



ADVERTISING  
STANDARDS  
BUREAU

# Research Report

---



## *Community Perceptions: 2017*

---

*Produced for the Advertising Standards Bureau by*

*Colmar Brunton Social Research*

December 2017

---

# Research Report

## *Community Perceptions: 2017*

*Produced for the Advertising Standards Bureau by*

Colmar Brunton Social Research

December 2017

---

Copyright © 2017 Advertising Standards Bureau  
All rights reserved

Printed in Australia

Published by the Advertising Standards Bureau  
PO Box 5110, BRADDON, ACT 2612

## Contents

CEO introduction	iv
Executive summary	2
Community alignment with Board decisions – qualitative results	2
Community alignment with Board decisions – quantitative results	3
Exposure to unacceptable advertising	4
Complaints procedures	4
Importance of the role of the ASB	5
Reactions to the Code	5
Community alignment with Board decisions	7
Overall community reactions to the advertisements – qualitative results	7
Overall community reactions to the advertisements – quantitative results	9
Reactions to codes	41
Qualitative results	41
Quantitative results	43
Awareness and perception of ASB 2017	46
Qualitative results	46
Quantitative results	47
Appendix A: Technical notes	59
Appendix B – Methodology	62
Appendix C – Sample profile	68
Appendix D: Advertisements	72
Appendix E: Qualitative discussion guide	75
Appendix F: Quantitative questionnaire instrument	80
Appendix G: Figure list	103
Appendix H: Table list	107

## *CEO introduction*

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.

In 2017 ASB commissioned research into Section 2 of the AANA Code of Ethics (the Code), similar to research that was done in 2007 and 2012.

The research, conducted by Colmar Brunton Social Research, took 15 advertisements which had been considered by the Board under Sections 2.1 – 2.6 of the Code.

Overall, the research showed that the Board's determinations were either in line with, or slightly more conservative than general community perceptions. The Board was more conservative around issues of violence and health and safety, and tended to be less conservative around issues of sex, sexuality and nudity and exploitative and degrading images.

Although unprompted awareness of the ASB was lower than we hoped it would be, it was pleasing to see that 75% of respondents believed the role of the ASB was important. Our aim is to continue to improve community awareness of our service and to promote responsible advertising practice, which is in line with community expectations, to the Australian business sector.

**Fiona Jolly**

Chief Executive Officer

December 2017

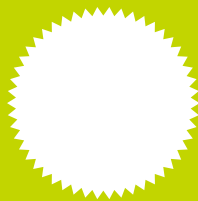
.....

*Executive summary*

.....  
.....

# Part 1

.....



## Executive summary

The Advertising Standards Bureau (ASB) 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.

The research explores and reports on the decisions community members would make on a full range of advertisements (across the six sections of the Code and different mediums, including broadcast, print, digital, etc.) and serves as an indicator to the Board of how reflective its decision making process is.

This research looks at community alignment with Board decisions on recent advertisements under the Code, agreement with the Code and awareness and perceptions of the ASB.

### 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).

### Community alignment with Board decisions – qualitative results

Community reactions to the 15 advertisements that had been considered by the Board were obtained through a two stage process. Following a viewing of each advertisement, respondents were firstly asked whether they thought the content of the advertisement was acceptable or not acceptable to display/show and the reasons for this. This opinion was based on reactions to the advertisement before seeing the Code. Respondents then read relevant sections of the Code and were then asked whether they felt each advertisement should be permitted to be displayed/shown within the context of the Code.

Among the 15 advertisements that were reviewed in total, the community:

- Dismissed complaints for seven advertisements which were also dismissed by the Board
- Dismissed complaints for two advertisements which were upheld by the Board
- Upheld complaints against one advertisement which was dismissed by the Board
- Had mixed opinions on an advertisement which was dismissed by the Board
- Had mixed opinions on an advertisement which was upheld by the Board.

### Community alignment with Board decisions – quantitative results

Community reactions to the 13 advertisements that had been considered by the Board were obtained through a two stage process. Following a viewing of each advertisement, respondents were firstly asked whether they thought the content of the advertisement was acceptable or not acceptable to display/show and the reasons for this. This opinion was based on reactions to the advertisement before seeing the Code. Respondents then read relevant sections of the Code and were then asked whether they felt each advertisement should be permitted to be displayed/shown within the context of the Code.

In almost all cases, the proportion of the general public believing each advertisement was unacceptable increased after reading the relevant section of the Code.

When comparing the Board determinations against community opinions of the 13 advertisements, the survey results showed that opinions were not always aligned.

Of the 13 advertisements that were tested, the Board:

- Correctly upheld complaints against two advertisements that were deemed unacceptable by the community (Flat Rate Now and SBS);
- Correctly dismissed complaints against three advertisements that were deemed acceptable by the community (Crimsafe, AAMI and Chemist Warehouse);
- Conservatively upheld complaints against one advertisement that was deemed acceptable by the community (HTH Group), and a further two advertisements where community opinion was mixed, i.e. there was no statistically significant majority (Mondelez Australia and Sir Walter Premium Lawn Turf);
- Dismissed complaints against two advertisements that were deemed unacceptable by the community (Calvin Klein and Kiss Kill), and a further three advertisements where community opinion was mixed (Sunco Motors, Sin City and Bras n'Things).

### Acceptability of the advertisements based on age and gender

When examining acceptability of the advertisements after review of the Code based on demographic factors (gender, age and education), across the 13 advertisements, only gender showed consistent variations in acceptability. Females were significantly more likely than males to consider all of the 13 advertisements to be unacceptable.

In terms of age, older respondents (45+) were significantly more likely to consider four of the 13 advertisements to be unacceptable compared to younger respondents (18-44). These included: Mondelez Australia, Calvin Klein, Sir Walter Premium Lawn Turf and SBS. On the other hand, younger respondents were significantly more likely to consider two of the 13 advertisements to be unacceptable compared to older respondents. These included: Sunco Motors and Crimsafe.



## 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.

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%).

## Complaints procedures

### Unprompted (spontaneous) awareness of complaint organisations

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 the TV/radio station where they saw/heard the advertisement (6%), followed by an ombudsman (4%) and the ACMA (4%). Approximately 7% in total noted being able to complain to Advertising Standards (3%), the Advertising Standards Board (2%) or the Advertising Standards Bureau (2%).

### Prompted awareness of complaint organisations

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 Advertising Standards Bureau. Furthermore, 31% suggested that they would contact the newspaper/magazine where the advert was printed.

### Understanding of ASB role

As a way of understanding the general public’s perceptions of the ASB’s remit, all respondents in the current survey were asked to indicate which categories of complaint they thought could be directed to the Advertising Standards Bureau. Inappropriate advertising to children (51%) and misleading and deceptive advertising (49%) were the two most frequently noted categories of complaints that could be directed to the ASB. These were followed by gambling (40%) and alcohol (35%) advertising complaints.

### 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. 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 ‘Advertising Standards Bureau’, 16% to the ‘Advertising Claims Board’ and 15% to the ‘Advertising Standards Board’.

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%).

### Importance of the role of the ASB

Among all respondents 75% reported that the role of the ASB was important, meaning that they gave a rating of 7 or higher on a scale of 1-10 (where 1-2 is extremely unimportant and 9-10 is extremely important). While this proportion was not significantly different to that reported in 2006 (72%), the proportion of respondents who feel the role of the ASB is 'extremely important' (i.e. 9-10) has significantly increased since 2006 (+9% to 42%).

### Board attribute statements

All respondents were asked whether they agree or disagree with four statements relating to the Board. For example, that the Board makes decisions in line with community standards; that the decisions of the Board are fair and well considered; that the decisions of the Board are independent; and that the Board take every complaint they receive seriously.

- Among all respondents 55% agree that the Board makes decisions in line with community standards, and 49% agree that the decisions of the Board are fair and well considered.
- Among all respondents 47% agree that the decisions of the Board are independent.
- Among all respondents 52% agree that the Board take every complaint they receive seriously.

### Reactions to the Code

Following review of the Code, respondents were asked to rate their level of agreement with each section of the Code. Total agreement (strongly agree + slightly agree) with each section of the Code was strong, ranging from 77% to 83% agreement.

Respondents were most likely to (strongly) agree with section 2.2 of the Code relating to sexual appeal in a manner that is exploitative and degrading (65% strongly agree; 18% slightly agree), and less likely to (strongly) agree with section 2.6 of the Code relating to health and safety (46% strongly agree; 31% slightly agree). Females and respondents aged 45 years and over held significantly stronger levels of agreement with each section of the Code, compared to males and respondents aged 18-44 years.

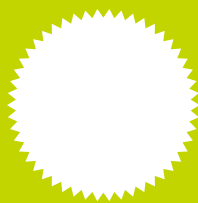
.....

*Community alignment with Board decisions*

.....  
.....

# Part 2

.....



## Community alignment with Board decisions

### Overall community reactions to the advertisements – qualitative results

**Table 2: Overall community reactions to the advertisements presented (qualitative results)**

Advertisements	Unprompted community reactions to advertisements (Before Code)		Prompted community reactions to advertisements (After Code)		Board determination	Alignment (Post-Code)
	Should BE shown	Should NOT be shown	Should BE shown (complaint dismissed)	Should NOT be shown (complaint upheld)	Outcome of complaint	
<b>Section 2.1</b>						
Mondelez Australia Pty Ltd (TV)	25	44	27	42	Upheld	Y
Sunco Motors (TV)	42	28	44	26	Dismissed	Y
<b>Section 2.2</b>						
Flat Rate Now (Poster)	16	54	6	64	Upheld	Y
PVH Calvin Klein (Poster)	34	36	29	41	Dismissed	N
<b>Section 2.3</b>						
Sir Walter Premium Lawn Turf (TV)	52	17	45	24	Upheld	N
Crimsafe (TV)	66	6	52	20	Dismissed	Y
Hammonds Paints (TV)	45	18	50	13	Dismissed	Y
<b>Section 2.4</b>						
Honey Birdette (Poster)	36	39	32	43	Upheld	Y
Sin City (Billboard)	55	15	58	12	Dismissed	Y
*Kiss Kill (Instagram)	14	10	15	8	Dismissed	Y
Bras n' Things (Poster)	57	13	61	9	Dismissed	Y
<b>Section 2.5</b>						
SBS (Poster)	31	37	33	35	Upheld	Marginal - within 8 votes
AAMI (TV)	65	3	66	2	Dismissed	Y
<b>Section 2.6</b>						
HTH Group (TV)	57	11	47	21	Upheld	N
Chemist Warehouse (TV)	52	17	36	34	Dismissed	Marginal - within 8 votes

Majority 'should be shown' is represented in green. Majority 'should not be shown' is represented in blue. Split views, i.e. a majority of less than n=8 is represented in red.

\*Note that the Kiss Kill advertisement was shown to 18-34 year olds only. A majority view for this advertisement is represented by four votes or more.

Two advertisements generated the most notable concern in the groups both before and after review of the Code, with the majority feeling they should not be allowed to be shown:

- Mondelez Australia Pty Ltd (Discriminatory); and
- Flat Rate Now (Sexual Appeal / Degrading).

The following two advertisements also generated notable concern. Reactions to these advertisements prior to review of the Code were mixed, but after review of the Code, the majority felt that the advertisements should not be allowed to be shown:

- PVH Calvin Klein (Sexual Appeal / Minors / Degrading); and
- Honey Birdette (Sex, Sexuality and Nudity).

Following review of the Code, reactions to two advertisements were mixed, with no clear majority (i.e. more than eight votes):

- SBS (Language); and
- Chemist Warehouse (Health and Safety).

**Unprompted** community reactions to each advertisement were obtained by showing participants in each group 12 of the 15 advertisements. After viewing each advertisement, participants wrote down their initial reactions to the advertisement regarding whether they believed the advertisement should be allowed to be shown or not, and reasons for this.

Among the 15 advertisements that were reviewed in total, unprompted opinions of the community **aligned** with the Board for 10 advertisements (excluding three advertisements for which the community had split views).

**Prompted** community reactions to the Code were measured by first providing and discussing the Code. Following this discussion, participants considered each advertisement, whether it potentially breached a particular aspect of the Code and whether they felt the complaint against each advertisement should be upheld (and the advertisement banned), or dismissed (and the advertisement continued) within the context of the Code.

Among the 15 advertisements that were reviewed in total, prompted opinions of the community **aligned** with the Board for 10 advertisements (excluding two advertisements for which the community had split views).

Informed community opinions dismissed complaints for the Sunco Motors, Crimsafe, Hammonds Paints, Sin City, Kiss Kill, Bras n' Things, and AAMI advertisements, which was **in line** with the decisions given by the Board. Informed community reactions upheld complaints for Mondelez Australia, Flat Rate Now and Honey Birdette advertisements, which was **in line** with the decisions given by the Board.

The advertisements for which community opinions were not aligned with the decisions given by the Board were for the Calvin Klein, Sir Walter Premium Lawn Turf, and HTH Group advertisements. Opinions of the community were more liberal in relation to the Sir Walter Premium Lawn Turf and HTH Group advertisements, compared to the Board. However, the opinions of the community were more conservative in relation to the Calvin Klein advertisement – upholding the complaint against the advertisement in contrast to the Board's determination to dismiss the complaint.

For the two advertisements where community opinions were mixed following review of the Code, the Board upheld the complaint against the SBS advertisement and dismissed the complaint against the HTH Group advertisement.

## Overall community reactions to the advertisements – quantitative results

Table 3: Overall community reactions to each advertisement (quantitative results)

Advertisements	Unprompted community reactions to advertisements		Prompted community reactions to advertisements		Board determination
	SHOULD BE permitted	SHOULD NOT BE permitted	SHOULD BE permitted	SHOULD NOT BE permitted	Outcome of complaint
<b>2.1 Discrimination</b>					
Mondelez Australia Pty Ltd. (TV)	56%	31%	44%	42%	Upheld
Sunco Motors (TV)	53%	29%	38%	44%	Dismissed
<b>2.2 Sexual Appeal – Minors / Degrading</b>					
Flat Rate Now (Poster)	26%	66%	25%	66%	Upheld
PVH Calvin Klein (Poster)	33%	56%	30%	60%	Dismissed
<b>2.3 Violence</b>					
Sir Walter Premium Lawn Turf (TV)	60%	24%	42%	44%	Upheld
Crimsafe (TV)	80%	10%	79%	12%	Dismissed
<b>2.4 Sex, Sexuality and Nudity</b>					
Sin City (Billboard)	49%	37%	46%	40%	Dismissed
Kiss Kill (Instagram) – 18-34 year olds only	38%	49%	38%	48%	Dismissed
Bras n'Things (Poster)	46%	39%	47%	42%	Dismissed
<b>2.5 Language</b>					
SBS (Poster)	26%	64%	23%	68%	Upheld
AAMI (TV)	81%	12%	76%	16%	Dismissed
<b>2.6 Health and Safety</b>					
HTH Group (TV)	79%	12%	58%	29%	Upheld
Chemist Warehouse (TV)	71%	16%	57%	30%	Dismissed

Base= Each respondent was shown between 8-9 of the 13 advertisements (n= ~830 per advertisement). \*Kiss Kill was shown to 18-34 year olds only (n=377). Percentages in coloured font indicate a statistically significant difference. Percentages in black font indicate a non-statistically significant difference (p=0.05).

Unprompted question text:

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)

Prompted question text:

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).

Community reactions to the 13 advertisements that had been considered by the Board were obtained through a two stage process. Following a viewing of each advertisement, respondents were firstly asked whether they thought the content of the advertisement was acceptable or not acceptable to display/show and the reasons for this. This opinion was based on reactions to the advertisement before seeing the Code. Respondents then read relevant sections of the Code and were then asked whether they felt each advertisement should be permitted to be displayed/shown within the context of the Code.

Community reactions to each advertisement through this process is outlined in Table 4 below. The Board determination for each advertisement is also displayed.

Prior to being exposed to the Code, Flat Rate Now (66%), Calvin Klein (56%), Kiss Kill (49%) and SBS (64%) were the four advertisements considered unacceptable by the majority of respondents (i.e. significantly more people found the advertisements unacceptable than acceptable). These advertisements fell under sections 2.2 (sexual appeal – minors / degrading), 2.4 (Sex, sexuality and nudity) and 2.5 (Language) of the Code. The remaining advertisements were seen to be acceptable by a majority of respondents.

After being exposed to the Code, the same four advertisements were seen to be unacceptable by the majority. In addition, community reaction to a further five advertisements were mixed (i.e. there was no significant majority as to whether the advertisement was acceptable or unacceptable). These advertisements included: Mondelez Australia (2.1 Discrimination), Sunco Motors (2.1 Discrimination), Sir Walter Premium Lawn Turf (2.3 Violence), Sin City (2.4 Sex, sexuality and nudity) and Bras n'Things (2.4 Sex, sexuality and nudity).

In almost all cases, the proportion of the general public believing each advertisement was unacceptable increased after reading the relevant section of the Code.

#### Extent of Board decisions matching informed community opinion

Complaints against five of the 13 advertisements were upheld by the Board. When comparing the Board determinations against community opinions of the 13 advertisements, the survey results showed that opinions were not always aligned.

Of the 13 advertisements that were tested, the Board:

- Correctly upheld complaints against two advertisements that were deemed unacceptable by the community (Flat Rate Now and SBS);
- Correctly dismissed complaints against three advertisements that were deemed acceptable by the community (Crimsafe, AAMI and Chemist Warehouse);
- Conservatively upheld complaints against one advertisement that was deemed acceptable by the community (HTH Group), and a further two advertisements where community opinion was mixed (Mondelez Australia and Sir Walter Premium Lawn Turf);
- Dismissed complaints against two advertisements that were deemed unacceptable by the community (Calvin Klein and Kiss Kill), and a further three advertisements where community opinion was mixed (Sunco Motors, Sin City and Bras n'Things).

Table 3 shows the proportion of the general public who believed the advertisement should be permitted to be displayed/shown and the proportion who believed the advertisement should not be displayed/shown after reading the relevant section of the Code. The Table also displays the Board determination for each advertisement.

In terms of making comparisons between community opinion and Board determination, community opinion has been interpreted as being aligned or not aligned with the Board decisions according to the majority vote. For example, if the proportion of the community that feel the advertisement is unacceptable is significantly greater (statistically significant at 95% confidence level) than the proportion that feel it is acceptable, an alignment would be found between the Board decision and community opinion if the Board's 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.

#### Consistent difference between groups

Acceptability of the advertisements based on demographic factors (gender, age and education) were examined and are displayed in Table 22 below.

Across all 13 advertisements, only gender showed consistent variations in acceptability. Females were significantly more likely than males to consider all of the 13 advertisements to be unacceptable.

In terms of age, older respondents (45+) were significantly more likely to consider four of the 13 advertisements to be unacceptable compared to younger respondents (18-44). These included: Mondelez Australia, Calvin Klein, Sir Walter Premium Lawn Turf and SBS. On the other hand, younger respondents were significantly more likely to consider two of the 13 advertisements to be unacceptable compared to older respondents. These included: Sunco Motors and Crimsafe.

Examining differences in acceptability by education sub-groups, university educated participants were significantly more likely than average to consider four of the 13 advertisements unacceptable. These included: Mondelez Australia, Sunco Motors, Sin City and Kiss Kill.

Respondents with education up to Year 12 were significantly less likely than the average to consider Sin City unacceptable but significantly more likely to consider Sir Walter Premium Lawn Turf unacceptable.

**Table 4: Demographic variations in acceptability of each advertisement AFTER seeing the Code**

Advertisements	% Unacceptable AFTER seeing the Code								
	Total (n=1,249)	Gender		Age		Education			
		Male (n=597)	Female (n=652)	18-44 (n=595)	45+ (n=654)	Up to Year 12 (n=329)	VET (n=373)	Uni & post-grad (n=528)	Prefer not to answer (n=19*)
<b>2.1 Discrimination</b>									
Mondelez Australia Pty Ltd. (TV)	42%	37%↓	47%↑	32%↓	51%↑	38%	40%	46%↑	20%
Sunco Motors (TV)	44%	39%↓	49%↑	50%↑	39%↓	43%	40%	49%↑	25%
<b>2.2 Sexual Appeal – Minors / Degrading</b>									
Flat Rate Now (Poster)	66%	55%↓	78%↑	66%	66%	64%	63%	70%	55%
PVH Calvin Klein (Poster)	60%	49%↓	71%↑	53%↓	66%↑	64%	59%	59%	38%
<b>2.3 Violence</b>									
Sir Walter Premium Lawn Turf (TV)	44%	34%↓	53%↑	37%↓	51%↑	51%↑	43%	41%	13%
Crimsafe (TV)	12%	9%↓	15%↑	15%↑	9%↓	11%	12%	13%	23%
<b>2.4 Sex, Sexuality and Nudity</b>									
Sin City (Billboard)	40%	32%↓	48%↑	38%	42%	34%↓	39%	46%↑	8%
Kiss Kill (Instagram) – 18-34 year olds only	48%	39%↓	57%↑	48%	-	43%	44%	53%↑	26%
Bras n' Things (Poster)	42%	35%↓	48%↑	38%	45%	40%	42%	43%	13%
<b>2.5 Language</b>									
SBS (Poster)	68%	63%↓	72%↑	64%↓	72%↑	71%	65%	68%	54%
AAMI (TV)	16%	13%↓	19%↑	16%	15%	14%	17%	16%	0%
<b>2.6 Health and Safety</b>									
HTH Group (TV)	29%	24%↓	34%↑	28%	30%	30%	25%	32%	0%
Chemist Warehouse (TV)	30%	23%↓	35%↑	26%	33%	26%	31%	31%	17%

Prompted question text:

Q7C – Q9C. 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).

### Reactions to individual 2017 advertisements

In this section the results from each of the individual advertisements are broken down and discussed. Each section of the Code is presented and the advertisements relevant to each section of the Code are discussed.

#### Section 2.1 – Discrimination

*Mondelez Australia Pty Ltd.*

Format: TV

Complaint: Upheld

#### Qualitative reactions

Participants' unprompted reactions to the Mondelez advertisement were largely that it should NOT be allowed to be shown (in line with the Board determination). Following review of section 2.1 of the Code, participants' views remained mostly unchanged.

