

Community Attitudes Towards Gambling in Victoria 2025

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About the research

Background and objectives

The Victorian Gambling and Casino Control Commission (VGCCC) is the independent regulator of Victoria's gambling industry. The purpose of the VGCCC is to ensure the integrity, safety and fairness of the gambling industry in accordance with its regulatory objectives, functions and powers. This includes the objective to minimise gambling harm.

The VGCCC's position on gambling harm states that gambling causes harm and that it is preventable. Minimising gambling harm is a key aspect of the VGCCC's regulatory approach and education function. The broad aims in regard to providing education are to shift attitudes to gambling harm and improve consumer understanding so individuals can make more informed choices.

Following the transition of the Victorian Responsible Gambling Foundation's awareness and campaign function to the VGCCC, the VGCCC has taken on the ongoing monitoring of community attitudes and behaviours as it relates to the Reducing Gambling Harm in Victoria Outcomes Framework (Outcomes Framework). Indicators and measures within the framework represent the combined effort across government to address and respond to gambling harm.

This Community Attitudes Survey is conducted annually to support reporting against measures in the Outcomes Framework.

The key information aims of the survey are to:

- Understand and monitor community sentiment and attitudes to gambling;
- Assess community knowledge of and attitudes to gambling harm;
- Understand current gambling behaviour;
- Gather information about experiences of gambling harm;
- Assess help seeking behaviours.

Quantitative methodology



Online quantitative survey



Conducted annually – 3rd to 19th November 2025



Average survey length: 13 minutes



Data was weighted to provide a balanced representative sample

(weighted by age, gender, location, and PGSI status – see Appendix C)



Final data is representative of the broader Victorian population

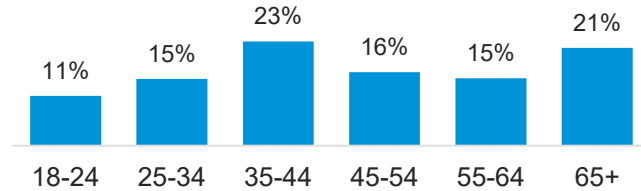
n= 3,000 Victorians aged 18+

- This report presents the results in 2025 compared to the previous three waves.
- Weighting has been applied to provide a balanced **representative sample of Victorians** in each survey wave in terms of age, gender, and location
- Along with age, gender and location weighting, the annual samples are weighted to be representative of Victorians in terms of age, gender, and location as per Victorian adult population data from the 2021 ABS census, and gambling behaviour, as measured by the PGSI in the 2023 Victorian Population Health Study available at the time of the research in each wave. See Appendix C for weighting tables.
- Statistical testing was applied throughout the report to identify significant differences between 2025 and 2024, as well as between PGSI gambling risk profile subgroups in 2025.
- *Please note that fieldwork was conducted in November in 2025, compared to December in 2024.*
- For clarity, on the charts, arrows are used to indicate significant changes between 2025 and 2024 only. References to “trends” indicate a difference observed across the four survey waves.
- *All annotated differences are significant at the 95% level of confidence, unless otherwise specified.*

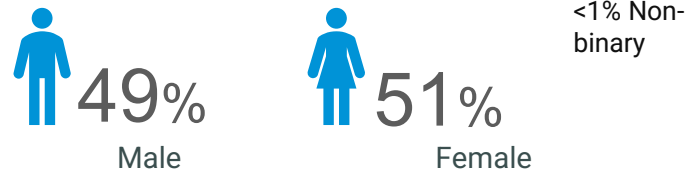
This project was carried out in line with the International Standard for Quality Assurance in Market, Social and Opinion Research ISO 20252:2019

Weighted Profile of the 2025 Victorian Community Attitudes Sample

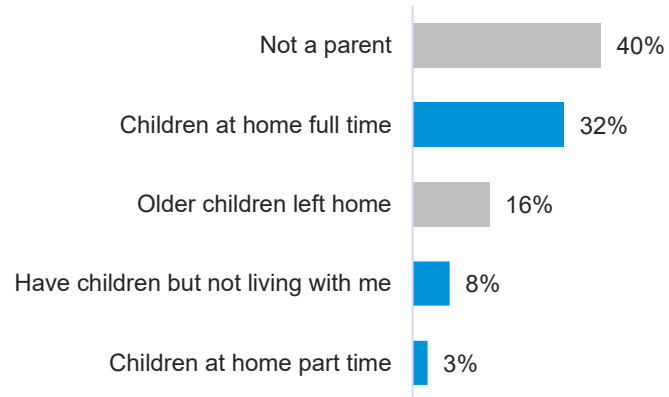
Age Breakdown



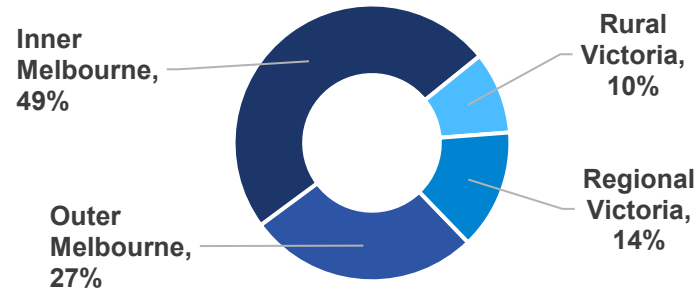
Gender



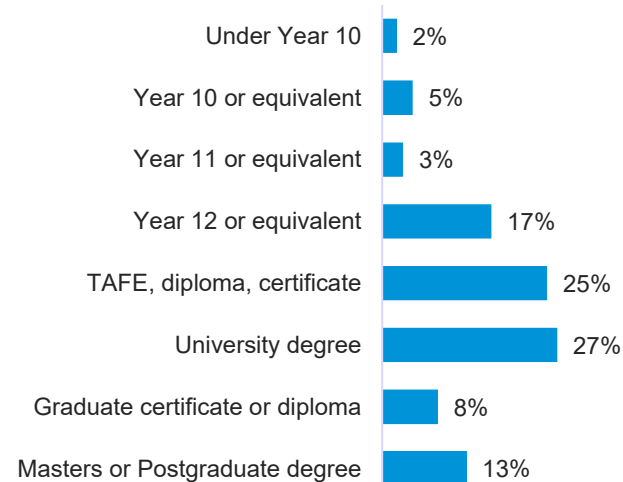
Parental Status



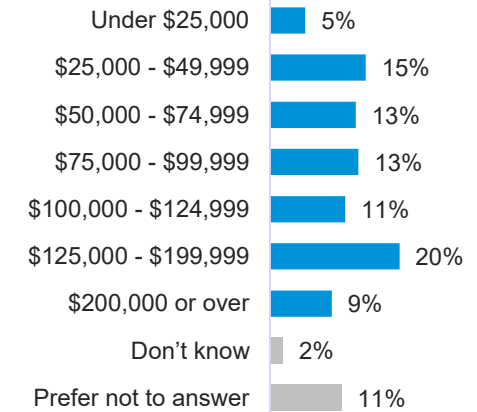
Location in Victoria



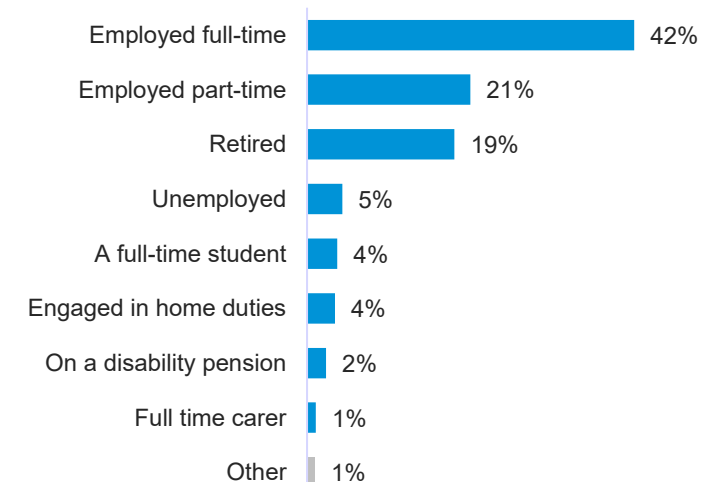
Education



Household Income



Employment Status



Executive summary



Overall, 53% of Victorians gambled in the past year, and monthly gambling increased across a number of gambling categories
Average spend among those who gambled regularly remained stable, however spend among those who gambled infrequently rose.



Community sentiment and attitudes

Concern about gambling as a serious issue remained moderate (43%) but declined among those who gambled.

Perceptions of gambling harms fell; sports betting continued to normalise, especially among higher-risk gambling categories.

Three in five Victorians aligned with Lower Risk Gambling Guidelines, but those who gambled set higher thresholds.

Stigmatising attitudes hardened at both ends of the PGSI gambling spectrum: non-gambling and problem gambling.

Those who experience problem gambling reported high levels of shame and difficulty discussing gambling, creating barriers to help-seeking.

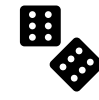


Underage Gambling

Gambling remained a lower priority concern for parents compared to mental health and online safety.

Acceptance of teenage gambling increased slightly, appearing driven by those who gambled, particularly those who experience problem gambling.

Few parents reported children gambling with money, but concern about this for those who did dropped significantly.



Preventing Gambling Harm

Positive perceptions of gambling were still the minority but trended upward among those who experience problem gambling.

Social pressure to gamble emerged as a potentially growing risk factor for those who experience problem gambling, although still a fringe view.

Around a quarter of those who gambled considered action to reduce gambling.

Awareness of harm-reduction programs remained low with 49% unaware of any initiatives.

Support for Gambling Harm Awareness Week softened, particularly among lower-risk gambling categories.

Recommendations:

- 1. Tailor messaging to audience segments:** Develop targeted interventions for those who don't gamble and across the PGSI gambling categories, as attitudes and needs differ significantly.
- 2. Deepen understanding through qualitative research:** Explore motivations and perceptions particularly among those who experience problem gambling and parents of children who gamble to understand better the reasons behind worsening attitudes
- 3. Update tracker:** Update or add additional survey questions to better understand reasons behind shifts in attitudes

Attitudes and behaviours differed significantly across the PGSI gambling categories, with different implications for interventions

			
Non-gambling	Non-problem gambling	Low and moderate risk gambling	Problem gambling
- Views have remained relatively stable since 2024: unchanged perceptions of gambling harms and negative impacts. - They hold higher stigmatising attitudes toward people with gambling problems, possibly linked to strong negative views of gambling overall. - Least aware of gambling harm programs.	- Least stigmatising toward problem gambling, but minimise harms caused by gambling products. - Least likely to consider gambling a serious issue; lowered perceptions of harm. - Normalise sports betting and likely to perceive frequent betting as acceptable, even above recommended guidelines. - Do not feel ashamed about gambling; less likely to consider health, financial, or social impacts. - Low motivation to change: less likely to see benefits of stopping or reducing gambling; few have considered or taken action. - Least supportive of Gambling Harm Awareness Week – could suggest message fatigue coupled with the belief that gambling does not cause harm.	- Most likely to consider gambling a serious issue, yet perceptions of harms and negative impacts have fallen. - Hold the highest stigmatising attitudes toward others experiencing harm from gambling - Normalise sports betting and are more accepting of young people's gambling. - Some experience shame, making it difficult to seek help or talk to family/friends. - Small minority also reporting being influenced by social pressure. - More likely to recognise benefits of stopping and have taken action to reduce gambling. - Most aware of Victorian initiatives and services.	
Key issue: This groups' strong negative sentiment toward gambling might extend to the people gambling themselves, reducing empathy and engagement.	Key issue: This group normalises gambling and do not consider potential harms, which could create a risk of them increasing their frequency and causing themselves future harm.		Key issue: This group is already experiencing harms from gambling but self-stigma may hinder help-seeking, while permissive attitudes to children risks perpetuating harms.

Background context

Section Summary

- The most popular form of gambling remains Keno, scratchies, lotteries, bingo, or raffles, with 38% participating at least monthly.
- Gambling at least monthly has increased across several activities, with the largest rise in sports betting.
- Reported spend among those who gambled regularly was consistent with previous years, while spend among those who gambled infrequently has increased.

As in 2024, natural fallout differed significantly from the ‘Victorian Population Gambling and Health Study 2023’

Problem gambling severity index (PGSI) category based on gambling statements

PGSI category	Unweighted data 2024 (main sample; n=3,002)	Unweighted data 2025 (n=3,000)	Weighted data 2025 (based on Victorian Population Gambling and Health Study 2023)
Non-gambling	34%	30%	47% (+17%)
Non-problem gambling (scored 0)	33%	28%	45% (+17%)
Low risk gambling (scored 1-2)	10%	11%	5% (-6%)
Moderate risk gambling (scored 3-7)	10%	13%	2% (-11%)
Problem gambling (scored 8-27)	12%	18%	1% (-17%)

PGSI scores ranged from 0 to the maximum possible score of 27.

The three most commonly selected actions were:

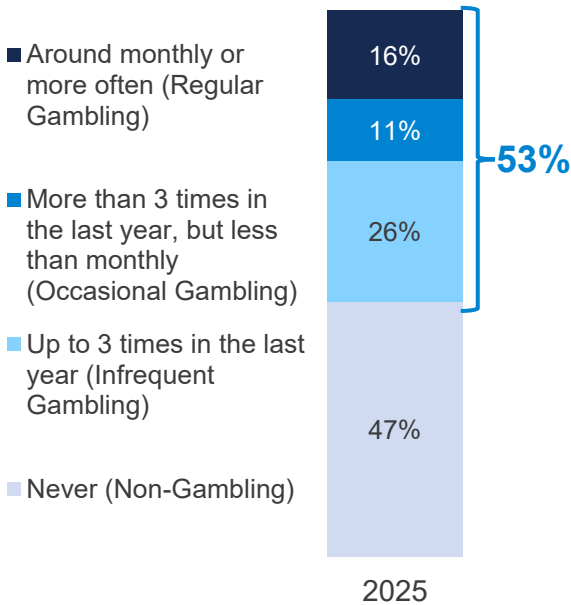
- Felt guilty about the way you gamble or what happens when you gamble (10% at least sometimes)
- Gone back another day to try and win back the money you lost (7% at least sometimes)
- Bet more than you could really afford to lost (6% at least sometimes)

E1. Thinking about the last 12 months, how often have you...?

Gambling made up 53% of the weighted sample in 2025; there was an increase in frequent gambling across several gambling activities

Gambling frequency

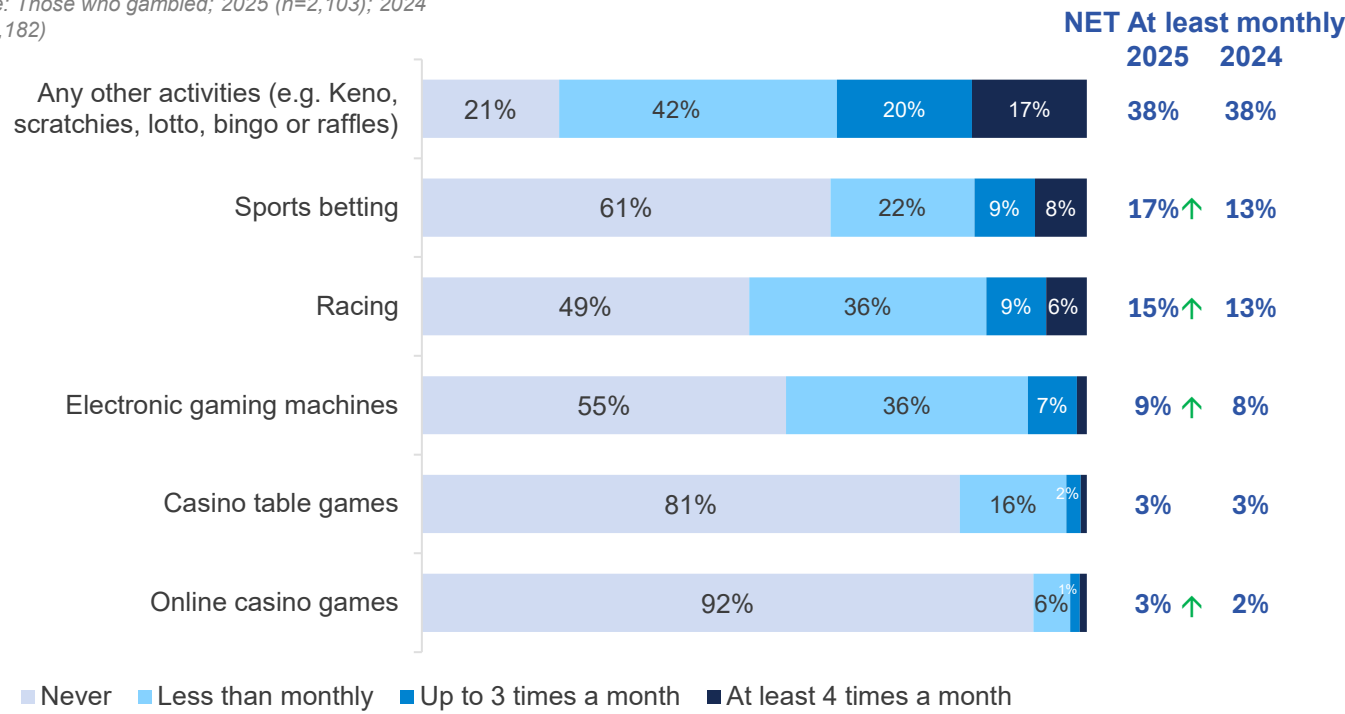
Base: Total sample; 2025 (n=3,000); 2024 (n=3,203)



B1. Thinking of all these types of gambling, and thinking about the past year, how often have you gambled?

