



ADVERTISING  
STANDARDS  
BUREAU

# Research Report

*Community Perceptions 2007-2017*

*Produced for the Advertising Standards Bureau by*

*Colmar Brunton Social Research*

December 2017



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## *Community perceptions 2007–2017*

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## CONTENTS

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CEO introduction – 2017 research	iv
Executive summary	2
Definitions	3
Alignment with Board decisions	3
Reactions to the Code, ASB awareness and perceptions	3
Community Alignment with Board decisions	5
Overview of Board decision alignment with community standards since 2007	6
2.1 Discrimination	7
2.2 Sexual Appeal (Exploitative and Degrading)	7
2.3 Violence	8
2.4 Sex, sexuality and nudity	9
2.5 Language	10
2.6 Health and Safety	11
Reactions to the Code	14
Agreement with sections of the Code	14
Awareness and perceptions of the ASB	20
Awareness of ASB	20
Perceptions of the Board	22
Perceived importance of the ASB	24
Likelihood of complaining to the ASB	24
What would encourage making a complaint	25
Advertising complaints	26
Changing community concerns	31
Appendix A	33
Perceptions of acceptability – comparisons to previous research (10 year review)	33

## *CEO introduction – 2017 research*

The Advertising Standards Bureau (ASB) has commissioned regular research to assess community perceptions since 2006. This research is an important part of the work we do to ensure that decisions made by the Advertising Standards Board (the Board) are in line with current community values in relation to advertising.

ASB has previously commissioned research into specific areas such as sex, sexuality and nudity, violence, discrimination and vilification and exploitative and degrading advertising. This report brings together all nine research projects conducted by Colmar Brunton Social Research since 2006.

Overall, the findings show that the Board's decisions have been largely aligned with the majority of community opinion.

The research shows that 78% of the time Board decisions have either aligned or not been inconsistent with a majority community opinion (with the community view directly aligning with the Board view 51% of the time, and the community view being mixed 27% of the time).

Recent qualitative research has shown that there has been an increase in community concern about sexualisation in advertising and the proliferation of gambling advertising over the last few years. Qualitative research has also shown an increase in concern about online advertising content over the last 3-4 years.

Over the 10 years community opinion has consistently been more conservative than Board determinations in relation to sections 2.4 (SSN) and 2.5 (Language). Board decisions were more conservative than majority community opinion in relation to section 2.1 (discrimination, 10%) and section 2.6 (health and safety, 38%).

This research helps us to better understand changing community views and concerns in relation to advertising and will help to shape Board decisions in the future.

The likelihood of people complaining to the ASB if they have a concern about advertising has increased significantly since 2006, with 51% of respondents likely to complain to ASB in 2017 compared to 31% in 2006.

**Fiona Jolly**

Chief Executive Officer

December 2017

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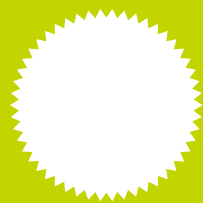
*Executive summary*

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# Part 1

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## *Executive summary*

In 2006-2007 the Advertising Standards Bureau (ASB) first commissioned Colmar Brunton Social Research (CBSR) to conduct research to determine if the Advertising Standards Board's (the Board's) decisions relating to Section 2 of the AANA Code of Ethics (the Code) were in line with prevailing community standards on advertising in Australia.

Since 2007 CBSR has completed multiple research reports for ASB. These are:

- Benchmark research (2006)
- Community standards research (2008)
- Discrimination and Vilification Research Report (2009)
- Violence Research Report (2009)
- Community perceptions of sex sexuality and nudity in advertising (2010)
- Community perceptions research (2012)
- Exploitative and degrading advertising research (2013)
- Community perceptions of advertising directed primarily to children (2015)
- Community perceptions (2017)

Each of these research projects have looked at:

- The role and awareness of the ASB and the complaints process
- The degree of community agreement with the Code
- How well decision of the Board have aligned with community standards

This report highlights these key issues from 2007-2017 and examines the extent to which Board decisions have aligned with community standards, as well as changing awareness levels and issues over this time.

## Definitions

The following terms or abbreviations have been utilised throughout this report.

**Table 1: Definitions**

Term of abbreviation	Definition
ASB	Advertising Standards Bureau
The Code	Australian Association of National Advertisers Code of Ethics (Section 2 Consumer Complaints)
The Board / Board	Advertising Standards Board
CBSR	Colmar Brunton Social Research
AANA	Australian Association of National Advertisers
SSN	Sex, sexuality and nudity

Note: Throughout the report, CBSR refer to “community standards” in lieu of “views of a reasonable person”, and this represents the majority view of the general public. For the purposes of this report (or document), the community’s majority view is when acceptability of an advertisement outweighs unacceptability (and vice versa).

## Alignment with Board decisions

The findings show that the Board’s decisions have been largely aligned with community standards (i.e. majority community opinion). This is particularly true for decisions in relation to sections 2.2 (sexual appeal – exploitative and degrading, 71%), 2.3 (violence, 62%) and 2.5 (language, 57%), but less so for decisions relating to section 2.6 (health and safety, 38%).

Approximately one in five decisions (22%) by the Board have been at odds with majority community opinion. In these instances, majority community opinion was more conservative 13% of the time, whereas the Board was more conservative 9% of the time.

Where Board decisions were more conservative than majority community opinion, this was more commonly in relation to sections 2.1 (discrimination) and 2.6 (health and safety). In these areas less conservative Board decision-making would better align with majority community opinion.

Where majority community opinion was more conservative than Board decisions, this was more commonly in relation to sections 2.4 (SSN) and 2.5 (language). These sections require more conservative Board decision-making to better align with majority community opinion.

Community opinion was most polarised on advertising regarding section 2.1 (discrimination). In contrast, community opinion on sections 2.4 (SSN) and 2.5 (language) were much more clear cut, more likely to elicit majority responses.

## Reactions to the Code, ASB awareness and perceptions

Overall, there is still **strong agreement with the various aspects of the Code**. More than three quarters of the community agreed or strongly agreed with all sections of the Code both in 2007 and 2017.

There has been a **low and declining unprompted and prompted awareness of the ASB**. On an unprompted basis, awareness of the ASB has decreased from 10% in 2006 to 7% in 2017. On a prompted basis, awareness of the ASB has been slowly declining from 67% in 2009 to 55% in 2017 (-12%).

There has been an **increase in the perceived importance of the role of the ASB** since 2006 (33% ‘extremely important’ in 2006 vs 42% ‘extremely important’ in 2017).

There has been an **increase in the proportion of the general public likely to complain to the ASB** if concerned about advertising standards since 2006 (Total likely – 31% in 2006 vs 51% in 2017).

We know from the qualitative research that people feel relieved or assured when they learn of the ASB and the Code. **Increased awareness of the ASB and the Code may provide further reassurance to the community.**



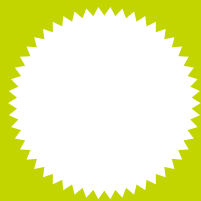
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*Community Alignment with Board decisions*

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# Part 2

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## *Community Alignment with Board decisions*

The following section provides a longitudinal snapshot (2007 – 2017) of concerns, perceptions of acceptability and Board alignment for each provision within Section 2 (Consumer Complaints) of the Australian Association of National Advertisers (AANA) Code of Ethics, namely:

### 2.1 Discrimination

- Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

### 2.2 Sexual Appeal (Exploitative and Degrading)<sup>1</sup>

- Advertising or Marketing Communications shall not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative and degrading of any individual or group of people.

### 2.3 Violence

- Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

### 2.4 Sex, Sexuality and Nudity

- Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

### 2.5 Language

- Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided.

### 2.6 Health and Safety

- Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

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<sup>1</sup> Section 2.2 was introduced in 2012

## Overview of Board decision alignment with community standards since 2007

Summarising the information noted in this report, Table 2 below highlights the extent to which Board decisions within each section of the Code have aligned with community standards since individual advertising testing began in 2007.

Particularly, the table highlights the proportion of instances (overall and within each section of the Code) where:

- The Board correctly upheld or dismissed complaints (i.e. decisions were in line with the majority prompted community opinion);
- The Board dismissed or upheld complaints that were considered 'borderline' (i.e. no clear majority in prompted community opinion);
- Majority community opinion was more conservative than the Board decisions (i.e. complaints were dismissed that the community felt should be upheld); and
- The Board decisions were more conservative than majority community opinion (i.e. complaints were upheld that the community felt should be dismissed).

Overall, the findings show that Board's decisions have been largely aligned with community standards (i.e majority community opinion). This is particularly true for decisions in relation to sections 2.2 (sexual appeal – exploitative and degrading, 71%), 2.3 (violence, 62%) and 2.5 (language, 57%), but less so for decisions relating to section 2.6 – (health and safety, 38%).

**Table 2: Extent of alignment of Board decisions with community standards (2007 – 2017)**

Extent of alignment of Board decisions with community standards	Code	2.1 Discrimination	2.2 Sexual appeal	2.3 Violence	2.4 SSN	2.5 Language	2.6 Health and safety	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	10%	36%	48%	38%	29%	25%	34%
Board correctly upheld complaints	Upheld	0%	36%	14%	12%	29%	13%	17%
<b>Total Aligned</b>		<b>10%</b>	<b>71%</b>	<b>62%</b>	<b>50%</b>	<b>57%</b>	<b>38%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	30%	7%	5%	19%	14%	13%	14%
Borderline complaints upheld	Upheld	30%	14%	24%	0%	0%	13%	13%
<b>Total Borderline</b>		<b>60%</b>	<b>21%</b>	<b>29%</b>	<b>19%</b>	<b>14%</b>	<b>25%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	0%	7%	5%	27%	29%	0%	13%
Board decisions more conservative than community opinion	Upheld	30%	0%	5%	4%	0%	38%	9%
<b>Total Unaligned</b>		<b>30%</b>	<b>7%</b>	<b>10%</b>	<b>31%</b>	<b>29%</b>	<b>38%</b>	<b>22%</b>
	Total %	100%	100%	100%	100%	100%	100%	100%
	Number of advertisements assessed	10	14	21	26	7	8	86

## 2.1 Discrimination

As has been the case since 2007, most community members like the broad coverage of the Code in terms of its prohibition on various forms of discrimination and vilification. Most see a clear need for this ethic in terms of upholding community norms and standards regarding discrimination especially in modern multicultural Australia. Most feel these are acceptable standards of behaviour for people in the community and they feel advertising should be in line with the same standards.

However, there has been a segment of the community since 2007 who feel that political correctness has gone too far within Australian society and abroad. This was particularly apparent in the 2017 qualitative research. This segment feels that the provision is too restrictive and subjective.

