.0%)	98 (4.8%)	476 (23.9%)	729 (36.6%)	674 (33.8%)	115 (5.8%)	489 (24.4%)	718 (35.8%)	660 (32.9%)	138 (6.9%)	**ρ = .03, p = .011**
My family and I discuss sports betting in-person or in messaging apps	937 (46.2%)	714 (35.2%)	316 (15.6%)	63 (3.1%)	848 (42.5%)	684 (34.3%)	375 (18.8%)	87 (4.4%)	750 (37.4%)	700 (34.9%)	427 (21.3%)	128 (6.4%)	**ρ = .09, p < .001**
My family and I are part of a betting syndicate	1203 (59.3%)	611 (30.1%)	164 (8.1%)	52 (2.6%)	1091 (54.7%)	616 (30.9%)	220 (11.0%)	67 (3.4%)	983 (49.0%)	666 (33.2%)	273 (13.6%)	83 (4.1%)	**ρ = .09, p < .001**
My family is OK with sports betting	351 (17.3%)	668 (32.9%)	916 (45.1%)	95 (4.7%)	382 (19.2%)	646 (32.4%)	863 (43.3%)	103 (5.2%)	347 (17.3%)	629 (31.4%)	912 (45.5%)	117 (5.8%)	ρ = .01, p = .311
People in my family have bet on sports occasionally	348 (17.1%)	516 (25.4%)	1049 (51.7%)	117 (5.8%)	360 (18.1%)	484 (24.3%)	1001 (50.2%)	149 (7.5%)	352 (17.6%)	505 (25.2%)	992 (49.5%)	156 (7.8%)	ρ = .01, p = .613
My family and I share tips and bets for sports betting in person or in apps*	-	-	-	-	899 (45.1%)	656 (32.9%)	364 (18.3%)	75 (3.8%)	811 (40.4%)	668 (33.3%)	413 (20.6%)	113 (5.6%)	**ρ = .06, p < .001**

Note: * This question was not asked in the 2021 wave and does not form part of the normalisation index. SD = Strongly disagree; D = Disagree; A = Agree; SA = Strongly agree

Table A 13 Discussing sports betting with children/adolescents and adults

Item	2021 SD n (%)	2021 D n (%)	2021 A n (%)	2021 SA n (%)	2023 SD n (%)	2023 D n (%)	2023 A n (%)	2023 SA n (%)	2025 SD n (%)	2025 D n (%)	2025 A n (%)	2025 SA n (%)	Statistic
It's important to keep your sports betting conversations private so that children and adolescents don't overhear	130 (6.4%)	617 (30.4%)	906 (44.6%)	377 (18.6%)	95 (4.8%)	457 (22.9%)	971 (48.7%)	471 (23.6%)	87 (4.3%)	414 (20.6%)	965 (48.1%)	539 (26.9%)	**ρ = .11, p < .001**
It's OK if children and adolescents see you betting on sports	436 (21.5%)	910 (44.8%)	614 (30.2%)	70 (3.4%)	512 (25.7%)	895 (44.9%)	504 (25.3%)	83 (4.2%)	502 (25.0%)	872 (43.5%)	523 (26.1%)	108 (5.4%)	**ρ = -.03, p = .043**
It's important to talk to children and adolescents about the risks of betting on sports	25 (1.2%)	134 (6.6%)	1148 (56.6%)	723 (35.6%)	28 (1.4%)	116 (5.8%)	1090 (54.7%)	760 (38.1%)	37 (1.8%)	121 (6.0%)	1110 (55.4%)	737 (36.8%)	ρ = .01, p = .536
I feel confident talking to a child or adolescent about the risks of sports betting	40 (2.0%)	306 (15.1%)	1150 (56.7%)	534 (26.3%)	51 (2.6%)	294 (14.7%)	1087 (54.5%)	562 (28.2%)	61 (3.0%)	315 (15.7%)	1091 (54.4%)	538 (26.8%)	ρ = -.01, p = .562
Children and adolescents need to understand that betting is not a normal part of enjoying sports	32 (1.6%)	181 (8.9%)	1037 (51.1%)	780 (38.4%)	40 (2.0%)	168 (8.4%)	970 (48.6%)	816 (40.9%)	45 (2.2%)	181 (9.0%)	1014 (50.6%)	765 (38.2%)	ρ = -.01, p = .645
It's OK to include children or adolescents in your sports betting	905 (44.6%)	785 (38.7%)	267 (13.2%)	73 (3.6%)	942 (47.2%)	728 (36.5%)	243 (12.2%)	81 (4.1%)	901 (44.9%)	719 (35.9%)	307 (15.3%)	78 (3.9%)	ρ = .01, p = .559
If an adult friend of family member is betting a lot on sports, it's a good idea to talk to them about whether their sports betting is a problem for them	51 (2.5%)	305 (15.0%)	1191 (58.7%)	483 (23.8%)	49 (2.5%)	263 (13.2%)	1217 (61.0%)	465 (23.3%)	65 (3.2%)	264 (13.2%)	1225 (61.1%)	451 (22.5%)	ρ = .00, p = .820
I feel confident talking to a friend or family member about the risks of sports betting	64 (3.2%)	434 (21.4%)	1181 (58.2%)	351 (17.3%)	86 (4.3%)	459 (23.0%)	1086 (54.5%)	363 (18.2%)	93 (4.6%)	444 (22.1%)	1102 (55.0%)	366 (18.3%)	ρ = -.01, p = .378

Table A 14 Frequency of conversations around sports betting risk and exposure to messaging around safe betting