NB. Data was weighted based on 2023 prevalence figures for this question.

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182)



B2. In the last 12 months, how often have you spent money on each of the following different activities?

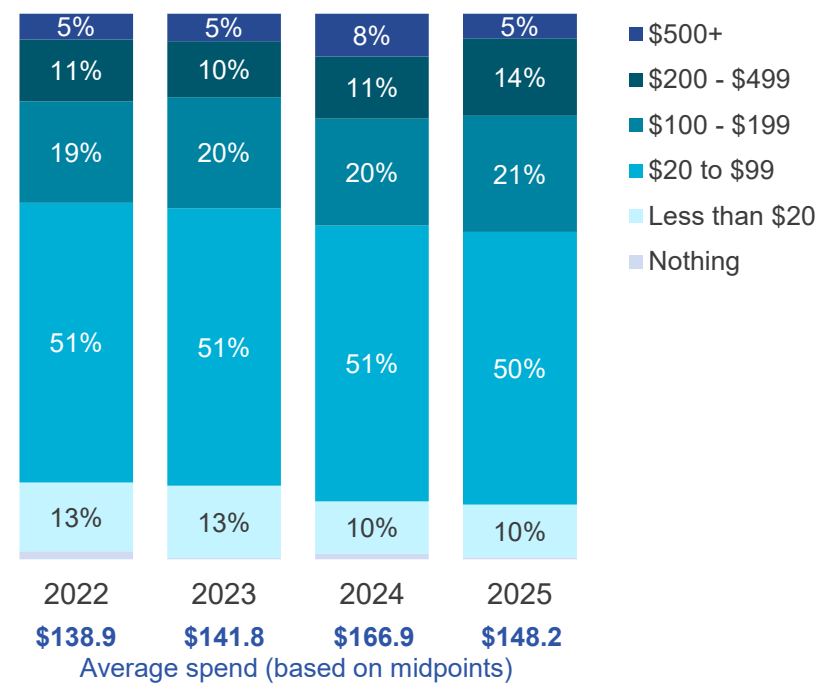
↑ ↓ Indicates a significant difference from the previous time period.
Data labels displayed only for values greater than 3%.

There was a notable increase in **sports betting** in 2025 compared to 2024, with smaller rises in racing, electronic gaming machines, and online casino games.

Reported spend among those who gambled regularly was on par with previous years, while those who gambled infrequently trended upwards

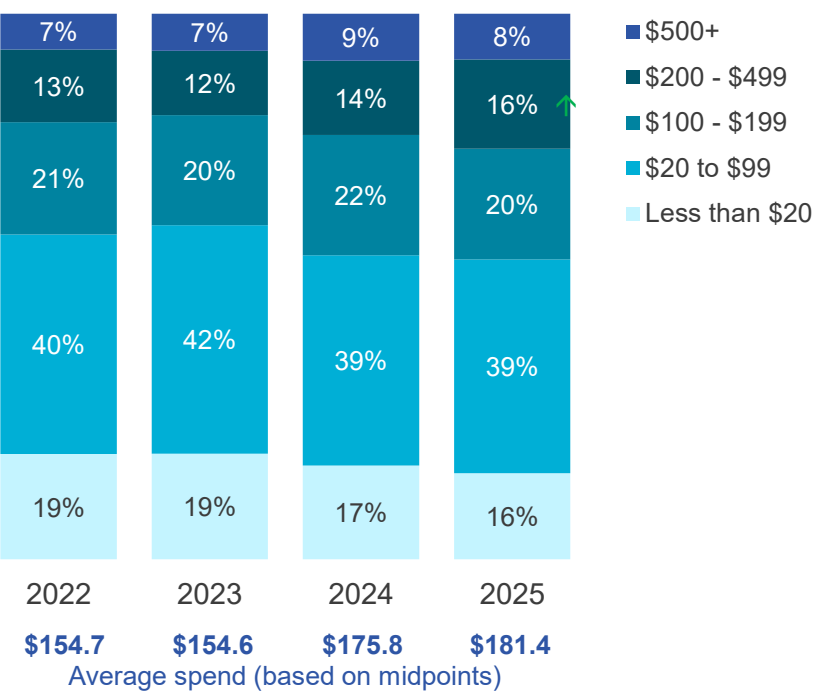
Gambling spend (regular gambling; past month)

Base: Those who gambled regularly; 2025 (n=739); 2024 (n=736); 2023 (n=265); 2022 (n=253)
Excludes 'Prefer not to say'



Gambling spend (less regular gambling; past year)

Base: Those who gambled infrequently/occasionally; 2025 (n=1,347); 2024 (n=1,422); 2023 (n=725); 2022 (n=624)
Excludes 'Prefer not to say'



Reported spend among those who gambled regularly remained consistent with previous years.

However, for those who gambled less regularly, the proportion spending \$200–\$499 annually rose to 16%.

Using midpoints to estimate averages, in 2025 **spend among those who gambled less regularly has significantly increased** compared to 2022 and 2023.

Rising average spend among those who gambled less regularly may suggest larger bets or increased frequency - potential risk factors for greater gambling-related harm.

B3a. Thinking about the last month, how much did you wager or bet on all types of gambling? If you are not sure, or can't remember exactly, please use your best estimate.
B3b. Thinking about the last year, how much did you wager or bet on all types of gambling? If you are not sure, or can't remember exactly, please use your best estimate.
↑↓ Indicates a significant difference from the previous time period.
Data labels displayed only for values greater than 3%.

Community sentiment and attitudes towards gambling

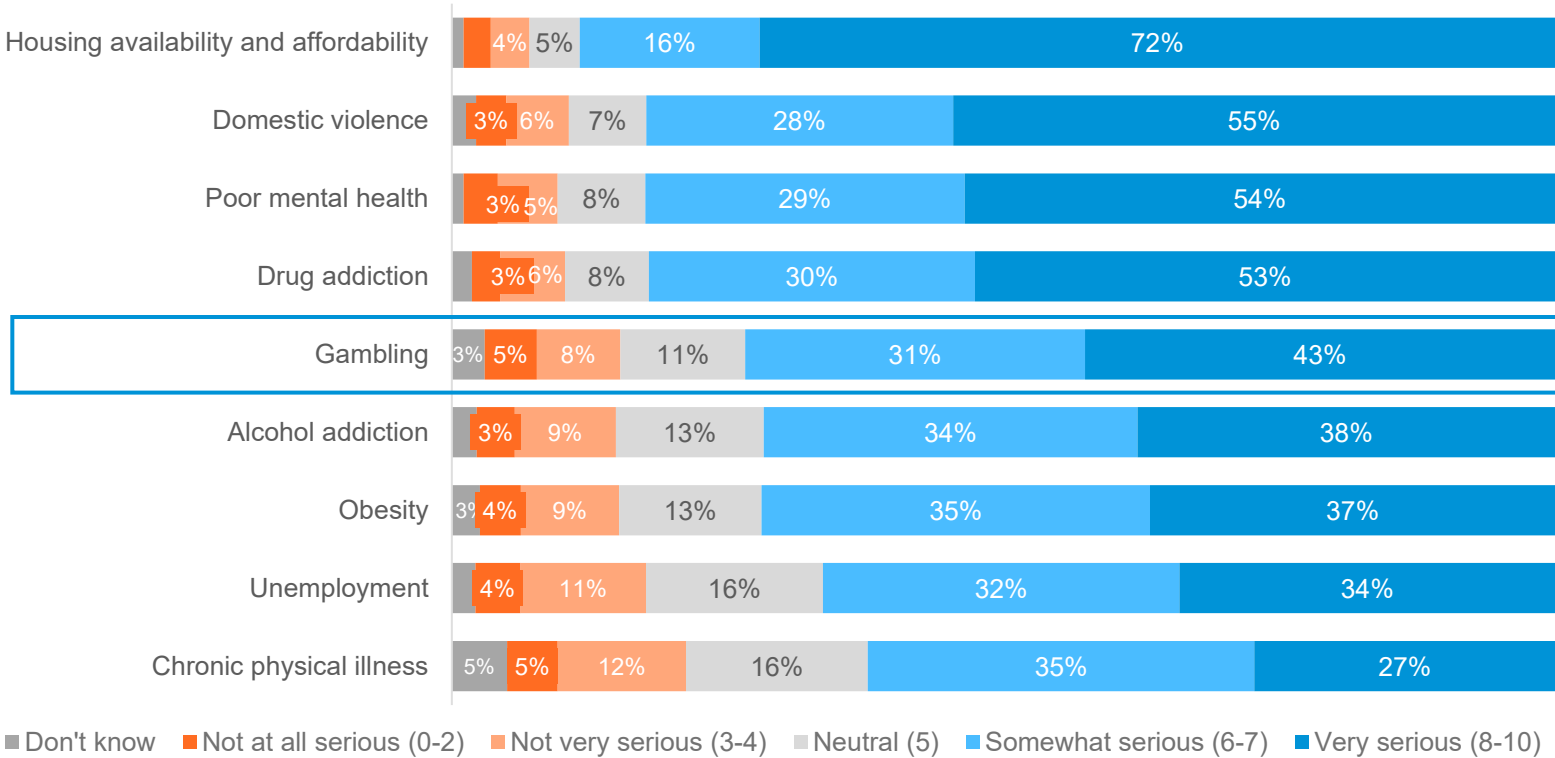
Section Summary

- Concern about gambling as a serious issue remains common but not in the highest rank of social concerns (43%)
- There were trends of declining perceptions of gambling harms and the increased normalisation of sports betting
- Three in five Victorians align with Lower Risk Gambling Guidelines (≤ 4 times/month), but those who gambled set higher acceptable thresholds
- **Overall, changes in 2025 were largely driven by those who gambled** – there were diverging views as those who did not gamble remained mostly stable while those who gambled showed declining concern and lower agreement on negative impacts

43% felt gambling was a very serious issue facing Victoria, with perceptions also varying by PGSI category

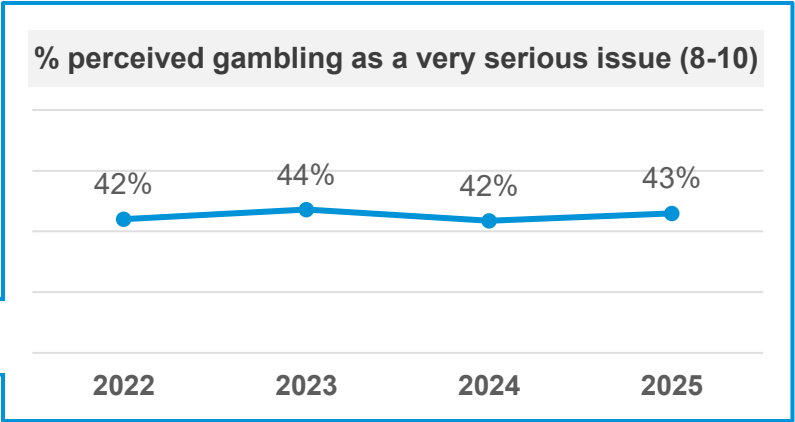
Concern about gambling as a serious issue

Base: Total sample; 2025 (n=3,000)



A1. Thinking about Victoria, to what extent do you think the following are serious issues facing the state?
Data labels displayed only for values greater than 3%.

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



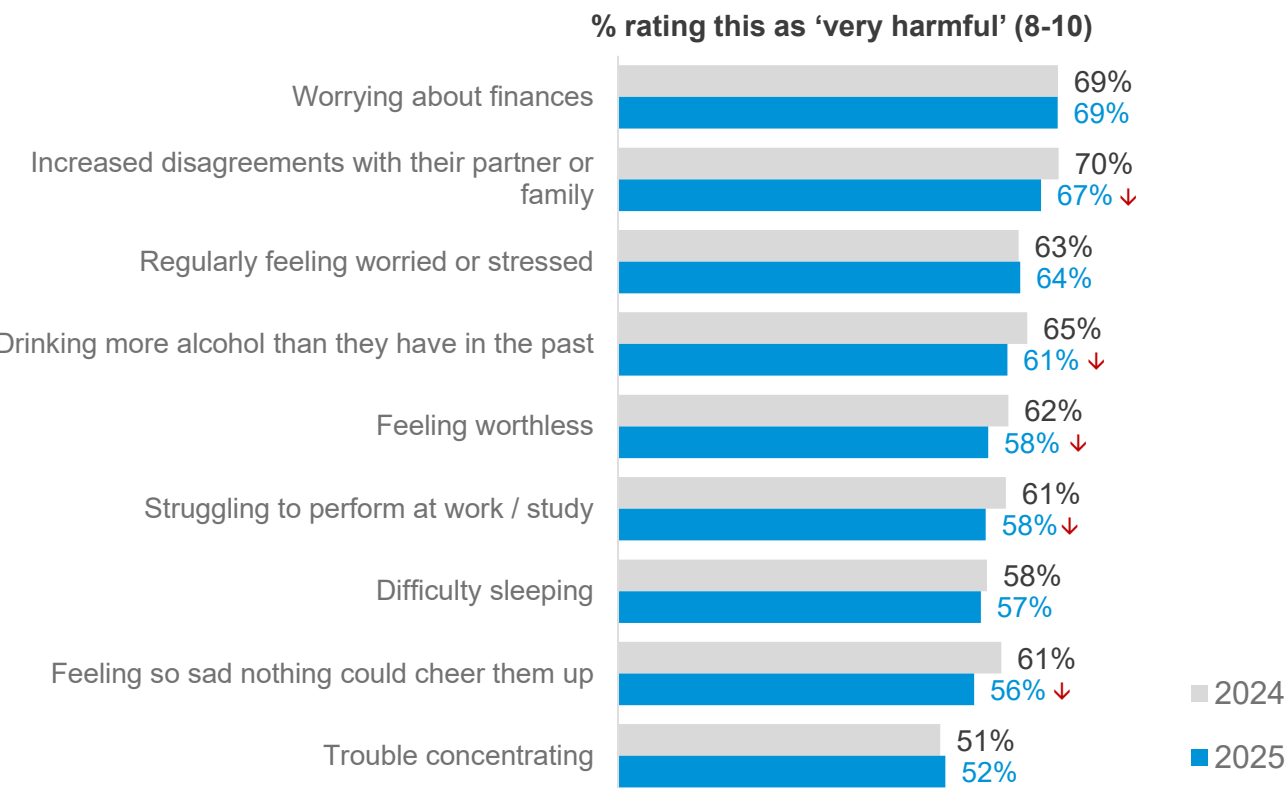
Gambling ranked fifth among state concerns. Fewer of those who gambled (40%) viewed it as a very serious issue compared to those who did not (46%).

However, **this gap was driven by the lower-risk gambling category**, as the problem gambling category were even more likely than those who didn't gamble to consider it very serious (54%).