The advertisement was seen by many to be demeaning and racially discriminating (some also felt the advertisement was



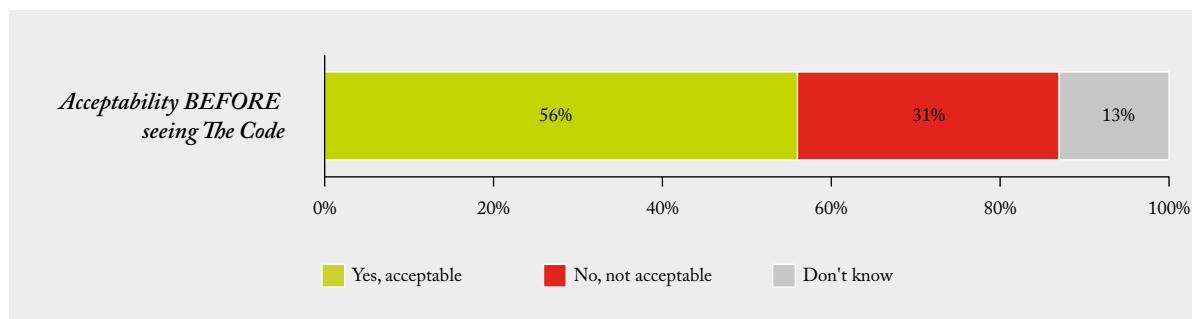
discriminatory in terms of having a disability or mental illness). Many also felt the advertisement was nonsensical and confusing – an ‘insult to people’s intelligence’ and could not see the relevance to the product.

Those who indicated the advertisement should be allowed to be shown felt it was funny and light-hearted. While they acknowledged that it was a ‘ridiculous’ advertisement, they did not consider it offensive or discriminatory – ‘lighten up – just a chocolate advertisement’.

### Quantitative results

Before being exposed to the Code, most (56%) of all respondents believed the content of the Mondelez Australia television advertisement was acceptable to broadcast on television (compared to 31% who believed it was unacceptable). This result is at odds with the decision by the Board to uphold the complaint. The most common reason respondents thought the advertisement was unacceptable to be broadcast on television before being exposed to the Code was that it is racially discriminating, offensive and demeaning.

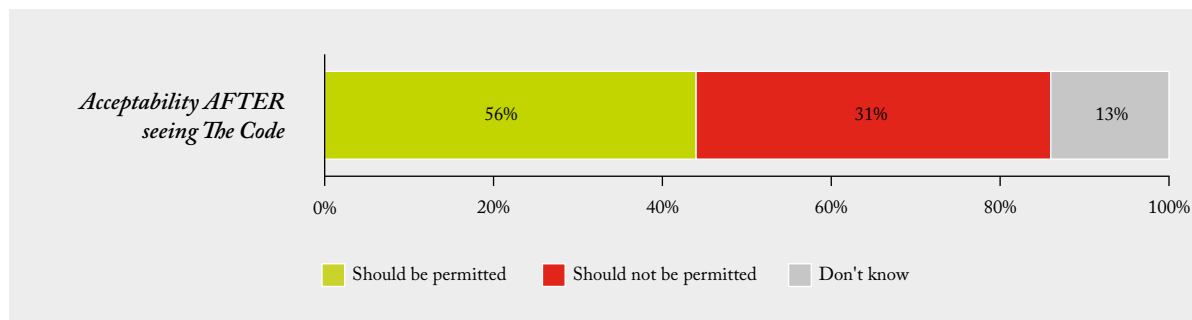
**Figure 1: Mondelez Australia Pty Ltd – Perceptions of acceptability before seeing the Code**



Q7A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response) Base= All respondents (N=828)

Following a description of section 2.1 of the Code – relating to discrimination, community opinion shifted in the direction of the Board, with 42% of all respondents indicating the Mondelez Australia television advertisement should not continue to be broadcast on television (an increase of 11%). Overall, however, community opinion was split as to whether the advertisement should be permitted or not (i.e. there was not a statistically significant majority view).

**Figure 2: Mondelez Australia Pty Ltd – Perceptions of acceptability after seeing the Code**



Q7C. Thinking back to the Cadbury television advertisement and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast. (Single response)  
Base= All respondents (N=828)

### Reasons for unacceptability before seeing the Code

As shown in Figure 3, the most common reason respondents thought the advertisement was unacceptable to broadcast on television (67%) before being exposed to the Code was that it is racially discriminating, offensive and demeaning:

*“It denigrates a racial group by making fun of the person’s accent”*

*“Obnoxious portrayal of ethnic minority”*

In addition, a number of respondents felt that the advertisement was irritatingly stupid (27%) and unintelligible (9%):

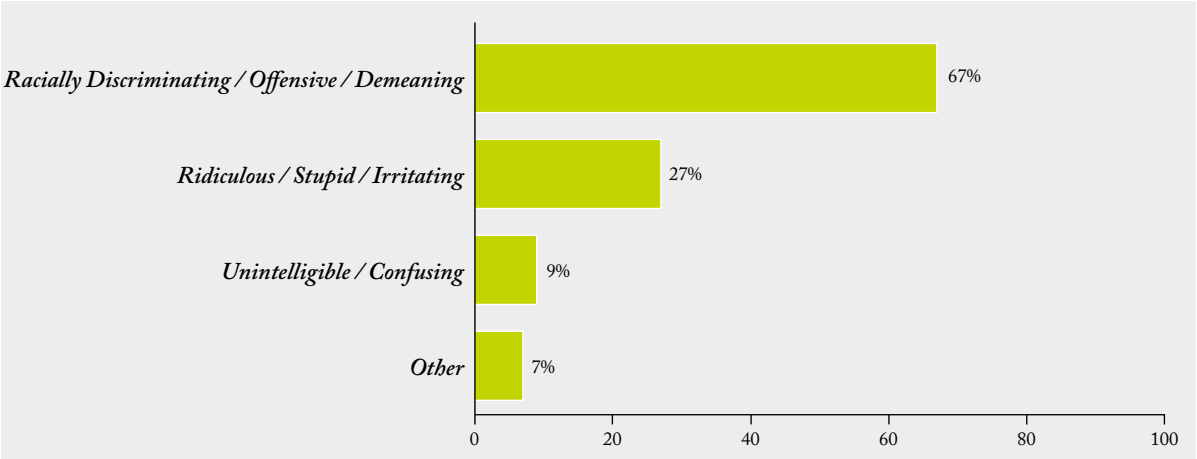
*“Annoying to listen to, and the mouth is also annoying to look at”*

*“It was difficult to understand his accent and I did not like his mouth movement. The whole advertisement was ridiculous and had nothing to do with the product”*

‘Other’ reasons (7%) included the following:

- Encouraging people to eat junk (*“Junk food is not the answer to stress”; “We will not overcome the obesity problem in Australia if we continue to advertise fattening products”*)

**Figure 3: Mondelez Australia Pty Ltd – Reasons for unacceptability before seeing the Code**



Q7B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=256)

Sunco Motors	Format: TV	Complaint: Dismissed
--------------	------------	----------------------

*Qualitative reactions*

Participants’ unprompted reactions to the Sunco Motors advertisement were largely that it should be allowed to be shown (in line with the Board determination). Following review of section 2.1 of the Code, participants’ views remained mostly unchanged.

While the previous advertisement was deemed offensive overall, this advertisement did not cross the line for most. Rather than perceiving the advertisement to be discriminatory, most thought it was relatively harmless and too silly to be offensive – ‘dopey advertisement but should be allowed’.

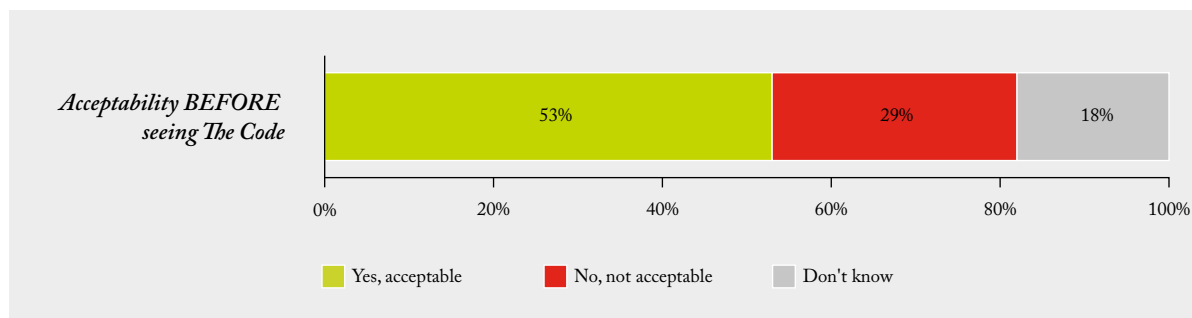
Those who indicated the advertisement should NOT be allowed to be shown thought it was a ‘racist dig at the Chinese’ – in breach of the Code, and a ‘mindless’ advertisement that was difficult to understand.

*Quantitative results*

Before being exposed to the Code, most (53%) of all respondents believed the content of the Sunco Motors television advertisement was acceptable to broadcast on television (compared to 29% who believed it was unacceptable). This result aligns with the decision by the Board to dismiss the complaint. As with the previous advertisement, the most common reason respondents thought the advertisement was unacceptable to be broadcast on television before being exposed to the

Code was that it is racially discriminating, offensive and demeaning.

**Figure 4: Sunco Motors advertisement – Perceptions of acceptability before seeing the Code**

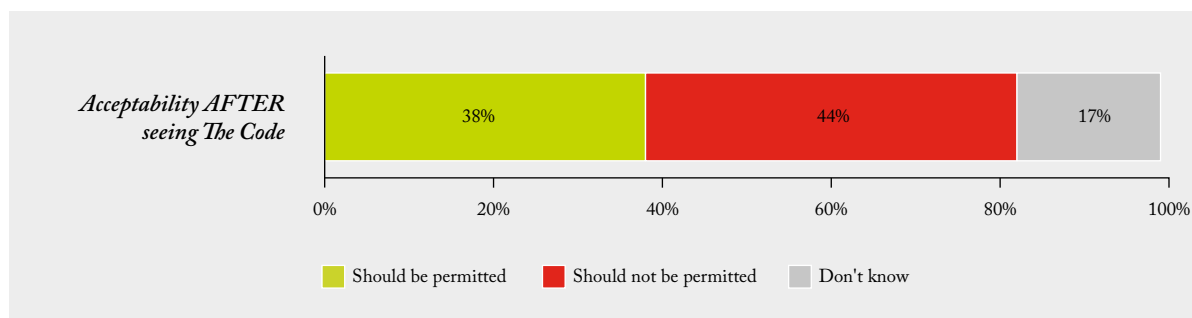


Q8A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)

Base= All respondents (N=832)

Following a description of section 2.1 of the Code – relating to discrimination, community opinion shifted conservatively (at odds with the Board), with 44% of all respondents indicating the content of the Sunco Motors advertisement should not be permitted to be shown on television (previously 29% - an increase of 15%) compared to 38% who indicated the advertisement should be permitted to be shown on television (previously 53% - a decrease of 15%).

**Figure 5: Sunco Motors advertisement – Perceptions of acceptability after seeing the Code**



Q8C. Thinking back to the Sunco Motors advertisement and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast. (Single response)

Base= All respondents (N=832)

#### **Reasons for unacceptability before seeing the Code**

As shown in Figure 6, the most common reason respondents thought the advertisement was unacceptable to broadcast on television (60%) before being exposed to the Code was that it is racially discriminating, offensive and demeaning:

*“It is demeaning to Chinese people and racist”*

*“Offensive as it stereotypes Asian people”*

In addition, a number of respondents felt that the advertisement was ridiculous (32%) and unintelligible (5%):

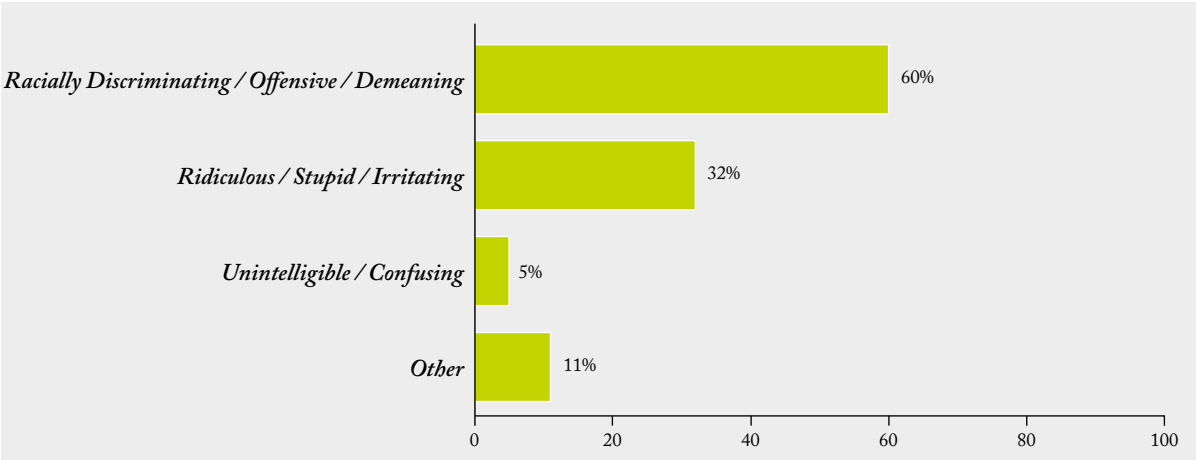
*“Some may think it’s racist, I just think it’s stupid and low brow comedy that could have been better thought through”*

‘Other’ reasons (11%) included the following:

- Aggressive behaviour (*“The Genie is rubbing the manager’s bald head. This could be invading someone’s personal space and legitimises touching in an aggressive like manner”*)
- Unprofessional

- Inappropriate clothing - red gown is worn by women in Chinese culture.

Figure 6: Sunco Motors advertisement – Reasons for unacceptability before seeing the Code



Q8B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=237)

Section 2.2

Flat Rate Now	Format: Poster (Magazine)	Complaint: Upheld
---------------	---------------------------	-------------------

Qualitative reactions

Participants’ unprompted reactions to the Flat Rate Now advertisement were largely that it should NOT be allowed to be shown (in line with the Board determination). Following review of section 2.2 of the Code, even more participants felt the advertisement should NOT be allowed and the complaint upheld.

The majority view was that the advertisement was unacceptable - overtly sexist, degrading and explicit. The image was seen to be totally unrelated to the product and a cheap way to garner attention.

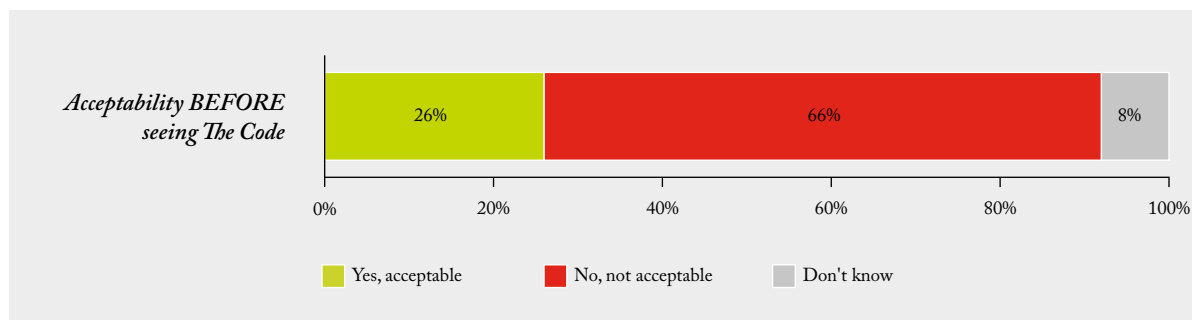
There was quite a strong view that the image was sending the wrong message to people, including minors. The use of semi-naked women in advertisements such as this were thought to be ‘archaic’, ‘tired and boring’. Some also commented on the innuendo associated with the image, for e.g. ‘Be in control’ and ‘Try it free’.

The minority of participants who indicated the advertisement should be allowed (mainly men) did not consider it to be degrading or offensive. Instead they felt the advertisement was reasonable given the intended audience – tradesmen.

Quantitative results

Before being exposed to the Code, the majority (66%) of all respondents believed the Flat Rate Now advertisement was unacceptable to appear in a magazine (compared to 26% who believed it was acceptable). This result aligns with the decision by the Board to uphold the complaint. The most significant reason respondents thought the advertisement was unacceptable before being exposed to the Code was that it is blatantly sexist and degrading to women.

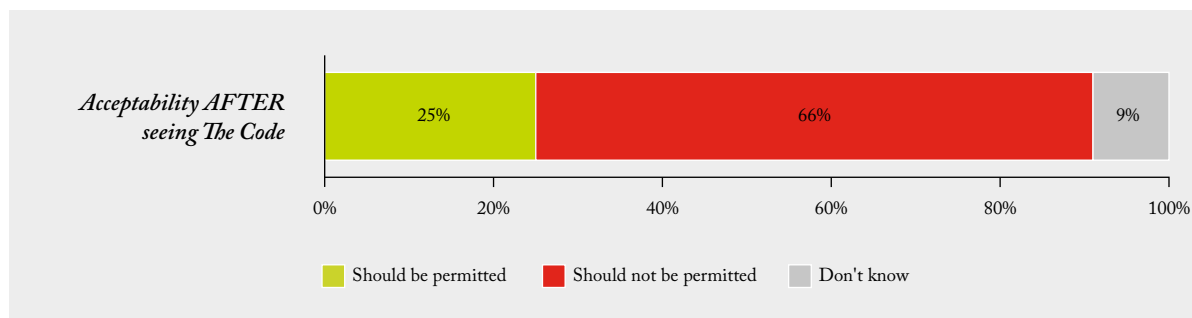
**Figure 7: Flat Rate Now – Perceptions of acceptability before seeing the Code**



Q9A. Do you believe it is acceptable for this advertisement to appear in a magazine? (Single response)  
Base= All respondents (N=835)

Following a description of section 2.2 of the Code – relating to sexual appeal (minors/degrading), overall community opinion remained unchanged, with a majority of 66% of all respondents indicating the Flat Rate Now advertisement should not be permitted compared to 25% of all respondents who indicated the advertisement should be permitted.

**Figure 8: Flat Rate Now – Perceptions of acceptability after seeing the Code**



Q9C. Thinking back to the Flat Rate Now advertisement and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed in a magazine. (Single response)  
Base= All respondents (N=835)

#### **Reasons for unacceptability before seeing the Code**

As shown in Figure 9 below, the most common reason respondents thought the advertisement was unacceptable (33%) before being exposed to the Code was that it is blatantly sexist and degrading to women.

*“Do you really need to ask? It’s 2017 and we are still objectifying women for tradie advertising”*

*“Incredibly sexist and demeaning to women”*

*“Sexist advertising which commodifies a woman’s body and lowers it to the level of a sexualised product”*

In addition, a number of respondents felt that the image had no relevance to the product advertised (31%) and is too sexually explicit to be displayed (27%), particularly if minors were exposed (12%).

*“The naked woman has no reason to be in the advertisement”*

*“The sexual content is totally unnecessary and doesn’t support the advertisement’s message at all”*

*“It is pornography”*

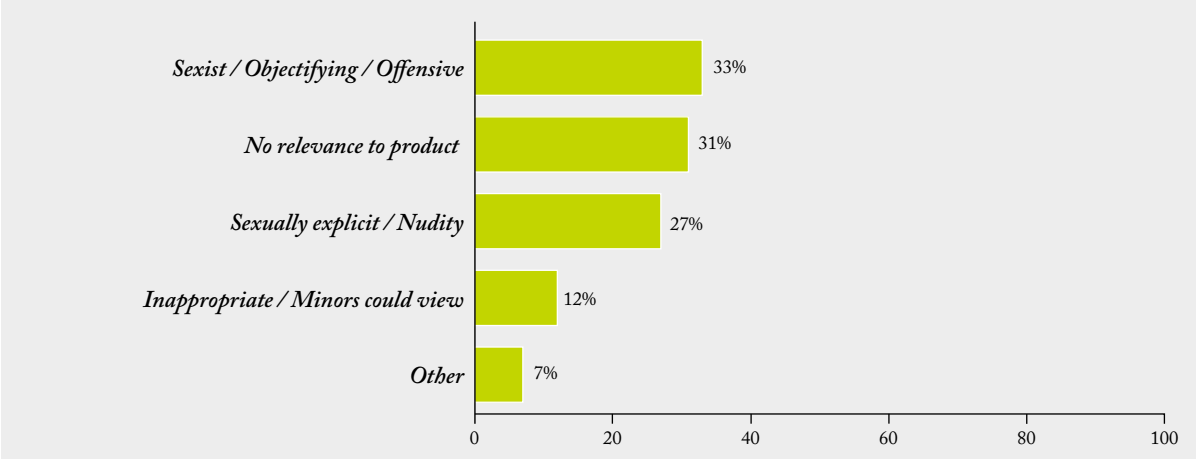
*“Too much nudity”*

*“Not good for young ones to see”*

‘Other’ reasons (7%) included the following:

- Desperate, low-brow advertising
- Tasteless

Figure 9: Flat Rate Now – Reasons for unacceptability before seeing the Code



Q9B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=548)

PVH Calvin Klein	Format: Poster	Complaint: Dismissed
------------------	----------------	----------------------

Qualitative reactions

Participants’ reactions to the Calvin Klein advertisement were somewhat more conservative following review of section 2.2 of the Code, with the majority indicating that it should NOT be allowed to be shown (at odds with the Board determination).

Younger participants were less likely than older participants to oppose the advertisement. Those who opposed the advertisement felt that the bottom two images were degrading, portraying ‘teens / pre-teens in suggestive poses’. The third image (on the bottom of the poster) was seen to be particularly explicit and was the main reason why most felt the complaint should be upheld.