Item	2021				2023				2025				Statistic
	Never	Once or twice	Sometimes	Often	Never	Once or twice	Sometimes	Often	Never	Once or twice	Sometimes	Often	
	n (%)	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	*n (%)*	
Have you spoken to a child or an adolescent about the risks involved in sports betting during the last 12 months?	1622 (79.9%)	251 (12.4%)	117 (5.8%)	40 (2.0%)	1468 (73.6%)	310 (15.5%)	170 (8.5%)	46 (2.3%)	1380 (68.8%)	294 (14.7%)	246 (12.3%)	85 (4.2%)	**ρ = .11, p < .001**
In the last 12 months, have you seen any messaging about keeping children or adolescents safe around sports betting?	1624 (80%)	225 (11.1%)	139 (6.8%)	42 (2.1%)	1451 (72.8%)	331 (16.6%)	178 (8.9%)	34 (1.7%)	1382 (68.9%)	305 (15.2%)	234 (11.7%)	84 (4.2%)	ρ = .02, p = .077
Have you spoken to someone close to you (e.g., adult friend, family member) about the risks involved in sport betting during the last 12 months?	1352 (66.6%)	466 (23.0%)	169 (8.3%)	43 (2.1%)	1301 (65.2%)	433 (21.7%)	224 (11.2%)	36 (1.8%)	1232 (61.4%)	417 (20.8%)	284 (14.2%)	72 (3.6%)	**ρ = .06, p < .001**
In the last 12 months, have you seen any messaging about safe sports betting practices?	883 (43.5%)	503 (24.8%)	418 (20.6%)	226 (11.1%)	769 (38.6%)	565 (28.3%)	486 (24.4%)	174 (8.7%)	771 (38.5%)	568 (28.3%)	511 (25.5%)	155 (7.7%)	**ρ = .11, p < .001**

Table A 15 Caregiver status

Role	2021 n (%)	2023 n (%)	2025 n (%)	Statistic
No	1119 (55.1%)	1041 (52.2%)	1052 (52.5%)	ρ = -.04, p = .056
Yes	911 (44.9%)	953 (47.8%)	953 (47.5%)	

Table A 16 Caregiver role

Role	2021 n (%)	2023 n (%)	2025 n (%)	Statistic
Parent	427 (46.9%)	452 (47.4%)	497 (52.2%)	**ρ = .04, p = .021**
Grandparent	206 (22.6%)	254 (26.7%)	226 (23.7%)	ρ = .01, p = .607
Other family member	103 (11.3%)	92 (9.7%)	81 (8.5%)	**ρ = -.04, p = .042**
Family friend	76 (8.3%)	60 (6.3%)	64 (6.7%)	ρ = -.03, p = .179
Babysitter/minder for family/friends	70 (7.7%)	75 (7.9%)	59 (6.2%)	ρ = -.02, p = .207
Other	20 (2.2%)	14 (1.5%)	20 (2.1%)	ρ = .00, p = .898
Foster parent	9 (1.0%)	6 (0.6%)	6 (0.6%)	ρ = -.02, p = .374

Table A 17 Levels of carer confidence to discuss sports betting risks

	2021 (n = 911)				2023 (n = 953)				2025 (n = 953)				Statistic
Item	SD	D	A	SA	SD	D	A	SA	SD	D	A	SA	
	n (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	*n* (%)	
I feel informed enough to talk to children or adolescents in my care about the risks of sports betting	24	121	505	261	25	124	521	283	25	127	533	268	ρ = .00, p = .837
	(2.6%)	(13.3%)	(55.4%)	(28.6%)	(2.6%)	(13.0%)	(54.7%)	(29.7%)	(2.6%)	(13.3%)	(55.9%)	(28.1%)	
I feel comfortable talking to children or adolescents in my care about the risks of sports betting	27	94	503	287	24	95	528	306	21	103	529	300	ρ = .00, p = .922
	(3.0%)	(10.3%)	(55.2%)	(31.5%)	(2.5%)	(10.0%)	(55.4%)	(32.1%)	(2.2%)	(10.8%)	(55.5%)	(31.5%)	

Table A 18 Protective behaviours implemented by sports betting carers

Item			Never n (%)	Rarely n (%)	Sometimes n (%)	Usually n (%)	Always n (%)	Statistic
If I make a win betting on sports, I take care not to mention it to them	2021	*n*	30	36	90	93	132	ρ = .03, p = .237
		(%)	(7.9%)	(9.4%)	(23.6%)	(24.4%)	(34.6%)	
	2023	*n*	28	30	90	120	165	
		(%)	(6.5%)	(6.9%)	(20.8%)	(27.7%)	(38.1%)	
	2025	*n*	31	39	111	136	185	
		(%)	(6.2%)	(7.8%)	(22.1%)	(27.1%)	(36.9%)	
If I talk about betting on sports, I take care not to let them overhear	2021	*n*	25	50	71	107	128	**ρ = .06, p = .045**
		(%)	(6.6%)	(13.1%)	(18.6%)	(28.1%)	(33.6%)	
	2023	*n*	26	45	76	129	157	
		(%)	(6.0%)	(10.4%)	(17.6%)	(29.8%)	(36.3%)	
	2025	*n*	23	28	131	124	196	
		(%)	(4.6%)	(5.6%)	(26.1%)	(24.7%)	(39.0%)	
I make sure not to do it when they are in the same room	2021	*n*	27	50	72	84	148	ρ = .05, p = .072
		(%)	(7.1%)	(13.1%)	(18.9%)	(22.0%)	(38.8%)	
	2023	*n*	22	33	82	122	174	
		(%)	(5.1%)	(7.6%)	(18.9%)	(28.2%)	(40.2%)	
	2025		18	44	105	127	208	
			(3.6%)	(8.8%)	(20.9%)	(25.3%)	(41.4%)	