Worrying about finances is now the top perceived harm, but generally perceptions of harms fell

Victorians' perceptions of harms arising from gambling

Base: Total sample; 2025 =(n=3,000); 2024 (n=3,203)



In 2025, Victorians' perceptions of very harmful impacts from problem gambling declined across several categories compared to 2024.

Worrying about finances became the top perceived harm, replacing increased disagreements with partners or family.

The decline was driven by those who gambled, with proportions among those who didn't gamble not significantly changing between 2024 and 2025.

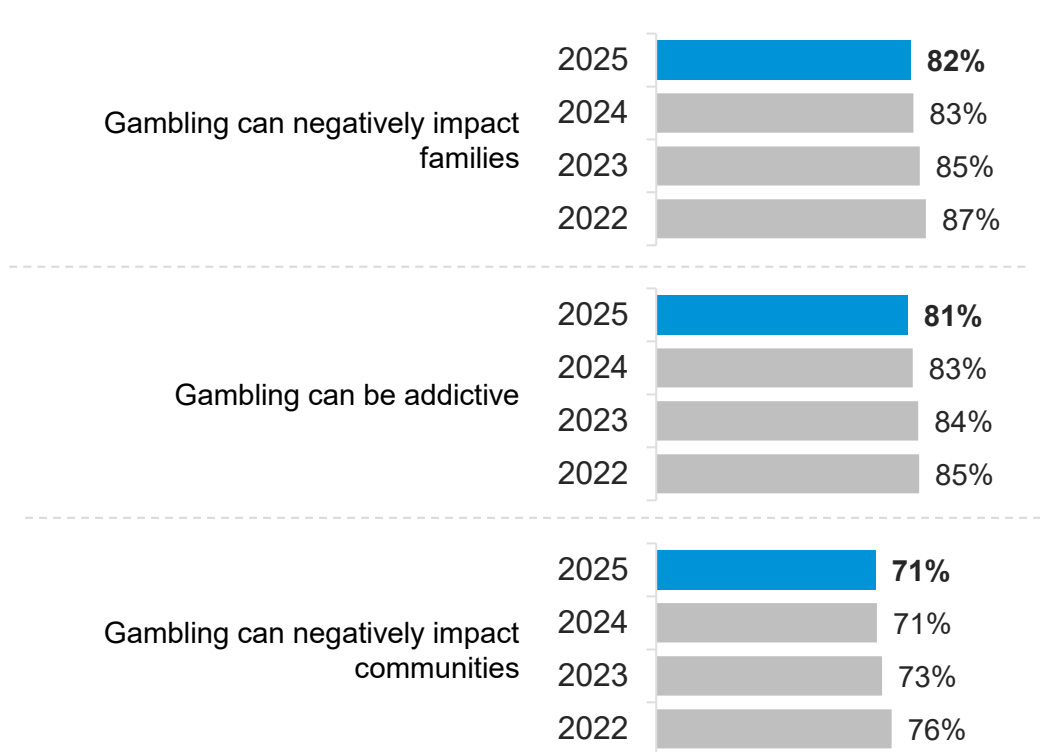
The decline in perceptions of gambling harm may reflect increasing normalisation of gambling and reduced empathy for those experiencing harm. For those who experience problem gambling, this could reflect cognitive dissonance or self-protection, downplaying harms to justify continued gambling. Among other lower-risk gambling categories, the shift may stem from viewing harm as a personal failing rather than a systemic issue.

E9. Listed below are some things people might experience as a result of gambling becoming a problem for them. For each one, please rate how harmful you think this is for the person gambling.
↑↓ Indicates a significant difference from the previous time period.

Among Victorians, there was a downward trend in strong agreement on the negative impacts of gambling

Community attitudes and sentiment – understanding of gambling: % Strongly Agree (8-10)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



The proportion strongly agreeing that gambling can negatively impact families and be addictive has declined since 2022, with 2025 continuing this trend, though overall agreement levels for these statements remain high.

This decline was driven by riskier gambling categories(low risk, moderate risk, or problem gambling), who showed significantly lower levels of strong agreement with all three statements, while those who didn't gamble remained largely unchanged.

The decline in strong agreement about gambling's negative impacts driven by riskier gambling categories may suggest increasing normalisation, lack of awareness or perception, or possible self-justification among those most affected. It will be key to understand whether the change is a change in perception or reality about how they are experiencing negative impacts.

C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.

↑↓ Indicates a significant difference from the previous time period.

Victorians' understanding of gambling frequency and spend that could lead to gambling harm continued trending upwards

Understanding of gambling risk

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

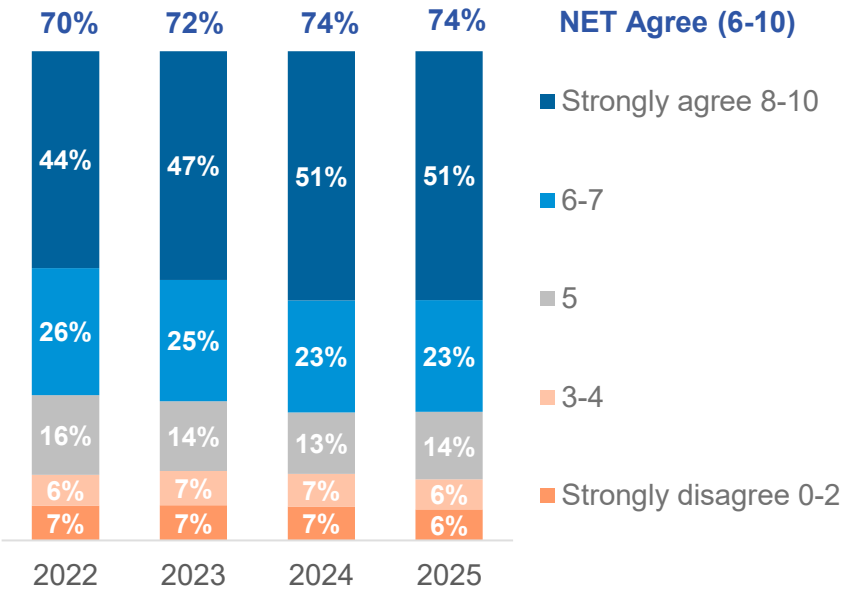
% Strongly agree (8-10):



Outcome 3.4.1.a Awareness of factors that limit gambling harm

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

People who gamble more than once a week are at risk of harm from their gambling



Understanding of gambling harm risks remained high, with about three in four Victorians (74%) agreeing that gambling more than once a week poses a risk.

Those who gambled were less likely to agree (64% vs. 85% among non-gambling), a gap driven mainly by non-problem gambling (63%) rather than problem gambling categories (71%).

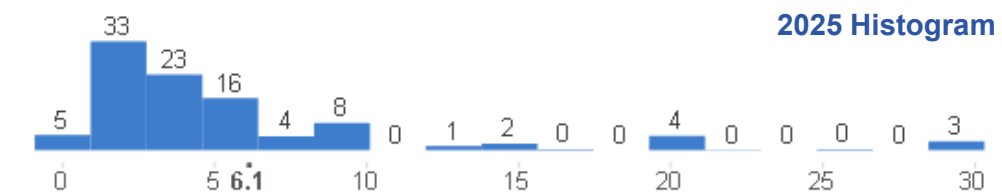
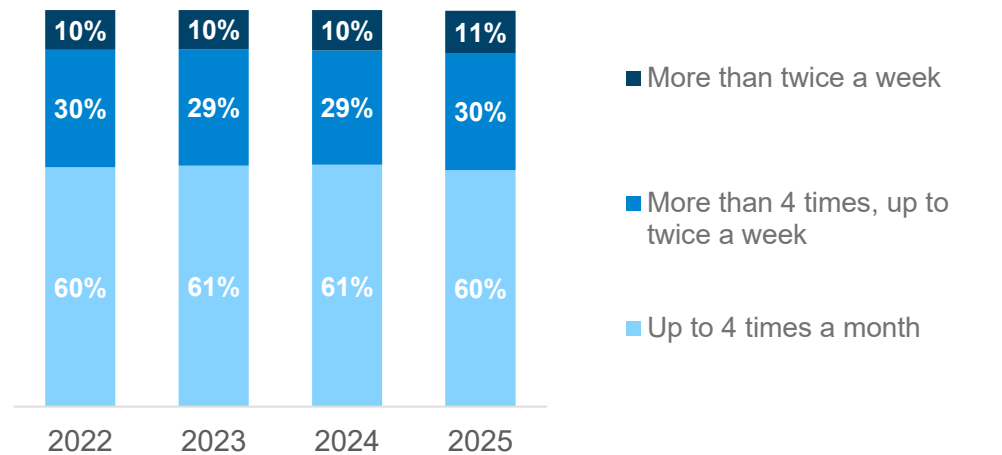
The gap in perceptions between those who do and don't gamble persists – but in this case it is driven by non-problem gambling categories. Their lower agreement that frequent gambling poses a risk could lead to them increasing their own gambling frequency.

C1. Below are some statements people have made about gambling. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

Three in five Victorians had perceptions of risky gambling levels in line with the Lower Risk Gambling Guidelines

Perceptions of risky gambling levels

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)
Excluding answers above 100 as outliers.



E4a. In your opinion, how many times per month could a person gamble before it puts them at risk of developing a problem?
↑↓ Indicates a significant difference from the previous time period.

The Lower Risk Gambling Guidelines* recommend gambling no more than four times per month to reduce harm. In 2025, three in five Victorians (60%) aligned with this threshold, consistent with previous years.

Excluding outliers (responses over 100), the average perceived safe frequency was 6.1 times per month. Those who didn't gamble were more likely to set the limit at four times a month or less (67% vs. 53% among those who gambled), while those **in all gambling risk categories reported significantly higher acceptable thresholds** (average 7.2 vs. 5.0 for those who didn't gamble).

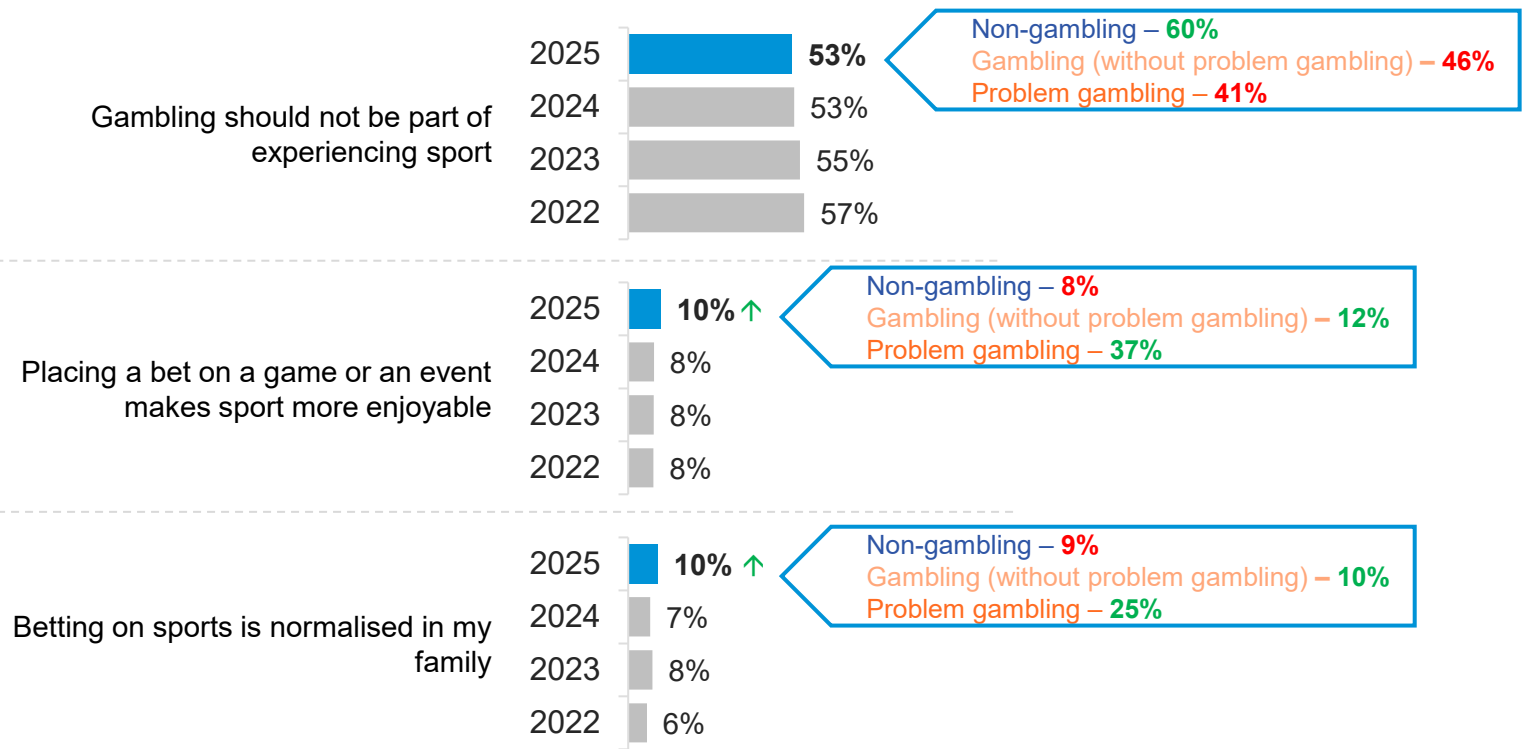
Those who gambled consistently set higher acceptable limits – again highlighting the increased normalisation of more frequent gambling which potentially increases their exposure to harm.

*<https://responsiblegambling.vic.gov.au/reducing-harm/gambling-guidelines-to-help-avoid-harm/>

Sports betting specifically showed signs of increased normalisation, particularly amongst those in riskier gambling categories

Attitudes towards sports betting: % Strongly Agree (8-10)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



In 2025, there was a significant rise in the proportion strongly agreeing that sports betting makes sport more enjoyable and is normalised within their family.

These increases were driven by higher-risk gambling categories, who were significantly more likely to strongly agree.

However, they remained a minority, as over half of Victorians (53%) strongly agreed that gambling should not be part of experiencing sport.

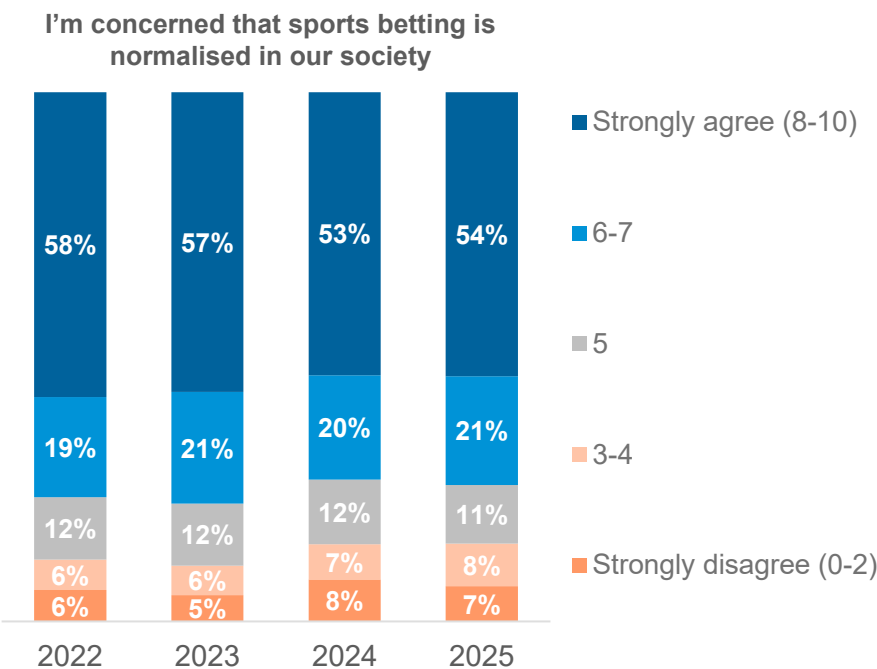
The growing normalisation of sports betting, particularly among those who gambled, suggests a widening perception gap between those who did and didn't gamble. For some of those that gambled, betting was increasingly seen as an integral part of the sporting experience.