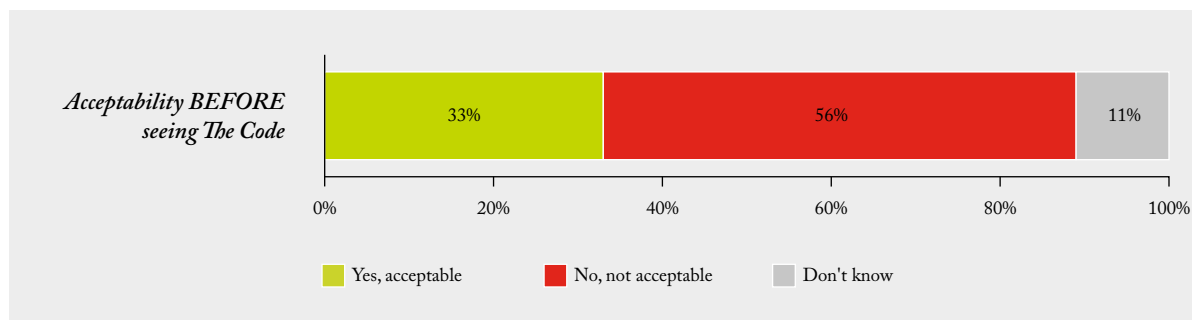
Even those who indicated that the advertisement should be allowed felt that the second and third images were ‘borderline’. The first image, on the other hand, was seen to be perfectly acceptable – professional and ‘iconic Calvin Klein’.

There was considerable discussion about the location of the poster and the potential for it to be exposed to minors. While a poster within the store (not outward facing) was thought to be acceptable, an outward facing poster in a shopping centre could potentially be seen by minors– this was a factor for some participants when deciding to uphold the complaint.

Quantitative results

Before being exposed to the Code, most respondents (56%) believed the Calvin Klein poster was unacceptable (compared to 33% who believed it was acceptable). This result is at odds with the decision by the Board to dismiss the complaint. The most common reason respondents thought the advertisement was unacceptable was the sexually provocative nature of the images (particularly the third, lowest image).

Figure 10: PVH Calvin Klein – Perceptions of acceptability before seeing the Code

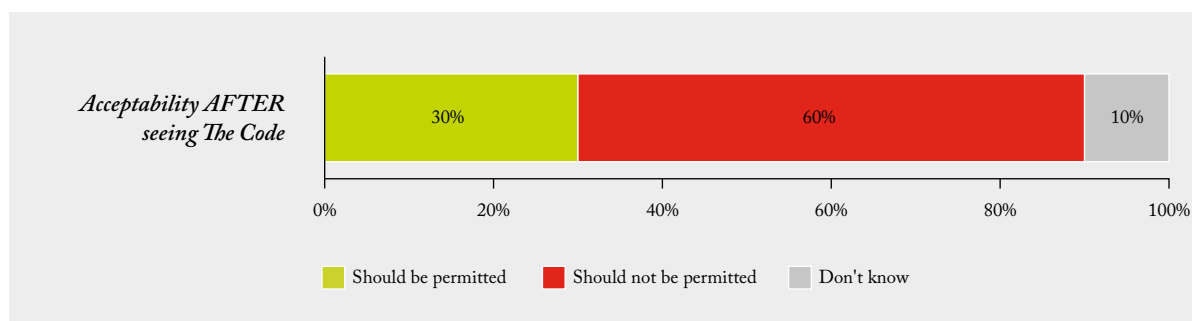


Q10A. Do you believe it is acceptable to display this advertisement on a poster? (Single response)

Base= All respondents (N=836)

Following a description of section 2.2 of the Code – relating to sexual appeal (minors / degrading), overall community opinion remained largely the same (and still at odds with the Board), with 60% of all respondents indicating the Calvin Klein advertisement should not be permitted (previously 56% - an increase of 4%) compared to 30% of all respondents indicating the advertisement should be permitted (previously 33% - a decrease of 3%).

Figure 11: PVH Calvin Klein – Perceptions of acceptability after seeing the Code



Q10C. Thinking back to the Calvin Klein advertisement and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster. (Single response)

Base= All respondents (N=836)

#### Reasons for unacceptability before seeing the Code

As shown in Figure 12 below, the most common reason respondents thought the advertisement was unacceptable (65%) before being exposed to the Code was the sexually provocative nature of the images (particularly the third, lowest image).

*“Women in too intimate poses. Who wants to see anyone’s privates while out shopping? Not many, I suspect”*

*“Over-sexualised images of females, the models look very young too. It is basically child soft porn”*

A number of respondents also indicated that the advertisement is sexist and demeaning to women (19%) and inappropriate particularly as minors could be exposed (13%).

*“A couple of the photos seem more about the woman than the clothing. It just seems overly sexual and kind of sexist”*

*“Its crude and sexist”*

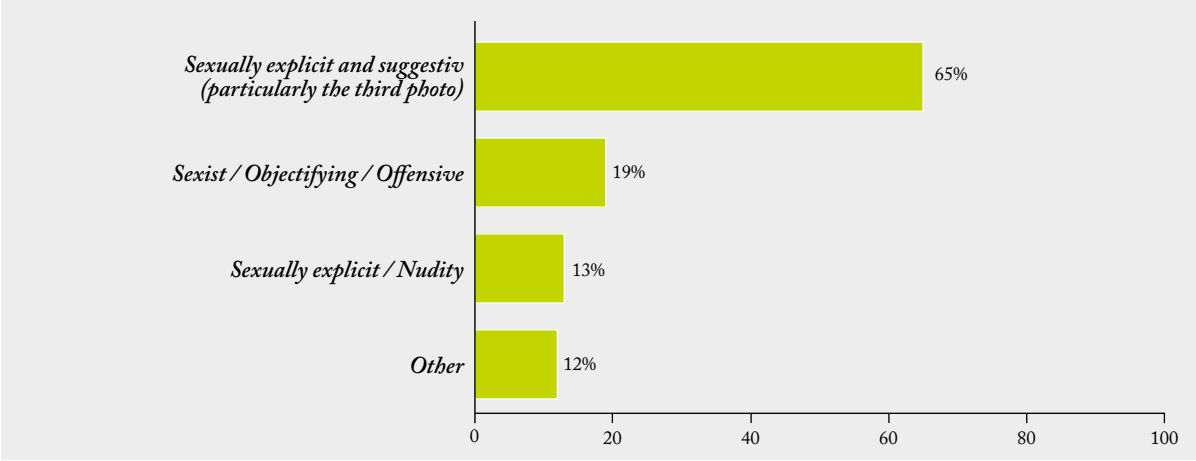
*“Too revealing to children to see in a shopping centre”*

‘Other’ reasons (12%) included the following:

- Models look like minors (“The model in one photo looks like a child”)

- Cheap, tacky (“Not tasteful. Not flattering to women”)
- Advertising thin bodies (“Encourage body type issues for girls. The real girls who wear undies not all skinny”)

Figure 12: PVH Calvin Klein – Reasons for unacceptability before seeing the Code



Q10B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=471)

Section 2.3

Sir Walter Premium Lawn Turf	Format: TV	Complaint: Upheld
------------------------------	------------	-------------------

Qualitative reactions

Participants’ unprompted reactions to the Sir Walter Premium Lawn Turf advertisement were largely that it should be allowed to be shown (at odds with the Board determination). After reviewing section 2.3 of the Code, a number of participants changed their position; however the majority still felt the advertisement should be allowed to be shown.

Although most thought the advertisement was stupid and dramatic, it was not seen to be in breach of the Code in relation to violence. Rather, the advertisement was thought to be inoffensive and humorous.

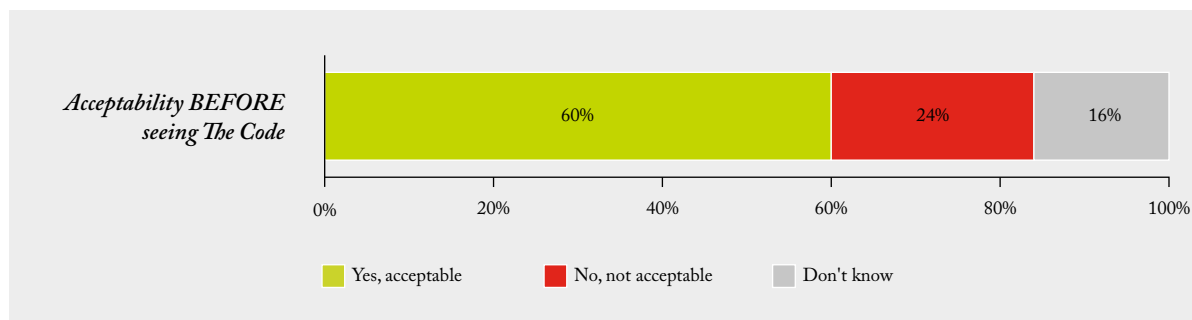
Those who felt the complaint should be upheld felt that the opening scene (shoving grass into the man’s mouth) did cross the line and associated it with bullying. Some expressed concern that minors could be negatively influenced by the advertisement. Some words used to describe the advertisement were ‘confronting’, ‘forceful’, ‘dangerous’ and ‘raucous’.

Quantitative results

Before being exposed to the Code, most respondents (60%) believed the Sir Walter advertisement was acceptable (compared to 24% who believed it was unacceptable). This result is at odds with the decision by the Board to uphold the complaint. The most common reason respondents thought the advertisement was unacceptable before being exposed to the Code was that it depicts violence and bullying.



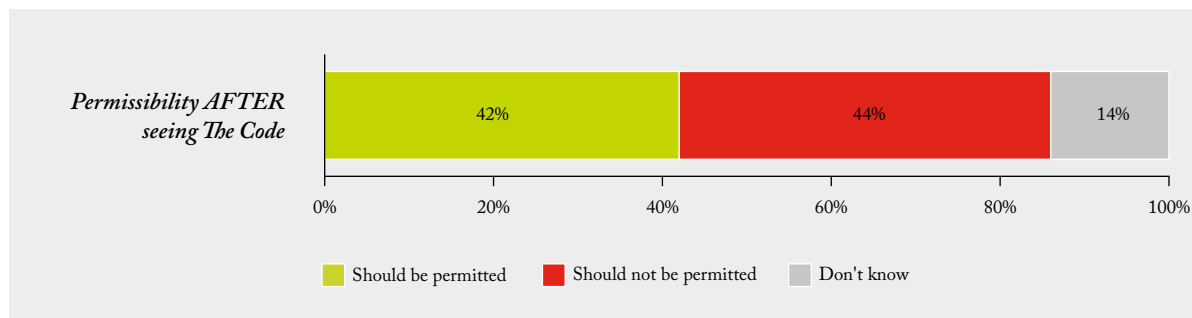
Figure 13: Sir Walter Premium Lawn Turf – Perceptions of acceptability before seeing the Code



Q11A. Do you believe it is acceptable to show this advertisement on television? (Single response)  
Base= All respondents (N=835)

Following a description of section 2.3 of the Code – relating to violence, overall community opinion shifted considerably (in line with the Board), with 44% of all respondents indicating the Sir Walter advertisement should not be permitted (previously 24% - an increase of 20%), compared to 42% of all respondents who indicated the advertisement should be permitted (previously 60% - an increase of 18%). Overall, however, this resulted in community opinion being split as to whether the advertisement should be permitted or not.

Figure 14: Sir Walter Premium Lawn Turf – Perceptions of permissibility after seeing the Code



Q11C. Thinking back to the Sir Walter Premium Lawn Turf advertisement and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television (Single response)  
Base= All respondents (N=835)

#### Reasons for unacceptability before seeing the Code

As shown in Figure 15 below, the most common reason respondents thought the advertisement was unacceptable (32%) before being exposed to the Code was that it depicts violence and bullying.

*“It is too aggressive to the man that they shove grass into his mouth”*

*“Think it is humiliating to the person being given grass – and it is physical abuse which could be copied”*

*“I don’t think it is good for our society to have advertisements that promote making fun of people (especially men, who are often made to look stupid in advertisements)”*

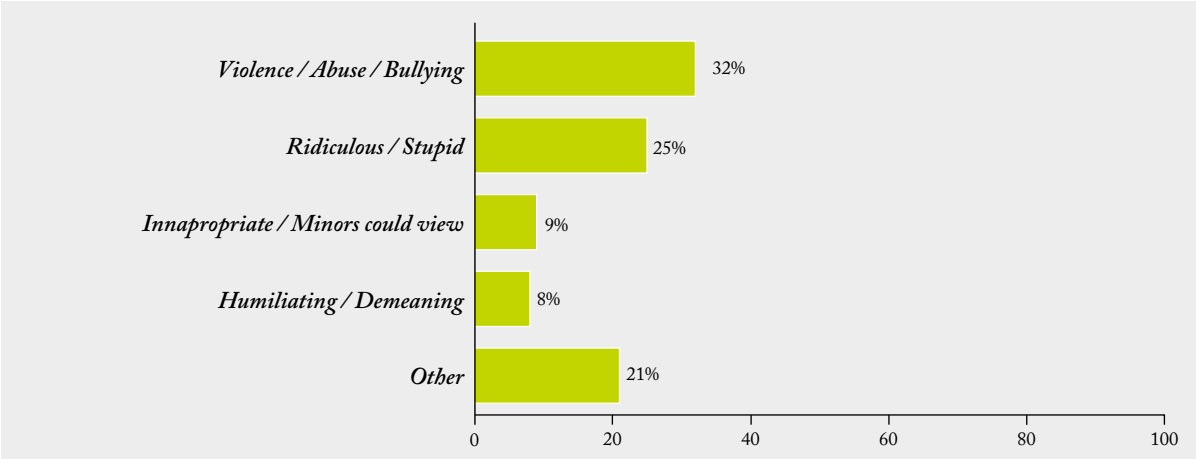
In addition, a number of respondents indicated that the advertisement was ridiculously stupid (25%), inappropriate for minors (9%) and demeaning (8%).

‘Other’ reasons (21%) included the following:

- Unclear what the advertisement is trying to sell (“I don’t know what they want to sell, the lawn solution or BBQ, or just want to say something about the man”)

- Confusing, e.g. what does ‘DNA certified’ mean?
- Too much going on
- Shows drinking of alcohol
- Portrays negativity

Figure 15: Sir Walter Premium Lawn Turf – Reasons for unacceptability before seeing the Code



Q11B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=195)

Crimsafe	Format: TV	Complaint: Dismissed
----------	------------	----------------------

Qualitative reactions

Participants’ unprompted reactions to the Crimsafe advertisement were largely that it should be allowed to be shown (in line with the Board determination). After reviewing section 2.3 of the Code, a number of participants changed their position; however the majority still felt the advertisement should be allowed to be shown.

Most participants thought the advertisement was relevant and topical, depicting real concerns around crime and safety, and powerful in raising awareness around crime prevention - ‘can’t be too careful’.

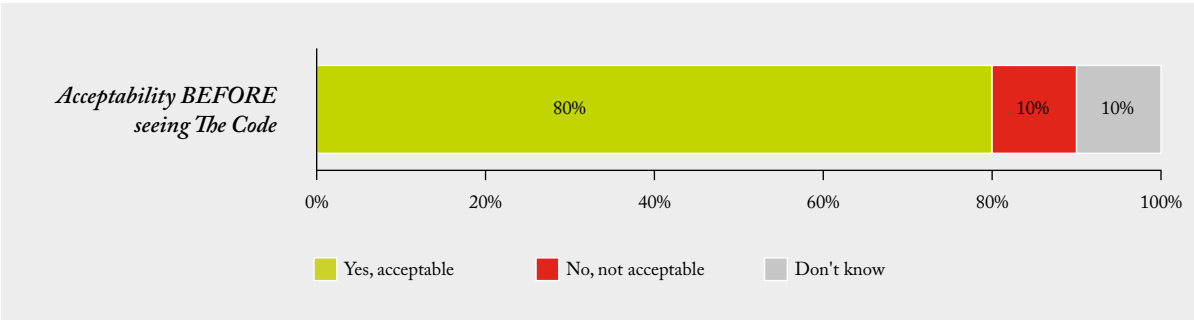
Most either rejected that there was violence presented in the advertisement or felt that the violence was totally justifiable (as with certain Government advertisements aimed at prevention, e.g. Domestic Violence, drug addiction, etc.) in order to raise awareness and reduce complacency around crime prevention. The advertisement was especially well-received in regional areas such as Wagga Wagga where break-ins were said to be a significant issue in their community.

Those who opposed the advertisement felt that its portrayal of violence was equivalent to scare mongering, and particularly scary for children watching television. Some also noted that there was no clear product revealed.

Quantitative results

Before being exposed to the Code, the majority of respondents (80%) believed the Crimsafe television advertisement was acceptable (compared to 10% who believed it was unacceptable). This result is in line with the decision by the Board to dismiss the complaint. The most common reason for respondents thinking the advertisement was unacceptable before being exposed to the Code related to the frightening nature of the advertisement, equated to ‘fear mongering’.

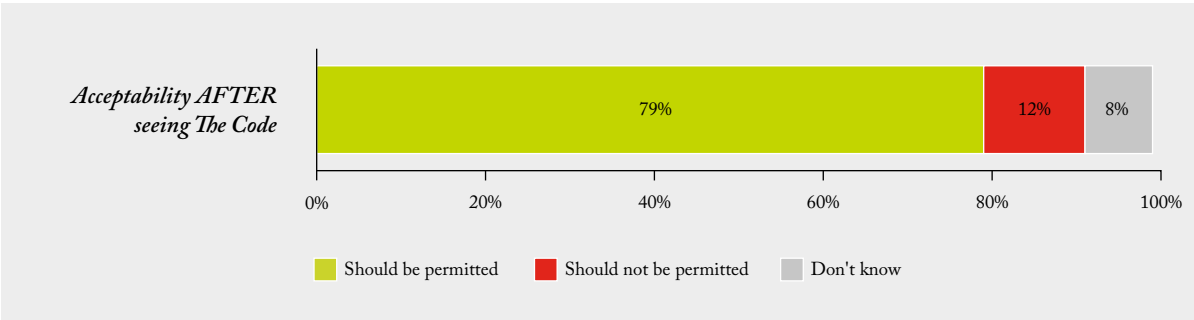
Figure 16: Crimsafe – Perceptions of acceptability before seeing the Code



Q12A. Do you believe it is acceptable to show this advertisement on television? (Single response)  
Base= All respondents (N=836)

Following a description of section 2.3 of the Code – relating to violence, community opinion remained largely the same (in line with the Board), with a majority of 79% of all respondents indicating the Crimsafe advertisement should be permitted (previously 80% - a decrease of 1%) compared to 12% of all respondents indicating the advertisement should not be permitted (previously 10% - an increase of 2%).

Figure 17: Crimsafe – Perceptions of acceptability after seeing the Code



Q12C. Thinking back to the Crimsafe television advertisement and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television (Single response)  
Base= All respondents (N=836)

Reasons for unacceptability before seeing the Code

As shown in Figure 18 below, the most common reason for respondents thought the Crimsafe television advertisement was unacceptable (33%) before being exposed to the Code related to the frightening nature of the advertisement, equated to ‘fear mongering’.

*“It gives me the creeps when it comes on! Imagine what it does to people who have had their homes invaded or burgled! Really scary for kids also”*

*“It encourages fear in the community”*

*“It’s blatant fear-mongering”*

In addition, a number of respondents indicated that the advertisement depicts a crime and could be promoting crime by influencing would-be burglars (24%).

*“Gives a bad impression. Encourages would-be burglars”*

*“I don’t think it is smart to show how to break in. There is enough of it without this instruction”*

*“Depicting crimes and showing how to do it is not on”*

Others felt the advertisement is inappropriate for children (12%) and some respondents pointed to the final bedroom scene as being particularly inappropriate (6%).

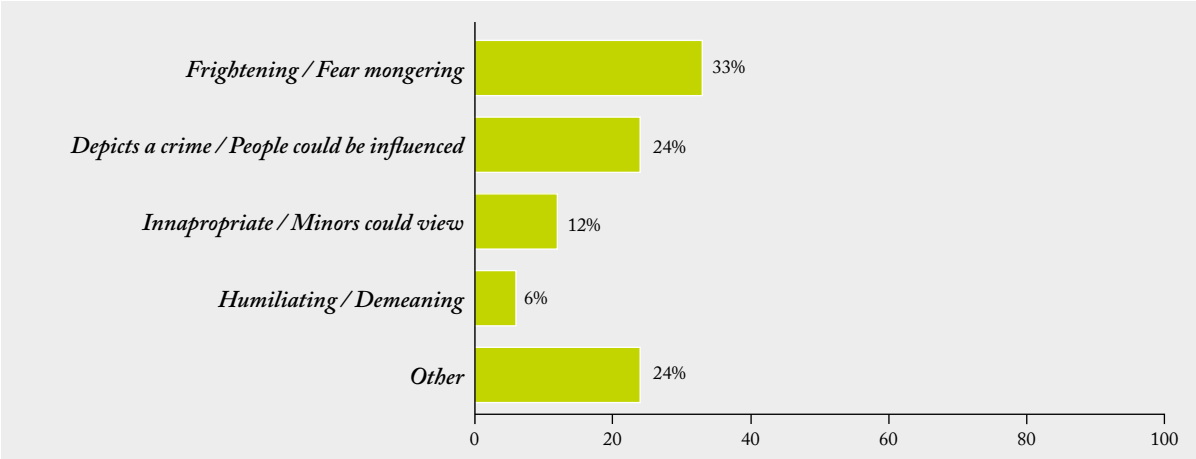
*“Insinuates awful things about to happen to a young girl”*

*“The child’s bedroom is overreach”*

‘Other’ reasons (24%) included the following:

- Better ways to promote this kind of product
- Suggest that the product is the only form of protection against crime
- Product not unique.

Figure 18: Crimsafe – Reasons for unacceptability before seeing the Code



Q12B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=83)

Hammonds Paints	Format: TV	Complaint: Dismissed
-----------------	------------	----------------------

Qualitative reactions

Participants’ unprompted reactions to the Hammonds Paints advertisement were largely that it should be allowed to be shown (in line with the Board determination) and did not change following review of section 2.3 of the Code.

Most laughed at the suggestion of violence in this advertisement (woman kicking the man). Instead, they felt the advertisement was harmless and realistic, reflecting normal day to day interactions with a spouse.

Very few commented on the ‘kick’ upfront. Those that did associated it with harassment and domestic violence. The advertisement was also seen to be vague and mundane.

## Section 2.4

*Honey Birdette*

Format: Poster

Complaint: Upheld

*Qualitative reactions*

Participants' unprompted reactions to the Honey Birdette advertisement were mixed with no clear majority (i.e. more than 8 votes). Following review of section 2.4 of the Code, opinions shifted somewhat with a majority indicating the advertisement should NOT be allowed.

Those who indicated the advertisement should be allowed thought it was perfectly reasonable for a lingerie company to target their audience (i.e. 'open minded adults') in such a way. Also, for these participants (men and women alike), the advertisement was considered to be somewhat tasteful and inoffensive - 'not as bad as other things out there'.