The subjective nature of what is considered offensive makes decision making in alignment with community standards challenging. Table 3 below demonstrates mixed community reactions to advertisements resulting in a high proportion of ‘borderline’ decisions by the board (60%), approximately twice the average across all sections of the Code (27%).

In all cases where Board decisions have not aligned with community views, these decisions have been more conservative than majority community opinion. A total of 10 advertisements that have received complaints relating to section 2.1 (discrimination) have been assessed since 2007.

**Table 3: Extent of alignment of Board decisions with community standards on section 2.1 of the Code (2007–2017)**

Extent of alignment of Board decisions with community standards		2.1 Discrimination	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	10%	35%
Board correctly upheld complaints	Upheld	0%	16%
<b>Total Aligned</b>		<b>10%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	30%	14%
Borderline complaints upheld	Upheld	30%	13%
<b>Total Borderline</b>		<b>60%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	0%	13%
Board decisions more conservative than community opinion	Upheld	30%	9%
<b>Total Unaligned</b>		<b>30%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	10	86

## 2.2 Sexual Appeal (Exploitative and Degrading)

Generally, the same themes apply for section 2.2 (sexual appeal - exploitative and degrading) as noted for section 2.4 (SSN), namely:

- There is almost unanimous agreement within the broader community that overt sexualisation (mainly of women) has proliferated not only in advertising but across all aspects of society.
- Advertisements using exploitative and degrading sexual appeal are highly offensive and sexist.

The community finds the use of sexual appeal particularly inappropriate where the relevance to the product is not apparent or where minors / people who appear to be minors are portrayed in a provocative manner. A more recent example of this comes from the 2017 research where the community felt strongly that the complaint against the Calvin Klein poster advertisement should be upheld on the basis that it portrays minors (teens) in a sultry manner, contrary to the Board’s decision. The inclusion of the clause, ‘people who appear to be minors’ in this provision has been especially well received at all stages of the research.



A total of 14 advertisements that have received complaints relating to section 2.2 have been assessed since 2013. As highlighted in Table 4 below, the decisions made by the Board since 2007 have largely aligned with the sentiment of the wider community. The remainder of the decisions have been borderline, with the Board tending to uphold rather than dismiss complaints.

**Table 4: Extent of alignment of Board decisions with community standards on section 2.2 of the Code (2013-2017)**

Extent of alignment of Board decisions with community standards		2.2 Sexual appeal	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	36%	35%
Board correctly upheld complaints	Upheld	36%	16%
<b>Total Aligned</b>		<b>71%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	7%	14%
Borderline complaints upheld	Upheld	14%	13%
<b>Total Borderline</b>		<b>21%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	7%	13%
Board decisions more conservative than community opinion	Upheld	0%	9%
<b>Total Unaligned</b>		<b>7%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	14	86

### 2.3 Violence

Most community members like the broad coverage of the standard in terms of its prohibition on various forms of violence, including verbal/physical abuse and bullying.

There is a sense from the community of a constant bombardment of (unwanted) violent news coverage from around the world, resulting in a degree of distress (and desensitisation). Online first person shooter games are also seen to be exposing children in particular to violent themes. Most see a clear need for this section of the Code in terms of upholding community norms and standards regarding the unacceptability of violence in any form.

As has been the case since 2007, some feel that violence is never justified under any circumstances and that the Code needs to be revised to reflect this point of view. While some community members hold the view that the portrayal of violence is never justifiable, the majority of the community feel the phrase “unless it is justifiable in the context of the product or service advertised” is useful, for example in advertising relating to the prevention of road accidents. Therefore, most feel the Code should remain unchanged and that violence can be used for positive purposes such as government advertising that attempts to reduce the incidence of domestic violence.

It is clear from the research to date that violence in advertising is considered more acceptable for advertising portraying an important message, or if the violence is relevant to the topic. This view has remained unchanged over time and is especially true when advertising depicts issues of salience for an individual or community. For example, Crimsafe advertisements depicting a break-in resonate particularly strongly in areas where crime is of significant concern.

A total of 21 advertisements that have received complaints relating to section 2.3 violence have been assessed since 2007. As highlighted in Table 5 below, the decisions made by the Board since 2007 have largely aligned with the sentiment of the wider community. Board alignment with the community in this section of the Code (62%) is higher than the average across all sections of the Code (51%).

Table 5: Extent of alignment of Board decisions with community standards on section 2.3 of the Code (2007 – 2017)

Extent of alignment of Board decisions with community standards		2.3 Violence	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	48%	35%
Board correctly upheld complaints	Upheld	14%	16%
<b>Total Aligned</b>		<b>62%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	5%	14%
Borderline complaints upheld	Upheld	24%	13%
<b>Total Borderline</b>		<b>29%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	5%	13%
Board decisions more conservative than community opinion	Upheld	5%	9%
<b>Total Unaligned</b>		<b>10%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	21	86

## 2.4 Sex, sexuality and nudity

In 2017, community perceptions of unacceptable advertising most commonly related to sex, sexuality or nudity (SSN). This finding is consistent with all research conducted for the ASB since 2007.

Recent qualitative research suggests that community concern about this issue has been growing over the last 10 years with a heightened concern around sexualisation, particularly among parents and grandparents.

*“What people used to call pornographic is everywhere.”*

The community believes that sexual imagery and messaging is now commonly used by advertisers who are pushing the boundaries further and further. It is clear from the research conducted since 2007 that advertising which shows overt nudity and/or are suggestive of sexual acts do not meet community standards. More specifically, concerns relate to:

- Reinforcement of women as sexualised ‘objects’ through portrayal in sexualised ads, including the portrayal of minors (teens / pre-teens) in a sultry manner.
- Children being exposed and sent the wrong messages about sexuality. Parents and grandparents in particular see these messages as counter to what they’re being taught in schools and at home.
- The communication channel can either heighten or moderate community concern.
  - If minors can realistically be exposed (e.g. through shop fronts, billboards, or even online through Instagram and Facebook) there is heightened concern.
  - Online exposure (for e.g. through Instagram) is generally not an exception – significant concerns have been raised about minors’ online exposure, particularly to sexual material.
  - TV can better accommodate the sensitivity clause given broadcast restrictions.
- Even where nudity and sexual imagery is relevant (for e.g. in lingerie advertising), being too sexually explicit is not felt to be appropriate.

A total of 26 advertisements that have received complaints relating to section 2.4 SSN have been assessed since 2007.

As highlighted in Table 6 below, the decisions made by the Board since 2007 have largely aligned with the sentiment of the wider community. Where there has been a lack of alignment (31%), community opinion has almost always been more conservative than Board decisions (27%). The level of conservatism by the community in response to sexual advertisements exceeds all other sections of the Code (with the exception of section 2.5 language where community opinion has tended to also be more conservative than the Board's decisions). This is an area where more conservative decision-making would improve alignment with community standards.

**Table 6: Extent of alignment of Board's decisions with community standards on section 2.4 of the Code (2007 – 2017)**

Extent of alignment of Board decisions with community standards		2.4 SNN	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	38%	35%
Board correctly upheld complaints	Upheld	12%	16%
<b>Total Aligned</b>		<b>50%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	19%	14%
Borderline complaints upheld	Upheld	0%	13%
<b>Total Borderline</b>		<b>20%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	27%	13%
Board decisions more conservative than community opinion	Upheld	4%	9%
<b>Total Unaligned</b>		<b>31%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	26	86

## 2.5 Language

It is clear from the research to date that strong or obscene language is not acceptable within the community. There continues to be widespread concern over the exposure of children to strong language. Most community members like the broad coverage of this section of the Code and see a clear need for this ethic in terms of upholding community norms and standards regarding the use of strong or obscene language in advertising.

The main reasons provided by the community regarding why advertising using strong or obscene language is unacceptable include the concern that society is normalising and mainstreaming strong language to shock or attract people into noticing an advertisement, and a fear that children will imitate this language.

While most agree that strong or obscene language should not be allowed, advertisements that use colloquial Australian-ism's (such as 'bloody' or 'up ship creek') are generally more accepted as they are deemed to be light-hearted and reflective of everyday life in Australia. In addition, most feel strong language is justified if used positively such as in the anti-drink driving campaign featuring the slogan "If you drink and drive you're a bloody idiot." However, there is a section of the community who feel the ethic should be applied under all circumstances.

Further, what is appropriate in certain circumstances is felt to be somewhat subjective. Some would like to see the Code refer to examples of what constitutes acceptable and unacceptable language under different circumstances, including across various platforms where there is varying potential for children to be exposed.

A total of seven advertisements that have received complaints relating to section 2.5 (language) have been assessed since 2007. As highlighted in Table 7 below, the decisions made by the Board since 2007 have largely aligned with the sentiment of the wider community. Board alignment with the community in this section of the Code (57%) is greater than the average across all sections of the Code (51%). For Board decisions that have not aligned, the Board has tended to be less conservative than the community. As with section 2.4 (SSN) of the Code, the level of conservatism from the community in response to strong or obscene language exceeds all other sections of the Code. This is an area where more conservative decision-making would improve alignment with community standards.

**Table 7: Extent of alignment of Board decisions with community standards on section 2.5 of the Code (2007 – 2017)**

Extent of alignment of Board decisions with community standards		2.5 Language	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	29%	35%
Board correctly upheld complaints	Upheld	29%	16%
<b>Total Aligned</b>		<b>57%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	14%	14%
Borderline complaints upheld	Upheld	0%	13%
<b>Total Borderline</b>		<b>14%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	29%	13%
Board decisions more conservative than community opinion	Upheld	0%	9%
<b>Total Unaligned</b>		<b>29%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	7	86

## 2.6 Health and Safety

Overall, this provision is seen to be important and adaptive to changing standards in relation to health and safety. Most community members see the need for ensuring that advertising does not promote or encourage risky behaviour.

“Health and safety should not be compromised under any circumstances.”

Community members continue to note the complexity in assessing the ‘prevailing’ community standard noting that standards vary by community and within communities. Perceptions of (un)acceptability in relation to health and safety include:

- Conveying a misleading or dangerous message in relation to health and safety standards.
- The potential for adults or children to replicate a dangerous behaviour.
- Obviously dangerous or risky activities – the majority of the community are not health and safety experts so they will tend to make judgements based on their very general perceptions of what is risky / dangerous. Further, the use of humour in advertisements will offset community perceptions of danger. These two factors are reflected in the tendency of the community to dismiss complaints relating to health and safety.