C2. Below are some more statements people have made about gambling on sports. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

Among all Victorians, the trend of decreasing concern about the normalisation of sports betting has continued in 2025

Outcome 3.3.1 Increase concern about the normalisation of sports betting

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



Just over half of Victorians (54%) strongly agreed with this statement, maintaining the downward trend that began in 2024. After trending upwards since 2022, disagreement (0-4) held steady at 15% in both 2024 and 2025.

This decline was driven by those who gambled, whose strong agreement fell to 50%, while those who didn't gamble remained stable at 58% over the past two years.

The decline indicates a growing cultural acceptance of gambling in sport. The shift is driven by those who gambled, widening the divide between the perceptions and experiences of those who did and did not gamble.

C2. Below are some more statements people have made about gambling on sports. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

Stigmatisation of those who experience gambling harm

Section Summary

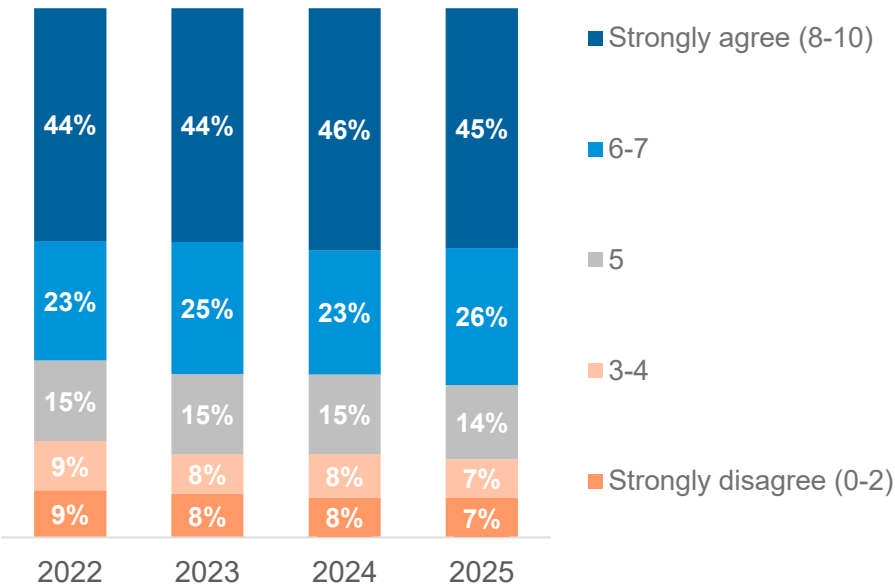
- Understanding of gambling products' role in harm remained stable, with 45% strongly agreeing the products are responsible for problems caused.
- Stigmatising attitudes hardened at both ends of the gambling spectrum: both those who didn't gamble, and those who experienced problem gambling were more likely to agree with negative sentiments towards gambling
- Those who experienced problem gambling reported high levels of shame and difficulty discussing gambling with family or friends
- Overall, negative attitudes and barriers to help-seeking persisted for those experiencing problem gambling, despite slight improvements among the mid-risk gambling categories

Victorians' understanding of the role of gambling products remained stable this wave

Outcome 4.1.1 Increased understanding of the role of gambling products (reduced stigma)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)

Gambling products such as pokies, casinos, sports betting are responsible for the problems they cause people



Just under half of Victorians (45%) strongly agreed that gambling products such as pokies, casinos and sports betting were responsible for the problems they caused, a result that remained consistent with previous years

Those who gambled were less likely to share this view, with 40% strongly agreeing compared to 51% of those who didn't gamble, highlighting a **clear perception gap between the two groups**.

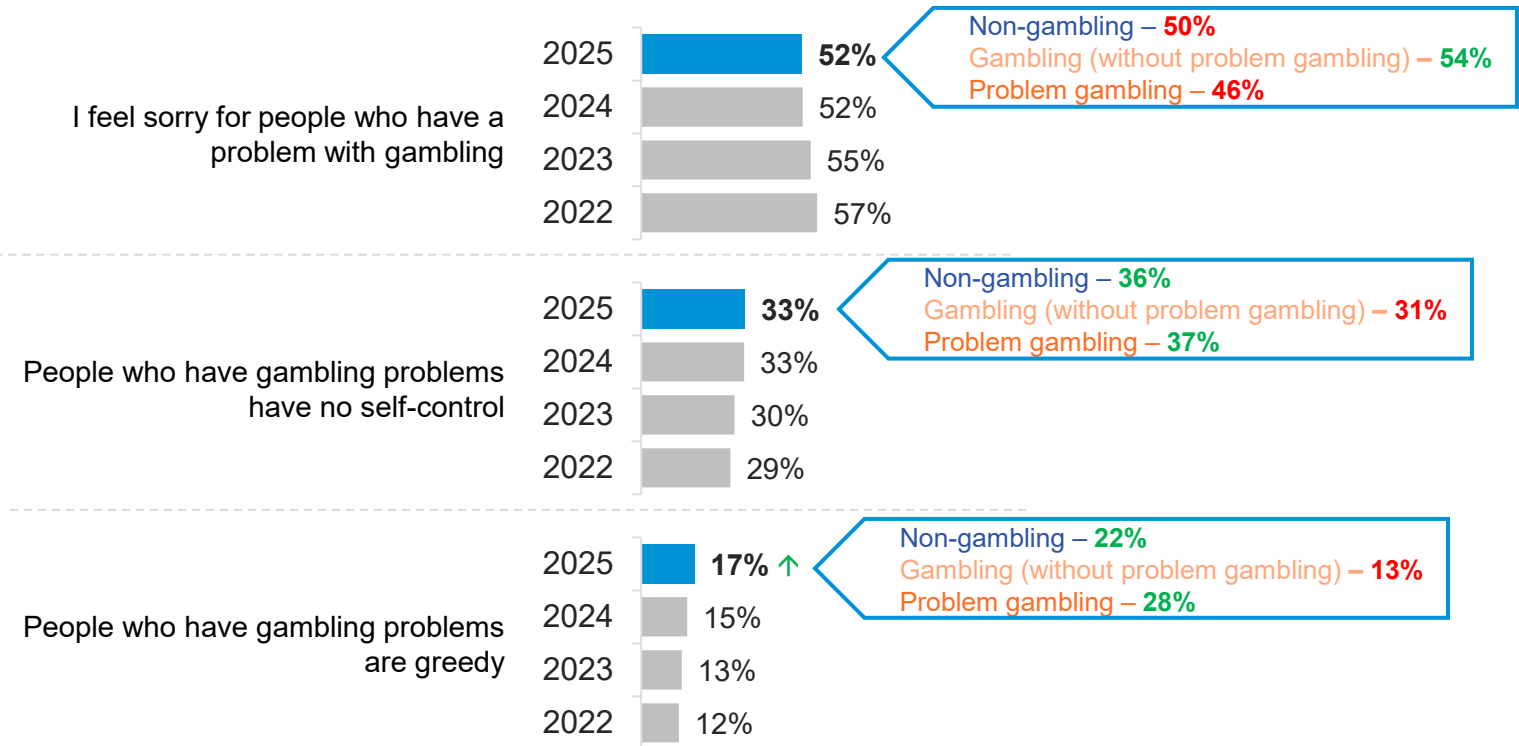
It appeared those who gambled were more reluctant to attribute responsibility for harms to gambling products, particularly those in non-problem and lower risk gambling categories. It suggests they might instead view harms as a matter of personal responsibility or self-control – as they personally can use products without significant harm themselves. This attitude could reinforce stigma or reduce support for greater regulation.

C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.
↕ Indicates a significant difference from the previous time period.

Several measures of stigmatising attitudes towards those who gambled continued trending in a negative direction

Stigmatising attitudes towards gambling: % Strongly Agree (8-10)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



There was a significant increase in strong agreement with the statement “people who have gambling problems are greedy”.

At the same time, strong agreement with “I feel sorry for people who have a problem with gambling” declined since 2022, while agreement that “people who have gambling problems have no self-control” trended upward since 2022.

These changes were driven by two group at the ends of the gambling spectrum: non-gambling and higher-risk gambling (moderate risk or problem gambling) categories, whereas those in the middle (non-problem or low-risk gambling) did not shift in this direction.

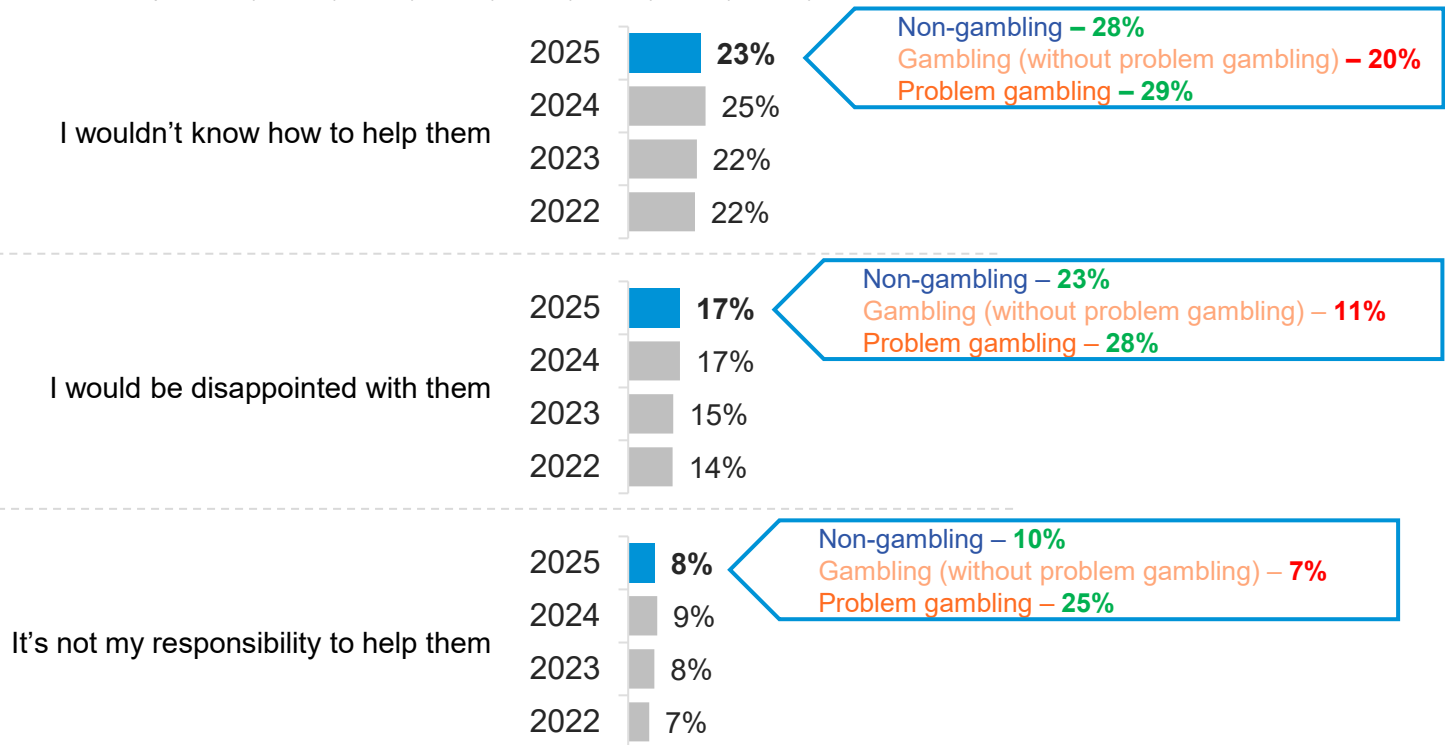
These trends suggest a hardening of stigmatising attitudes among both ends of the gambling spectrum, potentially reducing empathy and increasing barriers to help-seeking for those experiencing harm. It will be key to understand whether those experiencing problem gambling recognise themselves as such, to distinguish between self-stigmatisation versus inaccurate self-perceptions.

C3. Below are some more statements people have made about the impacts of gambling. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

Negative attitudes were strongest at the ends of the gambling spectrum, i.e. non-gambling and problem gambling categories

Attitudes towards supporting a family member or close friend who gambles: % Strongly Agree (8-10)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



At an overall level, there were no significant changes in attitudes toward supporting a family member or close friend compared to 2024, although there was a slight negative trend since 2022.

However, this **stability masked opposing movements across the gambling spectrum**: non-gambling and problem gambling categories became significantly more negative, while other gambling categories showed significantly more positive attitudes than in previous years.

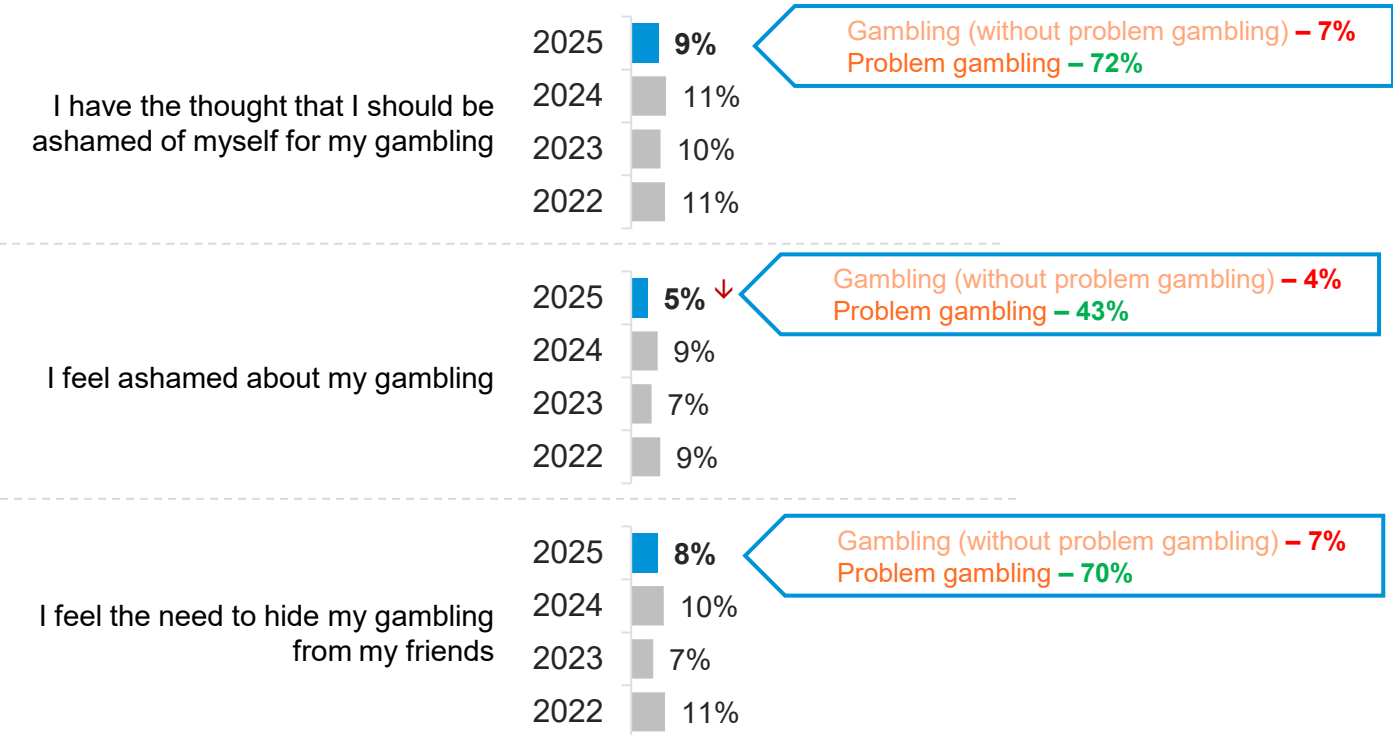
The diverging opinions across the gambling spectrum highlights the need for tailored interventions and communications. It will be key to define what positive change looks like for different groups and understand how these attitudes directly link to harmful behaviours (e.g. those who experience problem gambling not seeking help).

C4. Below are some statements people have made about family and close friends who gamble. Please rate each one according to how much you agree or disagree with it. If a family member or close friend had a problem with gambling...
↑↓ Indicates a significant difference from the previous time period

Few expressed shame about their gambling, however those experiencing problem gambling showed much higher levels

Feelings of shame expressed by those who regularly gambled: % Strongly Agree (8-10)

Base: Those who gambled regularly; 2025 (n=746); 2024 (n=741); 2023 (n=268); 2022 (n=257)



Overall, only a minority of those who gambled regularly expressed feelings of shame about their gambling, and levels have declined since 2022.