Those who indicated the advertisement should NOT be allowed felt it was sexually overt / provocative ('selling sex', 'too slutty'). The 'Unwrap me' title was seen as tacky and sexually suggestive. Many also had concerns about minors being exposed to the advertisement.

It should be noted that quite a few participants had reservations about this advertisement even though they ultimately felt the advertisement should be allowed and the complaint dismissed. These reservations related to the advertisement being 'a bit too explicit' and its potential exposure to minors.

*Sin City*

Format: Outdoor Billboard

Complaint: Dismissed

*Qualitative reactions*

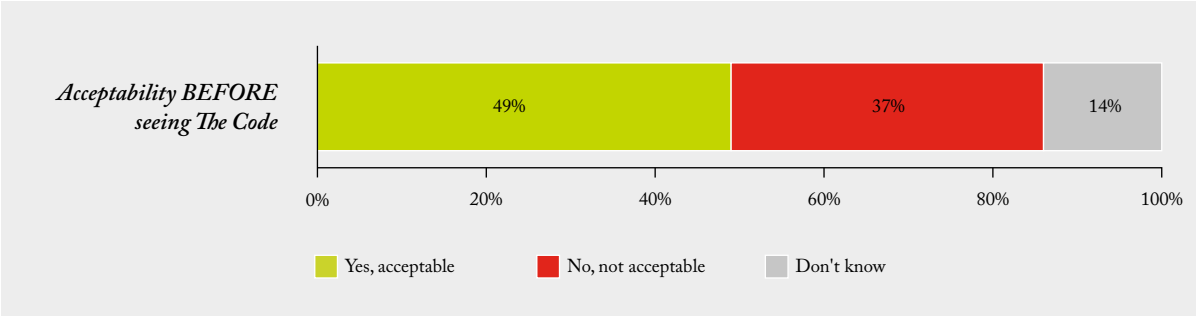
The majority of participants were comfortable with the billboard being shown, even after review of section 2.4 of the Code (in line with the Board determination). The image of the cocktail waitress was not seen to be sexually overt or inappropriate – rather, it was seen to be relatively mild and in line with what you would reasonably expect to see at the Gold Coast (home of the meter maids). Nightclub billboards in Melbourne's CBD were mentioned by some to be far more provocative.

The minority of participants who opposed the advertisement felt that it seemed more like an advertisement for a brothel than a nightclub (advertising 'sin' – selling sex) and was therefore inappropriate for minors to be exposed via a billboard – 'for everyone to see'.

*Quantitative results*

Before being exposed to the Code, most respondents (49%) believed the Sin City billboard advertisement was acceptable (compared to 37% who believed it was unacceptable). This result is in line with the decision by the Board to dismiss the complaint. The most common reason respondents thought the advertisement was unacceptable before being exposed to the Code was that it is overly sexual.

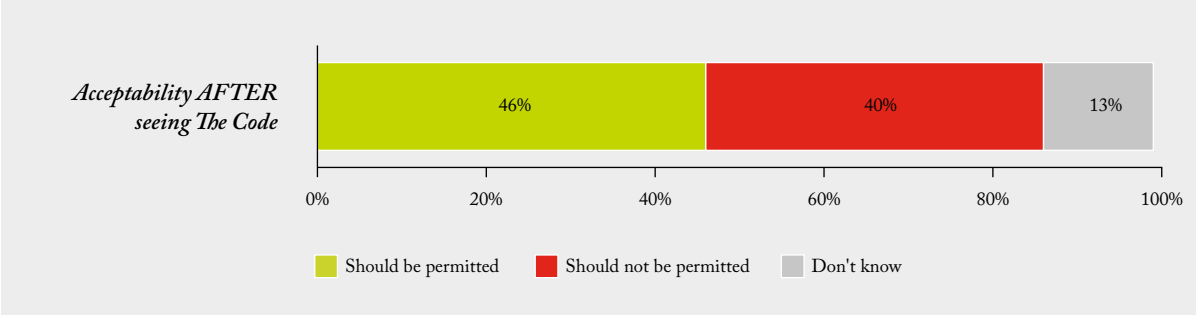
Figure 19: Sin City – Perceptions of acceptability before seeing the Code



Q13A. Do you believe it is acceptable to show this advertisement on an outdoor billboard? (Single response)  
Base= All respondents (N=831)

Following a description of section 2.4 of the Code – relating to sex, sexuality and nudity, overall community opinion became somewhat more polarised, with 40% of all respondents indicating the Sin City advertisement should not be permitted (previously 37% – an increase of 3%) compared to 46% of all respondents who indicated the advertisement should be permitted (previously 49% – a decrease of 3%).

Figure 20: Sin City – Perceptions of acceptability after seeing the Code



Q13C. Thinking back to the Sin City billboard advertisement and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a billboard. (Single response)  
Base= All respondents (N=831)

Reasons for unacceptability before seeing the Code

As shown in Figure 21, the most common reason respondents thought the advertisement was unacceptable (39%) before being exposed to the Code was that it is overly sexual and not fit for public consumption on a billboard – particularly as minors are exposed to it (25%):

- “There is a message of sexual appeal”
- “Too revealing portrays women in a sexual way which is not appropriate”
- “There is no need for semi nudity on this billboard”
- “The waitress has been deliberately made to look too sexy and should not be on a poster for anyone to see”
- “The advertisement is in a public place, i.e., it is available to minors, and it is clearly promoting the possibility of sex or sexual activity”

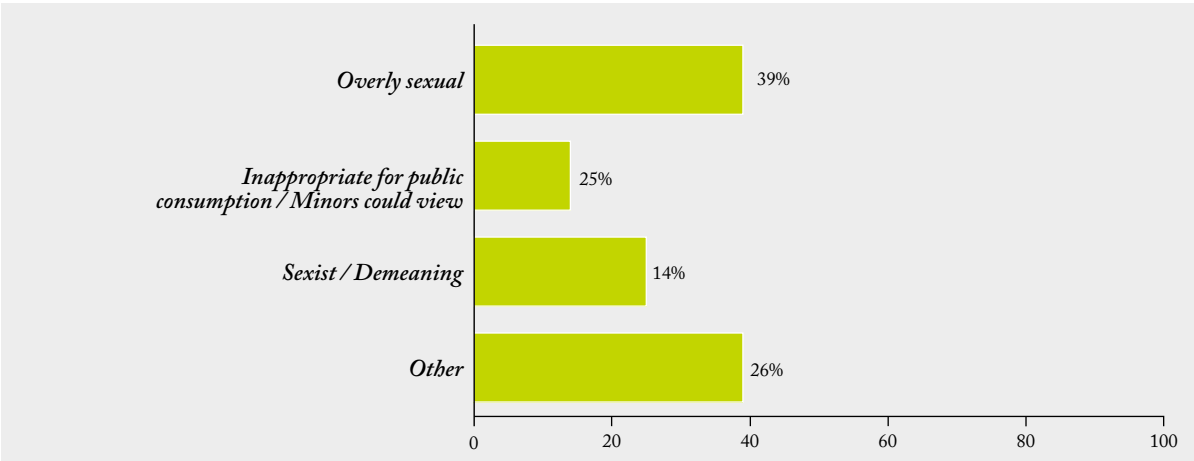
In addition, a number of respondents indicated that the advertisement is sexist and degrading (14%):

- "It's sexist and has a degrading message about women"*
- "Blatant sexual exploitation - e.g. the near total exposure of the woman's breasts"*
- "Marketing women as sex objects is unacceptable"*

'Other' reasons (26%) included the following:

- 'Sin City' connotations ("By using sin in its message it alludes to sex"; "The word sin encourages wrong"; "The very name suggests it is a place that does not need to be advertised in such a public place")
- Distracting to drivers ("I am not sure how many accidents that billboard would cause on the highway"; "It is too distracting for motorists")
- Promotes drinking ("It promotes alcohol and loose behaviour")
- Seems like an advertisement for a brothel ("It's an advertisement for a brothel by the sound of").

Figure 21: Sin City – Reasons for unacceptability before seeing the Code



Q13B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, those who believe the advertisement is not acceptable (N=309)

<i>Kiss Kill</i>	Format: Instagram	Complaint: Dismissed
------------------	-------------------	----------------------

Qualitative reactions

Most 18-34 respondents thought the advertisement was acceptable at both stages (in line with the Board determination) as the nudity was relevant to the brand and the product being advertised (lingerie). This advertisement was contrasted with the Flat Rate advertisement in that the pose of the model, while provocative, was seen to be in line with a lingerie advertisement and was relevant, whereas the nudity in the Flat Rate advertisement was seen to be unnecessary and gratuitous.

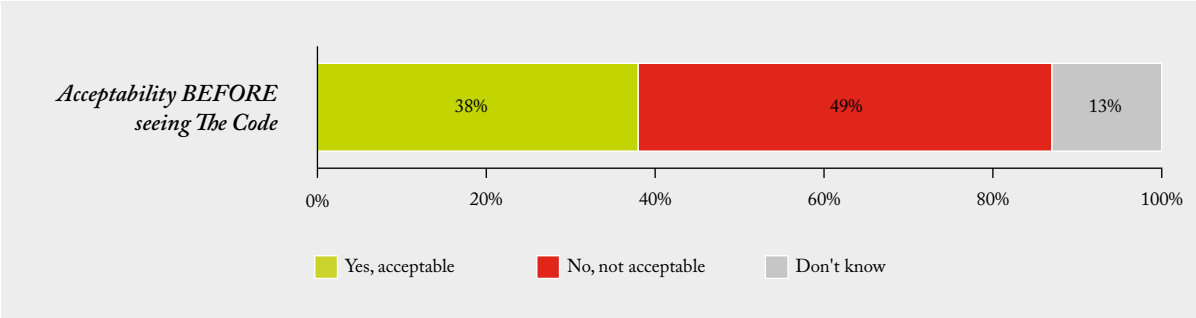
Participants also noted that because the advertisement was on Instagram, people would only be likely to see it if they had either followed that brand, or if they had looked at similar images already. Further, there was confidence in Instagram to only display this kind of material to age-appropriate (18+) individuals. Participants also mentioned that images of this nature were commonplace online, and that people would post similar pictures of themselves on Instagram.

However, a minority of participants felt that the Kiss Kill advertisement was 'extreme' in its nudity (particularly with the view of the model's bottom), using it to attract attention.

Quantitative results

Before being exposed to the Code, most 18-34 year old respondents (49%) believed the Kiss Kill Instagram advertisement was unacceptable (compared to 38% who believed it was acceptable). This result is at odds with the decision by the Board to dismiss the complaint. The most common reason respondents thought the advertisement was unacceptable before being exposed to the Code was the sexually explicit nudity.

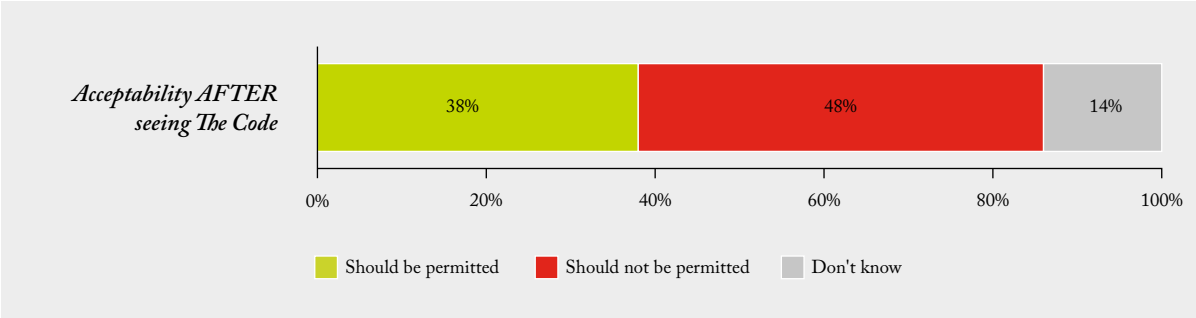
Figure 22: Kiss Kill – Perceptions of acceptability before seeing the Code



Q14A. Do you believe it is acceptable to show this advertisement online via Instagram? (Single response)  
Base= 18-34 year old respondents (N=377)

Following a description of section 2.4 of the Code – relating to sex, sexuality and nudity, the opinions of 18-34 year olds remained unchanged and still at odds with the Board.

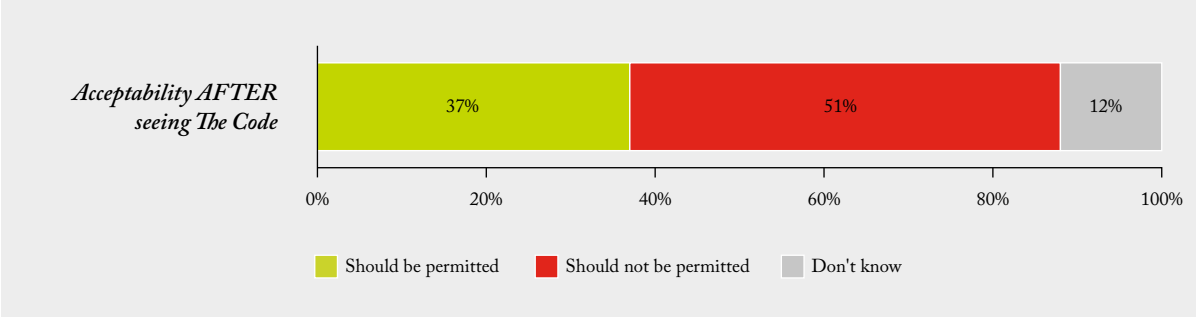
Figure 23: Kiss Kill – Perceptions of acceptability after seeing the Code



Q14C. Thinking back to the Kiss Kill Instagram advertisement and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown online via Instagram. (Single response)  
Base= 18-34 year old respondents (N=377)

Interestingly, Instagram users were just as likely to deem the advertisement unacceptable (51%) following review of the Code.

Figure 24: Kiss Kill – Perceptions of acceptability after seeing the Code (Instagram users)



Q14C. Thinking back to the Kiss Kill Instagram advertisement and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown online via Instagram. (Single response)  
Base= 18-34 year old Instagram users (N=154)



Reasons for unacceptability before seeing the Code

As shown in Figure 25, the most common reason respondents thought the advertisement was unacceptable (57%) before being exposed to the Code was the sexually explicit nudity.

*“It is too sexual and too revealing”*

*“This is soft pornography and an extent of nudity”*

*The sexually explicit nature of the advertisement was thought to be particularly inappropriate given that minors are able to use Instagram.*

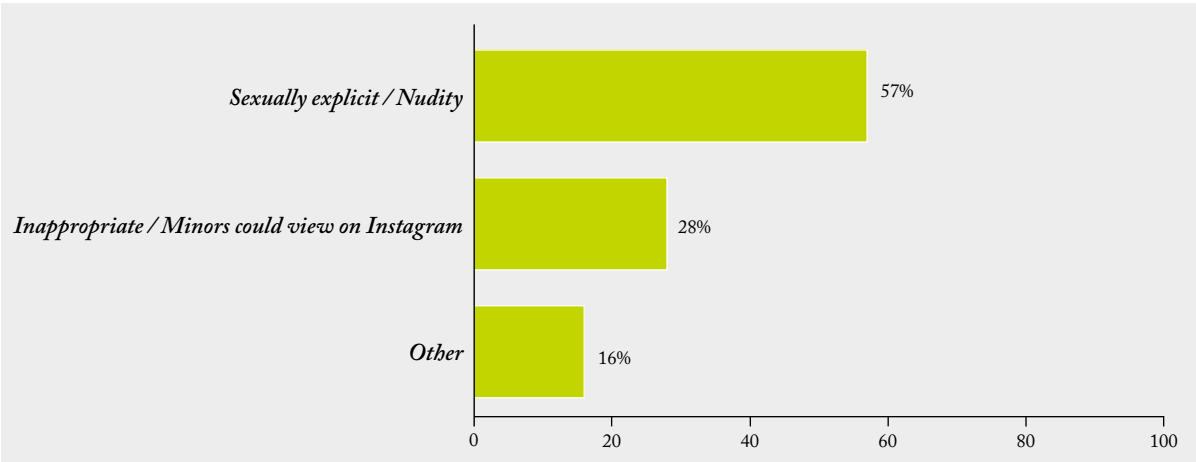
*“13 is way too young to have access to these types of photos”*

*“Due to Instagram being accessible to ages 13 and above it is not appropriate since it is too sexually orientated to be displayed to 13 year olds which may be influenced by it”*

‘Other’ reasons (16%) included the following:

- Offensive / degrading to women (“It is humiliating and embarrassing to other women”)
- Improper / indecent.

Figure 25: Kiss Kill – Reasons for unacceptability before seeing the Code



Q14B. [If unacceptable] How come? (Open ended)

Base: Before review of the Code, 18-34 year old respondents who believe the advertisement is not acceptable (n=184)

Bras n' Things	Format: Poster	Complaint: Dismissed
----------------	----------------	----------------------

Qualitative reactions

Participants' unprompted reactions to the Bras n' Things advertisement were largely that it should be allowed to be shown (in line with the Board determination) and did not change following review of section 2.4 of the Code.

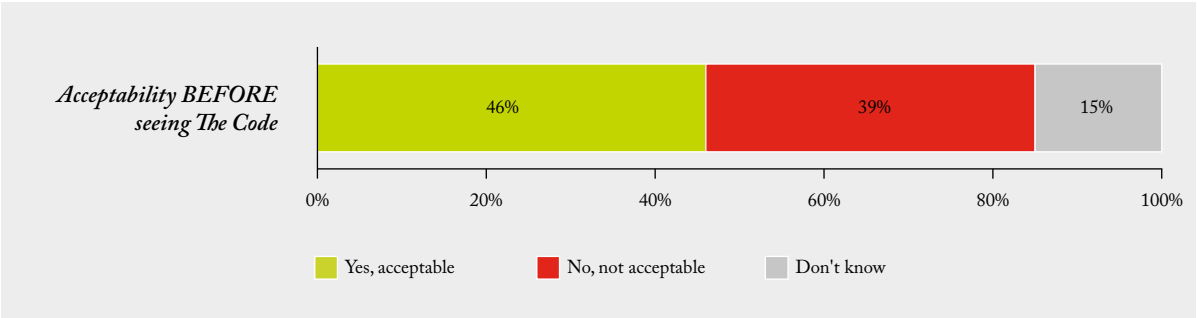
For the most part the image was seen to be tasteful and professional - not sexually overt or tacky (contrasted with Honey Birdette and the third image of the Calvin Klein advertisement). Participants felt the advertisement fell within the bounds of what one would reasonably expect to see marketed by a lingerie company - 'how do you advertise without showing lingerie?'

The minority who opposed the advertisement felt it was provocative (some commented on the suspenders), particularly as minors could potentially be exposed as they pass by a store poster in a shopping centre.

Quantitative results

Before being exposed to the Code, most respondents (46%) believed the Bras n' Things poster advertisement was acceptable (compared to 39% who believed it was unacceptable). This result is in line with the decision by the Board to dismiss the complaint. The most common reason respondents thought the advertisement was unacceptable before being exposed to the Code was its revealing and sexually explicit nature.

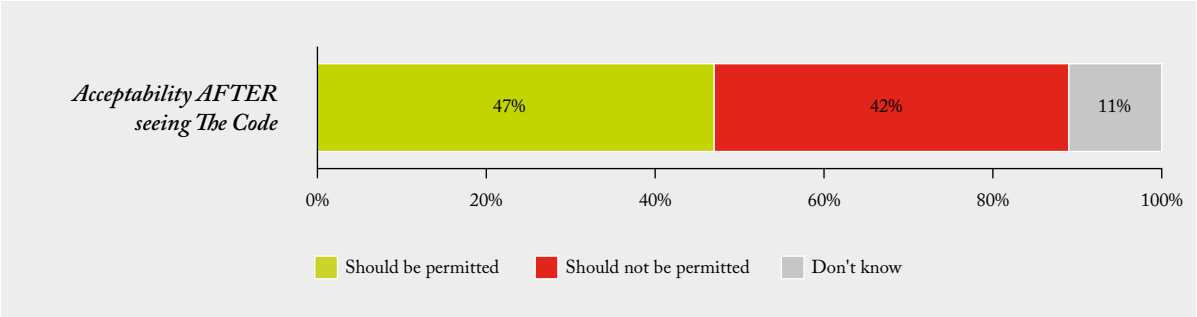
Figure 26: Bras n' Things – Perceptions of acceptability before seeing the Code



Q15A. Do you believe it is acceptable to display this advertisement on a poster? (Single response)  
Base= All respondents (N=832)

Following a description of section 2.4 of the Code – relating to sex, sexuality and nudity, overall community opinion shifted slightly with 47% of all respondents indicating the Bras n' Things advertisement should be permitted (previously 46% - an increase of 1%) and 42% indicating the advertisement should not be permitted (previously 39% - an increase of 3%). This difference was not statistically significant.

Figure 27: Bras n' Things – Perceptions of acceptability after seeing the Code



Q15C. Thinking back to the Bras n' Things poster advertisement and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster. (Single response)  
Base= 18-34 year old respondents (N=832)

*Reasons for unacceptability before seeing the Code*

As shown in Figure 28 below, the most common reason respondents thought the advertisement was unacceptable (49%) before being exposed to the Code was its revealing and sexually explicit nature.

The advertisement was also thought to be inappropriate given its location and potential exposure to minors (26%), and that it was demeaning to women (20%).