A total of eight advertisements in relation to section 2.6 health and safety have been assessed since 2007. The Board’s judgements regarding health and safety show a more conservative stance than the community. The decisions of the Board tended to be more conservative than community opinion in relation to Section 2.6 (health and safety) 38% of the time, higher than the average of 9% across all sections of the Code. In order to improve alignment with community standards less conservative decision-making is required.



**Table 8: Extent of alignment of Board decisions with community standards on section 2.6 of the Code (2007 – 2017)**

Extent of alignment of Board decisions with community standards		2.6 Health and safety	Overall
Board correctly dismissed complaints (i.e. in line with prompted community opinion)	Dismissed	25%	35%
Board correctly upheld complaints	Upheld	13%	16%
<b>Total Aligned</b>		<b>38%</b>	<b>51%</b>
Borderline complaint dismissals	Dismissed	13%	14%
Borderline complaints upheld	Upheld	13%	13%
<b>Total Borderline</b>		<b>25%</b>	<b>27%</b>
Community opinion more conservative than Board decisions	Dismissed	0%	13%
Board decisions more conservative than community opinion	Upheld	38%	9%
<b>Total Unaligned</b>		<b>38%</b>	<b>22%</b>
	Total %	100%	100%
	Number of advertisements assessed	8	86

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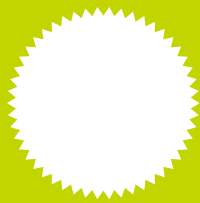
*Reactions to the Code*

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# Part 3

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## Reactions to the Code

This section of the report looks at community agreement with Section 2 of the AANA Code of Ethics (The Code) in relation to issues including the use of language, the discriminatory portrayal of people, use of sexual appeal in a manner that is exploitative and degrading, portrayals of violence, sex, sexuality and nudity, health and safety and the clear delineation of advertising as such.

### Agreement with sections of the Code

The data in the following table is compared against the general public sample from the 2007, 2012 and 2013 community perceptions research.

Looking at total agreement (strongly agree + slightly agree) with each section of the Code, results are not significantly different to 2013 findings, however there has been a statistically significant decrease in overall agreement since 2007 in regards to sections 2.3 – violence (79% in 2017, down from 83% in 2007), section 2.4 – sex, sexuality and nudity (80% in 2017, down from 88% in 2007), section 2.5 – language (81% in 2017, down from 88% in 2007), and section 2.6 – health and safety (77% in 2017, down from 84% in 2007). **This decrease is accompanied by a corresponding increase in the proportion of respondents who neither agree nor disagree, i.e. have no clear opinion, and NOT a result of increased dissatisfaction.**

Note: section 2.2 – sexual appeal in a manner that is exploitative and degrading, was introduced into the Code in 2012. Also, section 2.7 of the Code has been excluded from the table as this is the most recent addition to the Code and lacks time series data.

**Table 9: Agreement with each section of the Code – 2007, 2012, 2013 and 2017 research results**

Sections of The Code	% Agreement (Strongly agree + slightly agree)			
	General public: Community perceptions (2017) Total n=1,249	General public E&D (2013) Total n=1,248	General public: Community perceptions (2012) Total n=1,253	General public: Community perceptions (2007) Total n=1,293
Section 2.1 Discrimination	80% ↓	82%	86% ↑	81%
Section 2.2 Sexual appeal in a manner that is exploitative and degrading	83%	82%	-	-
Section 2.3 Violence	79% ↓	81%	88% ↑	83% ↑
Section 2.4 SSN	80% ↓	86%	89% ↑	88% ↑
Section 2.5 Language	81% ↓	85%	90% ↑	88% ↑
Section 2.6 Health & Safety	77% ↓	81%	83% ↑	84% ↑

Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249)

Note: Don't know excluded

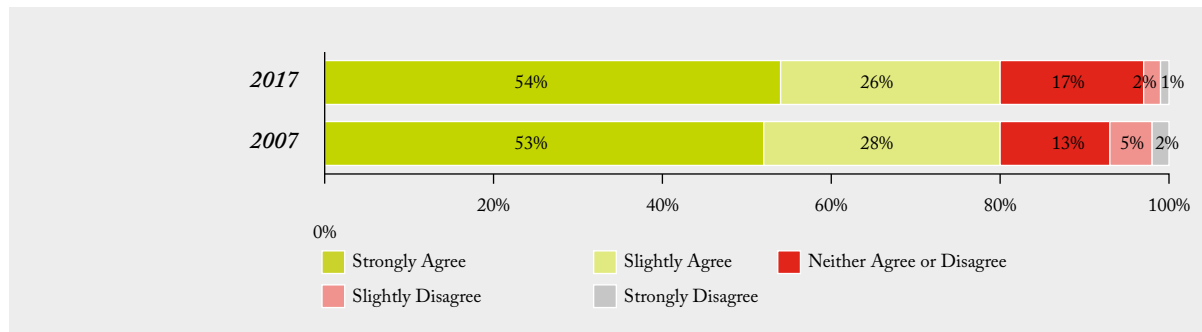
Overall, there is still strong agreement with the various aspects of the Code. More than three quarters agreed or strongly agreed with all sections of the Code in 2007\* and 2017. Reactions to each of the below sections of the Code at two points in time (2007 and 2017) are presented in Figures 1 – 6.

- Section 2.1 discrimination
- Section 2.2 sexual appeal (\*not assessed in 2007)
- Section 2.3 violence
- Section 2.4 SSN
- Section 2.5 language
- Section 2.6 health and safety.

Since 2007, there has been a slight decrease in the proportion of the general public who agree with four of six sections of the Code tested, accompanied by a corresponding increase in the proportion who neither agree nor disagree. These changes have occurred for sections 2.3 – 2.6.

According to Figure 1 below, overall agreement with section 2.1 of the Code – discrimination has remained unchanged (80% in 2007 and 81% in 2017).

Figure 1: Agreement with section 2.1 of the Code – discrimination



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

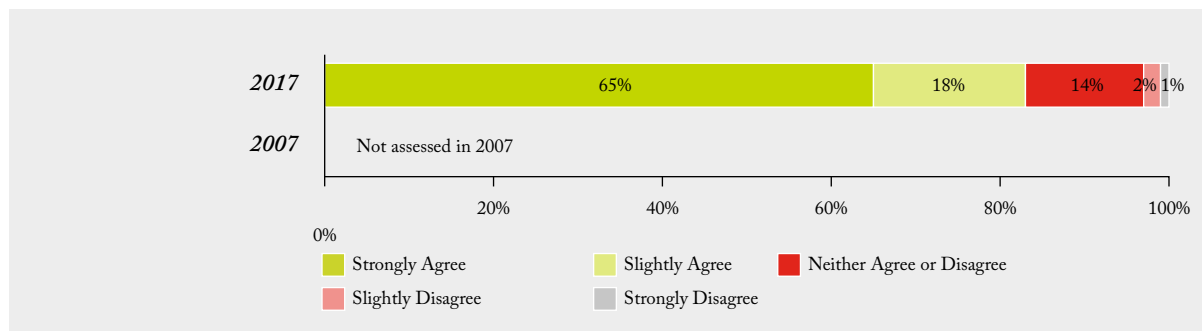
Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

Note: Don't know excluded

According to Figure 2 below, overall agreement with section 2.2 of the Code – sexual appeal is strong at 83%.

Figure 2: Agreement with section 2.2 of the Code – sexual appeal



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

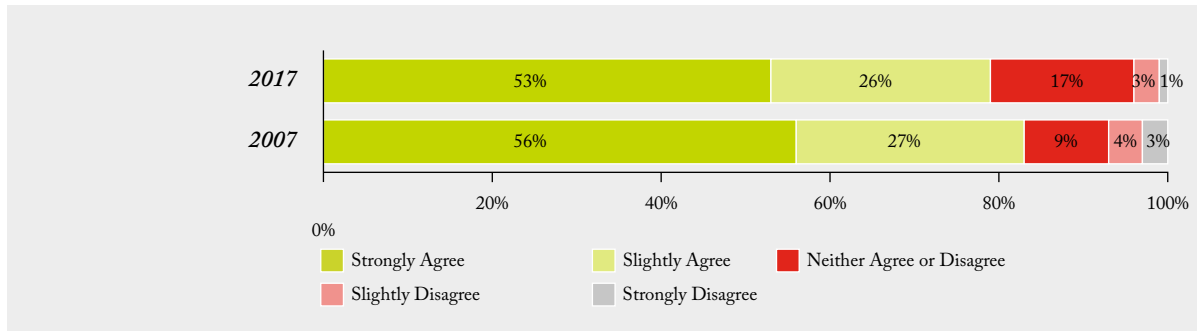
Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

Note: Don't know excluded

According to Figure 3 below, overall agreement with section 2.3 of the Code – violence has decreased from 83% in 2007 to 79% in 2017, while the proportion that neither agree or disagree has increased from 9% in 2007 to 17% in 2017.

**Figure 3: Agreement with section 2.3 of the Code – violence**



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

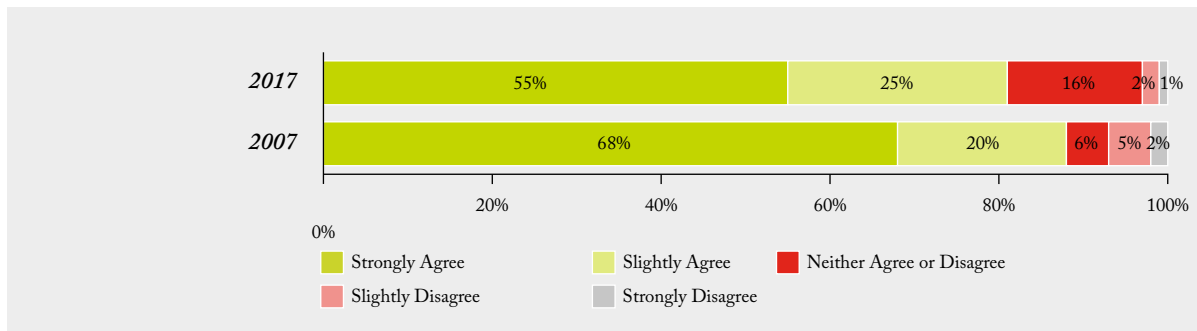
Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

Note: Don't know excluded

According to Figure 4 below, overall agreement with section 2.4 of the Code - sex, sexuality and nudity has decreased from 88% in 2007 to 80% in 2017, while the proportion that neither agree or disagree has increased from 6% in 2007 to 16% in 2017.