Note: 2021: N = 381; 2023: N = 433; 2025: N = 502

Table A 19 Perceptions of 'Here for the game' campaign

Item	2023 SD n (%)	2023 D n (%)	2023 Neither n (%)	2023 A n (%)	2023 SA n (%)	2025 SD n (%)	2025 D n (%)	2025 Neither n (%)	2025 A n (%)	2025 SA n (%)	Statistic
The messages were easy to understand	19	26	152	301	120	8	27	101	359	193	***U*=179576.50, *p* < .001**
	(3.1%)	(4.2%)	(24.6%)	(48.7%)	(19.4%)	(1.2%)	(3.9%)	(14.7%)	(52.2%)	(28.1%)	
The messages are helpful to gamblers	21	55	199	262	81	12	41	185	314	136	***U*=184578.00, *p* < .001**
	(3.4%)	(8.9%)	(32.2%)	(42.4%)	(13.1%)	(1.7%)	(6.0%)	(26.9%)	(45.6%)	(19.8%)	
The messages grabbed my attention	21	54	204	247	92	9	52	199	272	156	***U*=188658.50, *p* < .001**
	(3.4%)	(8.7%)	(33.0%)	(40.0%)	(14.9%)	(1.3%)	(7.6%)	(28.9%)	(39.5%)	(22.7%)	
I agree with what is being said in the messaging	15	45	136	282	140	8	20	103	340	217	***U*=177694.00, *p* < .001**
	(2.4%)	(7.3%)	(22.0%)	(45.6%)	(22.7%)	(1.2%)	(2.9%)	(15.0%)	(49.4%)	(31.5%)	
It should be helpful to people	18	32	147	314	107	10	25	114	360	179	***U*=181679.50, *p* < .001**
	(2.9%)	(5.2%)	(23.8%)	(50.8%)	(17.3%)	(1.5%)	(3.6%)	(16.6%)	(52.3%)	(26.0%)	
The messages speak to people on a personal level	19	53	186	282	78	15	35	148	328	162	***U*=174359.00, *p* < .001**
	(3.1%)	(8.6%)	(30.1%)	(45.6%)	(12.6%)	(2.2%)	(5.1%)	(21.5%)	(47.7%)	(23.5%)	

The messages go too far	122 (19.7%)	200 (32.4%)	180 (29.1%)	88 (14.2%)	28 (4.5%)	122 (17.7%)	245 (35.6%)	153 (22.2%)	119 (17.3%)	49 (7.1%)	U=205746.00, p = .298

Note: Mann-Whitney U test reported to test for systematic differences between the two-year ordinal responses.

Table A 20 Actions taken after being exposed to the campaign

Actions	2023	2025	Statistic
	Yes (n%)	Yes (n%)	
Reflected on my own gambling	114 (18.4%)	189 (27.5%)	**$\chi^2(1)=14.38, p < .001$**
Reflected on someone else's gambling	99 (16.0%)	110 (16.0%)	$\chi^2(1)=0.00, p = 1$
Talked to someone about the 'Here for the Game' campaign	76 (12.3%)	144 (20.9%)	**$\chi^2(1)=16.71, p < .001$**
Talked to someone about their gambling	62 (10.0%)	83 (12.1%)	$\chi^2(1)=1.16, p = .281$
Visited the 'Here for the Game' website	61 (9.9%)	131 (19.0%)	**$\chi^2(1)=21.11, p < .001$**
Talked to someone about my gambling	53 (8.6%)	105 (15.3%)	**$\chi^2(1)=13.06, p < .001$**
I looked for help online	26 (4.2%)	52 (7.6%)	**$\chi^2(1)=5.93, p < .05$**
I did nothing	360 (58.3%)	319 (46.4%)	**$\chi^2(1)=17.95, p < .001$**

Table A 21 Where the campaign was seen / heard

Channel	2023 Yes (*n*%)	2025 Yes (*n*%)	Statistic
On TV	391 (63.3%)	480 (69.8%)	**$\chi^2(1)=5.90$, p = .015**
On social media (Facebook, Instagram & Snapchat)	154 (24.9%)	188 (27.3%)	$\chi^2(1)=0.86$, p = .355
On the internet (webpages, banners)	118 (19.1%)	117 (17.0%)	$\chi^2(1)=0.83$, p = .364
On YouTube adverts	116 (18.8%)	139 (20.2%)	$\chi^2(1)=0.34$, p = .560
On the radio	99 (16.0%)	138 (20.1%)	$\chi^2(1)=3.31$, p = .069
At a sports ground / stadium	81 (13.1%)	126 (18.3%)	**$\chi^2(1)=6.23$, p = .013**
On a moving billboard (bike or truck)	53 (8.6%)	74 (10.8%)	$\chi^2(1)=1.52$, p = .217
On a fixed billboard	33 (5.3%)	34 (4.9%)	$\chi^2(1)=0.04$, p = .842

Table A 22 Key messages remembered from the advertising

Message	2023 Yes (n%)	2025 Yes (n%)	Statistic
Here for the Game, not the Gambling	388 (62.8%)	399 (58.0%)	$\chi^2(1)=2.92$, p = .087
Here for the atmosphere, not the bonus bets	149 (24.1%)	117 (17.0%)	**$\chi^2(1)=9.70$, p = .002**
Here for the loyalty, not the odds	127 (20.6%)	147 (21.4%)	$\chi^2(1)=0.86$, p = .770
Here for my heroes, not for my multi	115 (18.6%)	139 (20.2%)	$\chi^2(1)=0.43$, p = .511
Here for the memories, not the early bet payout	99 (16.0%)	129 (18.8%)	$\chi^2(1)=1.50$, p = .221
Here for the fans, not the odds on favourite	88 (14.2%)	131 (19.0%)	**$\chi^2(1)=5.04$, p = .025**
Don't let betting Spoil Sport		275 (40.0%)	
None of the above	103 (16.7%)	65 (10.5%)	**$\chi^2(1)=14.50$, p < .001**

Table A 23 Sports clubs remembered from the advertising

Sports clubs	2023 Yes (*n*%)	2025 Yes (*n*%)	Statistic
Crows	325 (52.6%)	388 (56.4%)	$\chi^2(1)=1.75$, p = .186
36ers	150 (24.3%)	169 (24.6%)	$\chi^2(1)=0.00$, p = .954
Giants	106 (17.2%)	127 (18.5%)	$\chi^2(1)=0.30$, p = .587
AUFC	86 (13.9%)	146 (21.2%)	**$\chi^2(1)=11.40$, p < .001**
Thunderbirds*		139 (20.2%)	
None of the above	180 (29.1%)	166 (24.1%)	**$\chi^2(1)=3.92$, p = .048**

Note: The selection option for Thunderbirds was added in 2025.