*"It's sexual in nature and young people may be exposed"*

*"Would really depend where the poster is displayed, in a public place it would be unsuitable as it is sexist, in a fashion shop it may be acceptable"*

*"Posters can be available to all audiences (i.e. can't stop young kids seeing it). I think it's a little too racy"*

*"Not in the front window of a store. It is obviously advertising underwear which is fine, but there is too much sexualisation on display these days. Put it inside the store"*

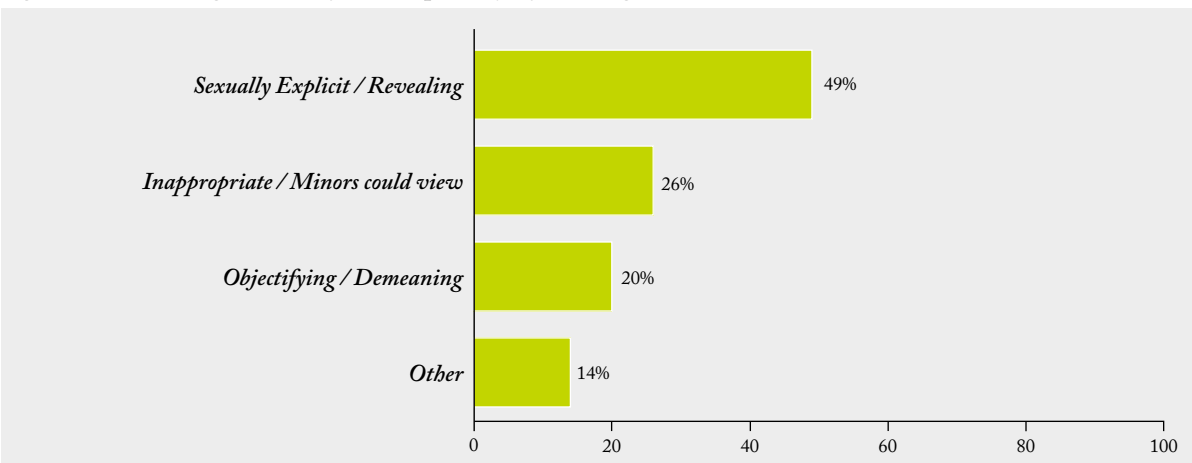
*"Selling sex and put a woman into the role of sex object"*

*"Grubby, exploits women, wrong image for girls"*

'Other' reasons (14%) included the following:

- Unclear exactly what is being advertised
- Should only be shown inside the store – not for general public consumption
- Model looks like a minor
- Resembles an advertisement for a brothel.

**Figure 28: Bras n'Things – Reasons for unacceptability before seeing the Code**



Q15B. [If unacceptable] How come? (Open ended)

Base: Before review of the Code, all respondents who believe the advertisement is not acceptable (N=325)

Section 2.5

SBS	Format: Poster	Complaint: Upheld
-----	----------------	-------------------

Qualitative reactions

Participants’ reactions to the SBS advertisement were mixed, with no clear majority both before and after review of section 2.5 of the Code. This polarisation was largely driven by age, in that younger participants tended not to have any issue with the advertisement.

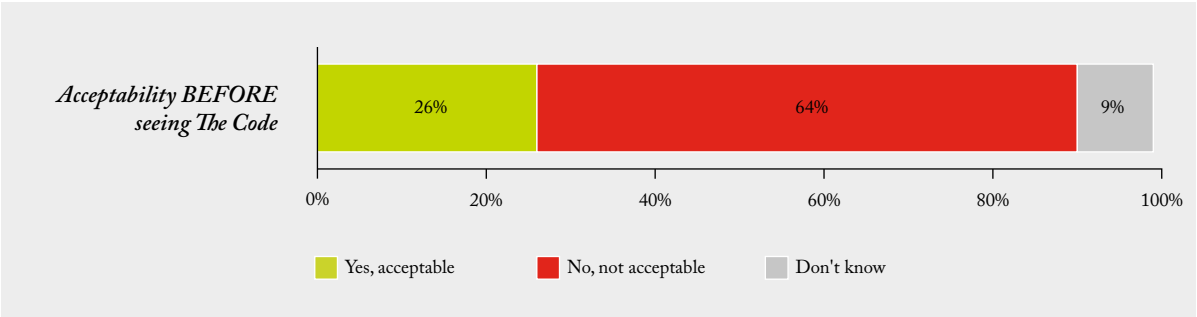
Participants opposed to the advertisement felt the language was obscene and unnecessary, with the asterisk not helping to soften views. These participants tended to be older and suggested a softening of the language (e.g. to ‘gosh’ or ‘man’, that’s delicious).

Those who indicated the advertisement should be allowed thought it was humorous and inoffensive (‘swearing is commonplace’). The use of language was not seen to be out of line given Viceland is not a mainstream channel and is intended for a specific audience – young people.

Quantitative results

Before being exposed to the Code, the majority of respondents (64%) believed the SBS poster advertisement was unacceptable (compared to 26% who believed it was acceptable). This result is in line with the decision by the Board to uphold the complaint. The most common reason respondents thought the advertisement was unacceptable was the use of strong and offensive language.

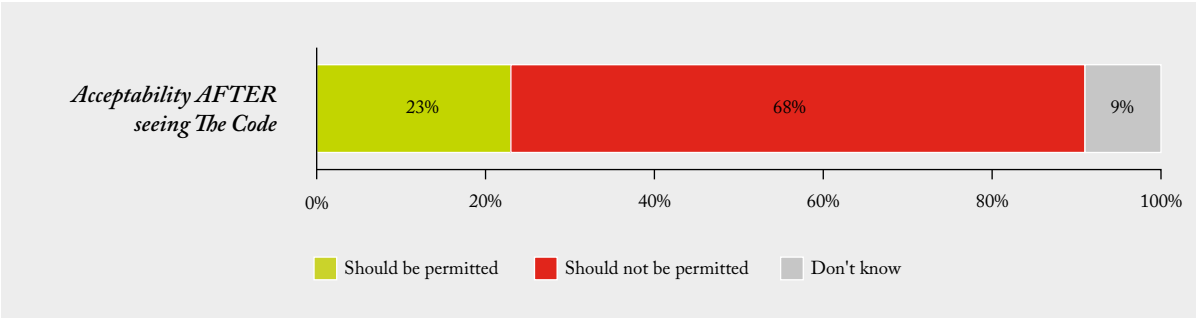
Figure 29: SBS – Perceptions of acceptability before seeing the Code



Q16A. Do you believe it is acceptable to display this advertisement on a poster? (Single response)  
Base= All respondents (N=836)

Following a description of section 2.5 of the Code – relating to language, overall community opinion remained largely unchanged, with 68% of all respondents indicating the SBS advertisement should not be permitted (previously 64% - an increase of 4%) and 23% indicating the advertisement should be permitted (previously 26% - a decrease of 3%).

Figure 30: SBS – Perceptions of acceptability after seeing the Code



Q16C. Thinking back to the SBS poster advertisement and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster. (Single response)  
Base= All respondents (N=836)

*Reasons for unacceptability before seeing the Code*

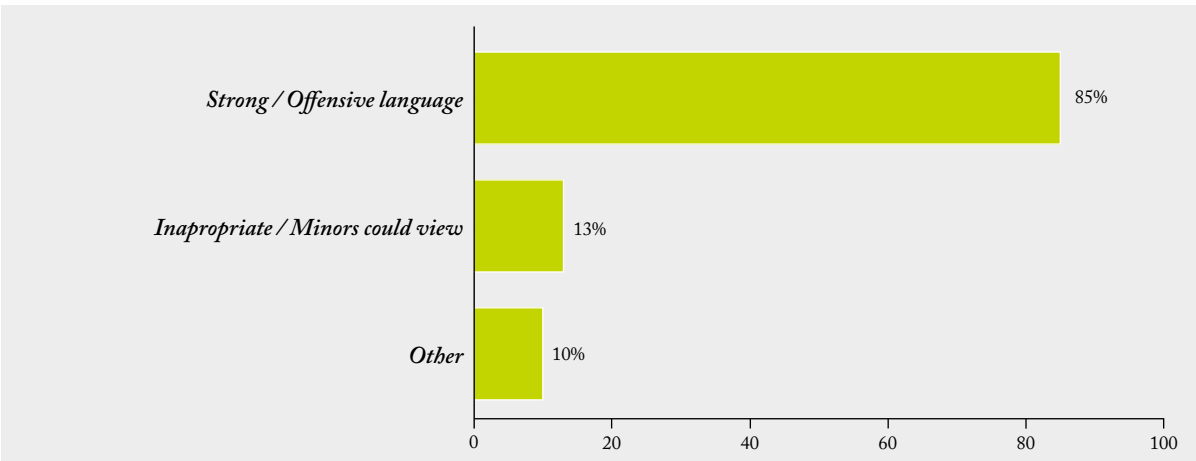
As shown in Figure 31 below, the most common reason respondents thought the advertisement was unacceptable (85%) was the use of strong and offensive language, which was seen to be particularly inappropriate for minors (13%).

- “Implies unacceptable social language”*
- “Language offensive even though miserable attempt to change”*
- “There’s enough bad language spoken without encouraging it!”*
- “It encourages swearing/glorifies foul language especially to impressionable pre-teens”*
- “It’s vulgar advertising encouraging the young to swear”*

‘Other’ reasons (10%) included the following:

- Swearing unnecessary / could use other words (“Why is it necessary to use that word? There are other adjectives in the dictionary”)
- Not a good look for SBS or channel
- Rough looking character – beard and tattoos.

Figure 31: SBS – Reasons for unacceptability before seeing the Code



Q16B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, all respondents who believe the advertisement is not acceptable (N=544)

AAMI (TV)	Format: TV	Complaint: Dismissed
-----------	------------	----------------------

Qualitative reactions

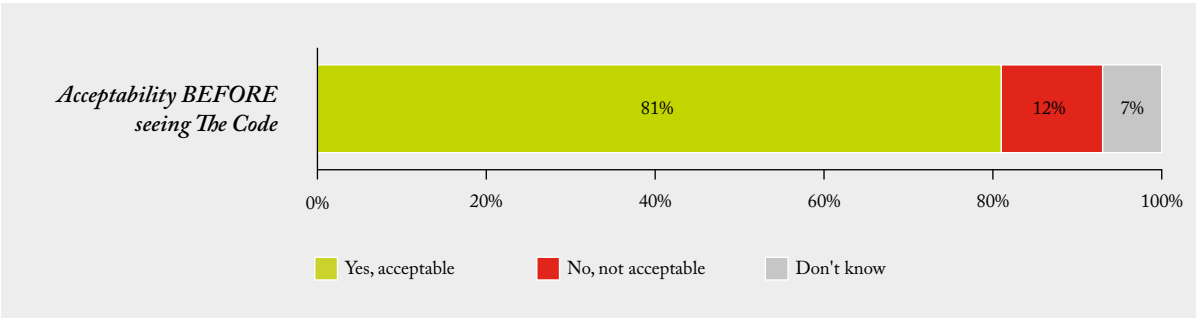
The AAMI advertisement had almost unanimous support from focus group participants at both stages (in line with the Board determination). It was thought to be a humorous, clever and family friendly advertisement. The vernacular was seen as harmless and relatable, ‘innocent Aussie lingo’, and most indicated there were no swear words actually spoken.

Those against the advertisement thought the language (suggested or otherwise) was inappropriate and could negatively influence children (‘kids are impressionable’, ‘suggestion is cheap, it’s the same as swearing’).

Quantitative results

Before being exposed to the Code, most respondents (81%) believed the AAMI television advertisement was acceptable (compared to 12% who believed it was unacceptable). This result is in line with the decision by the Board to dismiss the complaint. The most common reason respondents thought the advertisement was unacceptable was the (insinuated) coarse language.

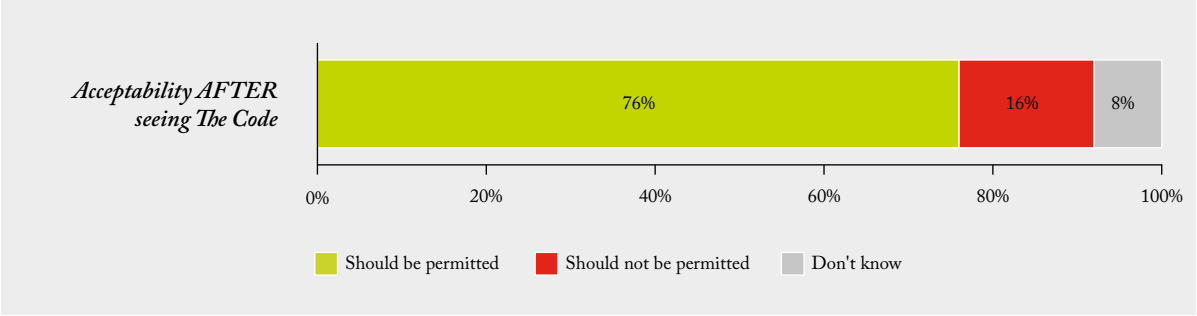
Figure 32: AAMI – Perceptions of acceptability before seeing the Code



Q17A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response) Base= All respondents (N=829)

Following a description of section 2.5 of the Code – relating to language, overall community opinion remained largely unchanged, with 76% of all respondents indicating the AAMI advertisement should be permitted (previously 81% - a decrease of 5%) and 16% indicating the TV advertisement should not be permitted (previously 12% - an increase of 4%).

Figure 33: AAMI – Perceptions of acceptability after seeing the Code



Q17C. Thinking back to the SBS poster advertisement and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster. (Single response)  
Base= All respondents (N=829)

Reasons for unacceptability before seeing the Code

As shown in Figure 34 below, the most significant reason respondents thought the advertisement was unacceptable (59%) related to the (insinuated) coarse language.

- "The use of profanity or disguised bad language puts me off"*
- "Don't appreciate the swearing or innuendos towards using unacceptable language"*
- "It is crude and we all know what the boy said"*
- "Because even though the advertisement does not have any directly explicit language, it is however promoting the use of explicit language"*

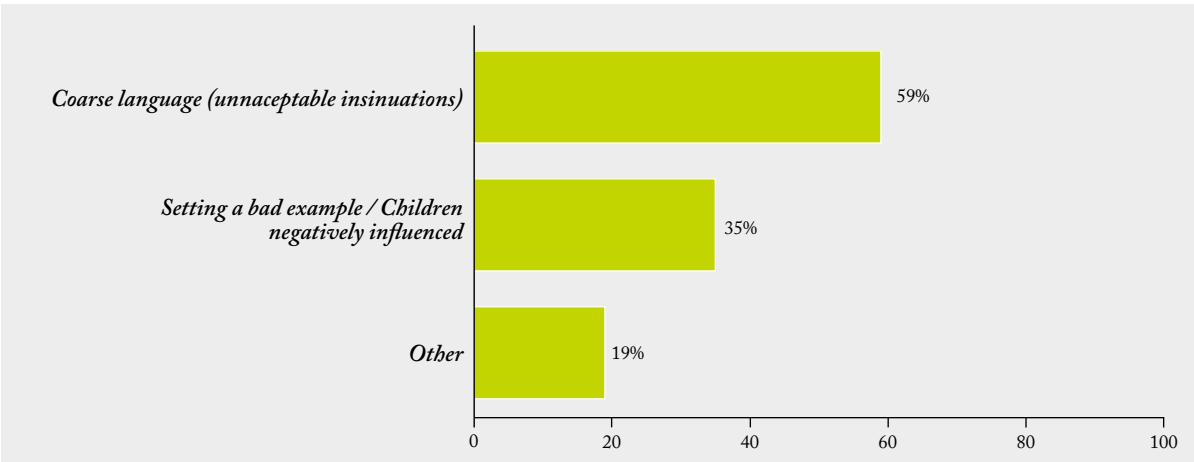
The advertisement was also seen to be inappropriate for children watching and setting a bad example, particularly as other kids are shown to be swearing (35%):

- "My kids now say shit because of this and think its ok because kids say it on TV"*
- "I have watched this advertisement with my 9 and 11 year old kids and they clearly got the reference to 'shit' creek even though we don't use the word in our house. It should be put on at a later time when kids have gone to bed"*
- "Socially unacceptable language in the presence of minors"*
- "Humourising an inappropriate phrase that children may repeat"*

'Other' reasons (19%) included the following:

- Children's disrespectful towards parents
- Parents yelling at children
- Silly.

Figure 34: AAMI – Reasons for unacceptability before seeing the Code



Q16B. [If unacceptable] How come? (Open ended)

Base: Before review of the Code, all respondents who believe the advertisement is not acceptable (N=97)

Section 2.6

HTH Group	Format: TV	Complaint: Upheld
-----------	------------	-------------------

Qualitative reactions

Participants’ unprompted reactions to the HTH advertisement were largely that it should be allowed to be shown (at odds with the Board determination). Following review of section 2.6 of the Code, more participants felt the advertisement should NOT be allowed; however the majority still felt the advertisement should be allowed to be shown.

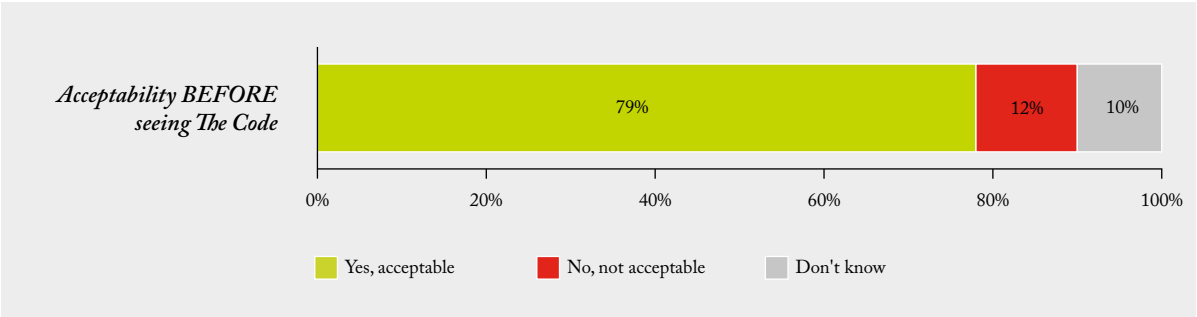
Those who indicated the advertisement should be allowed thought it was stupid but harmless and clearly targeted at tradesmen - ‘typical tradie advertisement’. Health and safety was not seen to be an issue for these participants at both stages - ‘had all the safety gear on’, ‘operated the chain saw correctly’. There was also a belief that ‘common sense would prevail’ and that nobody would actually replicate the behaviour shown in the advertisement (using a saw to cut food).

Those who indicated the advertisement should NOT be allowed felt it portrayed an inappropriate use of the chainsaw - a breach of health and safety standards, and conveyed a dangerous message - ‘playing with a saw is not a good idea’. Almost twice as many participants came to this view following review of the Code.

Quantitative results

Before being exposed to the Code, most respondents (79%) believed the HTH television advertisement was acceptable (compared to 12% who believed it was unacceptable). This result is at odds with the decision by the Board to uphold the complaint. The most common reason respondents thought the advertisement was unacceptable related to the dangerous and inappropriate use of the chainsaw.

Figure 35: HTH Group – Perceptions of acceptability before seeing the Code

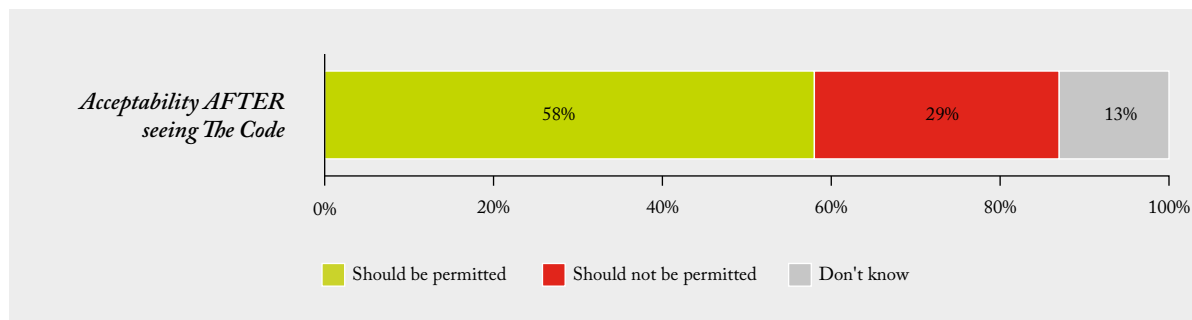


Q28A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response) Base= All respondents (N=830)

Following a description of section 2.6 of the Code – relating to health and safety, overall community opinion shifted somewhat. However, the majority view remained the same, with 58% of all respondents indicating the HTH television advertisement should be permitted (previously 79% - a decrease of 21%) and 29% indicating the advertisement should not be permitted (previously 12% - an increase of 17%). Slightly more respondents were also unsure following review of the Code (+3% to 13%).



Figure 36: HTH Group – Perceptions of acceptability after seeing the Code



Q18C. Thinking back to the Home Timber and Hardware television advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television. (Single response)

Base= All respondents (N=830)

#### Reasons for unacceptability before seeing the Code

As shown in Figure 37 below, the most common reason respondents felt the advertisement was unacceptable (46%) related to the dangerous and inappropriate use of the chainsaw.

*"It shows inappropriate use of a potentially dangerous piece of equipment"*

*"Shows unsafe work practice"*

*"Safety rules being ignored"*

*"Misuse of power tools isn't a joke"*

Some also mentioned the bad manners associated with spitting food (19%) and the potential for people, even minors, to imitate the behaviour shown (11%).