**Figure 4: Agreement with section 2.4 of the Code – sex, sexuality and nudity**



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

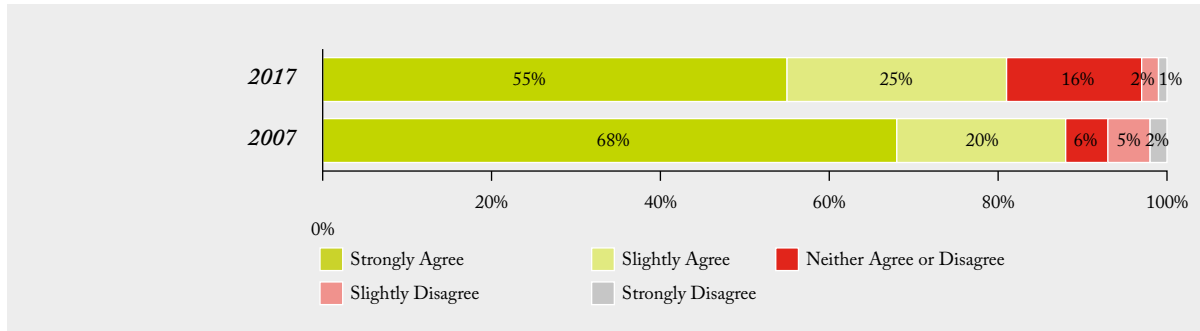
Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

Note: Don't know excluded

According to Figure 5 below, overall agreement with section 2.5 of the Code - language has decreased from 88% in 2007 to 80% in 2017, while the proportion that neither agree or disagree has increased from 8% in 2007 to 16% in 2017.

Figure 5: Agreement with section 2.5 of the Code – language



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

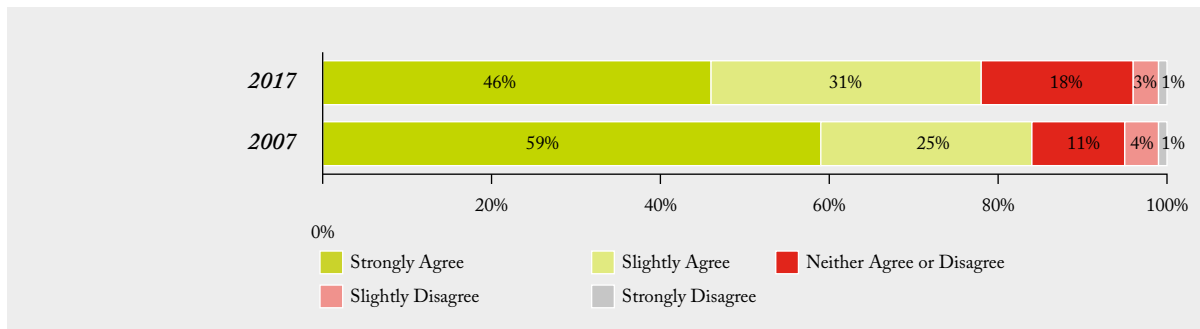
Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

Note: Don't know excluded

According to Figure 6 below, overall agreement with section 2.6 of the Code – health and safety has decreased from 84% in 2007 to 77% in 2017, while the proportion that neither agree or disagree has increased from 11% in 2007 to 18% in 2017.

Figure 6: Agreement with section 2.6 of the Code – health and safety



Q31 - Q37. The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, discrimination, suitability for children, violence, sex, sexuality, nudity and health and safety. The Board make its determinations under appropriate sections of the Advertiser Code of Ethics.

Keeping the above in mind, please indicate how much you personally agree with each Ethic shown below.[Single Response]

Base=All respondents (n=1,249); 2007 Community perceptions research (n=1,293).

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*Awareness and perceptions of the ASB*

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# Part 4

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## *Awareness and perceptions of the ASB*

### Awareness of ASB

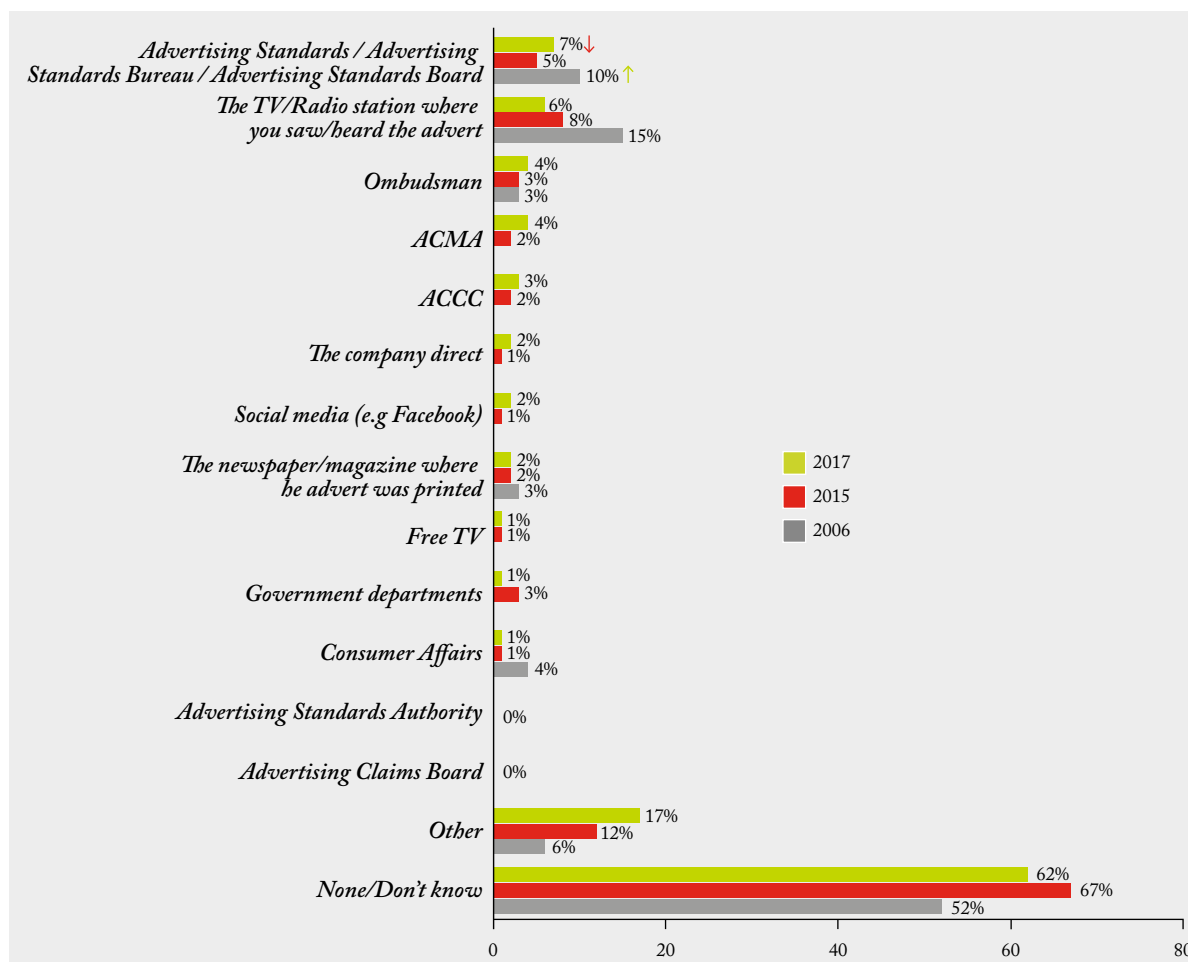
Participants' awareness of complaints organisations were understood in terms of both unprompted and prompted awareness. On an unprompted basis, participants were asked to identify which organisation(s) they would complain to in the form of an open ended question. On a prompted basis, participants were asked to identify which organisation(s) they would complain to from a list of organisations.

There has been a low and declining unprompted and prompted awareness of the ASB.

- On an unprompted basis, awareness of the ASB has decreased from 10% in 2006 to 7% in 2017. See Figure 7 below.
- On a prompted basis, awareness of the ASB has been slowly declining from 67% in 2009 to 55% in 2017 (-12%). See Table 14 below.

Respondents were asked to identify (spontaneously) which organisations they were aware of that they could make a complaint to about the standards of advertising. Almost two thirds (62%) were unable to state an organisation, while the remaining 38% provided a mix of responses (some giving more than one). The top answer for who they would contact was Advertising Standards (7%) which combines respondents being able to complain to Advertising Standards (3%), the Advertising Standards Board (2%) or the ASB (2%). The next most common answer was the TV/Radio station where they saw/heard the advertisement (6%), followed by an ombudsman (4%) and the ACMA (4%).

Figure 7: Unprompted awareness of organisations that handle advertising complaints



Q21. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? Advertising refers to television, radio, outdoor advertising, newspaper, magazine and online and social media advertising. (Open Ended)

Base=All respondents n=1249; 2015 Advertising to Children research study n=1,209; 2006 General public: Community awareness n=600.

### Prompted awareness of organisations that handle advertising complaints

When provided with a list of organisations to select from 40% of respondents indicated that they would contact the Advertising Standards Board or the TV/Radio station where they saw/heard the advertisement if they wished to make a complaint. Approximately one third (34%) indicated that they would contact the ASB. Furthermore, 31% suggested that they would contact the newspaper/magazine where the advertisement was printed.

There were no significant differences in figures between 2015 and 2017

**Table 10: prompted awareness of organisations that handle advertising complaints**

Organisations	General Public: Community perceptions (2017) n=1,249	General Public: Advertising to Children research study (2015) n=1,209	General public: Community perceptions (2012) n=1,253	General public: Sexuality (2010) n=1,207	General public: Violence (2009) n=1,195	**General public: Community awareness (2006) n=600
Advertising Standards Bureau	34%	36%	62%	63%	67%	65%
	<b>Total: 55%</b>	<b>Total: 56%</b>				
*Advertising Standards Board	40%	42%	-	-	-	-
Advertising Claims Board	12%	13%	10%	8%	7%	-
Free TV	18%	20%	22%	20%	19%	-
The TV/Radio station where you saw/heard the advertisement	40%	41%	49%	57%	58%	-
The newspaper/ magazine where the advertisement was printed	31%	34%	43%	49%	48%	-
Other	3%	2%	3%	2%	3%	-
Don't know	19%	19%	15%	10%	9%	-
None/ there's nowhere to complain to	7%	7%	6%	7%	4%	-

### Perceptions of the Board

Participants were asked to indicate their level of agreement with a series of statements relating to the Board. These statements include:

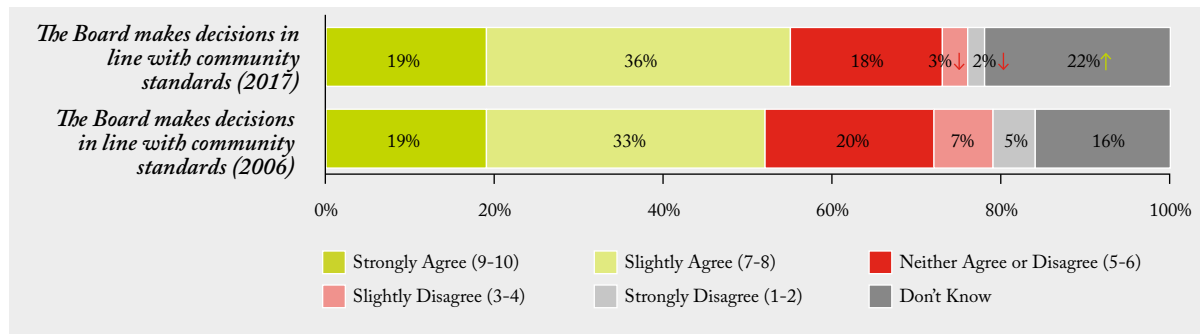
- The decisions of the Board are fair and well considered;
- The Board makes decisions in line with community standards;
- The decisions of the Board are independent; and
- The Board take every complaint they receive seriously.