However, **those experiencing problem gambling were substantially more likely to strongly agree** with these statements, indicating high levels of negative sentiment towards their own gambling.

Those experiencing problem gambling may be self-stigmatising, which could hinder help-seeking and recovery. Feelings of shame can be a barrier to accessing support and making positive changes.

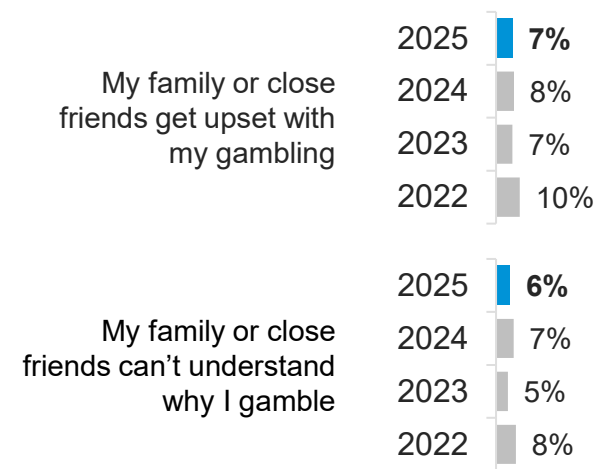
C5. Below are some statements people have made about their gambling. Please rate each one according to how much you agree or disagree with it.
C5a. We are interested in your thoughts about your own gambling experiences. Please indicate how much you agree with each of the statements below.
↑↓ Indicates a significant difference from the previous time period

There was no overall change in the ability to talk about gambling, but those experiencing problem gambling face larger challenges

Perceptions of family/close friends

Base: Those who gambled regularly; 2025 (n=746); 2024 (n=741); 2023 (n=268); 2022 (n=257)

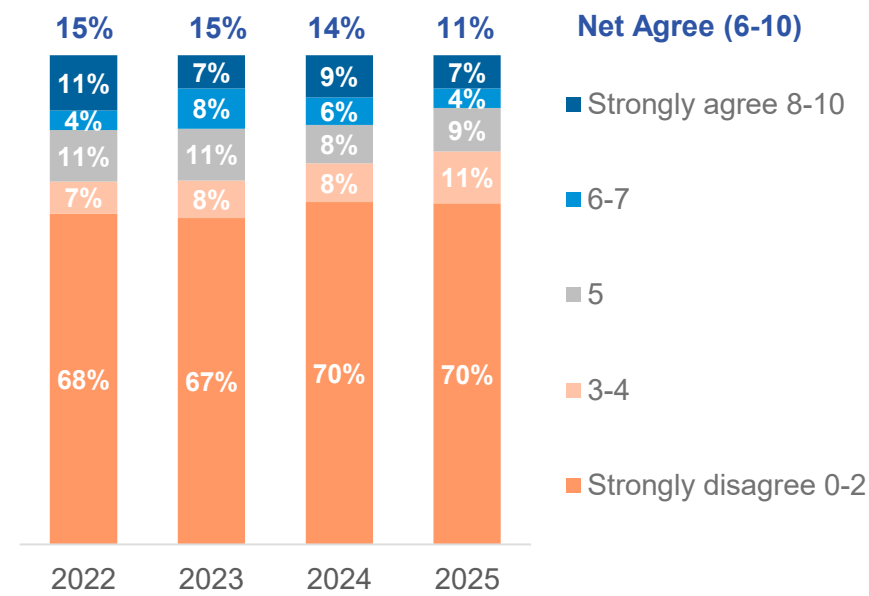
% Strongly agree (8-10):



Outcome 4.2.1 Decrease feelings of not being able to talk to family or close friends

Base: Those who gambled regularly; 2025 (n=746); 2024 (n=741); 2023 (n=268); 2022 (n=257)

I find it difficult to talk to my family or close friends about my gambling



Positively, most of those who gambled regularly strongly disagreed that they found it difficult to talk to family or close friends about their gambling, which was consistent to previous years.

However, among **those experiencing problem gambling**, 42% strongly agreed that they found it difficult. This rose to 51% for those who “had the thought that I should be ashamed of myself for my gambling”. This demonstrates that shame is a barrier to help-seeking for this group.

Although overall levels and trends appear positive, a closer look at those experiencing problem gambling reveals a different picture. High levels of difficulty discussing gambling, especially when combined with feelings of shame, underscore the need for targeted interventions that reduce stigma and create safe, supportive environments to encourage help-seeking.

C5. Below are some statements people have made about their gambling. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period

Perceptions of under-age gambling

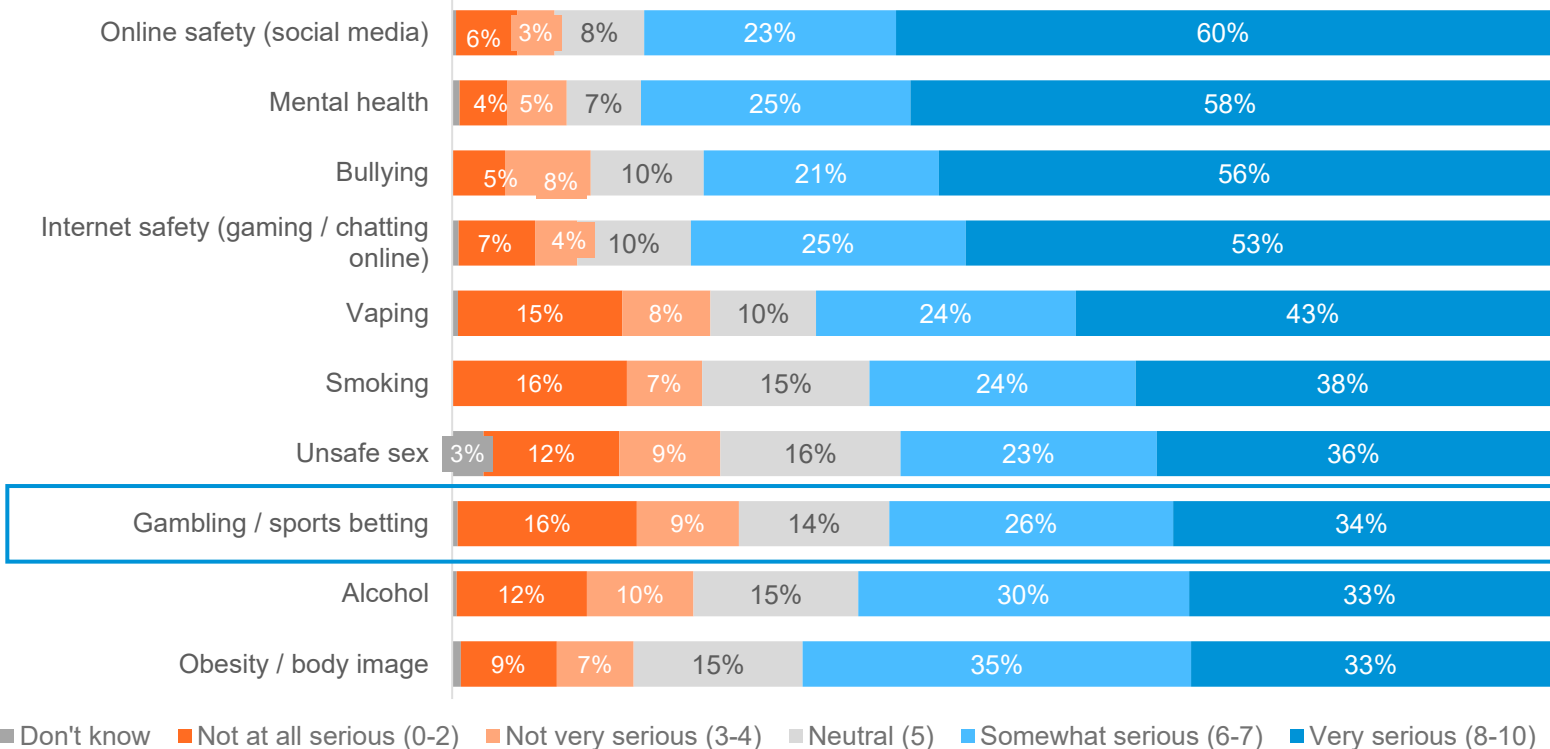
Section Summary

- Gambling remained a lower priority concern for parents compared to issues such as mental health and online safety
- Concern about the normalisation of gambling persisted generally, however fewer Victorians strongly agreed that children were exposed to too much gambling advertising
- Acceptance of teenage gambling increased slightly in 2025, though it remained a minority view
- Few parents reported their child had gambled with money, but among those who did, concern levels about it dropped significantly this year
- Those who experienced problem gambling were more accepting of young people gambling across multiple measures, and were more likely to report their child gambling with money

Gambling remained a lower priority for Victorian parents compared to other concerns such as online safety and mental health

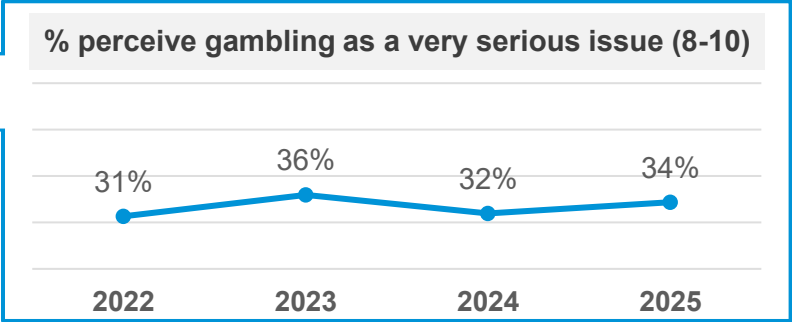
Concerns as a parent with children between 10 and 17

Base: Parents with children aged between 10 and 17 years; 2025 (n=633)



Around one-third of parents (34%) with children aged 10–17 considered gambling a very serious concern.

Mental health and online safety remained the top concerns for Victorian parents, with **gambling ranking eighth overall**.



A2. To what extent are the following major concerns for you as a parent?
↑↓ Indicates a significant difference from the previous time period.
Data labels displayed only for values greater than 3%.

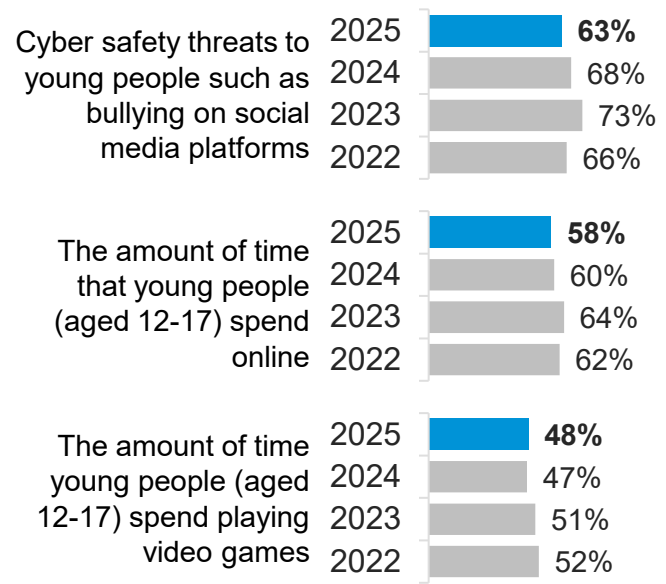
Base: Parents with children aged between 10 and 17 years; 2025 (n=633); 2024 (n=585); 2023 (n=184); 2022 (n=171)

Parents were less concerned about the normalisation of gambling compared to concerns about cyber safety and time spent online

Parents' concerns about impacts

Base: Parents with children aged up to 18 years; 2025 (n=1043); 2024 (n=984); 2023 (n=371); 2022 (n=322)

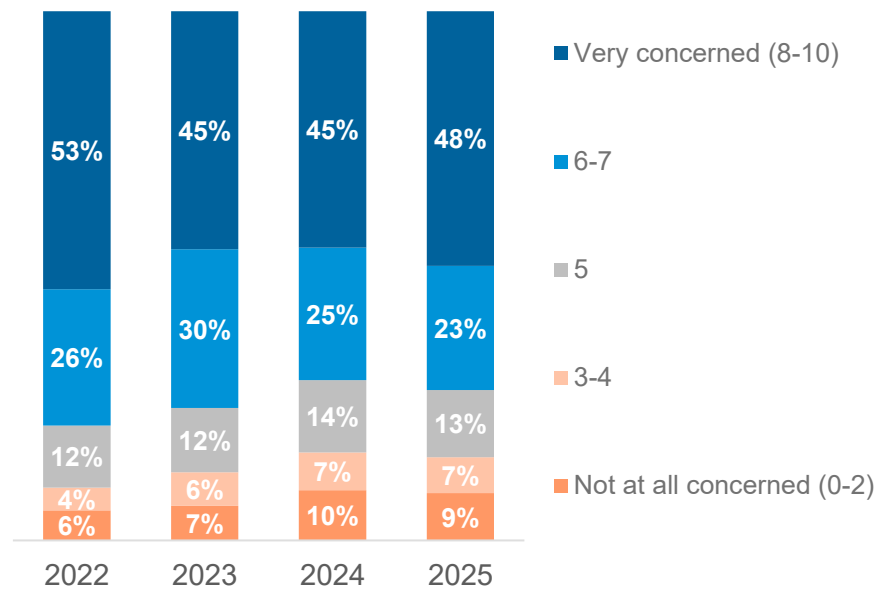
% Strongly agree (8-10):



Outcome 3.1.2 Parents' concern about the effect of normalisation of gambling

Base: Parents with children aged up to 18 years; 2025 (1,043); 2024 (n=984); 2023 (n=371); 2022 (n=322)*

The way that gambling has been normalised and the effect this has on how much your child gambles when they become an adult



Among Victorian parents with children aged up to 18 years, 48% said they were very concerned about the normalisation of gambling and its potential impact on their child's future gambling behaviour.

Levels of concern were not significantly different between those who did and didn't gamble.

Parents expressed **greater concern about cyber safety and time spent online.**

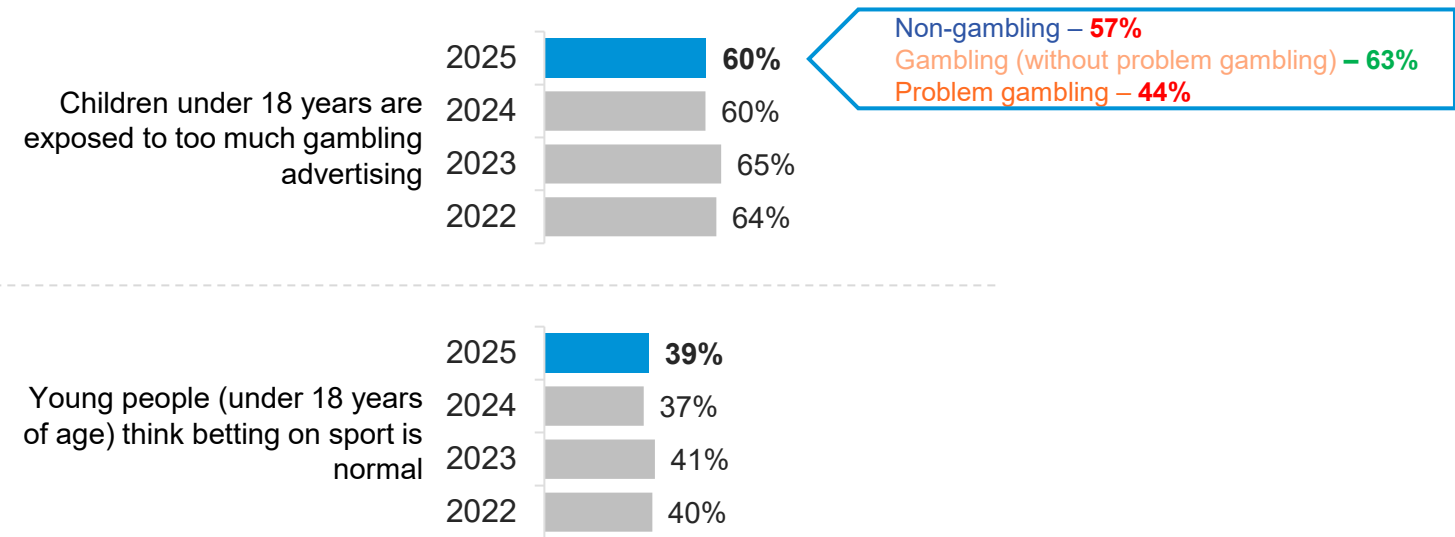
Gambling harm prevention messaging for parents may be competing with more salient and relevant digital safety priorities, so will have to highlight clear risks and effects on future behaviour to be noticed.