*"I find it distasteful for the man to be spitting"*

*"Spitting is not acceptable"*

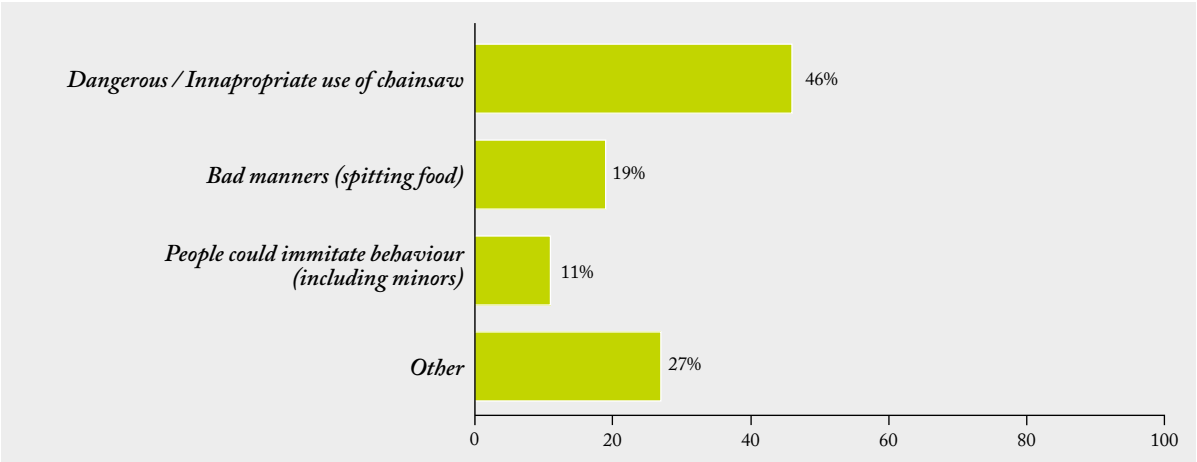
*"The behaviour of the person is not a good example for children"*

*"This is unsafe practice and can influence people"*

'Other' reasons (27%) included the following:

- Painting tradies in a negative light (e.g. spitting and being negligent at work)
- The advertisement is just plain stupid
- Food has no place in this advertisement
- Unhygienic

Figure 37: HTH Group – Reasons for unacceptability before seeing the Code



Q18B. [If unacceptable] How come? (Open ended)

Base: Before review of the Code, all respondents who believe the advertisement is not acceptable (N=94)

Chemist Warehouse	Format: TV	Complaint: Dismissed
-------------------	------------	----------------------

Qualitative reactions

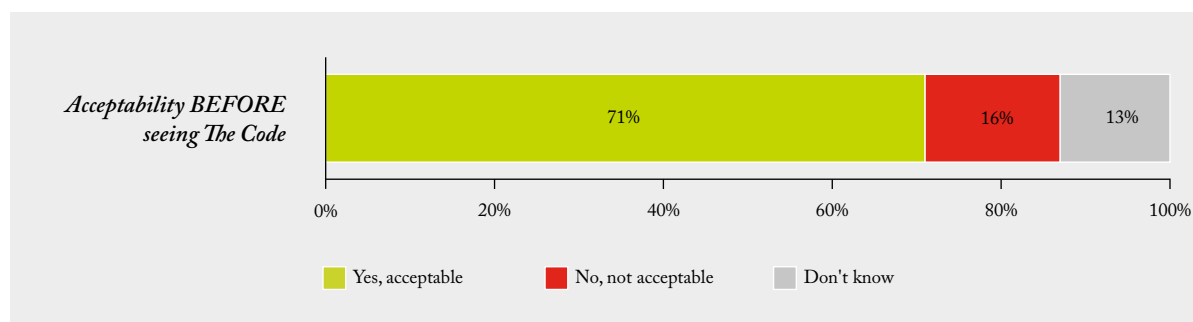
Participants’ unprompted reactions to the Chemist Warehouse advertisement were largely that it should be allowed to be shown (in line with the Board determination). The advertisement was initially seen by most to be a light hearted comical attempt at raising awareness about the flu vaccine, though somewhat ‘overplayed’.

Following review of section 2.6 of the Code, there was a considerable shift in opinion, with many more participants than before indicating the advertisement should NOT be allowed to be shown on the basis that it breaches health and safety standards relating to hygienic practices (i.e. the spreading of germs) and conveys a misleading and dangerous message that one can receive total immunity (from influenza or other conditions) from a flu shot.

Overall, however, participants’ views of the Chemist Warehouse advertisement were largely polarised with no clear majority. This polarisation following review of section 2.6 of the Code was largely driven by age. Older participants were more likely than younger participants to indicate this advertisement should NOT be allowed.

Quantitative results

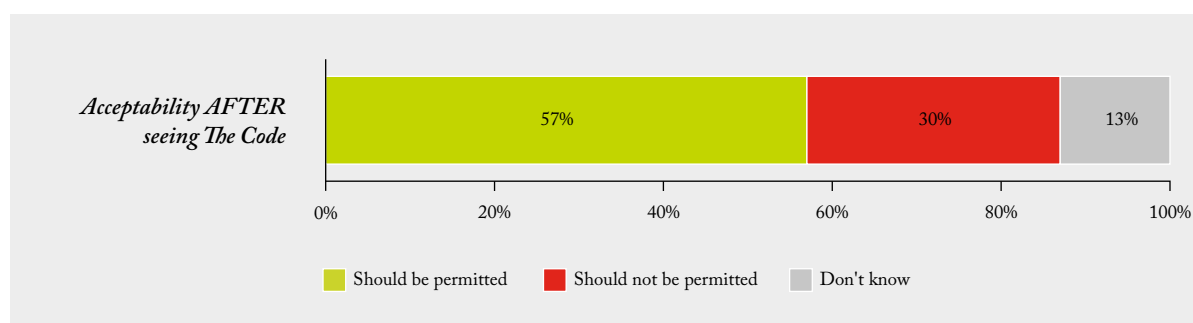
Before being exposed to the Code, most respondents (71%) believed the Chemist Warehouse television advertisement was acceptable (compared to 16% who believed it was unacceptable). This result is in line with the decision by the Board to uphold the complaint. The most common reason respondents thought the advertisement was unacceptable was that it is misleading and conveys the wrong health message.

**Figure 38: Chemist Warehouse – Perceptions of acceptability before seeing the Code**

Q18A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)

Base= All respondents (N=832)

Following a description of section 2.6 of the Code – relating to health and safety, overall community opinion shifted somewhat, however the majority view remained unchanged, with 57% of all respondents indicating the Chemist Warehouse advertisement should be permitted (previously 71% - a decrease of 14%) and 30% indicating the advertisement should not be permitted (previously 16% - an increase of 14%).

**Figure 39: Chemist Warehouse – Perceptions of acceptability after seeing the Code**

Q19C. Thinking back to the Chemist Warehouse television advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television. (Single response)

Base= All respondents (N=832)

#### **Reasons for unacceptability before seeing the Code**

As shown in Figure 40 below, the most significant reason respondents thought the advertisement was unacceptable (47%) before reviewing the Code was that it is misleading and conveys the wrong health message. Many also felt the portrayal of sick people in the advertisement was disgusting and unhygienic (38%).

*"It is depicting that if you have the flu shot you want catch any illness. That is misleading"*

*"Misleading. This advertisement exaggerates that having medicine will prevent you from being infecting from virus"*

*"Because one can't be complacent to think that they're free of germs just because of one thing"*

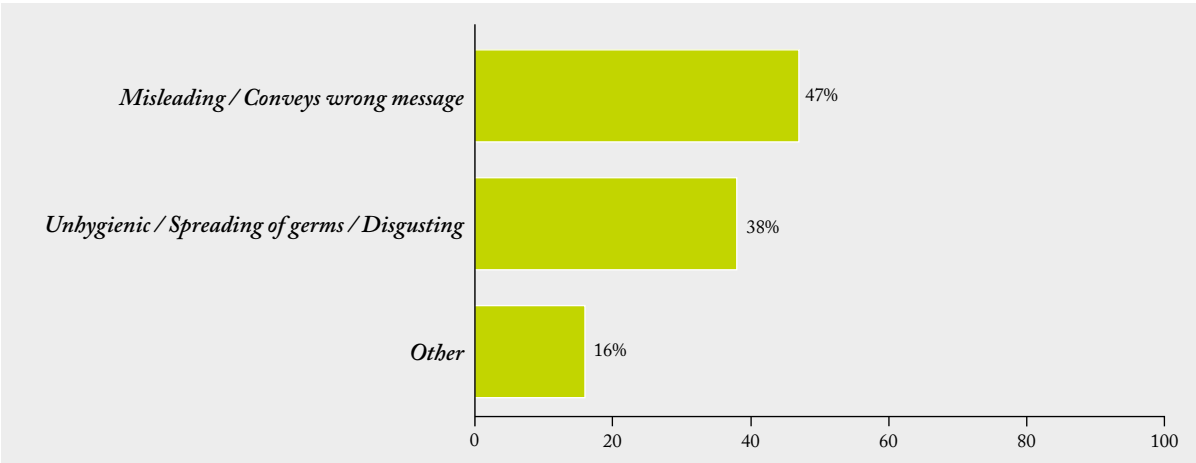
*"Portrays unrealistic expectations of the flu vaccination"*

*"Spreading germs everywhere shouldn't be shown"*

*"It shows a lot of cross contamination with food and tissues that would have the germs on"*

*"Bit sickening. Turns me off from eating"*

Figure 40: Chemist Warehouse – Reasons for unacceptability before seeing the Code



Q18B. [If unacceptable] How come? (Open ended)  
Base: Before review of the Code, all respondents who believe the advertisement is not acceptable (N=131)

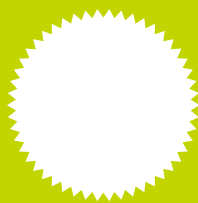
.....

*Reactions to codes*

.....  
.....

# Part 3

.....



## *Reactions to codes*

### Qualitative results

#### Community perspectives of advertising standards and knowledge of regulation

Prior to reading and understanding each section of the Code, and in light of the advertisements they had already considered, participants were asked how they decided whether an advertisement should or should not be shown, and to identify themes that they think are inappropriate in relation to advertising. Through participant discussion, factors covering all sections of the Code were raised (unprompted).

Participant discussion determined that advertisements should not:

- Contain offensive language.
- Be offensive or discriminatory in any way.
- Depict violence (though some Government advertisements are justifiably violent or intense in order to raise awareness).
- Be shown at inappropriate times or locations – e.g. certain TV advertisements should not be displayed during children viewing/awake times.
- Be misleading, deceptive or untruthful.
- Encourage excessive gambling.
- Be contrary to health and safety standards.

The topics thought to be covered by the Code, included:

- Language
- Nudity
- Sex
- Degrading / sexually exploitative images or themes

- Violence
- Discrimination (all forms, including racism and sexism)
- Taking into account the relevant audience – depends who will see it and where it is placed.
- Exposure to minors and relevant safeguards including appropriate timeslots for advertisements.
- Gambling
- Alcohol
- False / misleading advertising

### Reactions to the Code

Upon sighting the Code, participants' general impressions were positive – there was a general satisfaction with knowing guidelines are in place that are both reasonable and appropriate, and that adequately cover key areas of concern.

Specific comments in relation to each section are noted below.

#### Section 2.1:

- While participants agreed on the importance of this provision in accounting for all forms of discrimination, the subjective nature of what is considered offensive was thought to be a significant sticking point.

#### Section 2.2:

- The inclusion of the clause, 'people who appear to be minors' in this provision was especially well received, and noted in reference to the Calvin Klein advertisement.

#### Section 2.3:

- Some noted Government's use of violent advertisements (e.g. road safety or domestic violence advertisements) as totally justifiable in order to raise awareness of key social and health issues. Violence portrayed in video games, on YouTube or in the daily news is seen to go far beyond what advertisers are likely to present.

#### Section 2.4:

- 'Sensitivity to the relevant audience' was considered vague by some. While most were clear on how TV classifications work to protect minors by restricting viewing times, applying this principle to other mediums such as posters or billboards was seen to be somewhat more difficult.

#### Section 2.5:

- While most agreed that strong or obscene language should not be allowed, what is appropriate in certain circumstances was seen to be somewhat subjective. For e.g. some felt the language in the SBS Poster was appropriate given the intended audience. There was also a sense by some that 'bad' language has become mainstream.

#### Section 2.6:

- This provision was seen to be important and adaptive to changing standards in relation to health and safety, though some participants noted the complexity in assessing the 'prevailing' community standard in that standards vary by community and within communities (pointing to their disagreement with the decision to uphold the complaint).

## Section 2.7:

- This was an important provision with most feeling that advertisements need to be clearly defined as such.

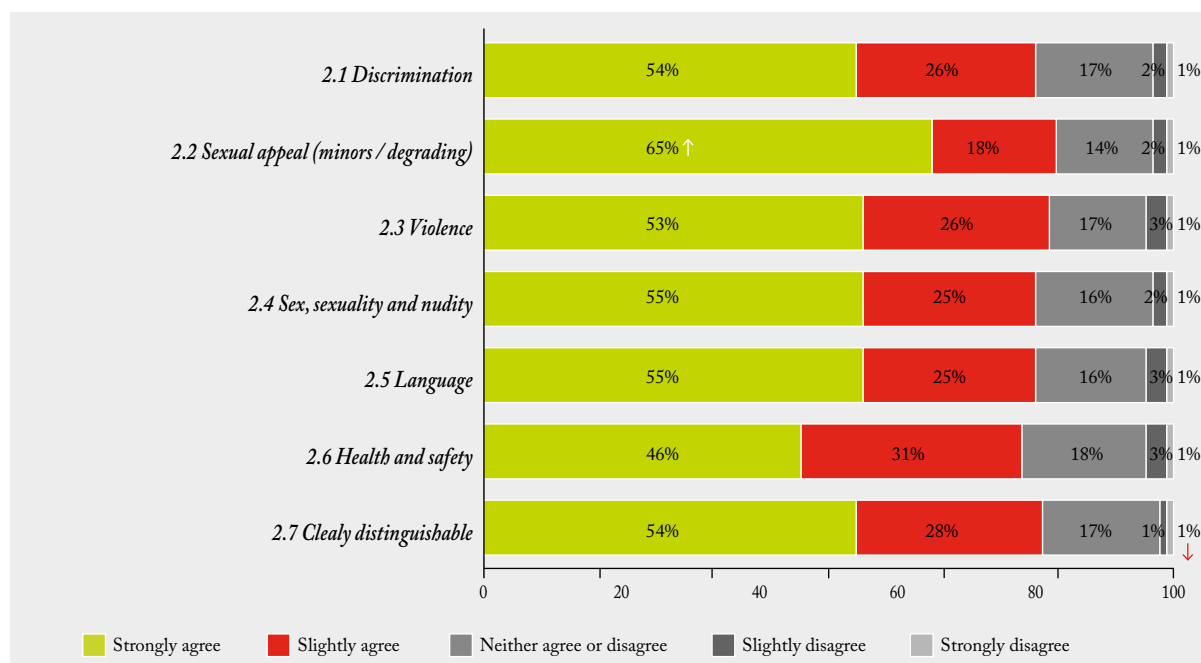
## Quantitative results

## Agreement with sections of the Code

Following review of the Code, respondents were asked to rate their level of agreement with each section of the Code. Total agreement (strongly agree + slightly agree) with each section of the Code was strong, ranging from 77% to 83% agreement.

Respondents were most likely to (strongly) agree with section 2.2 of the Code relating to sexual appeal in a manner that is exploitative and degrading (65% strongly agree; 18% slightly agree), and less likely to (strongly) agree with section 2.6 of the Code relating to health and safety (46% strongly agree; 31% slightly agree).

**Figure 41: Agreement with sections of the Code**



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

## Consistent differences between groups

Consistent differences based on demographic sub-groups of interest (gender, age and education) were examined in relation to levels of community agreement with each section of the Code. As shown in Table 5 below, both gender and age showed consistent variations across (almost) all sections of the Code. Education showed no variation across the sections of the Code.

Females and respondents aged 45 years and over held significantly stronger levels of agreement with each section of the Code, compared to males and respondents aged 18-44 years. This is consistent with findings from 2013.



**Table 5: Demographic variations in agreement with each section of the Code**

Sections of The Code	% Agreement (Strongly agree + slightly agree)							
	Total (n=1,249)	Gender		Age (simplified)		Highest education		
		Male (n=597)	Female (n=652)	18-44 (n=595)	45+ (n=654)	Up to Year 12 (n=329)	VET (n=373)	Uni & post- grad (n=528)
Section 2.1 Discrimination	80%	75%↓	84%↑	77%	82%	77%	78%	82%
Section 2.2 Sexual appeal in a manner that is exploitative and degrading	83%	78%↓	88%↑	77%↓	88%↑	84%	81%	83%
Section 2.3 Violence	79%	76%↓	83%↑	75%↓	84%↑	78%	81%	79%
Section 2.4 SSN	80%	74%↓	86%↑	75%↓	85%↑	81%	78%	81%
Section 2.5 Language	81%	77%↓	85%↑	75%↓	86%↑	81%	80%	81%
Section 2.6 Health & Safety	77%	73%↓	80%↑	71%↓	83%↑	77%	76%	78%
Section 2.7 Clearly distinguishable	81%	76%↓	86%↑	76%↓	86%↑	81%	81%	81%

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

.....

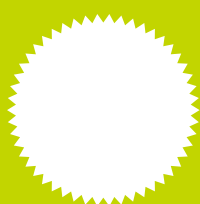
*Awareness and perception of ASB 2017*

.....

.....

# Part 4

.....



## *Awareness and perception of ASB 2017*

### Qualitative results

#### Knowledge of advertising regulation

- A handful of participants across the groups had made a complaint about an advertisement in the past. Most of these complained directly to the broadcaster (TV and radio).
- While knowledge of exactly who to complain to and how to go about making a complaint was quite low across all groups, most assumed that there would be a regulatory mechanism in place, e.g. through the broadcaster or through the 'government'.
- There was some unprompted awareness across the groups of the Advertising Standards Bureau or Advertising Standards Board. On prompting, many more recognised the organisation and could recall TV advertisements relating to the Code and how to make a complaint.
- Regulation of traditional (non-online) forms of advertising such as TV, billboards and print was seen to be relatively straightforward, for e.g. TV classifications are seen to work well, whereas advertising through online channels such as social media is largely seen to be unchecked given the vastness and fluidity of content. Some suggested the need for stronger 'pre-regulation' in one form or another to help limit / prevent inappropriate advertising online.

#### General community concern about advertising

- Community concerns relating to advertising in general were mixed.
- Exposure to advertising was seen to be much more prominent in today's society than ever before, particularly with the proliferation of online advertisements. Greater online exposure to advertisements was not generally seen as a negative.
- There were a number of participants across the groups who felt that political correctness has gone too far within Australian society and abroad and that there should be less regulation. These participants felt that what is allowed is too restrictive, especially in comparison with what was acceptable in previous generations.
- Concerns relating to online advertisements included the difficulty in regulating what gets put up and its potential exposure to minors. Older participants in the groups, particularly those with children or grandchildren tended to think that young people are over-influenced by advertising and other media. There was considerable concern about minors being exposed to and influenced by inappropriate themes in advertising, particularly sexual themes.

- There was also almost unanimous agreement across the groups that overt sexualisation (particularly of women) has proliferated not only in advertising but across all aspects of society. Sexual imagery and messaging is now seen as the new norm – ‘What people used to call pornographic is everywhere’. Parents fear that their children (boys and girls) are being sent the wrong messages around sexuality, counter to what they are being taught in schools and at home.
- There were also some concerns that inappropriate digital advertisements could reach minors via Facebook or Instagram – and even theoretically age restricted content could be sighted if a child has lied about their age. Others were not so concerned, and felt that digital advertisements ‘go over your head’, given the amount of stimulus online that one is exposed to each time they use the internet, and can be easily controlled by the user (for e.g. by blocking advertisements or closing web pages).
- With increased globalisation and the rise of social media, people are exposed to a much wider variety of material, particularly from other countries. Other countries may not have the same cultural norms, attitudes and values as Australia, and so there is the potential for people to be offended by advertisements that were never intended to be seen by them, and can complain about the advertisements from the other side of the world.
- Additionally, there is more ‘instant feedback’ with social media and the internet, so that very quickly advertisers can see whether their advertisement is causing offence, and the backlash from the community happens very quickly. An example of this was Pepsi’s recent advertisement (with Kaitlyn Jenner) – the advertisement went viral (for the wrong reasons) and complaints about the advertisement were global.
- The increased targeting of online advertising using cookies was also noted where companies are able to direct certain advertisements to consumers based on their online behaviours and preferences. Some embrace this as a convenience, while others are concerned about their privacy and feel uncomfortable knowing that advertisers are utilising this information in such a way.
- Some also were concerned about a perceived increase in gambling advertisements. These were seen to be predatory towards young men and too frequently displayed, particularly during sporting events. Potentially misleading or false advertisements were also mentioned (for e.g. political advertisements).

### Quantitative results

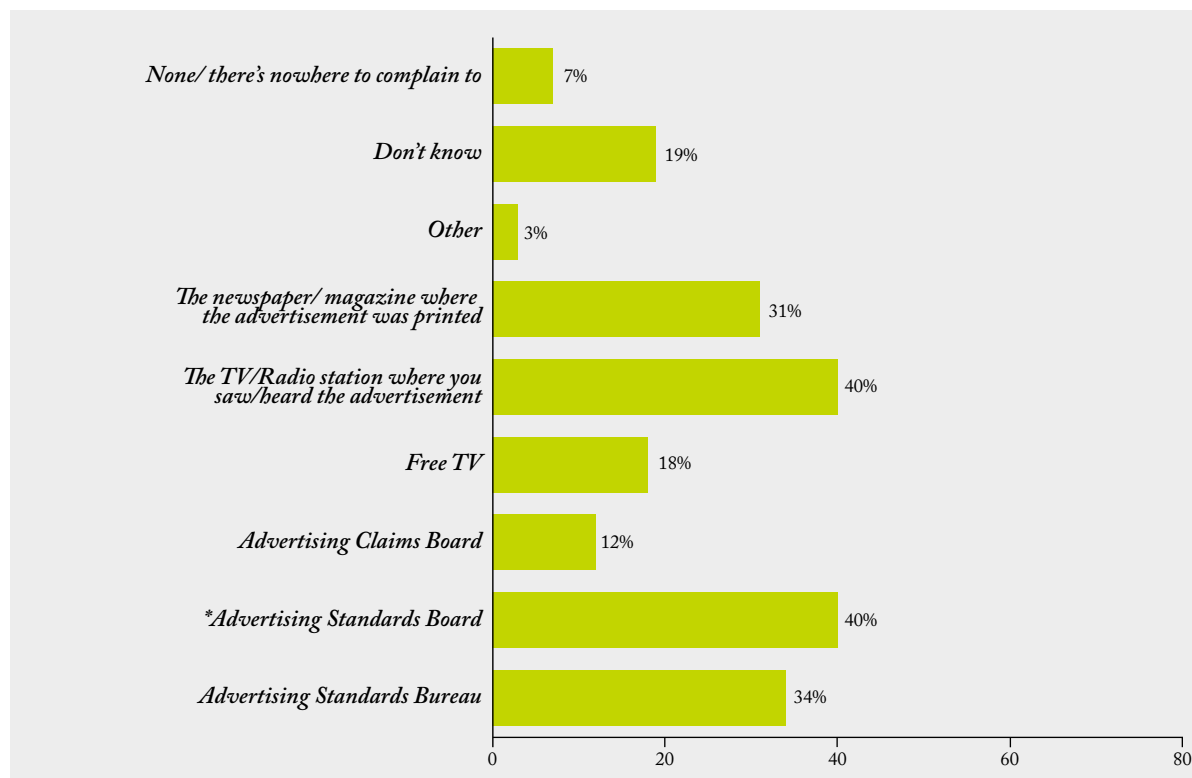
#### Awareness of ASB

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.