People are more likely to agree in 2017 that ‘the decisions of the Board are independent’ (total agreement – 47% in 2017 vs 38% in 2006) and that ‘the Board take every complaint they receive seriously’ (total agreement – 52% in 2017 vs 47% in 2006). There is no difference in overall agreement since 2006 with statements 1 and 2 with the majority continuing to agree that ‘the decisions of the Board are fair and well considered’ (49%) and ‘the Board makes decisions in line with community standards’ (55%).

Agreement with each statement comparing 2006 and 2017 findings is presented in Figures 8-11 below.

Among all respondents 55% agree that the Board makes decisions in line with community standards. This result was not significantly different to 2016. Almost one quarter (22%) indicated not being sure, a significant increase of 6% since 2006

**Figure 8: Board statements – The Board makes decisions in line with community standards**

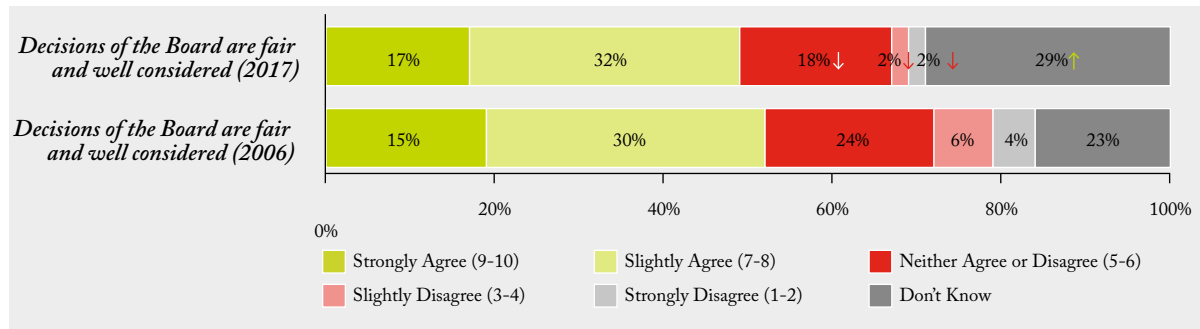


Q30. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you disagree or agree that... The Board makes decisions in line with community standards.

Base=All respondents n=1,249; 2006 Community awareness research n=600.

Among all respondents 49% agree that the decisions of the Board are fair and well considered. This result was not significantly different to 2016. Over one quarter (29%) indicated not being sure, a significant increase of 6% since 2006

**Figure 9: Board statements – Decisions of the Board are fair and well considered**

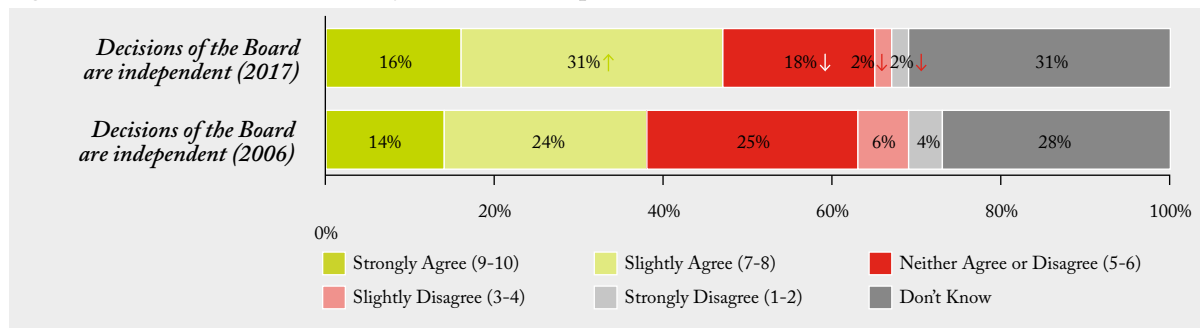


Q30. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you disagree or agree that... The decisions of the Board are fair and well considered.

Base=All respondents n=1,249; 2006 Community awareness research n=600.

Among all respondents 47% agree that the decisions of the Board are independent. This result is a significant increase since 2006 (+9%). A significant increase also occurred in the proportion of respondents who 'slightly agree' since 2006 (up 7% to 31%).

**Figure 10: Board statements – Decisions of the Board are independent**

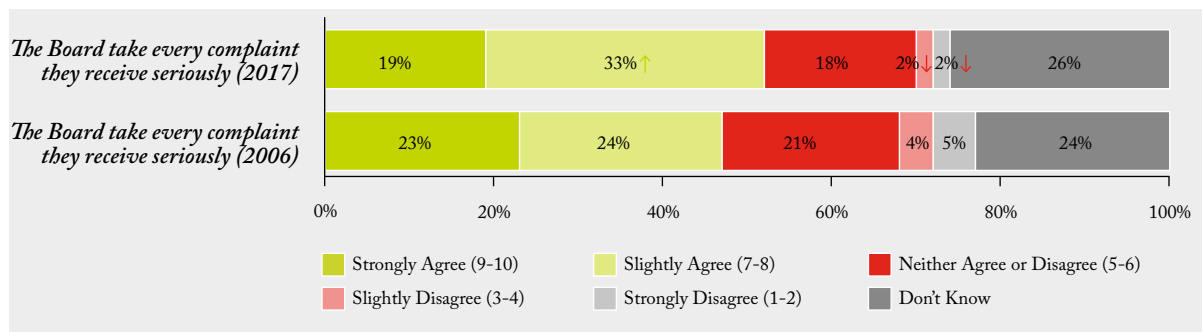


Q30. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you disagree or agree that... The decisions of the Board are independent.

Base=All respondents n=1,249; 2006 Community awareness research n=600.

Among all respondents 52% agree that the Board take every complaint they receive seriously. While this figure was not significantly different to 2006, a significant increase occurred in the proportion of respondents who 'slightly agree' since 2006 (up 9% to 33%).

Figure 11: Board statements – The Board take every complaint they receive seriously



Q30. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you disagree or agree that... The Board take every complaint they receive seriously.

Base=All respondents n=1,249; 2006 Community awareness research n=600.

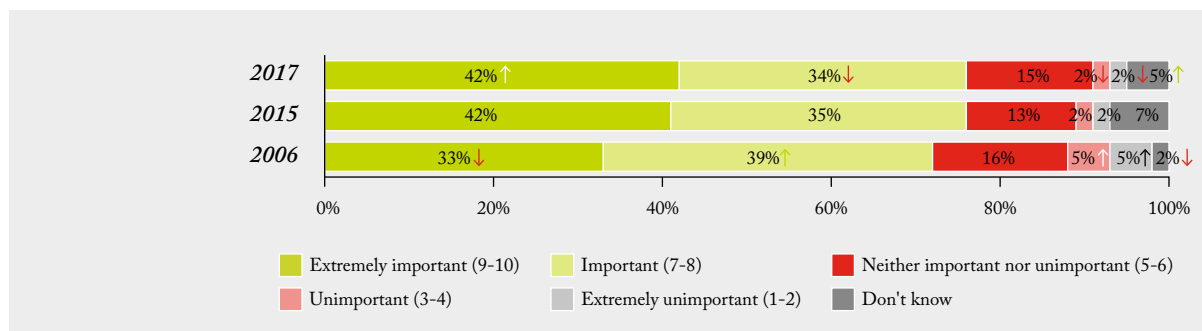
### Perceived importance of the ASB

Participants were asked to consider an overarching description of the ASB and then asked on a scale of 1 – 10, where 1 is extremely unimportant and 10 is extremely important, how important they felt the role of the ASB to be.

Figure 12 below shows that the majority of people consistently view the role of the ASB as important and that there has been an increase in the perceived importance of the role of the ASB since 2006 (33% 'extremely important' in 2006 vs 42% 'extremely important' in 2017).

- There is likely a relationship between a slight increase in concern about advertising and the increased importance of the ASB.
- The qualitative research that people feel relieved or assured when they learn of the ASB and the Code. Increased awareness of the ASB and the Code may provide further reassurance to the community.

Figure 12: Importance of the Advertising Standards Bureau



Q27 I am now going to read a description of the Advertising Standards Bureau. The Advertising Standards Bureau provides a free public service to the public in a system of self-regulation to resolve complaints about advertisements in relation to issues including the use of language, discriminatory portrayal of people, suitability for children, portrayals of violence, sex, sexuality, nudity and health and safety. The Advertising Standards Board adjudicates complaints using the Advertiser Code of Ethics as the basis of its determinations. Using a scale of 1 to 10 where 1 is extremely unimportant and 10 is extremely important, how unimportant or important do you feel the role of the Advertising Standards Bureau is? (Single response)

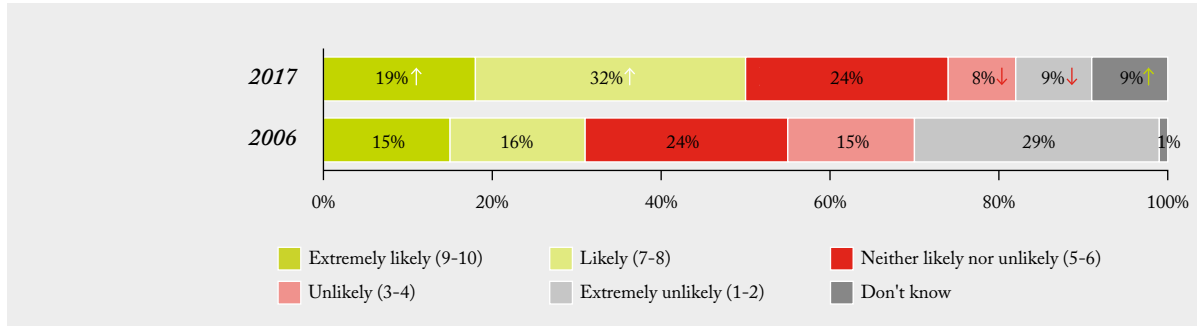
Base=All respondents n=1,249; 2015 Advertising to Children research study n=1,209; 2006 Community awareness research n=600.