CQ. Overall, how concerned do you feel about the following things for your child(ren) and their future?
↑↓ Indicates a significant difference from the previous time period.

Victorians' perceptions of the normalisation of gambling for young people largely remained unchanged

Community attitudes and sentiment – understanding of gambling drivers: % Strongly Agree (8-10)

Base: Total sample; 2025 (n=3,000); 2024 (n=3,203); 2023 (n=1,500); 2022 (n=1,500)



In 2025, the downward trend from 2024 was maintained with fewer Victorians strongly agreeing that children under 18 were exposed to too much gambling advertising.

Across the gambling spectrum, again **those at the ends, non-gambling and problem gambling categories, were less likely to strongly agree** compared to those in the middle risk categories.

Meanwhile, the decline seen in 2024 in strong agreement that young people view betting on sport as normal did not continue in 2025. Levels of agreement were consistent across the gambling spectrum.

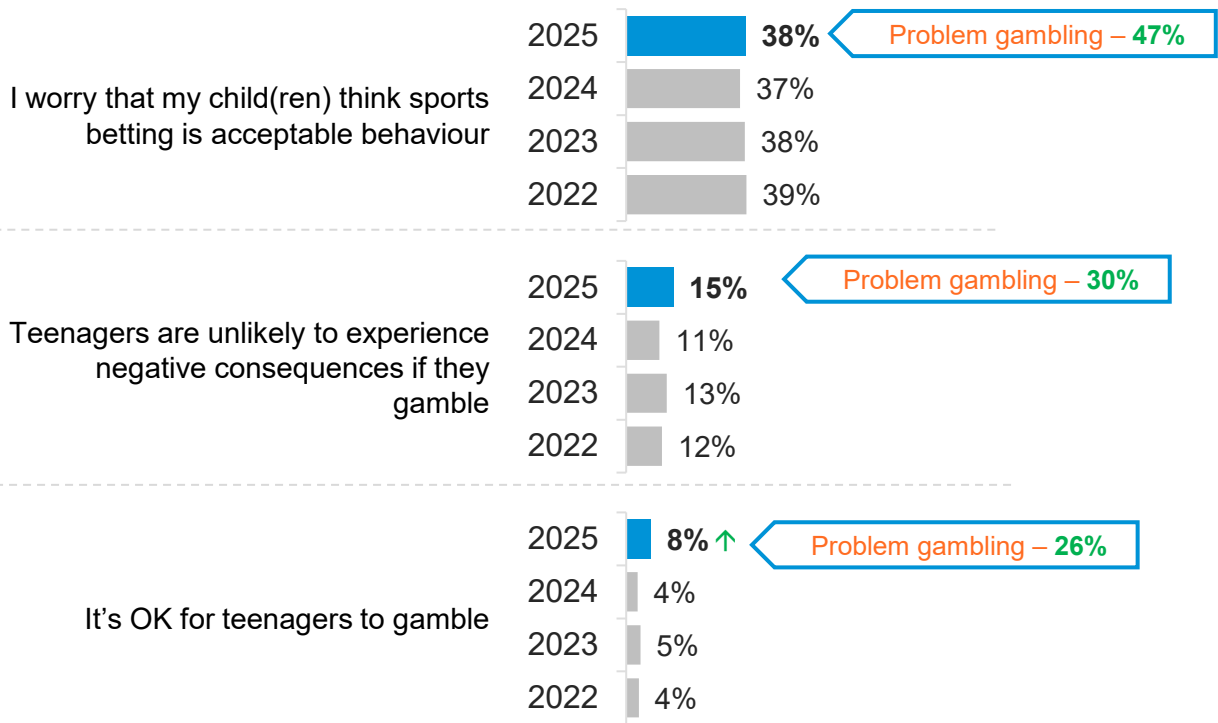
Understanding whether these downward trends stem from reductions in advertising and gambling exposure or shifting attitudes towards acceptance and normalisation of gambling will be critical to guide interventions.

C1. Below are some statements people have made about gambling. Please rate each one according to how much you agree or disagree with it.
C2. Below are some more statements people have made about gambling on sports. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period

Among parents, acceptance of teenage gambling increased slightly in 2025, although it remained a minority view

Parents' attitudes towards teens/children and gambling: % Strongly Agree (8-10)

Base: Parents with children aged 10-17; 2025 (n=633); 2024 (n=585); 2023 (n=184); 2022 (n=171)



Only a small minority of parents strongly agreed that it was ok for teenagers to gamble or that teenagers were unlikely to experience negative consequences from gambling.

However, the proportion **strongly agreeing that it was acceptable for teenagers to gamble rose significantly in 2025 to 8%.**

Levels of strong agreement were higher among those experiencing problem gambling across all three statements, indicating different perceptions of what is acceptable.

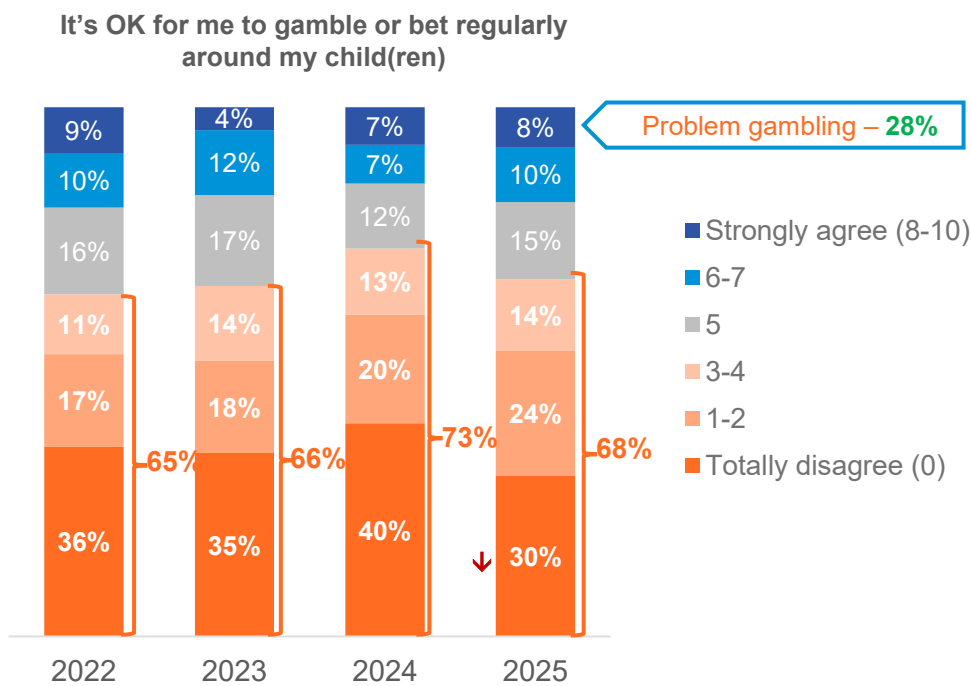
Although still a minority view, attitudes toward teenage gambling may be relaxing, driven by those experiencing problem gambling who could increase the risk of exposing their children to gambling harm.

D4. Below are some statements parents have made in the past. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

Most parents rejected gambling around children, however those experiencing problem gambling were more permissive

Outcome 5.1.1 Disagreement among parents that it is ok to gamble regularly around their children

Base: Parents with children aged 10-17; 2025 (n=633); 2024 (n=585); 2023 (n=184); 2022 (n=171)



The majority of Victorian parents (68%) with children aged 10–17 disagreed (0-4) that it was acceptable to gamble regularly around their children. However, **the proportion who totally disagreed (0) fell by 10 percentage points compared to last year.**

Those experiencing problem gambling were also less likely to disagree (44%) and more likely to strongly agree (28%) that gambling around children was acceptable.

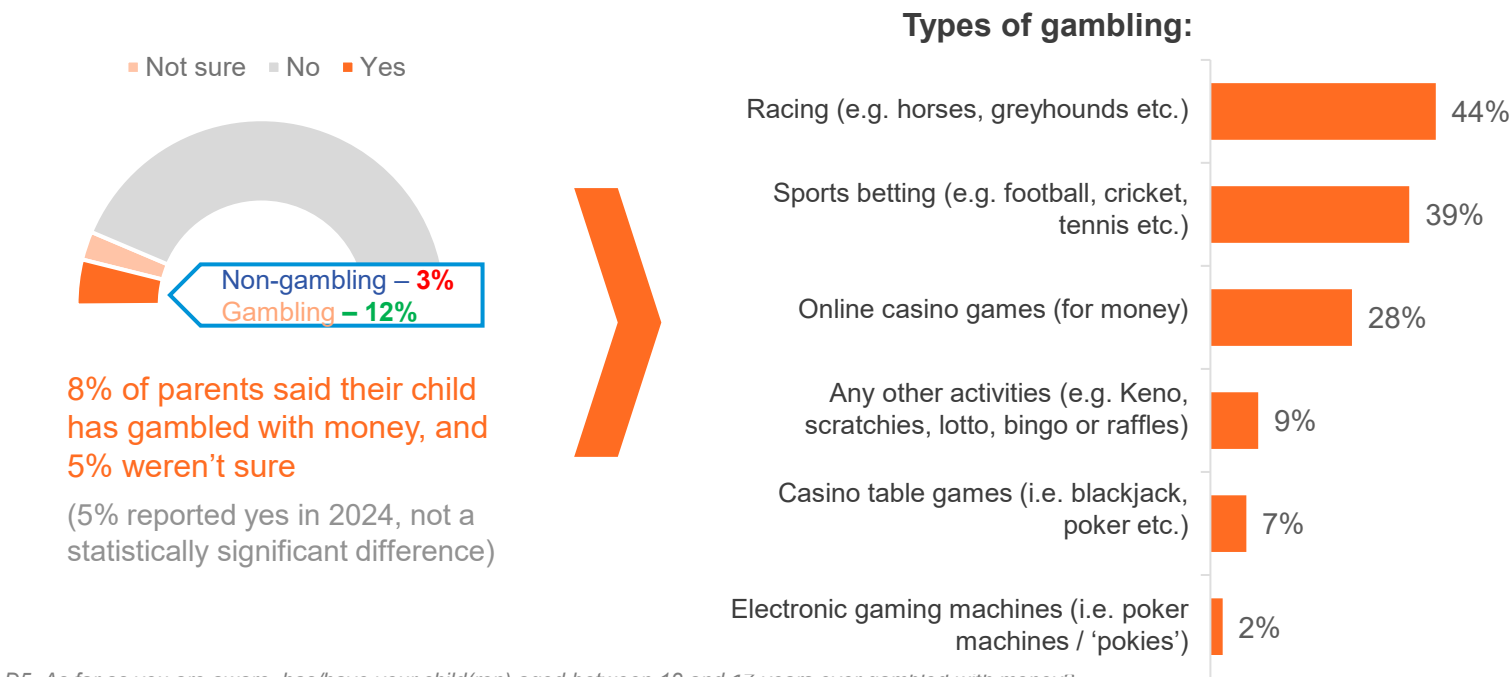
While most parents still reject gambling around children, the decline in strong disagreement and higher acceptance among those experiencing problem gambling signals a potential risk of normalising gambling in family environments.

D4. Below are some statements parents have made in the past. Please rate each one according to how much you agree or disagree with it.
↑↓ Indicates a significant difference from the previous time period.

One in ten (8%) parents said their child had gambled with money, but concern levels around this dropped significantly since last year

Underage gambling behaviour (as recalled by parents)

Base: Parents with children aged 12-17 (n=504) | Child(ren) gambled with money (n=55) | Child(ren) engaged in sports betting (n=21)*



Very few parents reported that their child between 12 and 17 had gambled with money, although the proportion was higher amongst those who gambled (12%) compared to those who did not (3%).

Among those who said yes (n=55), 21% were very concerned about their child's gambling, while **the proportion who were not very concerned (0-2) rose significantly from 13% in 2024 to 41%.**

Racing and sports betting were the most commonly mentioned forms of gambling among minors. Among parents who said their child had engaged in sports betting (n=21*), 24% reported their child had sports betting apps on their device.

These results are based on small sample sizes and should be interpreted with caution.

The rise in parents reporting low concern for their children gambling may suggest growing normalisation, albeit for a minority of the population.

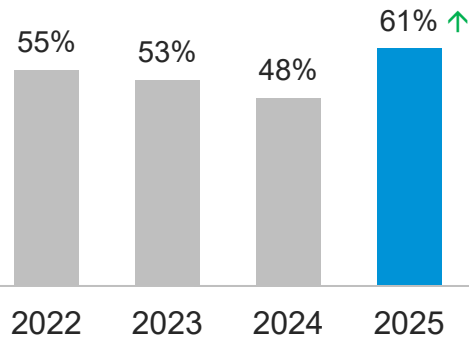
D5. As far as you are aware, has/have your child(ren) aged between 12 and 17 years ever gambled with money?
D6. What type(s) of gambling have they spent money on?
D7. As far as you are aware, has/have your child(ren) got any sports betting apps on their mobile phone / tablet / other device?
D8. How concerned are you about your child(ren)'s gambling?
*Caution: Small base

However, the proportion of parents with children aged 12-17 who had spoken to them about sports betting trended upwards

Outcome 3.2.1 Parents of 12-17s who have spoken to their child about sports betting

Base: Parents with children aged 12-17; 2025 (n=504); 2024 (n=454); 2023 (n=134); 2022 (n=132)

% Yes:



Base: Parents who spoke to their children aged 12-17 about sports betting harms; 2025 (n=319)

Nature of discussion:



Among Victorian parents of children aged 12-17, most (61%) had spoken with their child(ren) about the potential harm or risk of sports betting, a significant increase from 2024.

Parents who were experiencing problem gambling were more likely to have had this conversation with their child(ren) (72%).

The significant increase paired with broader findings on increased normalisation raises questions about intent. Further research would help understand whether these conversations designed to discourage gambling entirely, or if they are framed as educational steps before permitting participation.

D9. Have you ever talked to your child(ren) about the potential harm or risk of sports betting?

D13. Which of the following best describes what you discussed with them?

↑↓ Indicates a significant difference from the previous time period.