Table A 24 Recall of seeing material for campaigns

Campaign	2023 Yes (*n*%)	2025 Yes (*n*%)	Statistic
Love The Game	425 (21.3%)	413 (20.6%)	$\chi^2(1)=0.27$, p = .605
Here for the Game	317 (15.9%)	330 (16.5%)	$\chi^2(1)=0.19$, p = .661
Reclaim The Game	117 (5.9%)	166 (8.3%)	**$\chi^2(1)=8.48$, p = .003**
Not the Odds	207 (10.4%)	209 (10.4%)	$\chi^2(1)=0.00$, p = 1.00
Sports. What I'm Here For	205 (10.3%)	215 (10.7%)	$\chi^2(1)=0.16$, p = .686
Game On. Bets Off.	322 (16.1%)	334 (16.7%)	$\chi^2(1)=0.15$, p = .695
Stop Gambling In Sport	169 (8.5%)	192 (9.6%)	$\chi^2(1)=1.34$, p = .246
Why We Love the Game	123 (6.2%)	165 (8.2%)	**$\chi^2(1)=6.05$, p = .013**
Don't let betting Spoil Sport*	(0.0%)	214 (10.7%)	
None of the above	1100 (55.2%)	1041 (51.9%)	**$\chi^2(1)=4.10$, p = .043**

Note: The option "Don't let betting Spoil Sport" was introduced in 2025.

Table A 25 Recall of gambling advertisement campaigns

Campaign	2025 Yes (*n*%)
Bet like a pro	401 (20.0%)
Your place to bet.	395 (19.7%)
Game on, Odds On.	358 (17.9%)
Proud supporters of having a crack	349 (17.4%)
Power your play.	283 (14.1%)
Where champions play	199 (9.9%)
Aussie Odds, Aussie Winners	145 (7.2%)
It's never ordinary	117 (5.8%)
None of the above	960 (47.9%)

Appendix B
South Australian Attitudes towards Sport Betting Survey Instrument Wave 3

Survey of Attitudes about Sports Betting in South Australia

Start of Block: A - INTRODUCTION_CONSENT

Project Overview
Welcome to the **2025 SOUTH AUSTRALIAN SPORTS BETTING ATTITUDES SURVEY.** The South Australian Government has funded this study to help researchers, policy makers, and other key stakeholders gain a better understanding of attitudes towards sports betting.

Participation Procedure
You have been selected to participate in an anonymous online survey that asks about your beliefs and attitudes toward sports betting, as well as any sports betting you may have participated in during the past 12 months. Completion of the survey will take around 20 minutes. Qualtrics has been paid by CQUniversity to undertake the online component of the study, including recruitment of participants.

Benefits and Risks
It is expected that this project may benefit the Government and community's understanding of sports betting in South Australia. You may benefit from completing this survey through a system of accruing

points that can be exchanged for various forms of reward and compensation. It is important that you respond to the questions with honesty so that the results can reliably inform Government policy.

There is no anticipated risk to you greater than that of inconvenience for the time taken to complete the online survey. We do not anticipate that participation in this research will cause you any undue discomfort beyond that experienced in normal day to day living. However, if you are concerned, please consider viewing the support available at **www.lifeline.org.au** or contacting your General Practitioner or if gambling is a problem for you or others, please call the **Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.com.au**.

Confidentiality / Anonymity

The survey will not collect any identifying information; your responses will be anonymous.

The data will be securely stored in accordance with CQUniversity Code of Conduct for Research. It is anticipated that the data may be of value to future research, so we do not intend to dispose of it.

Outcome

The results of this research will be disseminated in the form of reports, journal articles and conference presentations.

Consent

Your consent to participate in this project will be obtained through your agreement to the Electronic Consent below.

Right to Withdraw

Your participation in this survey is voluntary. You may withdraw at any time prior to completing the survey or submitting your responses simply by closing the survey window on your web browser. However, any completed surveys will be included in this research. If you wish to withdraw after submitting the survey, the information you have already provided cannot be deleted. This is because we will not be collecting any identifiable information from you and therefore, will not be able to identify your information.

Feedback

A short summary of the project's findings in plain English will be available in 12 months. To request a copy, please email the researcher listed below.

Questions/ Further Information

If you have any questions about this project, please contact the Chief Investigator Professor Matthew Browne via m.browne@cqu.edu.au. Please contact Central Queensland University's Division of Research (Tel: 07 4923 2603; E-mail: ethics@cqu.edu.au) should there be any concerns about the nature and/or conduct of this research project. This project has been approved by the CQUniversity Human Research Ethics Committee, approval number 25611.

ELECTRONIC CONSENT:

Clicking on the "next" button below indicates that:

- You have read the above information.
- You voluntarily agree to participate; and
- You give your consent for the data you provide in the following survey to be used for the research purpose described above.

AgeInYears What is your age?
(Please enter a number below)

____

Skip To: End of Block If Condition: What is your age? (Is Less Than 18. Skip to: End of Block.)

I_Q1 Are you ...

- ○ A man (1)
- ○ A woman (2)
- ○ Another gender (please specify if you would like to) (3) ____
- ○ Prefer not to say (7)

State In which state or territory do you mainly live?
(Please select one)

- ○ New South Wales (1)
- ○ Victoria (2)
- ○ South Australia (3)
- ○ Queensland (4)
- ○ Tasmania (5)
- ○ Western Australia (6)
- ○ Northern Territory (7)
- ○ Australian Capital Territory (8)

Skip To: End of Block If In which state or territory do you mainly live? (Please select one) != South Australia

Location Where in South Australia do you live?