### Likelihood of complaining to the ASB

Participants were asked, if concerned about advertising standards in relation to sections of the Code, how unlikely or likely they would be to make a complaint to the ASB, using a scale of 1 to 10 where 1 is extremely unlikely and 10 is extremely likely.

Figure 13 below highlights a significant increase in the proportion of the general public likely to complain to the ASB if concerned about advertising standards since 2006 (total likely – 51% in 2017 vs 31% in 2006).

**Figure 13: Likelihood of complaining to the Advertising Standards Bureau**



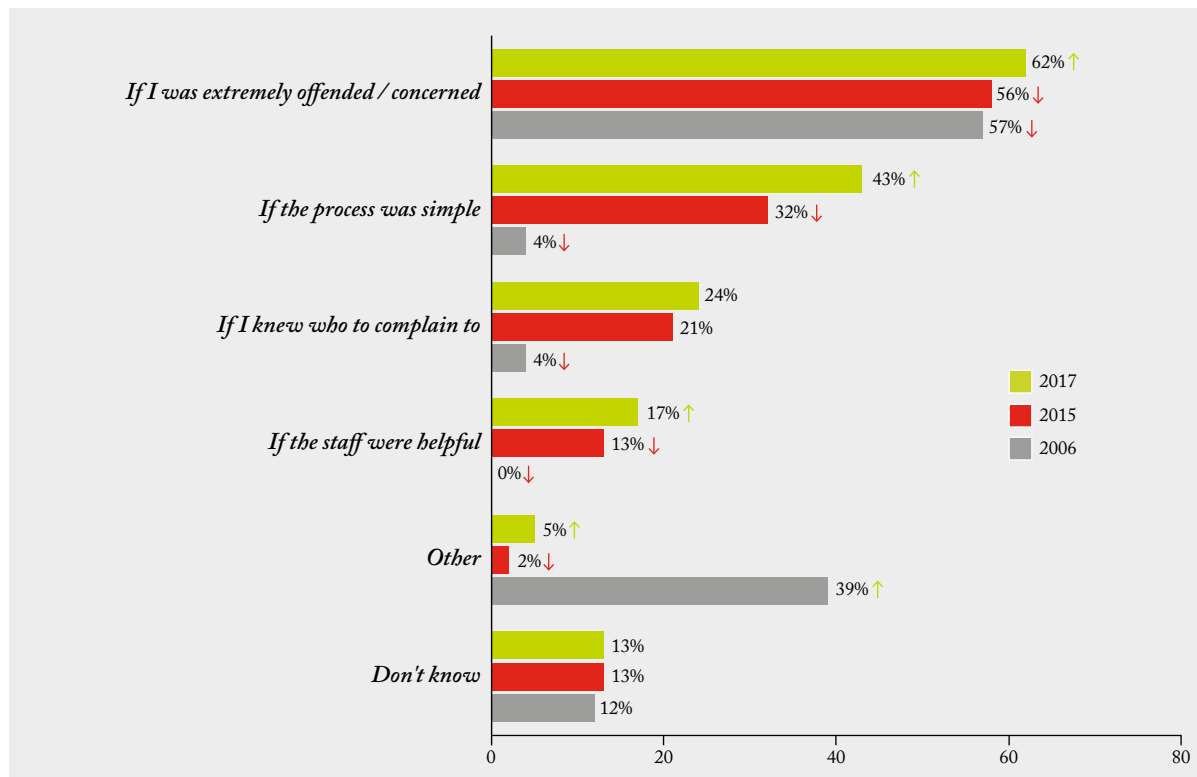
Q28 If you had a concern about advertising standards in relation to language, discriminatory portrayal of people, suitability for your children, portrayals of violence, sex, sexuality, nudity or health and safety, using a scale of 1 to 10 where 1 is extremely unlikely and 10 is extremely likely, how unlikely or likely would you be to make a complaint to the Advertising Standards Bureau? (Single response)

Base=All respondents (n=1,249); 2006 Community awareness research n=600.

### What would encourage making a complaint

Over half (62%) of all respondents reported that they would be encouraged to make a complaint to the ASB if they were extremely offended/concerned, significantly greater than the proportion of respondents in 2015 (58%) and 2006 (57%).

**Figure 14: What would encourage making a complaint to the Advertising Standards Bureau**



Q29. What would encourage you to make a complaint to the Advertising Standards Bureau? (Multiple response)

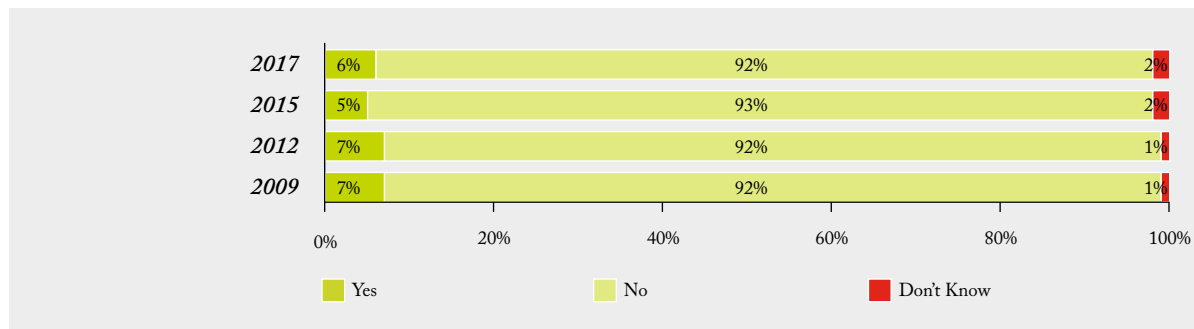
Base=All respondents (n=1,249); 2015 Advertising to Children research study n=1,209; 2006 Community awareness research n=600.

Advertising complaints

First asked in 2009, participants were asked if they have ever made a formal complaint about advertising and, if so, to whom. Very few have made a formal complaint about advertising. Of those that said they had made a formal complaint, just under half had complained to the ASB.

There have been no significant changes in reported incidence of advertising complaints both generally and to the ASB specifically since 2009. See Figures 15 and 16 below.

Figure 15: Formal complaints about advertising

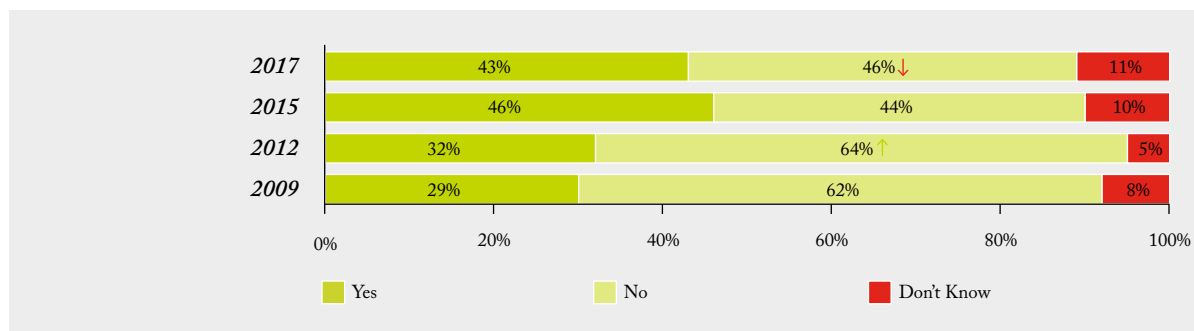


Q44 Have you ever made a formal complaint about advertising? (Single response)

Base=All respondents n=1,249; 2015 Advertising to Children research study n=1,209; 2012 Community Perception research n=1,253; 2009 Attitudes towards violence research n=1,195.

Among the respondents who had made a complaint about advertising, 43% indicated that they had made a complaint to the ASB. Among the total population (n=1,249), the incidence of those making a complaint to the Advertising Standards Bureau in the general public was just 2%.

Figure 16: Formal complaints about advertising to the Advertising Standards Board



Q45. Have you ever made a formal complaint about advertising to the Advertising Standards Board? (Single response)

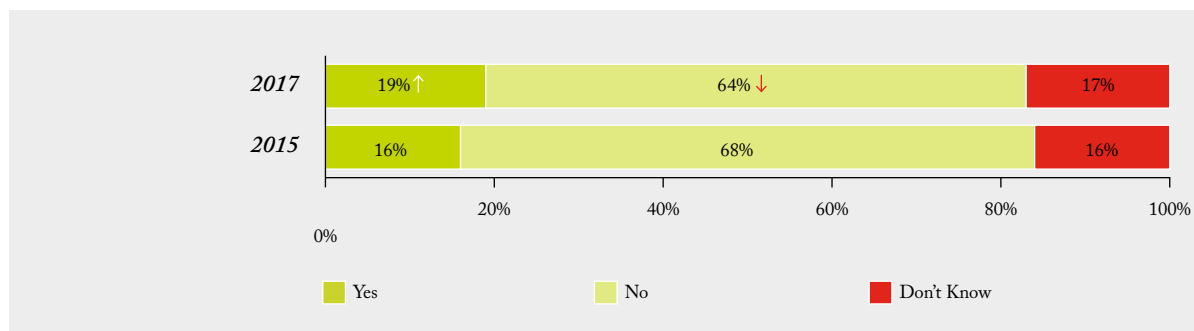
Base=Respondents who have ever made a complaint n=75; 2015 Advertising to Children research study n=57; 2012 Community Perception research n=8; 2009 Attitudes towards violence research n=85.

Where possible the data in this section was compared against the general public sample from 2006, 2007, 2009, 2010, 2012, 2013 and 2015 rounds of research. Comparisons were only noted where questions were consistent (and thus directly comparable) and results were of interest.

Exposure to unacceptable advertising

Only 19% of all respondents indicated that they had recently been exposed to any advertising that they found unacceptable. This was an increase of 3% since the same question was asked in a similar survey in 2015.