Preventing gambling harm

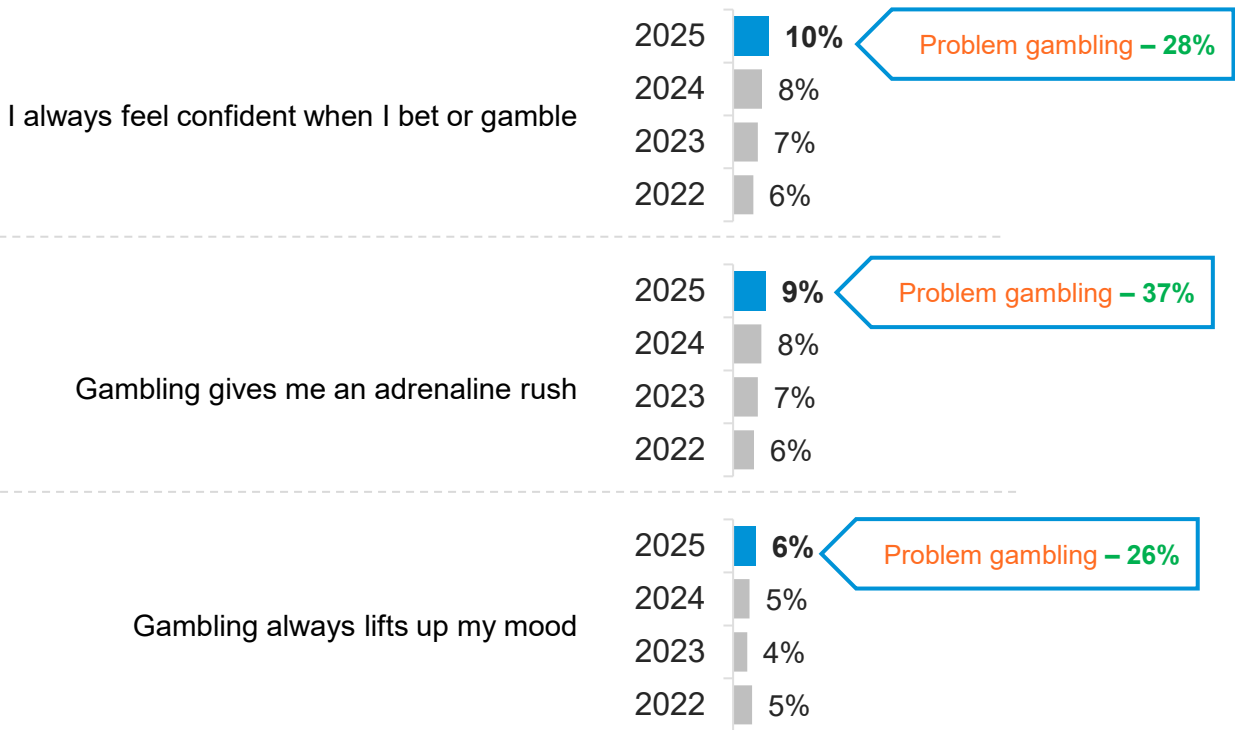
Section Summary

- Agreement that gambling boosts mood and confidence continued to trend upwards, particularly among those experiencing problem gambling, although it remains a minority view
- There are some early indications that the social element of gambling is becoming more influential, including growing social pressure to participate
- Perceptions of gambling's negative impacts and the benefits of reducing gambling remained stable overall
- Around a quarter of those who gambled took action to address their gambling in the past year, with much higher rates among those experiencing problem gambling
- Around one in ten of those who gambled linked gambling to non-financial harms they experienced, particularly alcohol-related harm

Amongst those who gambled, strong agreement that gambling improves mood and confidence has trended upwards since 2022

Attitudes in relation to confidence, mood: % Strongly Agree

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



Since 2022, there appears to be a trend of **increased strong agreement that gambling boosts mood and confidence**, although it is still the minority view.

This increase in agreement was evident across the gambling spectrum, with higher levels among those in higher risk categories.

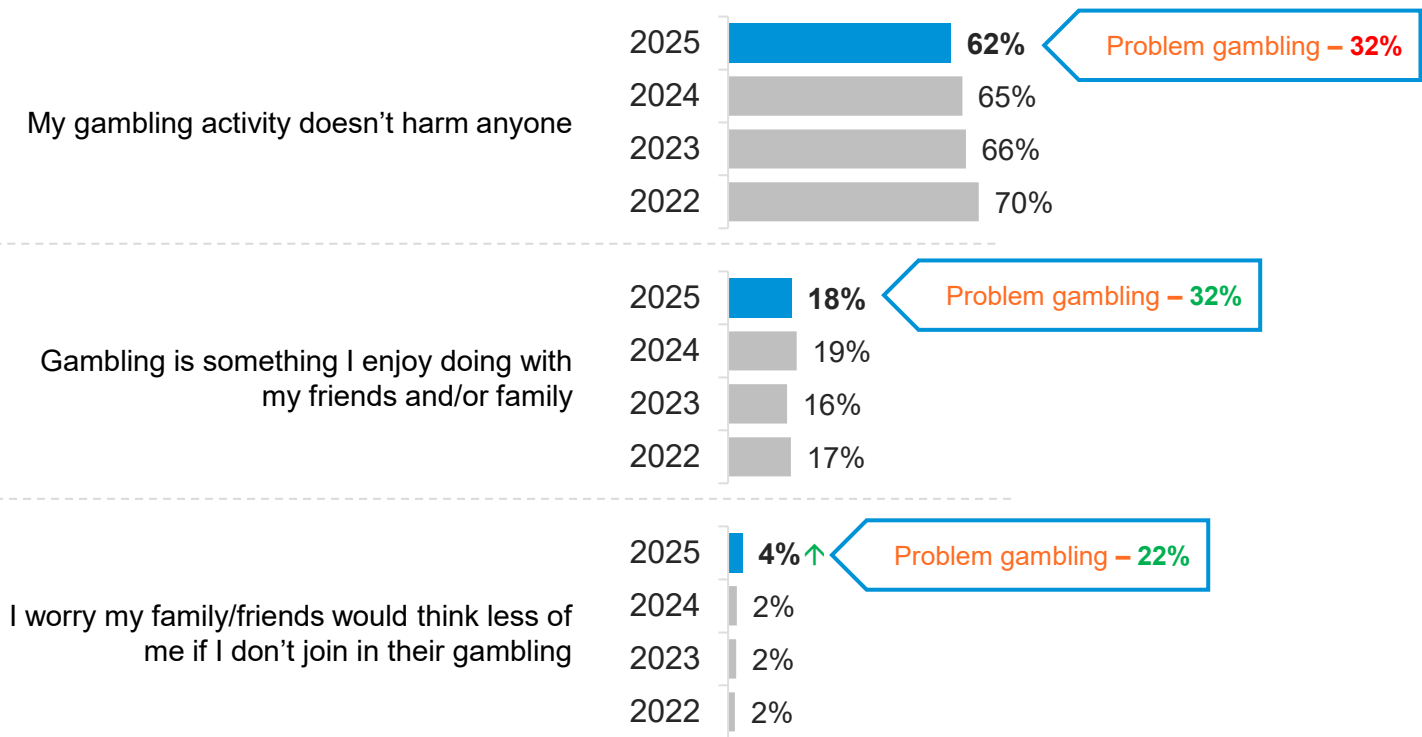
This trend may be a concern as more people reported positive emotional effects from gambling, which could encourage higher-risk gambling participation.

B4. Below are some statements people have used about gambling in the past. How much do you agree or disagree that each statement applies to you?
↑↓ Indicates a significant difference from the previous time period.

Social pressure to gamble may be rising among higher risk gambling categories, though it remains a minority issue

Attitudes in relation to their close relationships: % Strongly Agree

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



Since 2022, the proportion of those who gambled strongly agreeing that their gambling does not harm anyone continued to decline.

However, strong agreement with the statement “I worry my family/friends would think less of me if I don’t join in their gambling” significantly increased in 2025 - though still a minority view at 4%.

This figure was significantly higher among moderate risk (9%) and problem gambling categories (22%) suggesting that **social or peer pressure within certain circles may be driving gambling participation**, and that this influence could be growing.

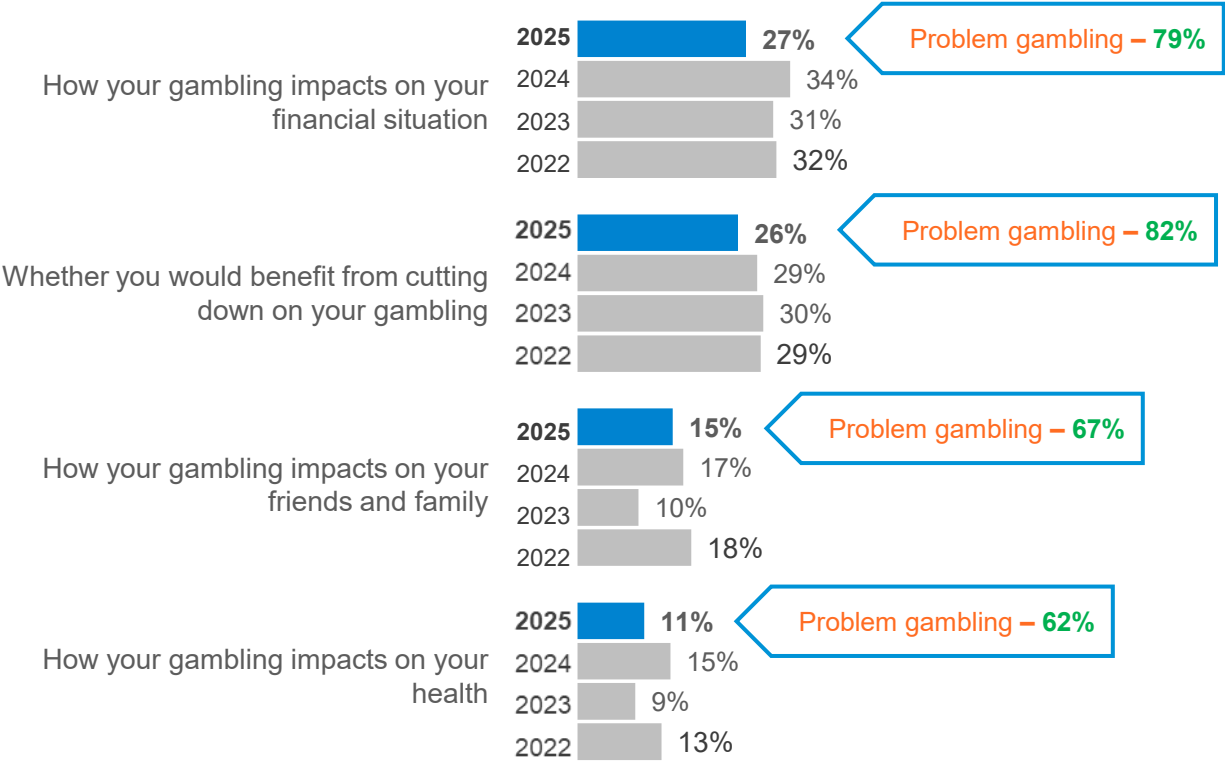
Social pressure may be an emerging risk factor for higher risk gambling categories in certain circles, even while generally acknowledgement of the harms of gambling improves.

B4. Below are some statements people have used about gambling in the past. How much do you agree or disagree that each statement applies to you?
↑↓ Indicates a significant difference from the previous time period.

There were no significant changes in the consideration of the impacts of gambling among those who gambled regularly

Consideration of impacts by those who gambled regularly: % Considered

Base: Those who gambled regularly; 2025 (n=746); 2024 (n=741); 2023 (n=268); 2022 (n=257)



Those who gambled regularly were most likely to have considered how gambling affected their finances and whether cutting down would benefit them, but proportions for all these considerations did not change significantly from last year.

Higher-risk gambling categories were far more likely to have considered these factors, with likelihood increasing along the risk spectrum: 30% of non-problem gambling, 55% of low-risk gambling, 81% of moderate-risk gambling, and 92% of problem gambling categories had thought about *at least one* of these issues.

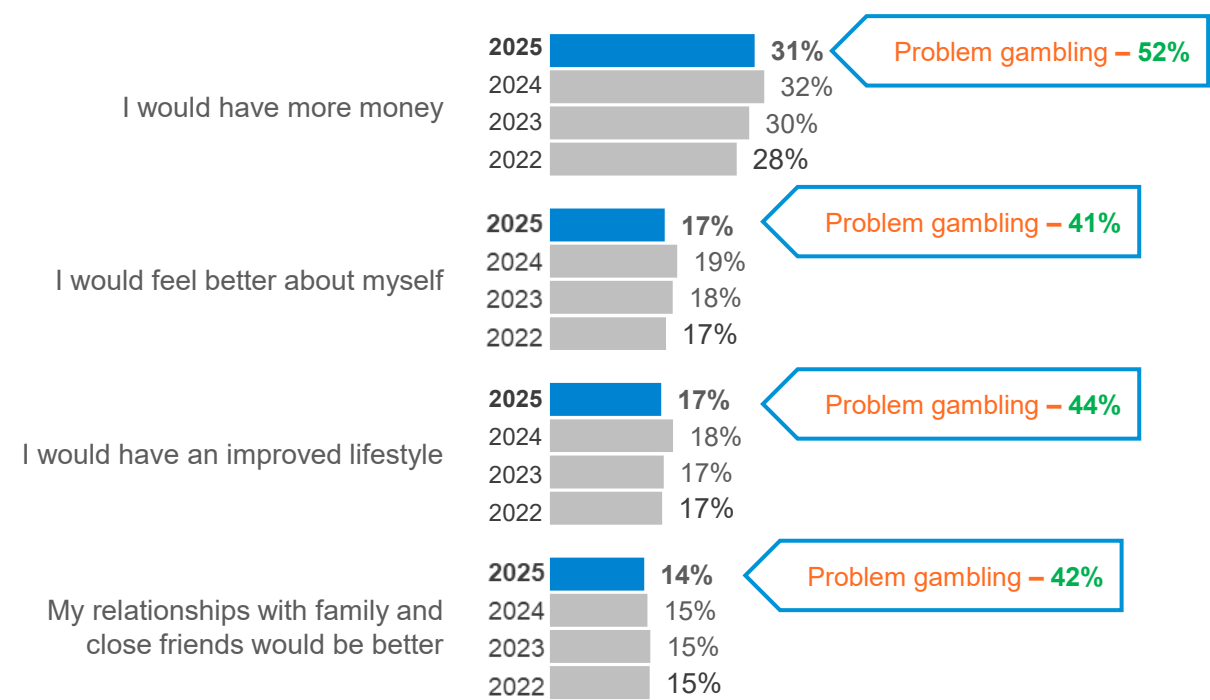
Higher risk gambling categories were more likely to have considered cutting down on their gambling, which aligns with them being more likely to have felt these negative impacts.

C6. Have you ever thought about...
↑↓ Indicates a significant difference from the previous time period.

The proportion of those who gambled who recognised the benefits of stopping or reducing gambling remained stable in 2025

Perceived benefits of reducing or stopping gambling by those who gambled: % Strongly agree (8-10)

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)



The proportion of those who gambled who perceived benefits from stopping gambling did not significantly change since 2024.

Strong agreement with these benefits increased with risk category: 72% of those in the problem gambling category strongly agreed with at least one statement, compared to 56% of moderate-risk gambling, 42% of low-risk gambling, and 36% of those who gambled overall.

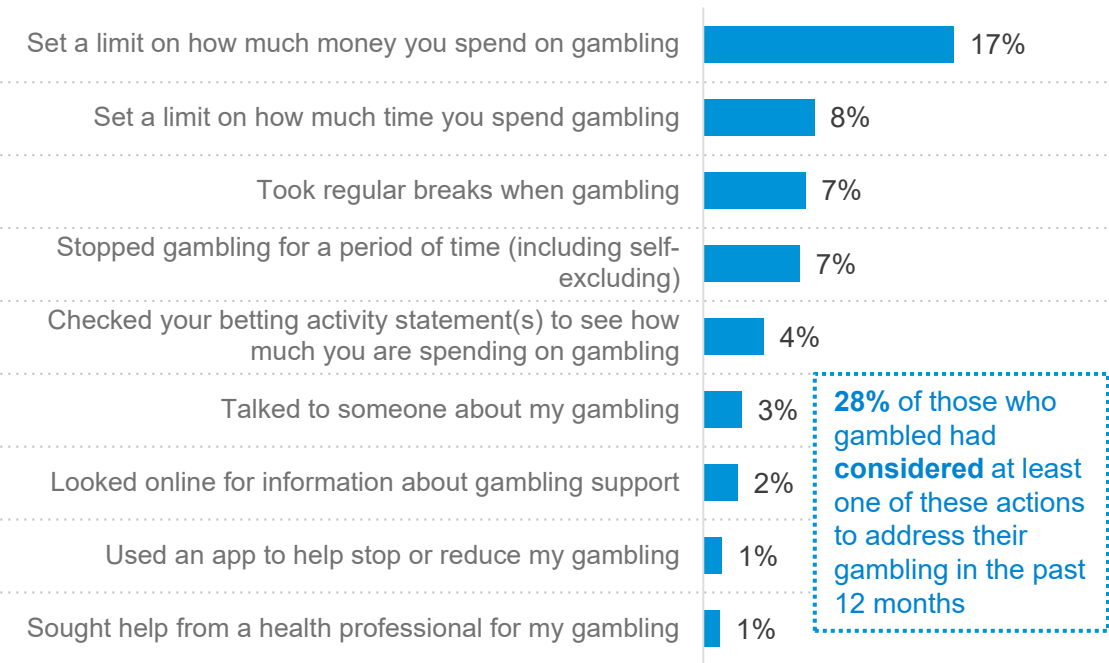
There is a greater recognition of the benefits of stopping or reducing gambling amongst higher risk gambling categories, which is a motivating factor to encourage behaviour change.