#### *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.

Figure 42: Prompted awareness of organisations that handle advertising complaints



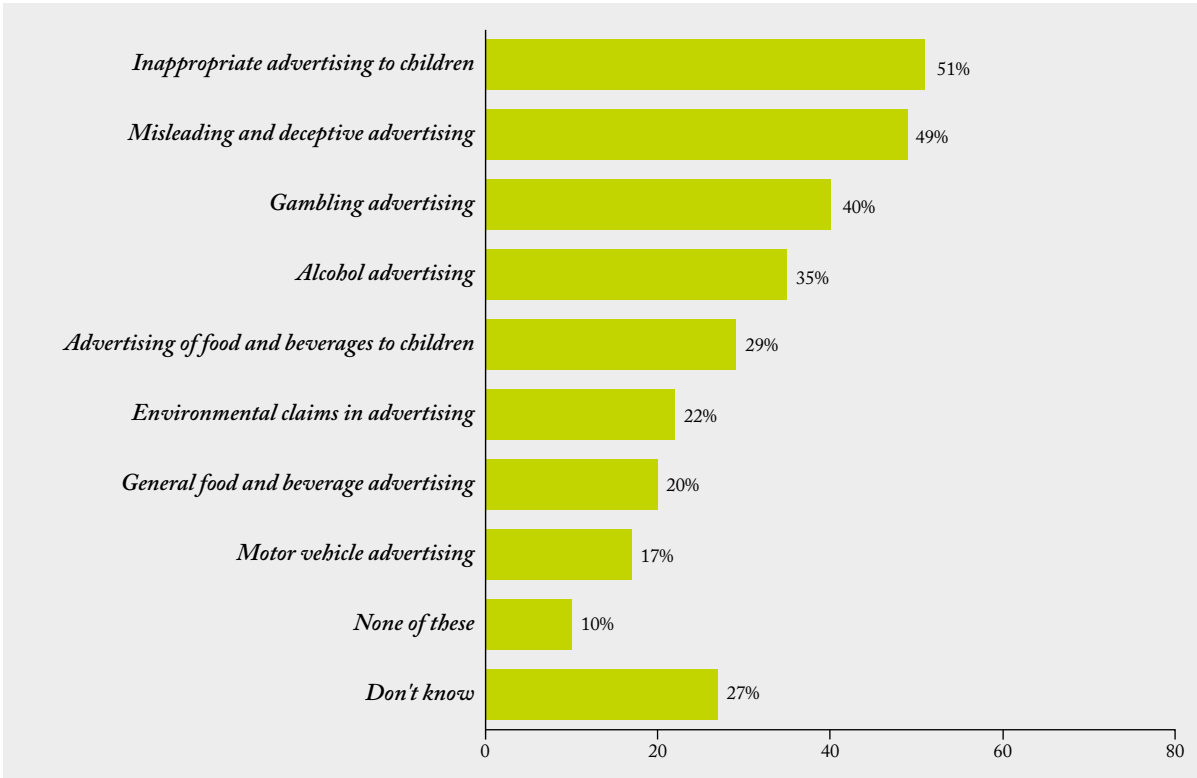
Q22. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? (Multiple response)

Base=All respondents n=1,249

#### Prompted awareness of complaints that can be directed to the Advertising Standards Bureau

As a way of understanding the general public's perceptions of the ASB's remit, all respondents in the current survey were asked to indicate which categories of complaint they thought could be directed to the ASB. Inappropriate advertising to children (51%) and misleading and deceptive advertising (49%) were the two most frequently noted categories of complaints that could be directed to the ASB. These were followed by gambling (40%) and alcohol (35%) advertising complaints.

Figure 43: Prompted awareness of complaints that can be directed to the Advertising Standards Bureau

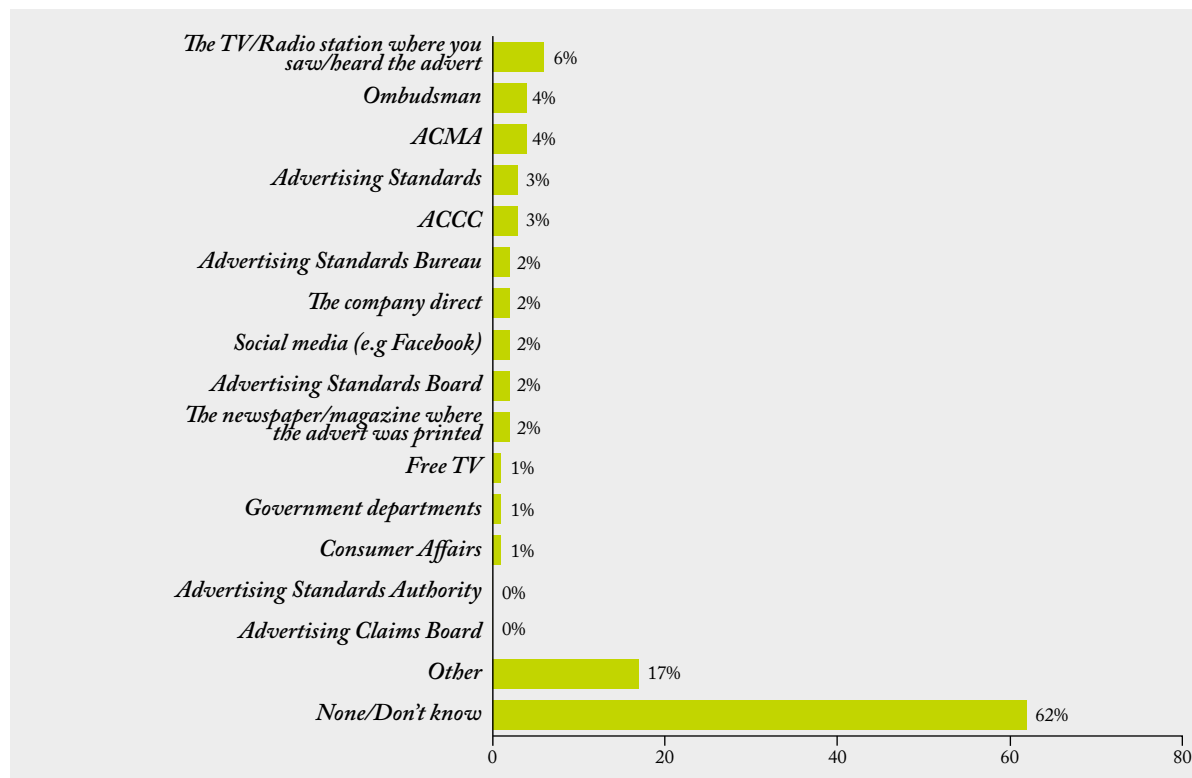


Q26. From the list below, please select any categories for which you are aware complaints can be directed to the Advertising Standards Bureau. Please select all that apply.  
Base=All respondents (n=1,249)

*Awareness of complaint organisations*

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 44: Unprompted awareness of organisations that handle advertising complaints



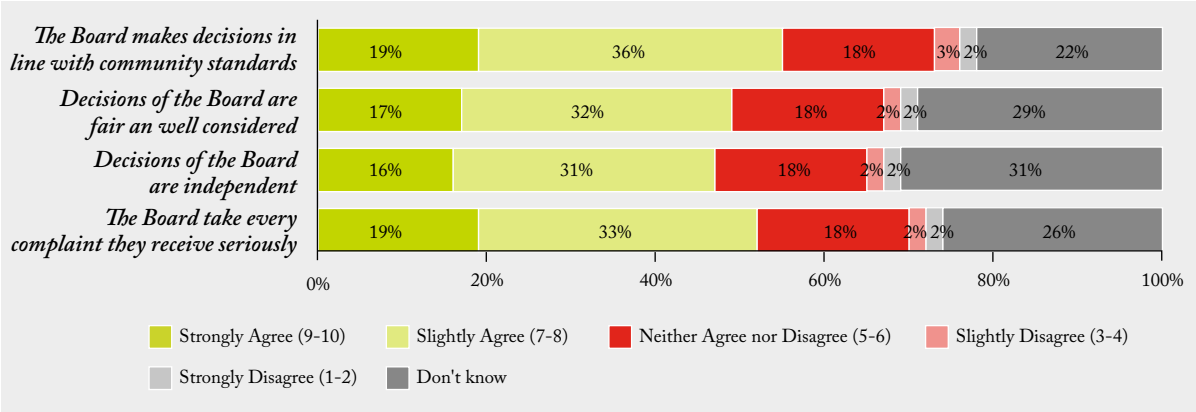
Q21. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could 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.

### Perceptions of the Board

All respondents were asked whether they agree or disagree with each of the following statements relating to the Board:

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

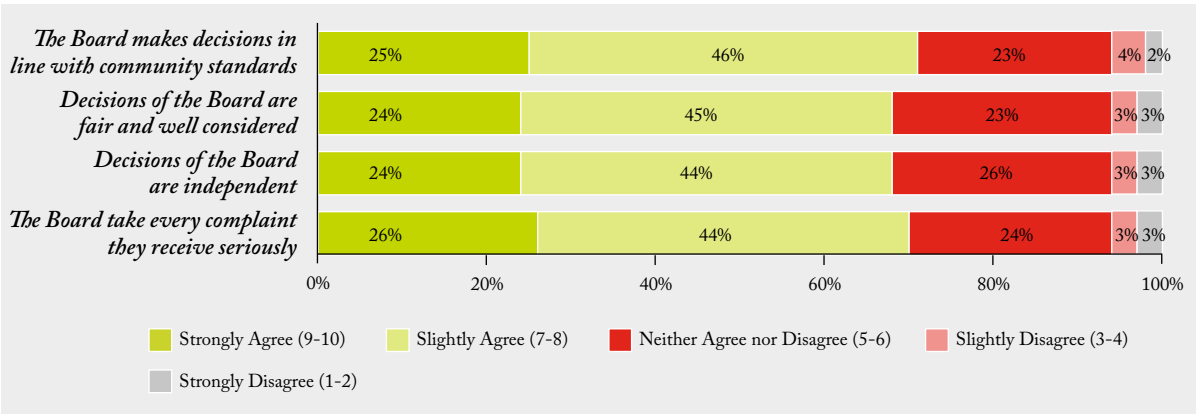
Figure 45: Board statement overview



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...  
Base=All respondents n=1,249.

The following chart presents the results of the statements rebased to exclude the proportion of people who 'don't know'. Results are largely uniform.

Figure 46: Board statement overview ['Don't know' removed]



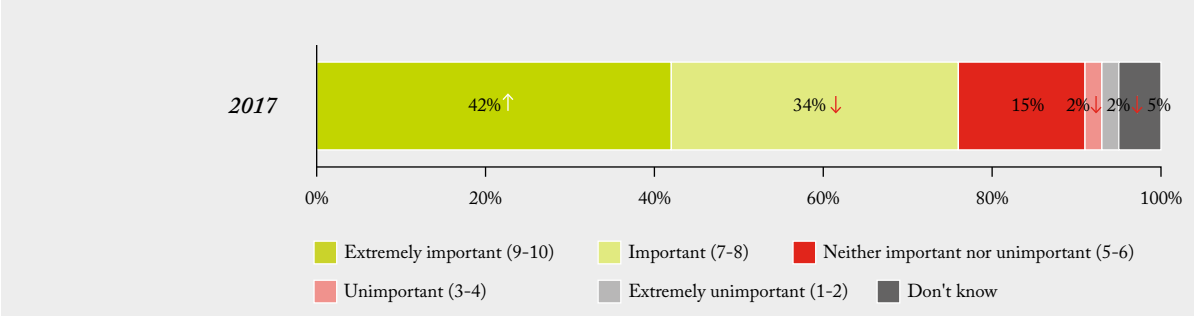
Q30. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you disagree or agree that...  
Base=All respondents n=1,249. Don't know excluded.



Importance of the role of the ASB

Among all respondents 75% reported that the role of the ASB was important, meaning that they gave a rating of 7 or higher on a scale of 1-10 (where 1-2 is extremely unimportant and 9-10 is extremely important).

Figure 47: Importance of the Advertising Standards Bureau



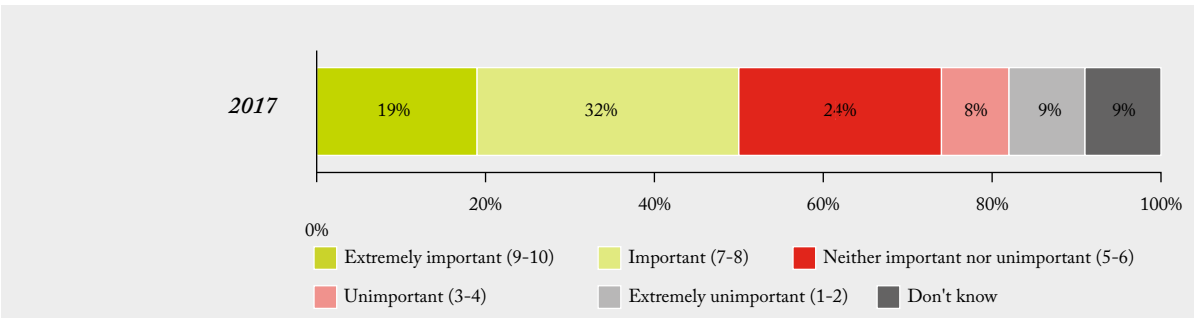
Q27 I am now going to read a description of the Advertising Standards Bureau. The Advertising Standards Bureau provides a free public service to the public in a system of self-regulation to resolve complaints about advertisements in relation to issues including the use of language, discriminatory portrayal 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

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.

Among all respondents, 51% reported being likely to complain to the ASB if they had a concern about advertising standards.

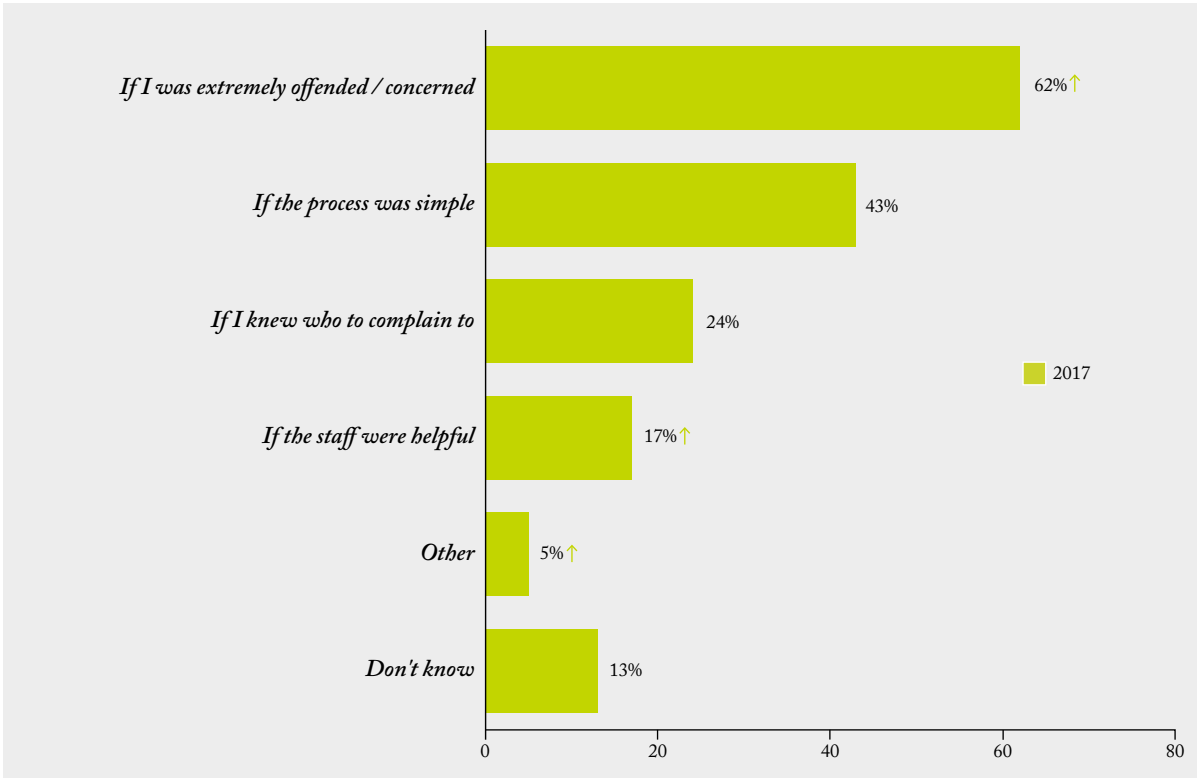
Figure 48: Likelihood of complaining to the Advertising Standards Bureau



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);

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.

Figure 49: What would encourage making a complaint to the Advertising Standards Bureau



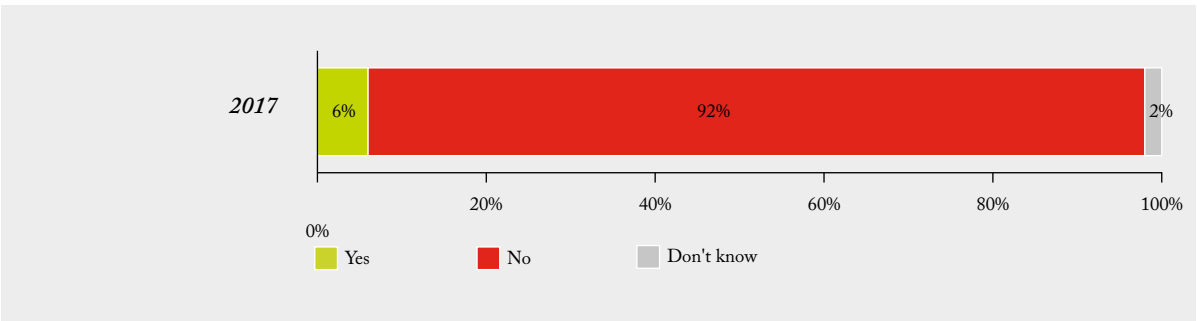
Q29. What would encourage you to make a complaint to the Advertising Standards Bureau? (Multiple response)

Base=All respondents (n=1,249);

Advertising complaints

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

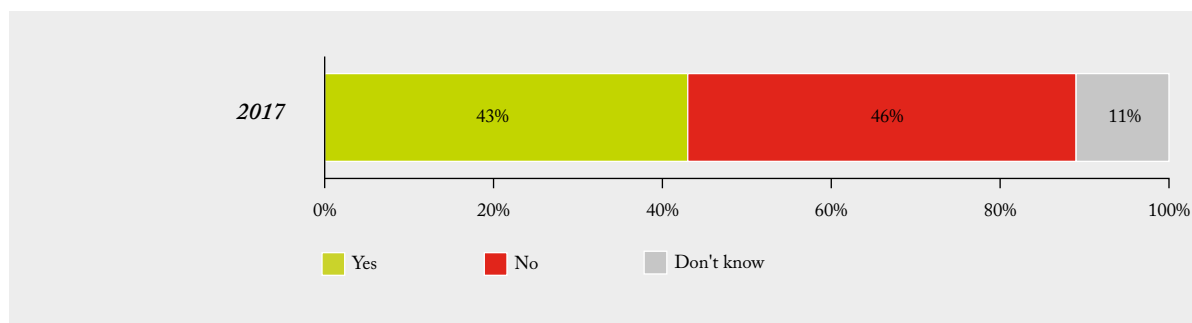
Figure 50: Formal complaints about advertising



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

Base=All respondents n=1,249;

Figure 51: Formal complaints about advertising to the Advertising Standards Board



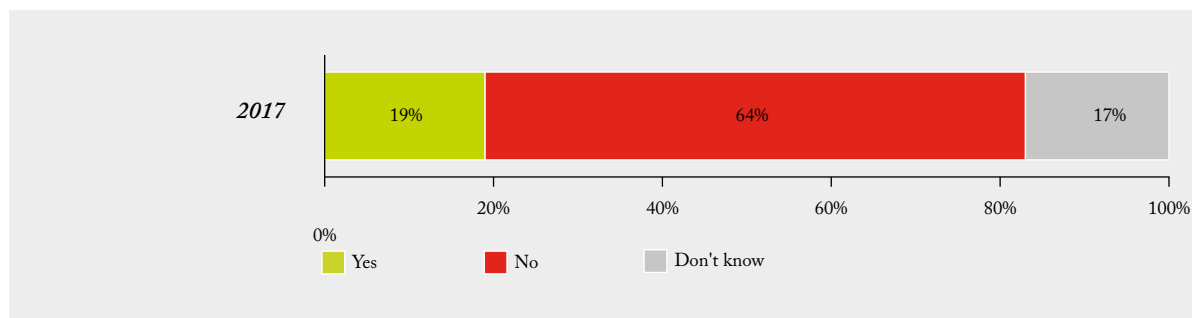
Q45. Have you ever made a formal complaint about advertising to the Advertising Standards Board? (Single response)

Base=Respondents who have ever made a complaint n=75;

### Recent exposure to unacceptable advertising

Only 19% of all respondents indicated that they had recently been exposed to any advertising that they found unacceptable.