- ◯ Adelaide (1)
- ◯ Elsewhere (2)

End of Block: A - INTRODUCTION_CONSENT

Start of Block: A2 - Assessing gambler

B_Q1 **During the last 12 months,** about how often did you **bet on sporting events/matches**? Includes any sports betting done online, by telephone and at land-based venues – using money (i.e., not just for fun - using points).

- ◯ Never (1)
- ◯ 1 to 6 times (once every two months or less) (2)
- ◯ 7 to 12 times (once a month or less) (3)
- ◯ 13 to 24 times (once or twice a month) (4)
- ◯ 25 to 52 times (once or twice a fortnight) (5)
- ◯ 53+ times (once a week or more) (6)

B_Q5 **During the last 12 months,** on average how often did you bet on **any other forms of gambling (excluding sports)**, such as pokies, horse/greyhound racing, scratchies, lottery/lotto/pools tickets, bingo, keno, casino games, card games, esports, non-sporting events such as elections.

- ○ Never (1)
- ○ 1 to 6 times (once every two months or less) (2)
- ○ 7 to 12 times (once a month or less) (3)
- ○ 13 to 24 times (once or twice a month) (4)
- ○ 25 to 52 times (once or twice a fortnight) (5)
- ○ 53+ times (once a week or more) (6)

End of Block: A2 - Assessing gambler

Start of Block: B - BEHAVIOUR_COGNITIONS _SportsGambling

B_S1 This section asks about **betting on sporting events** for money or cryptocurrency i**n the last 12 months.** Please note that here, and throughout this survey, **sports betting refers only to betting on sporting events and does not include betting on esports, or horse/ greyhound races.**

B_Q2 **In the past 12 months**, about what percentage of your expenditure on sports betting was done using the following ...
(Please enter percentages and make sure they add up to 100%)

Online using a smartphone : ________ (1)
Online using a laptop or desktop computer : ________ (2)
By telephone calls : ________ (4)
At land-based venues : ________ (3)

Total : _________

B_Q3 **Thinking about the last 12 months**, about how much money did you spend on sports betting **in a typical month**?
(Note, if you only bet during the sporting season, include a typical month during that time).

____

B_Q4 **In the last 12 months**, about what percentage of your sports betting was in-play or live betting? (Bets placed once the match has started)

(Please enter a percentage below)

____

B_S2 The following statements relate to your thoughts and behaviours in relation to betting on sports.

Own_SB_att1 Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
When I win my sports bet, it's due to my skill and knowledge of sports (Own_SB_att1_1)	○	○	○	○
When I win my sports bet, it's due to my experience as a bettor (Own_SB_att1_2)	○	○	○	○
Just narrowly losing a bet shows how good my skills as a bettor are (Own_SB_att1_3)	○	○	○	○
Betting on sport is safer as it relies less on luck than other forms of gambling (Own_SB_att1_4)	○	○	○	○
The highs are higher, and the lows are lower when I bet on my favourite team or player (Own_SB_att1_5)	○	○	○	○
The very moment I place a bet, I feel good (Own_SB_att1_6)	○	○	○	○

Own_SB_att2 Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
I can often estimate the true odds better than the advertised odds (Sportsbetting_att2_1)	○	○	○	○
If you have the knowledge and skills, betting on sports is a good way to make extra money (Sportsbetting_att2_2)	○	○	○	○
My chances of picking a winner on a sports match are better than most people (Sportsbetting_att2_3)	○	○	○	○
Bookmakers make mistakes when setting odds, which I can take advantage of (Sportsbetting_att2_10)	○	○	○	○
If I'm not having fun gambling on sports, I stop (Sportsbetting_att2_4)	○	○	○	○
I stick to a dedicated budget for sports betting (Sportsbetting_att2_7)	○	○	○	○
If I'm feeling depressed or upset, I don't bet on sports (Sportsbetting_att2_8)	○	○	○	○

End of Block: B - BEHAVIOUR_COGNITIONS _SportsGambling

Start of Block: C - PROMOTION_SportsGambling

C_S1 The next few questions ask you about advertising for sports betting. This includes advertising or promotions for sports bets, for sports betting companies, and promotion of odds. This also includes advertising in all types of media.

Promotion_att Please rate how strongly you agree or disagree with each statement.

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
Sports betting advertising during sports games should be banned (1)	○	○	○	○
I want to see less sports betting advertising at sporting venues (2)	○	○	○	○
I'm concerned by how much sports betting advertising children are exposed to (3)	○	○	○	○
Sports betting advertising makes it hard for people with problems to resist gambling (4)	○	○	○	○
The government should take measures to reduce the amount of sports betting advertising (5)	○	○	○	○
Betting advertising makes kids think that gambling on sport is normal (6)	○	○	○	○
Betting advertising encourages children to want to gamble on sports (7)	○	○	○	○
Betting advertising encourages people who enjoy sport to start gambling (8)	○	○	○	○

Sports betting advertising increases gambling problems in Australia (9)	○	○	○	○

HFTG_seen Which of the following campaigns have you seen material for? (Please select all that apply)

- ☐ Love The Game (1)
- ☐ Why We Love the Game (2)
- ☐ Not The Odds (3)
- ☐ Here For The Game (4)
- ☐ Reclaim The Game (5)
- ☐ Sports, What I'm Here For (6)
- ☐ Stop Gambling In Sport (7)
- ☐ Game On. Bets off. (8)
- ☐ Don't let betting Spoil Sport (10)
- ☐ ⊗None of the above (9)

SB_discourage_seen In the last 12 months, when you watch sports, how often have you seen messaging that discourages sports betting?