Figure 17: Recent exposure to unacceptable advertising



Q20. Have you recently been exposed to any advertising that you found unacceptable? (Single response)

(Base=All respondents n=1249; 2015 Advertising to Children research study n=1,209)

Those who had found advertising unacceptable were asked to explain what it was about the advertising that was unacceptable. The most common response related to sex, sexuality or nudity (21%). Examples of comments include “overly photo shopped models” and “using suggestive sexual poses to sell everything from cars to food to mattresses”.

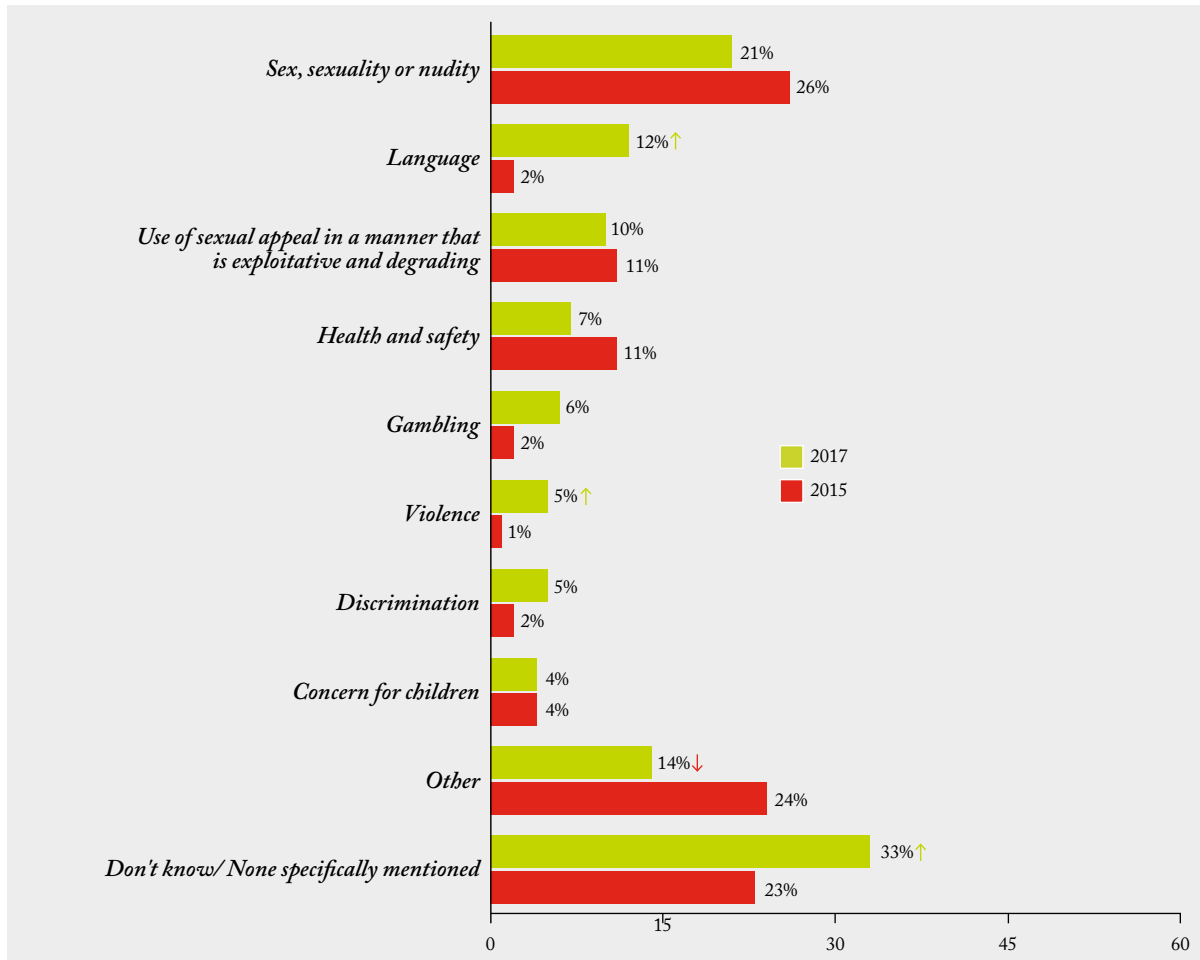
A number of respondents (12%) also cited language as the reason they found an advertisement to be unacceptable recently. Specific advertisements relating to this included AAMI’s ‘Up Ship Creek’ and BCF’s ‘BCF’ing fun’ advertisement.

Other common forms of unacceptable advertising related the use of sexual appeal in an exploitative and degrading manner (10%), health and safety (7%), gambling (6%), violence (5%) and discrimination (5%).

Within the “Other” category (14%) there were several mentions of false or misleading advertising (such as ‘pay day’ loans), Coles’ ‘Down Down’ advertisement for being annoying, Pepsi’s Kendall Jenner advertisement for trivialising important social movements, and insurance advertisements.



Figure 18: What was unacceptable about the advertising



Q2oA. What was unacceptable about the advertising you read, saw or heard? (Open Ended)

(Base=Respondents who had found advertising unacceptable n=245; 2015 Advertising to Children research study n=191)

### Complaints about advertising standards

In the 12 months prior to the survey, the majority (89%) of respondents had not made a formal complaint about advertising standards. There were no significant differences in figures between 2015 and 2017.

**Table 11: Formal complaints about advertising standards made in the last 12 months**

Topic of complaint	*General Public: Community perceptions (2017) n=1,249	*General Public: Advertising to Children research study (2015) n=1,209	General public: Community perceptions (2012) n=513	General public: Sexuality (2010) n=492	General public: Violence (2009) n=501
Language	3%	2%	4%	4%	2%
Discrimination	2%	1%	4%	3%	1%
Concern for children	2%	2%	5%	5%	3%
Violence	2%	1%	3%	3%	2%
Sex, sexuality or nudity	2%	2%	5%	7%	5%
Health and Safety	2%	1%	2%	2%	1%
Other	2%	2%	1%	0%	1%
Not made a complaint	89%	90%	87%	86%	90%

\*Note: Varying bases - in 2015 and 2017, this question was asked of ALL respondents. Prior to 2015, this question was asked of those who indicated they had been concerned or offended about paid advertising in the last 12 months.

\*\*2006 information could not be included as the question was asked in a different format and is not comparable, e.g. 'In the last 12 months have you made a complaint about paid advertising standards in relation to language, discrimination, suitability for your children, violence, sex, sexuality, nudity or health and safety?' (8% Yes / 92% No)

Q23. In the last 12 months have you made a formal complaint about advertising standards in relation to any of the following? (Multiple response)

Base=All respondents n=1,249

Of the 11% who had made a complaint in the 12 months prior to the survey 27% had complained to 'Free TV', 17% to the 'ASB', 16% to the 'Advertising Claims Board' and 15% to the 'Advertising Standards Board'.

**Table 12: Organisation complained to**

Organisations	*General Public: Community perceptions (2017) n=140	*General Public: Advertising to Children research study (2015) n=123	General public: Community perceptions (2012) n=66	General public: Sexuality (2010) n=66	General public: Violence (2009) n=48	General public: Community awareness (2006) n=17
Advertising Standards Board	14%	11%	26%	26%	31%	6%
	<b>Total: 29%</b>	<b>Total: 20%</b>				
Advertising Standards Bureau	17%	11%	21%	17%	8%	6%
Advertising Claims Board	16%	7%	21%	15%	-	0%
Free TV	27%	21%	30%	30%	15%	6%
The TV/Radio station where you saw/heard the advertisement	7%	13%	36%	24%	48%	47%
The newspaper/ magazine where the advertisement was printed	4%	6%	13%	10%	10%	-
Other	10%	16%	6%	13%	6%	35%
Don't Know	26%	26%	12%	11%	8%	6%

\*Note: Varying bases - in 2015 and 2017 ALL respondents were asked if they had made a complaint. Prior to 2015, only those who indicated they had been concerned or offended about paid advertising in the last 12 months were asked if they had made a complaint.

Q24. Which organisation(s) did you complain to? (Multiple response)

(Base=Respondents who made a complaint in the last 12 month n=140; 2015 Advertising to Children research study n=123)

For the 89% of respondents who had not made a formal complaint in the 12 months prior to the survey, the main reason for not making a complaint was that they were not concerned about any advertising they had seen or heard (60%).

**Table 13: Reasons for not making a complaint**

Reasons	*General Public: Community perceptions (2017) n=1,109	*General Public: Advertising to Children research study (2015) n=1,086	General public: Community perceptions (2012) n=447	General public: Sexuality (2010) n=426	General public: Violence (2009) n=453	General public: Community awareness (2006) n=171
^Wasn't concerned about any advertising	60% ↑	50%	-	-	-	-
Nothing would happen / not worth complaining	9% ↓	17%	42%	39%	45%	15%
Process of complaining is too bureaucratic	6%	6%	24%	24%	21%	1%
Too lazy / couldn't be bothered	7%	6%	19%	20%	22%	33%
Didn't know who to complain to	6%	7%	18%	18%	15%	12%
Didn't know how to complain	5% ↓	7%	18%	18%	16%	2%
Too complicated / complex	6%	5%	19%	17%	15%	6%
Other	8%	8%	14%	12%	10%	35%
Don't know	7% ↓	11%	9%	7%	6%	7%

^ 'Wasn't concerned about any advertising' introduced into question in 2015.

\*Note: Varying bases - in 2015 and 2017 ALL respondents were asked if they had made a complaint. Prior to 2015, only those who indicated they had been concerned or offended about paid advertising in the last 12 months were asked if they had made a complaint.

Q25. For what reasons did you not make a complaint? (Multiple response)

Base=Respondents who did not make a complaint in the last 12 months n=1,109; 2015 Advertising to Children research study n=1,086

## Changing community concerns

### Online advertising

Exposure to advertising is seen to be much more prominent in today's society than ever before, particularly with the more recent proliferation of online advertisements - a phenomenon that has occurred in just the last 10 years.

It is clear from the qualitative research that online advertising content has been a growing concern for the community over the last 3-4 years.

Concerns relating to online advertisements include the difficulty in regulating what gets put up and its potential exposure to minors. More specifically, that inappropriate digital advertisements could reach minors via Facebook or Instagram due to:

- sharing of content;
- lack of restrictions on a number of products (except perhaps alcohol or gambling); and the
- potential for theoretically age-restricted content to be sighted if a child has lied about their age.

Concern from parents, grandparents and the broader community also stems from social media being new and something not well understood. Children and youth on the other hand do not know a time without social media.

### Gambling

The qualitative research has also highlighted a concern about an increased prevalence of online sports betting advertisements. These are seen to be predatory towards young men and too frequently displayed, particularly during sporting events.