E11. Listed below are some things that people who gamble have said that they experienced when reducing or stopping gambling. For each one, please indicate how much you agree or disagree that it would apply to you if you were to reduce or stop gambling.
↑↓ Indicates a significant difference from the previous time period.

28% of those who gambled had considered action to address their gambling, with higher proportions among higher-risk categories

Actions considered

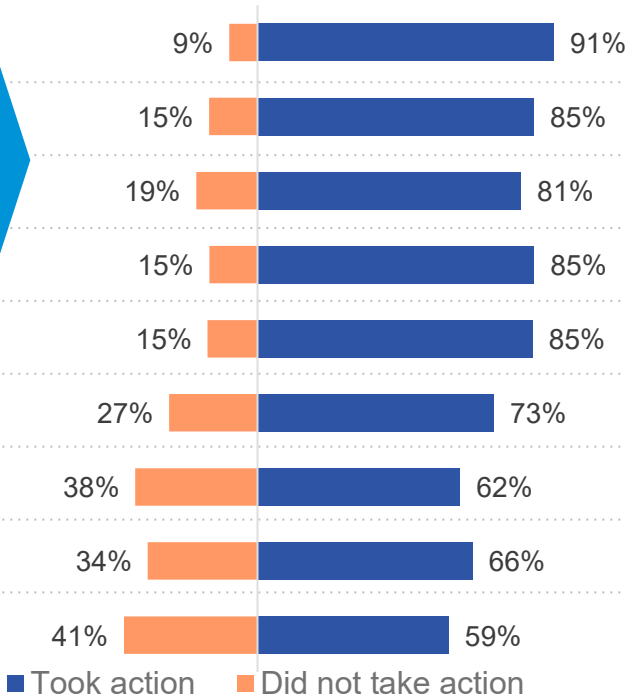
Base: Those who gambled; 2025 (n=2,103)



E11a. In the past 12 months, have you thought about doing any of the following things (whether you did them or not)?
 E12. ...and in the past 12 months, which of these things have you actually done?

Outcome 6.2.1 Actions taken

Base: Varied; Those who gambled who had considered each action



Those who had experienced problem gambling were more likely to have considered action to address their gambling; 85% had considered at least one of these actions in the past 12 months.

Most of those who had gambled had also acted on these considerations, with only 3% saying they had done none of the actions they had considered.

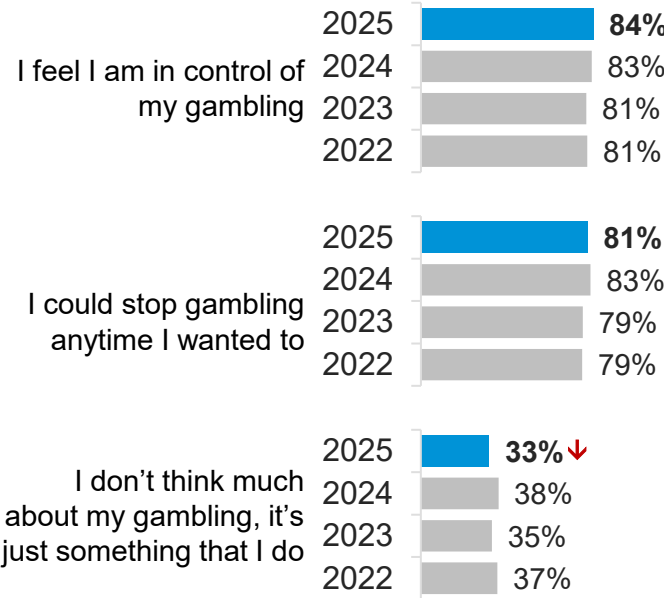
Higher rates of action in higher risk gambling categories is positive: they are engaging with harm-reduction already and there is an opportunity to support these behaviours further.

Overall feelings of control and desire to reduce gambling amongst those who gambled remained stable in 2025

Feelings of control

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

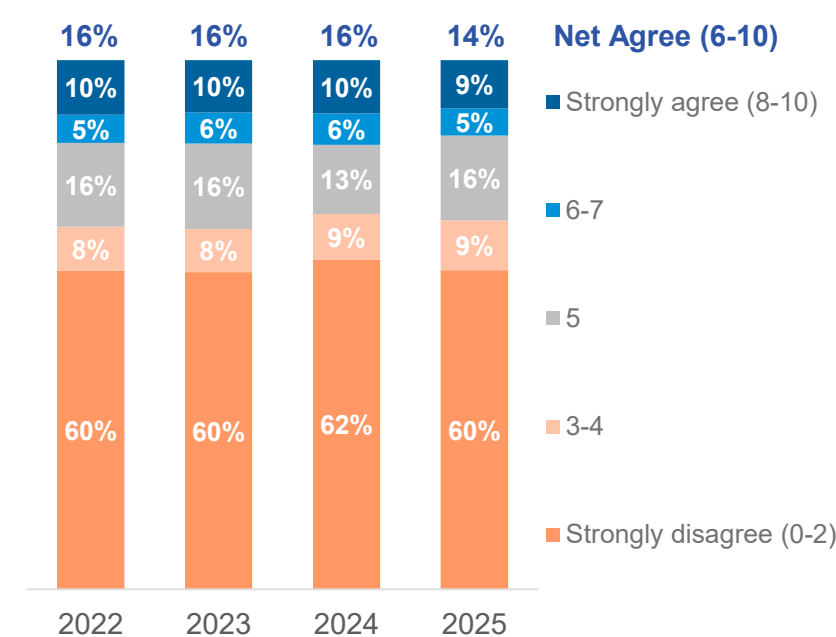
% Strongly agree (8-10):



Outcome 6.1.2 Desire to reduce or stop gambling

Base: Those who gambled; 2025 (n=2,103); 2024 (n=2,182); 2023 (n=1,001); 2022 (n=877)

I'd really like to reduce or stop gambling



Most of those who gambled continued to feel in control of their gambling and believed they could stop anytime, consistent with previous years.

However, strong agreement with the statement “I don’t think much about my gambling, it’s just something that I do” decreased this year, suggesting people may be becoming more intentional about their gambling.

The proportion of those who gambled who wanted to reduce or stop gambling remained stable overall but increased with risk category: with 69% of problem gambling, 41% of moderate-risk gambling, and 20% of those in low-risk gambling categories agreeing.

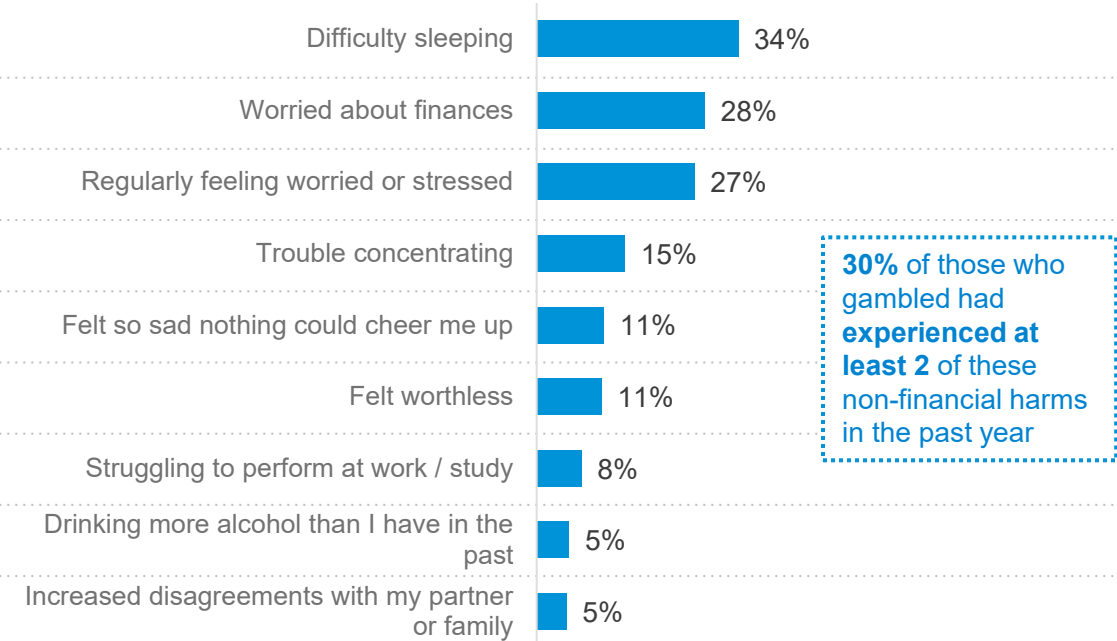
9% of those who gambled also strongly agreed that they felt their gambling could potentially be negatively affecting them, consistent with previous years.

E10. Listed below are some statements people who gamble have made in the past. For each one, please indicate how much you agree or disagree that it applies to you.
↑↓ Indicates a significant difference from the previous time period.

9% of those who gambled linked gambling to non-financial harms, with links to alcohol-related harm rising

Harm experienced by those who gambled in the past 12 months

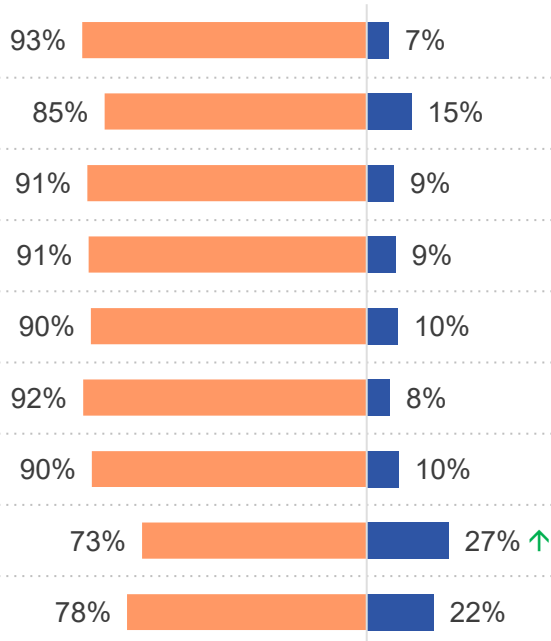
Base: Those who gambled; 2025 (n=2,103)



E2. Thinking back over the last 12 months, have you experienced any of the following?
E3. Do you think your gambling contributed to you experiencing this in any way?
↑↓ Indicates a significant difference from the previous time period.

Outcome 3.1.1 Whether they thought their gambling contributed

Did not contribute
May have contributed a bit / definitely contributed a bit / significantly contributed



Most of those who gambled reported that their gambling had not contributed to harm, consistent with previous years.

Where harms were linked to gambling, they most commonly involved drinking more alcohol, disagreements with loved ones, or financial worries.

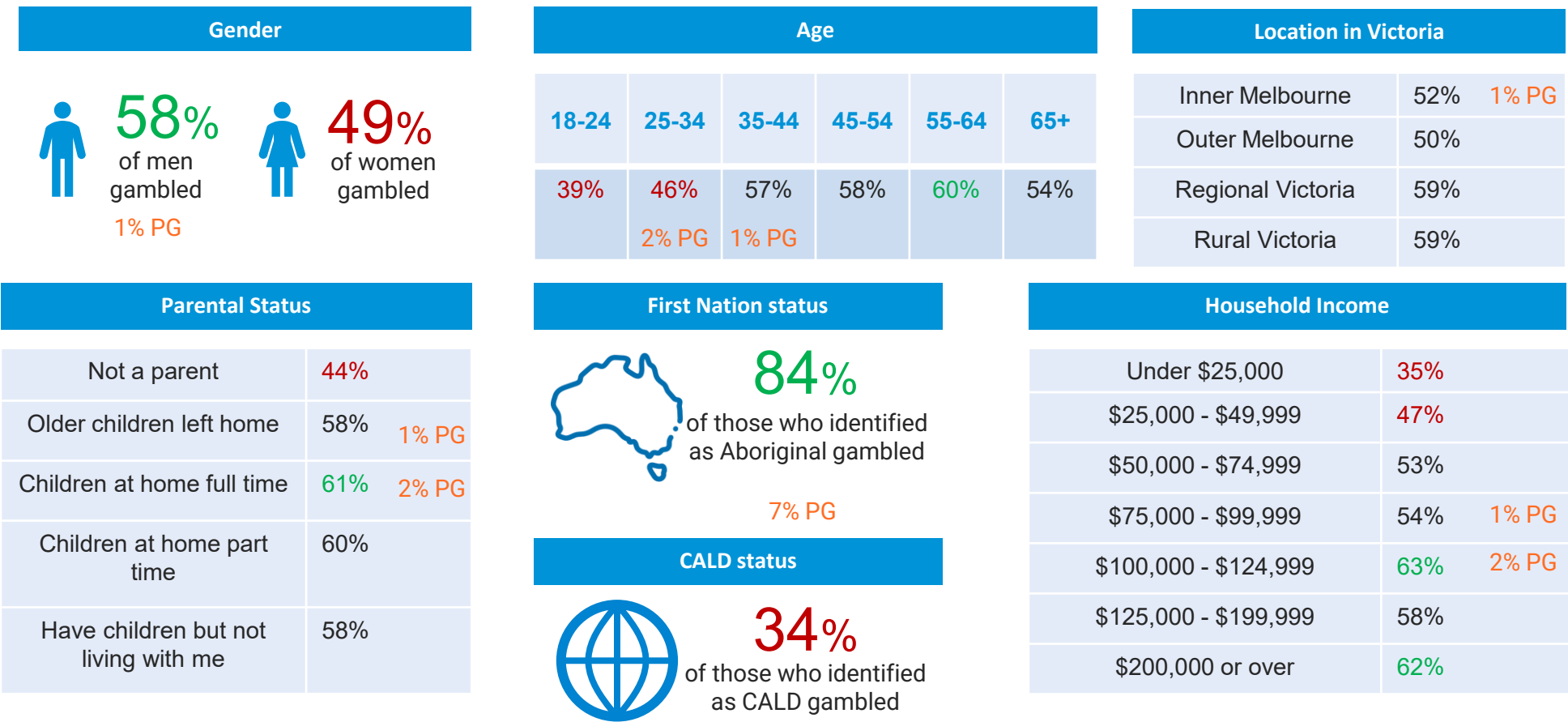
Notably, the proportion reporting gambling contributed to drinking more alcohol increased significantly, from 15% in 2024 to 27% in 2025.

Those in the moderate-risk and problem gambling categories were far more likely to report experiencing non-financial harms and to attribute these harms to their gambling.

9% of those who had experienced non-financial harms attributed at least one to their gambling, a significant increase from 2024 (6%).

Appendix A: Demographics of gambling behaviour

Proportions that gambled and had problem gambling varied across different demographic groups



PG: 'Problem Gambling' – listed if the proportion of problem gambling in this demographic was significantly higher compared to the other demographic subgroups.
Green/Red: Indicates a significant difference in proportions compared to the other demographic subgroup.
NB. Data was weighted based on 'Victorian Population Gambling and Health Study 2023' figures.

Appendix B: Weighting tables

Weighting was applied to provide a balanced representative sample of Victorians in terms of age, gender, location, and PGSI status based on the 2023 Victorian Population Health Study

Age, gender, location

		Inner Melb	Outer Metro	Rural & regional combined	Total
Male	18-24	2.8%	1.6%	1.1%	5.6%
	25-44	9.5%	5.5%	3.4%	18.4%
	45-64	7.1%	4.0%	3.8%	14.9%
	65+	4.5%	2.2%	3.2%	9.8%
Female	18-24	2.8%	1.5%	1.0%	5.3%
	25-44	9.6%	5.6%	3.6%	18.8%
	45-64	7.6%	4.2%	4.0%	15.8%
	65+	5.5%	2.5%	3.5%	11.5%
Total		49.3%	27.1%	23.6%	100.0%

PGSI classification

Non-gambling	46.7%
Non-problem gambling	44.8%
Low risk gambling	5.3%
Moderate risk gambling	2.3%
Problem gambling	0.9%
No PGSI	0.0%
Total	100.0%