- ○ Never (1)
- ○ Sometimes (2)
- ○ Most of the time (3)
- ○ Almost always (4)

GMBL_seen Which of the following gambling campaigns have you seen material for? (Please select all that apply)

- ☐ It's never ordinary. (1)
- ☐ Proud supporters of having a crack (2)
- ☐ Your place to bet. (3)
- ☐ Power your play (4)
- ☐ Where champions play (5)
- ☐ Bet like a pro (6)
- ☐ Game on, Odds On (7)
- ☐ Aussie Odds, Aussie Winners (8)
- ☐ ⊗None of the above (9)

End of Block: C - PROMOTION_SportsGambling

Start of Block: E - ATTITUDES_SportsGambling

E_S1 Our next questions ask about **attitudes** towards sports betting. Remember sports betting does **not** include betting on esports, or horse/greyhound races.

SB_att1 Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
There is too much sports betting today (1)	○	○	○	○
Casual sports betting can lead to problems if you're not careful (2)	○	○	○	○
Gambling on sports is part of the Australian culture - you're never going to change that (3)	○	○	○	○
Occasional sports betting is harmless (4)	○	○	○	○
Sports betting is just another hobby (5)	○	○	○	○

SB_att2 Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
People who bet on sports are at-risk of developing gambling problems (1)	○	○	○	○
People shouldn't be encouraged to bet on sports (2)	○	○	○	○
It's not healthy for children to see their parents bet on sports (3)	○	○	○	○
Sports betting can destroy families (5)	○	○	○	○
Sports betting needs to be more tightly regulated or restricted (6)	○	○	○	○

End of Block: E - ATTITUDES_SportsGambling

Start of Block: D - WATCHING_INVOLVEMENT_Sports

D_S1 The following questions ask about how often you watch sports and who you watch sports with.

D_Q1 **During the last 12 months,** how often did you watch sports ...

	Never (1)	1 to 6 times a year (once every two months or less) (2)	7 to 12 times (once a month or less) (3)	13 to 24 times (once or twice a month) (4)	25 to 52 times (once or twice a fortnight) (5)	53+ times (once a week or more) (6)
on television (1)	○	○	○	○	○	○
live at the ground (2)	○	○	○	○	○	○
via video on a device or computer (3)	○	○	○	○	○	○
at a venue such as a pub or club (4)	○	○	○	○	○	○

D_Q2 **During the last 12 months,** how often did you watch sports with ...

	Never/Not relevant (1)	1 to 6 times a year (once every two months or less) (2)	7 to 12 times (one a month or less) (3)	13 to 24 times (once or twice a month) (4)	25 to 52 times (once or twice a fortnight) (5)	53+ times (once a week or more) (6)
Friends (1)	o	o	o	o	o	o
Family (children under 18) (2)	o	o	o	o	o	o
Family (adults) (3)	o	o	o	o	o	o

End of Block: D - WATCHING_INVOLVEMENT_Sports

Start of Block: F - NORMALISATION_SportsGambling

F_S1 The following questions are about **sports betting for people living in South Australia.**
Responses are on a sliding scale - please **move the slider** to your preferred position.

F_Q2 Is betting on sports a **normal** part of life in South Australia?

Not at all normal

Completely normal

0 10 20 30 40 50 60 70 80 90 100

Normal part of life ()	

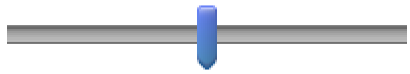
F_Q3 Is betting on sports a part of South Australian **culture**?

Not part of the culture

Completely part of the culture

0 10 20 30 40 50 60 70 80 90 100

Culture ()



F_Q4 Is betting on sports **socially accepted** in South Australia?

Not at all socially acceptable

Completely socially acceptable

0 10 20 30 40 50 60 70 80 90 100

Socially accepted ()	

F_Q5 Thinking about people in South Australia, what **percentage** of adults (during the sporting seasons) bet on sports **regularly** (e.g., every month)?

%

0 10 20 30 40 50 60 70 80 90 100

regularly (e.g., every month) ()	

F_Q6 Thinking about people in South Australia, what **percentage** of adults (during the sporting seasons) bet on sports **recently** (i.e., in the last month)?

%

0 10 20 30 40 50 60 70 80 90 100

recently (i.e., in the last month) ()	

F_Q7 Thinking about people in South Australia, what **percentage** of adults (during the sporting seasons) bet on sports ever (i.e., at any time in their life)?

	%
	0 10 20 30 40 50 60 70 80 90 100
ever (i.e., at any time in their life) ()	

F_S2 The following section presents statements about family/friends and sports betting. Please indicate if you agree or disagree with these statements.

TPB_friends How strongly do you agree or disagree with each of the following statements?
Please note that these questions are about your friends.

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
My friends are OK with sports betting (1)	○	○	○	○
Most of my friends have bet on sports occasionally (2)	○	○	○	○
My friends often go to places where people are betting on sports (3)	○	○	○	○
My friends and I discuss sports betting in-person or in messaging apps (5)	○	○	○	○
My friends and I share tips and bets for sports betting in person or in apps (8)	○	○	○	○
My friends and I are part of a betting syndicate (6)	○	○	○	○

TPB_family How strongly do you agree or disagree with each of the following statements?
Please note that these questions are about your family.

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
My family is OK with sports betting (2)	○	○	○	○
People in my family have bet on sports occasionally (4)	○	○	○	○
My family often go to places where people are betting on sports (1)	○	○	○	○
My family and I discuss sports betting in-person or in messaging apps (6)	○	○	○	○
My family and I share tips and bets for sports betting in person or in apps (8)	○	○	○	○
My family and I are part of a betting syndicate (7)	○	○	○	○

End of Block: F - NORMALISATION_SportsGambling

Start of Block: H - PROTECTIVESTRATEGIES_SportsGambling

H_S1 The following statements relate to your attitudes to sports betting and children/young people and friends.