Gambling advertising was barely mentioned 10 or even five years ago, but over the last few years has grown to be an issue of great concern, coinciding with a proliferation in online betting applications that are easy to access and marketed strongly.

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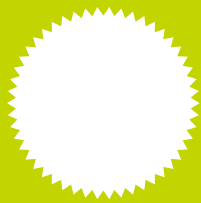
*Appendix A*

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# Part 5

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## Appendix A

### Perceptions of acceptability – comparisons to previous research (10 year review)

The tables below show a comparison of the advertisements for sections 2.1 - 2.6 of the Code in terms of perceived (un) acceptability, including advertisements from the 2007 Community Standards survey, the 2009 Violence in advertising survey, the 2010 Sex, Sexuality and Nudity in advertising survey, the 2012 Community Perceptions survey, the 2013 exploitative and degrading survey and 2017 community standards research. Qualitative research was conducted for some advertisements, and results have been presented below in addition to quantitative survey findings. Advertisements quantitatively tested show proportions of the general public who considered the advertisement unacceptable, whereas qualitative findings are presented as an overall vote to dismiss or uphold complaint(s) against advertisements.<sup>1</sup>

Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote; i.e. if the proportion of the community that feel the advertisement is unacceptable outweighs the proportion that feel it is acceptable, an alignment would be found between Board decision and community opinion if the Board determination was one to uphold the complaint(s) to the advertisement. If the Board dismissed complaints in such a scenario, we could interpret this as a lack of alignment between the decision and majority community opinion.

Green indicates alignment, red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of the Code, i.e. no clear majority in prompted community opinion.

Variations within the advertisements tested in each section of the Code may be influenced by external factors which cannot be measured in the survey. Variations may be explained by such things as the media, political climate at the time, and the medium of the advertisement.

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<sup>1</sup> Where ads have been tested quantitatively and qualitatively, quantitative results have been presented only, as these provide community opinion based on a robust sample size.

**Table 14: Overall acceptability of advertisements considered under section 2.1: 2007, 2012, 2017**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.1 Discrimination						
Mondelez Australia	2017	Television	Quantitative	31%	42%	Upheld
Sunco Motors	2017	Television	Quantitative	29%	44%	Dismissed
Red Bull	2012	Television	Quantitative	33%	43%	Dismissed
Energy Watch Salesman	2012	Television	Quantitative	14%	28%	Upheld
SCA Hygiene	2012	Internet	Quantitative	14%	32%	Upheld
Tummy Tuck	2007	Radio	Quantitative	44%	38%	Upheld
RAASA New Delhi	2007	Television	Quantitative	15%	33%	Upheld
Nando's Pole Dancer	2007	Television	Quantitative	30%	52%	Dismissed
Lion Nathan Land of Hope and Glory	2007	Radio	Qualitative	Mixed		Upheld
Bob Jane T Mart	2007	Television	Qualitative	Dismiss		Dismissed

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.

**Table 15: Overall acceptability of advertisements considered under section 2.2: 2013, 2017**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.2 Sexual appeal (minors / degrading)						
Flat Rate Now	2017	Poster	Quantitative	66%	66%	Upheld
Calvin Klein	2017	Poster	Quantitative	56%	60%	Dismissed
Santa Fe Gold – I'm waiting	2013	Billboard	Quantitative	71%	66%	Upheld
Centrepoint Tamworth – Double the Fun	2013	Outdoor	Quantitative	68%	61%	Upheld
Metro Motorcycles	2013	Print	Quantitative	67%	70%	Upheld
Honey Birdette	2013	Shop window display	Quantitative	54%	50%	Upheld
ACP Publishing – Zoo Facebook page	2013	Internet – social	Quantitative	46%	44%	Upheld
Fosters VB Facebook page	2013	Internet – social	Quantitative	41%	36%	Upheld
Tremonti jewellery- Legs	2013	Cinema	Quantitative	40%	50%	Upheld
Want it now – woman on sofa	2013	Transport	Quantitative	32%	27%	Dismissed
Way Funky Funkita	2013	Print	Quantitative	32%	45%	Dismissed
Bonds – Shop Your Shape	2013	Outdoor	Quantitative	22%	18%	Dismissed
Brierley Hose and Handling	2013	TV	Quantitative	14%	20%	Dismissed
Lion – Stella Artois	2013	Transport	Quantitative	14%	10%	Dismissed

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2013 Exploitative and Degrading Research n=1,248; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.



Table 16: Overall acceptability of advertisements considered under section 2.3: 2007, 2009, 2012, 2017

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.3 Violence (previously Section 2.2)						
Sir Walter Premium Lawn Turf	2017	Television	Quantitative	24%	44%	Upheld
Crimsafe	2017	Television	Quantitative	10%	12%	Dismissed
Hammonds Paints	2017	Television	Qualitative		Dismiss	Dismissed
The Edge	2012	Radio	Quantitative	15%	26%	Upheld
Transport Accident Commission	2012	Cinema	Quantitative	33%	34%	Dismissed
Coca Cola Mother	2009	Television	Quantitative	76%	-	Upheld
Cancer Council NSW Girls Night In	2009	Television	Quantitative	57%	-	Dismissed
Loula Boutique	2009	Print	Quantitative	50%	-	Upheld
Vodafone	2009	Print	Quantitative	45%	-	Upheld
IAG Trolleys	2009	Television	Quantitative	43%	-	Upheld
Transport SA	2009	Television	Quantitative	40%	-	Dismissed
Wotif.com	2009	Television	Quantitative	38%	-	Upheld
Hoyts Saw4	2009	Outdoor	Quantitative	38%	-	Upheld
PZ Cusson's Morning Fresh	2009	Television	Quantitative	37%	-	Dismissed
Ford Focus Fishbowl	2009	Television	Quantitative	25%	-	Dismissed
Queensland Transport	2009	Television	Quantitative	16%	-	Dismissed
WorkCover Victoria	2009	Television	Quantitative	14%	-	Dismissed
Women's Policy Office	2009	Radio	Quantitative	13%	-	Dismissed
Harpic Wood Shed	2007	Television	Quantitative	9%	15%	Dismissed
Cusson's Morning Fresh Spanner	2007	Television	Qualitative		Dismiss	Dismissed
Complete Portables	2007	Print	Qualitative		Uphold	Upheld

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.

Table 17: Overall acceptability of advertisements considered under section 2.4: 2007, 2010, 2012, 2017

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.4 Sex, Sexuality and Nudity (previously section 2.3)						
Honey Birdette	2017	Poster	Qualitative		Uphold	Upheld
Sin City	2017	Billboard	Quantitative	37%	40%	Dismissed
Kiss Kill (18-34 only)	2017	Instagram	Quantitative	49%	48%	Dismissed
Bras n' Things	2017	Poster	Quantitative	39%	42%	Dismissed
Bardot	2012	Transport	Quantitative	50%	59%	Dismissed
Coty Oh Lola	2012	Outdoor	Quantitative	39%	47%	Dismissed
Peter Jackson	2012	Television	Quantitative	25%	37%	Dismissed
Jamba Jizz	2010	Television	Quantitative	64%	-	Upheld
Mercury / Ian Jones	2010	Outdoor	Quantitative	56%	-	Upheld
AMI	2010	Radio	Quantitative	55%	-	Dismissed
AMI	2010	Outdoor	Quantitative	48%	-	Dismissed
Jamba Lust Mobile	2010	Television	Quantitative	48%	-	Dismissed
MUK	2010	Print	Quantitative	45%	-	Upheld
Guess	2010	Outdoor	Quantitative	41%	-	Dismissed
Bonds	2010	Television	Quantitative	37%	-	Dismissed
Brisbane Marketing	2010	Internet	Quantitative	35%	-	Dismissed
Cartridge World	2010	Television	Quantitative	30%	-	Dismissed
Sexpo	2010	Television	Quantitative	28%	-	Dismissed
Simon De Winter	2010	Outdoor	Quantitative	24%	-	Dismissed
Kraft Oreos	2010	Television	Quantitative	23%	-	Dismissed
Lyndi J	2010	Print	Quantitative	19%	-	Dismissed
Nando's Pole Dancer	2007	Television	Quantitative	30%	52%	Dismissed
Big mobile wild chat	2007	Television	Qualitative		Uphold	Dismissed
Gazel Very Sexy Bra	2007	Television	Qualitative		Uphold	Dismissed
AMI Piano	2007	Television	Qualitative		Dismiss	Dismissed
Lovable Horny	2007	Print	Qualitative		Dismiss	Dismissed

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.

**Table 18: Overall acceptability of advertisements considered under section 2.5: 2007, 2012, 2017**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.5 language (previously section 2.4)						
SBS	2017	Poster	Quantitative	64%	68%	Upheld
AAMI	2017	TV	Quantitative	12%	16%	Dismissed
All Properties Group	2012	Mail	Quantitative	54%	64%	Dismissed
Brakemart	2012	Radio	Quantitative	52%	58%	Dismissed
Game Australia	2012	Mail	Quantitative	42%	49%	Dismissed
Genesis Fat Arse	2007	Radio	Quantitative	49%	58%	Upheld
Ingham's Enterprise	2007	Television	Qualitative		Dismiss	Dismissed

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.

**Table 19: Overall acceptability of advertisements considered under section 2.6: 2007, 2012, 2017**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable (unprompted)	% of General Public believe ad should not continue (prompted, i.e. in relation to Code of Ethics)	Outcome of complaint: Board decision
Section 2.6 Health and Safety (previously section 2.5)						
HTH Group	2017	Television	Quantitative	12%	29%	Upheld
Chemist Warehouse	2017	Television	Quantitative	16%	30%	Dismissed
Eskanders	2012	Internet	Quantitative	41%	44%	Upheld
iSelect	2012	Television	Quantitative	21%	33%	Upheld
Electrolux	2012	Print	Quantitative	34%	44%	Dismissed
Vodafone Network	2012	Pay TV	Quantitative	24%	29%	Upheld
Medibank Private Iron	2007	Print	Qualitative		Uphold	Upheld
Rexona Riskville	2007	Television	Qualitative		Dismiss	Dismissed

Q7A – Q19A. Do you believe it is acceptable to [broadcast / display / show] this advertisement [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response)

Q7C – Q19C. Thinking about the [advertisement], and [section] of The Code you just read, please indicate your response as to if the advertisement should continue to be [broadcast / displayed / shown] [on television / on a poster / on an outdoor billboard / in a magazine / online via Instagram]? (Single response).

Base=All respondents: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293; 2017 Community Standards Research n=830)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents a 'borderline' result after the general public read the applicable section of The Code of Ethics, i.e. no clear majority in prompted community opinion.

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