SB_famfriends Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disa-gree (2)	Agree (3)	Strongly agree (4)
If an adult friend or family member is betting a lot on sports, it's a good idea to talk to them about whether their sports betting is a problem for them (1)	○	○	○	○
I feel confident talking to a friend or family member about the risks of sports betting (2)	○	○	○	○

H_Q8 Have you spoken to someone close to you (e.g., adult friend, family member) about the risks involved in sport betting **during the last 12 months?**

○ Never (1)

○ Once or twice (2)

○ Sometimes (3)

○ Often (4)

H_Q10 **In the last 12 months,** have you seen any messaging about safe sports betting practices?

- ○ Never (1)
- ○ Once or twice (2)
- ○ Sometimes (3)
- ○ Often (4)

SB_kids Please rate how strongly you disagree or agree with each statement

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
It's important to talk to children and adolescents about the risks of betting on sports (1)	○	○	○	○
I feel confident talking to a child or adolescent about the risks of sports betting (8)	○	○	○	○
Children and adolescents need to understand that betting is not a normal part of enjoying sports (2)	○	○	○	○
It's important to keep your sports betting conversations private so that children and adolescents don't overhear (3)	○	○	○	○
It's OK if children and adolescents see you betting on sports (4)	○	○	○	○
It's OK to include children or adolescents in your sports betting (6)	○	○	○	○

H_Q9 Have you spoken to a child or an adolescent about the risks involved in sport betting **during the last 12 months.**

- Never (1)
- Once or twice (2)
- Sometimes (3)
- Often (4)

H_Q11 **In the last 12 months,** have you seen any messaging about keeping children or adolescents safe around sports betting?

- Never (1)
- Once or twice (2)
- Sometimes (3)
- Often (4)

H_Q13 **In the past 12 months,** have you cared for your own or someone else's child/children or adolescents? This can include anything from full-time parenting to casual child-minding.

- No (1)
- Yes (2)

Skip To: End of Block If In the past 12 months, have you cared for your own or someone else's child/children or adolescent... = No

H_Q14 In your role of full-time or occasional caregiver to any children or adolescents aged 17 or less, are you mainly a ...

- ◯ Parent (1)
- ◯ Grandparent (2)
- ◯ Foster parent (3)
- ◯ Babysitter/minder for family/friends (4)
- ◯ Other family member (6)
- ◯ Family friend (7)
- ◯ Other, please specify (8) ____

Display this question:

If Sports bettor = Yes

H_Q15 Regarding children or adolescents in my care ...

	Never (1)	Rarely (2)	Sometimes (3)	Usually (4)	Always (5)
If I make a win betting on sports, I take care not to mention it to them (1)	○	○	○	○	○
If I talk about betting on sports, I take care not to let them overhear (2)	○	○	○	○	○
If I bet on sports, I make sure not to do it when they are in the same room (3)	○	○	○	○	○

H_Q16 Regarding children or adolescents in your care, how strongly do you agree or disagree with the following statements?

	Strongly disagree (1)	Disagree (2)	Agree (3)	Strongly agree (4)
I feel **informed** enough to talk to children or adolescents in my care about the risks of sports betting (4)	○	○	○	○
I feel **comfortable** talking to children or adolescents in my care about the risks of sports betting (5)	○	○	○	○

End of Block: H - PROTECTIVESTRATEGIES_SportsGambling

Start of Block: G - PROBLEMGAMBLING_PGSI

G_S1 Please answer the following questions about your gambling in general, not just your sports betting. Remember that this survey is anonymous.

PGSI In the last 12 months, how often:

	Never (0)	Some-times (1)	Most of the time (2)	Almost always (3)
Have you needed to gamble with larger amounts of money to get the same feeling of excitement? (PGSI_1)	○	○	○	○
Have people criticised your betting or told you that you had a gambling problem, regardless of whether or not you thought it was true? (PGSI_2)	○	○	○	○
Have you felt that you might have a problem with gambling? (PGSI_3)	○	○	○	○
When you gambled, did you go back another day to try to win back the money you lost? (PGSI_4)	○	○	○	○
Has gambling caused you any health problems, including stress or anxiety? (PGSI_5)	○	○	○	○
Have you felt guilty about the way you gamble or what happens when you gamble? (PGSI_6)	○	○	○	○
Has your gambling caused any financial problems for you or your household? (PGSI_7)	○	○	○	○

Have you bet more than you could really afford to lose? (PGSI_8)	○	○	○	○
Have you borrowed money or sold anything to get money to gamble? (PGSI_9)	○	○	○	○

PGSI_help If gambling is a problem for you or others, please call the Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.org.au for free, confidential advice, available 24/7. If this questionnaire has raised any other issues for you, please call Lifeline on 13 11 14.

End of Block: G - PROBLEMGAMBLING_PGSI

Start of Block: H - Awareness of Here For The Game Campaign

H1 Have you seen or heard advertising involving fans and SA professional sports clubs encouraging people to be 'Here For The Game' and 'Don't let betting Spoil Sport'?

○ Yes (1)

○ No (2)

Skip To: End of Block If Have you seen or heard advertising involving fans and SA professional sports clubs encouraging pe... = No

H2 In the last 12 months, how often have you seen 'Here For The Game' or 'Don't let betting Spoil Sport' material? (Select the closest option)

- ○ Just once (1)
- ○ A few times over the last year (2)
- ○ Every one or two months (3)
- ○ Every one or two weeks (4)
- ○ Weekly or more often (5)

H2a What did you think of the messages in 'Here For The Game' or 'Don't let betting Spoil Sport'?

	Strongly disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
The messages were easy to understand (1)	○	○	○	○	○
The messages are helpful to gamblers (4)	○	○	○	○	○
The messages grabbed my attention (5)	○	○	○	○	○
I agree with what is being said in the messaging (6)	○	○	○	○	○
It should be helpful to people (7)	○	○	○	○	○
The messages speak to people on a personal level (8)	○	○	○	○	○
The messages go too far (9)	○	○	○	○	○

H3 What did you do after seeing or hearing 'Here For The Game' or 'Spoil Sport' advertising? (Select all that apply)

- ☐ Visited the ‘Here For The Game’ website (1)
- ☐ Reflected on my own gambling (4)
- ☐ Reflected on someone else’s gambling (5)
- ☐ Talked to someone about the 'Here For The Game’ campaign (6)
- ☐ Talked to someone about my gambling (7)
- ☐ Talked to someone about their gambling (8)
- ☐ I looked for help online (9)
- ☐ ⊗I did nothing (10)

H4 How memorable was the advertisement?

- ○ Not at all (1)
- ○ Slightly (4)
- ○ Moderately (5)
- ○ Very (6)
- ○ Extremely (7)

H5 Where did you see or hear 'Here For The Game' or 'Spoil Sport' advertising'? (Select all that apply)

- ▢ On TV (1)
- ▢ On the radio (4)
- ▢ On social media (Facebook, Instagram & Snapchat) (5)
- ▢ On the internet (webpages, banners) (6)
- ▢ On YouTube adverts (7)
- ▢ On a moving billboard (bike or truck) (8)
- ▢ At a sports ground / stadium (9)
- ▢ On a fixed billboard (10)

H6 Which of the following key messages do you remember from the advertisement(s)? (Select all that apply)

- ☐ Here For The Game, not the Gambling (1)
- ☐ Here for the atmosphere, not the bonus bets (4)
- ☐ Here for my heroes, not for my multi (5)
- ☐ Here for the loyalty, not the odds (6)
- ☐ Here for the memories, not the early bet payout (7)
- ☐ Here for the fans, not the odds on favourite (8)
- ☐ Don't let betting Spoil Sport (10)
- ☐ ⊗None of the above. (9)

H7 What is your overall impression of the Here For The Game and Spoil Sport advertising?

- ○ Very negative (1)
- ○ Negative (4)
- ○ Neutral (5)
- ○ Positive (6)
- ○ Very positive (7)

H8 Which SA professional sports clubs have you seen in the advertising? (Select all that apply)

☐ AUFC (1)

☐ 36ers (4)

☐ Giants (5)

☐ Crows (6)

☐ Thunderbirds (8)

☐ ⊗None of the above (7)

End of Block: H - Awareness of Here For The Game Campaign

Start of Block: I - DEMOGRAPHICS

I_S1 These are our last few questions of the survey.

I_Q2 INCLUDING YOURSELF, how many persons **aged 18 years or older (adults)** usually lived in your household **during the last 12 months? (Please note, the minimum answer accepted here is 1, because the answer must include yourself.)**

____

I_Q3 How many persons aged **less than 18 years (children/adolescents)** usually lived in your household **during the last 12 months?**

Display this question:

If How many persons aged less than 18 years (children/adolescents) usually lived in your household d... Text Response Is Greater Than or Equal to 1

Kids_age You said that you have children or adolescents under the age of 18 in the house. Are any of them in the following age brackets?

	No (0)	Yes (1)
0 to 4 years old (Kids_age_1)	○	○
5 to 9 years old (Kids_age_2)	○	○
10 to 14 years old (Kids_age_3)	○	○
15 to 17 years old (Kids_age_4)	○	○

I_Q4 Which of the following best describes your marital status **during the last 12 months?** (Please select one response)

- ◯ Single/never married (1)
- ◯ Living with partner/de facto relationship (2)
- ◯ Married (3)
- ◯ Divorced or separated (4)
- ◯ Widowed (5)

I_Q5 Which of the following best describes your household **during the last 12 months?** (Please select one response)

- ◯ Single person (1)
- ◯ One parent family with children (2)
- ◯ Couple with children (3)
- ◯ Couple with no children (4)
- ◯ Group household (5)
- ◯ Other (please specify) (6)

____

I_Q6 What is your highest educational qualification?   (Please select one response)

- ○ No schooling (1)
- ○ Did not complete primary school (2)
- ○ Completed primary school (3)
- ○ Year 10 or equivalent (4)
- ○ Year 12 or equivalent (5)
- ○ A trade, technical certificate or diploma (6)
- ○ A university or college degree (7)
- ○ Postgraduate qualification (8)

I_Q7 Which of the following best describes what you did **during the last 12 months?**

- ○ Worked full-time (1)
- ○ Worked part-time or casual (2)
- ○ Self-employed (3)
- ○ Unemployed and looking for work (4)
- ○ Full-time student (5)
- ○ Full-time home duties (6)
- ○ Retired (7)
- ○ Sick or disability pension (8)
- ○ Other (please specify) (9) ____

I_Q8 To the nearest thousand dollars (in Australian dollars), what do you estimate your total **household** income **before taxes** was **during the last 12 months?**

○ $0 to $9,999 (1)

○ $10,000 to $24,999 (2)

○ $25,000 to $49,999 (3)

○ $50,000 to $74,999 (4)

○ $75,000 to $99,999 (5)

○ $100,000 to $149,999 (6)

○ $150,000 to $199,999 (7)

○ $200,000 to $249,999 (8)

○ $250,000 to $299,999 (9)

○ $300,000 or more (10)

I_Q9 In which country were you born?

○ Australia (1)

○ Other (please specify) (2)

____

I_Q10 What is the main language that you speak at home? (Please select one response)

○ English (1)

○ A language other than English (please specify) (2)
____

I_Q11 For statistical purposes, are you of Aboriginal or Torres Strait Islander origin?

○ No (1)

○ Yes, Aboriginal (2)

○ Yes, Torres Strait Islander (3)

○ Yes, both Aboriginal and Torres Strait Islander (4)

End of Block: I - DEMOGRAPHICS

Start of Block: J - Thanks

Thank you
Thank you for taking part in this research!
If gambling is a problem for you or others, please call the Gambling Helpline on 1800 858 858 or go to www.gamblinghelponline.org.au for free, confidential advice, available 24/7. If this questionnaire has raised any other issues for you, please call Lifeline on 13 11 14.

End of Block: J - Thanks