Figure 52: 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)

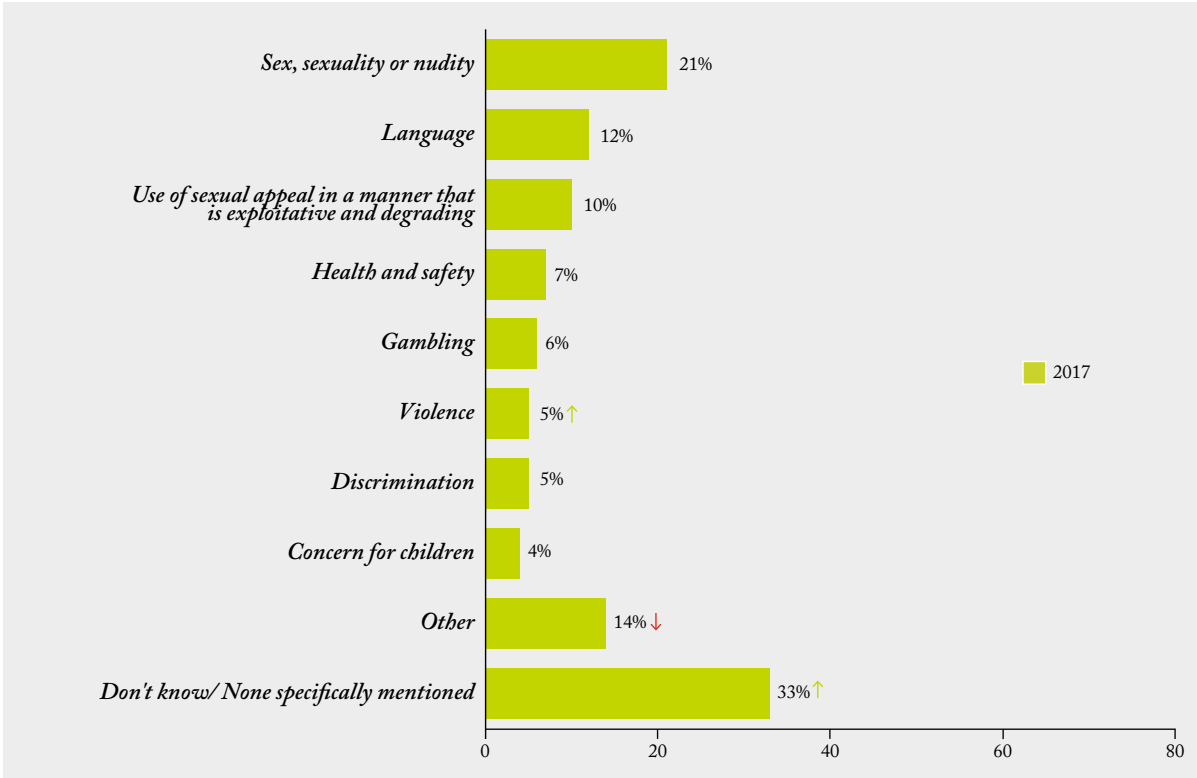
Those who had found advertising unacceptable were asked to explain what it was about the advertising that was unacceptable. The most common response related to sex, sexuality or nudity (21%). Examples of comments include “overly photo shopped models” and “using suggestive sexual poses to sell everything 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 53: What was unacceptable about the advertising

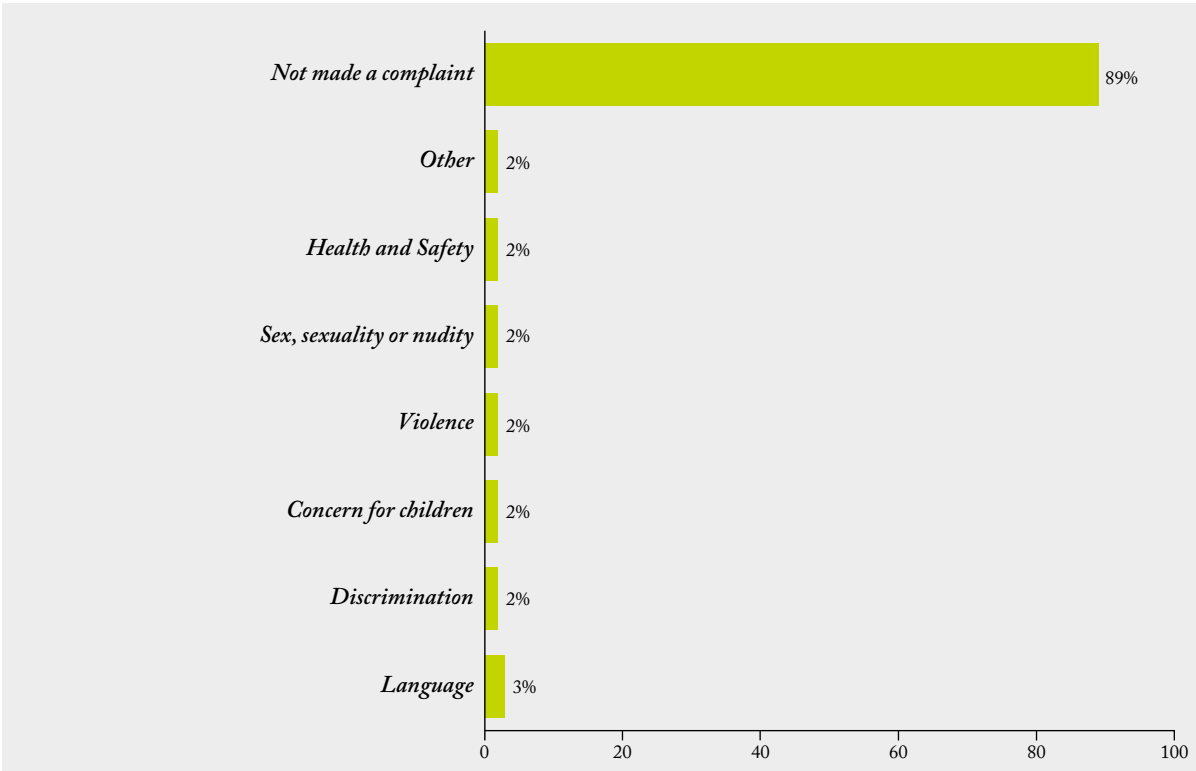


Q2oA. What was unacceptable about the advertising you read, saw or heard? (Open Ended)  
(Base=Respondents who had found advertising unacceptable n=245;)

Recent 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

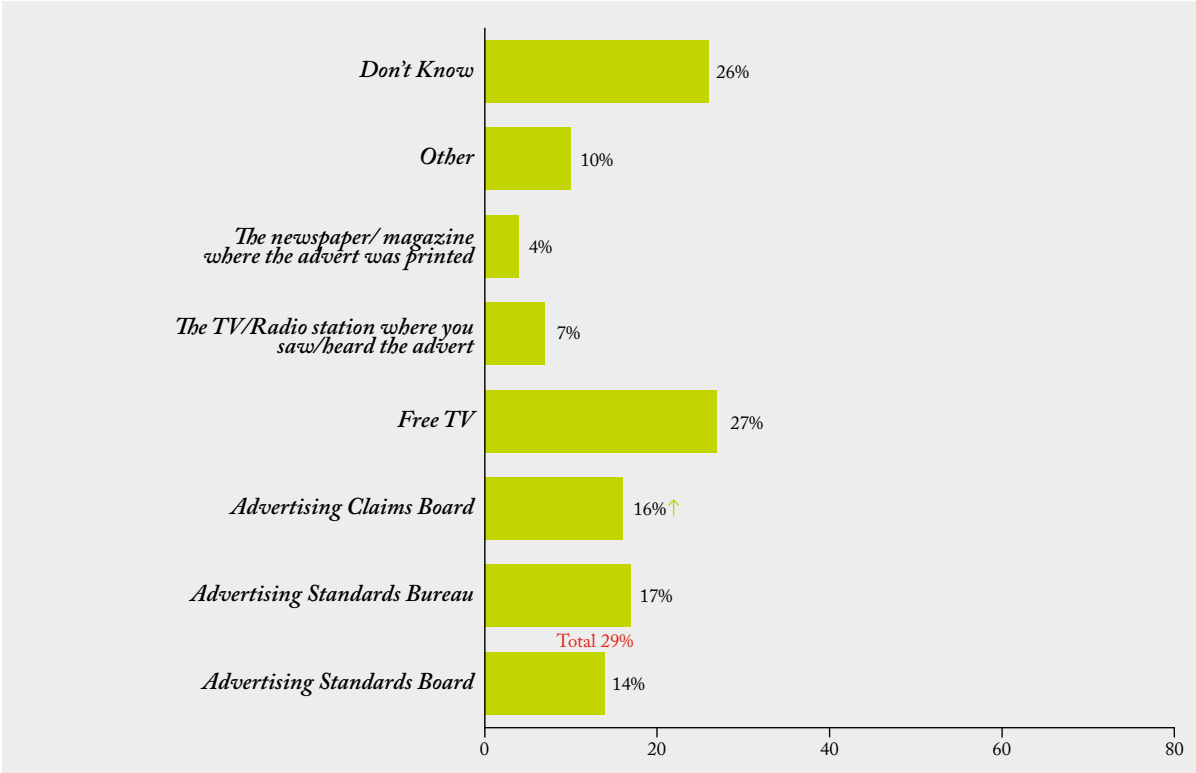
Figure 54: Formal complaints about advertising standards made in the last 12 months



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'.

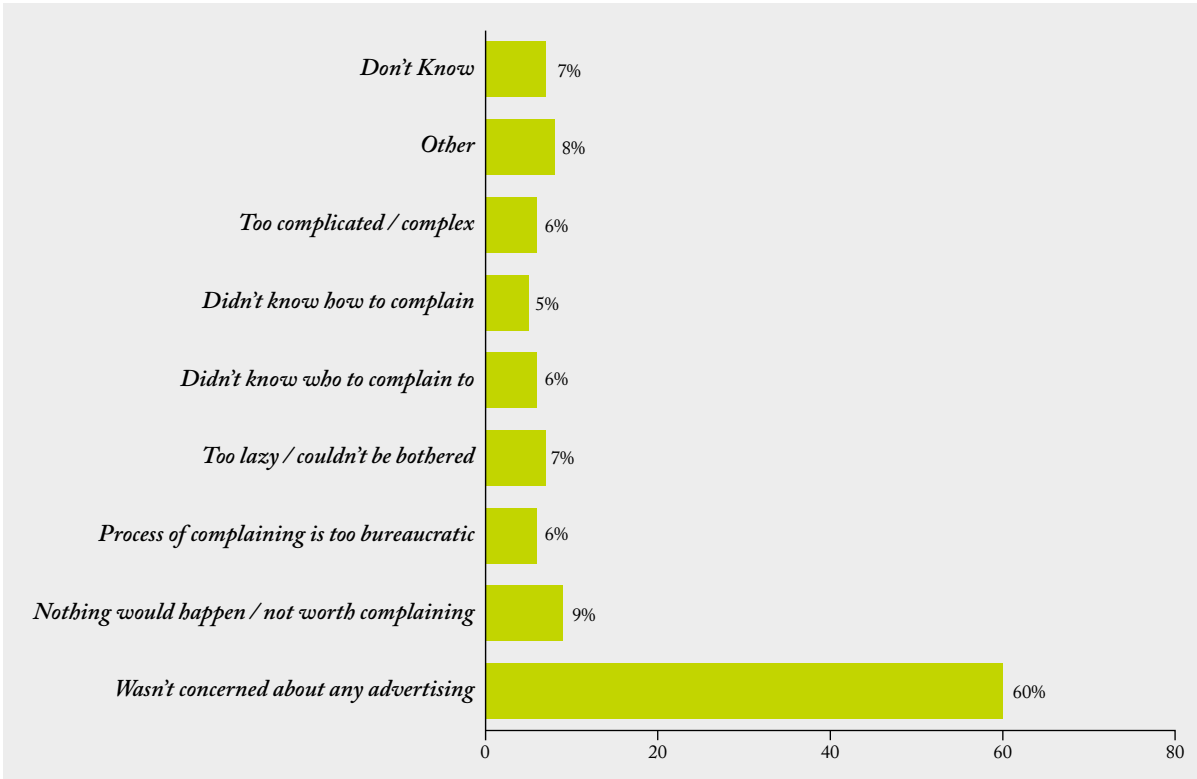
Figure 55: Organisation complained to



Q24. Which organisation(s) did you complain to? (Multiple response)  
(Base=Respondents who made a complaint in the last 12 month n=140)

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%).

Figure 56: Reasons for not making 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;

---

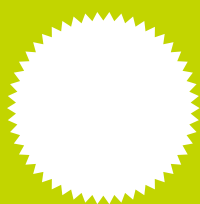
*Appendix A: Technical notes*

---

---

# Part 7

---



## *Appendix A: Technical notes*

### Scope of the survey

It is important to note the following about the scope of the survey:

- A total of 1,249 respondents were included;
- Only persons aged 18 years and over were allowed to respond to the survey;
- Permanent residents from regional and metropolitan areas of Australia were allowed to respond;
- Persons of varied cultural, ethnic and socioeconomic backgrounds were included in the study;
- A cross section of consumers of varying education levels responded to the survey;
- In order to limit survey length, respondents were shown a random 8 advertisements out of a total of 13 (n~830 per advertisement).
- The Kiss Kill Instagram advertisement was shown to 18-34 year olds only (n=377);
- 18-34 year old respondents were shown a random 8 advertisements + Kill Kill (9 advertisements in total).

### Fieldwork

Fieldwork for the survey was conducted between 10 to 19 May 2017. Median interview length was 20 minutes.

### Quotas and Weighting

Fieldwork quotas were set based on state/territory, gender and age.

Any variations between sample achievement and quotas (which were reflective of population statistics) have been adjusted for by post-weighting the sample.

### Why do researchers weight data?

Raw data from the survey can be biased and therefore it would be misleading to use it as a basis of coming to an understanding about the topic at hand. For example, if the sample has a greater proportion of female respondents than



male respondents and female respondents have different views than male respondents, reporting on raw data would lead to a bias towards what females do or think. Weighting the data overcomes this problem because it ensures that the results are representative of the target population.

### Sampling error

All surveys are subject to errors. There are two main types of errors: sampling errors and non-sampling errors.

### Sampling error

The sampling error is the error that arises because not every single member of the population was included in the survey. If different demographic or attitudinal groups are included in the sample in a different proportion to their incidence rate in the population, the sample can be skewed and unrepresentative. CBSR randomly samples to minimise the likelihood of this happening.

Naturally it is simply not feasible to survey the whole population to avoid this type of error. One can, however, estimate how big this error component is, using statistical theory. This theory indicates that with a sample of 1,000 people from a population of 100,000 people or more, the maximum margin of sampling error on an estimate of a proportion is 3.1%.

The way this can be interpreted is as follows in an example. The survey results estimate that 50% of respondents consider an advertisement to be acceptable. The maximum margin of error on this estimate of 50% from a sample of  $N=1,249$  from the Australian population is +2.8%. Hence, one can be 95% confident that the actual proportion of people in the population that consider the advertisement acceptable is 50%  $\pm$  2.8%, i.e. it is between 47.2% and 52.8%.

### Non-sampling error

All surveys, regardless of whether they are samples or censuses, are subject to other types of error called non-sampling error. Non-sampling errors include things like interviewer keying errors and respondents misunderstanding a question.

Every attempt has been made to minimise the non-sampling error in this study. For example, use of an online survey reduces the errors of interviewers transcribing comments, but relies on respondents typing skills. Some types of error are out of the control of the researcher. In particular, the study is reliant on accurate reporting of behaviours and views by respondents. As an example, a respondent may forget that they played tennis nine months ago and fail to report this activity.

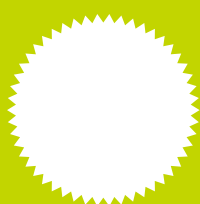
---

*Appendix B: Methodology*

---

Part 6

---



## Appendix B – Methodology

The following four stage approach was used for the Community Standards research undertaken by CBSR.

- Stage 1: Scoping and selection of advertisements to test in qualitative and quantitative research stages.
- Stage 2: Qualitative face-to-face focus groups, testing 15 advertisements that have been considered by the Board, in order to understand consumer values, reactions to specific advertisements and reasons behind reactions and ratings.
- Stage 3: Quantitative research with online survey testing 13 of the 15 advertisements considered by the Board.
- Stage 4: Analysis and reporting and presentation of findings.

### Stage 1: Scoping and selection of advertisements

On 3 April 2017, a scoping meeting was held between members of the ASB and the CBSR research team. During this meeting, the selection criteria for the specific advertisements to be included in each phase of the research were confirmed. Following this, a total of 15 advertisements that were broadcast / published and received complaints (necessitating consideration by the Board) were selected for the research.

While 15 advertisements were selected for review in the qualitative stage, 13 were tested in the quantitative stage in order to limit survey length and respondent burden. These are displayed in Table 2 below and an example of each advertisement can be found in Appendix D.

Further, each respondent was exposed to a random eight advertisements out of a total of 13. Thus, the total sample size responding to each advertisement was ~ n=830. There was one exception to this, however with the Kiss Kill advertisement shown to 18-34 year old respondents only (n=377). Therefore, this particular cohort was exposed to a total of nine advertisements: the eight randomly selected + Kiss Kill.

### Selection of advertisements

Selection of the advertisements was based on the following factors:

- Representation of six of the main sections of the Code under which advertisements are considered by the Board:

2.1 Discrimination: Not discriminate against 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 (minors / degrading): Not employ sexual appeal with people who appear to be Minors, or in a manner which is exploitative and degrading.

2.3 Violence: Not present or portray violence unless it is justifiable in the context of the product or service advertised.

2.4 Sex, Sexuality and Nudity: Treat sex, sexuality and nudity with sensitivity to the relevant audience.

2.5 Language: 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: Not depict material contrary to Prevailing Community Standards on health and safety.

- A range of mediums on which the advertisement appears, such as television, poster, billboard, and Instagram.
- Outcome of the decision made by the Board;
- Within each section of the Code, a mix of complaints that have been upheld or dismissed by the Board.

**Table 6: Advertisements selected for review**

Advertisement	Medium	Case #	Complaint	Determination	Description
Mondelez Australia Pty Ltd	TV (30 sec)	0309/16	Section 2.1	Upheld	Man with an Indian accent making announcements in an airport
Sunco Motors	TV (15 sec)	0126/17	Section 2.1	Dismissed	Man dressed as Chinese master
Flat Rate Now	Poster	0086/17	Section 2.2	Upheld	Naked woman holding iPad
PVH Calvin Klein	Poster	0378/16	Section 2.2	Dismissed	Women in underwear
Sir Walter Premium Lawn Turf	TV (30 sec)	0142/16	Section 2.3	Upheld	Shoves grass into man's mouth
Crimsafe	TV (15 sec)	0092/17	Section 2.3	Dismissed	Man breaks into house
Hammonds Paints*	TV (14 sec)	0041/14	Section 2.3	Dismissed	Woman kicks man
Honey Birdette*	Poster	0544/16	Section 2.4	Upheld	Unwrap me Christmas lingerie
Sin City	Billboard	0285/16	Section 2.4	Dismissed	Woman holding drinks
Kiss Kill (shown to 18-34 year olds only)	Instagram	0589/16	Section 2.4	Dismissed	Woman in lingerie with bottom exposed
Bras n'Things	Poster	0082/17	Section 2.4	Dismissed	Woman in lingerie
SBS	Poster	0513/16	Section 2.5	Upheld	F*ck that's delicious
AAMI	TV (30 sec)	0063/17	Section 2.5	Dismissed	Up ship creek
HTH Group	TV (15 sec)	0406/16	Section 2.6	Upheld	Drop saw
Chemist Warehouse	TV (30 sec)	0121/17	Section 2.6	Dismissed	Spreading flu germs

\*Advertisements were considered in qualitative stage only

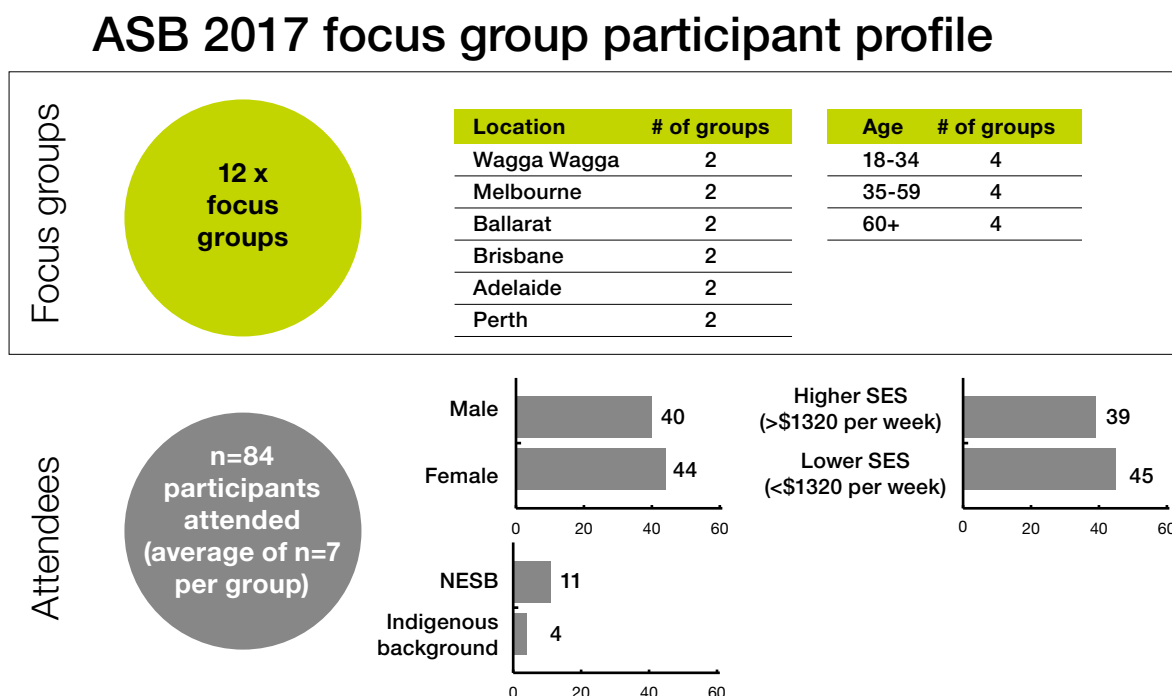
## Stage 2: Qualitative research

CBSR conducted 12 face-to-face focus groups with the general community in metropolitan and regional locations, including Melbourne, Brisbane, Adelaide, Perth, Wagga Wagga and Ballarat, testing 15 advertisements that were considered by the Board.

Groups were stratified by age group and location. Each group comprised people of different income levels, gender, and people from a non-English Speaking Background (NESB). Some Indigenous people were also included.

The structure and composition of the groups is displayed in Figure 57: Focus group structure and composition 25 below.

Figure 57: Focus group structure and composition



All groups were conducted between 18 April and 1 May 2017, and ran for two hours. Participants received \$80 cash to cover their time and travel costs.

A detailed discussion guide for the groups was developed in close consultation between CBSR and the ASB. The final qualitative discussion guide used for the initial phase of research can be found in Appendix B.

### Stage 3 Quantitative research

#### Questionnaire development and testing

CBSR drafted the questionnaire in order to quantify the general public's perceptions and beliefs around advertising and their underlying values. The questionnaire was based heavily on previous surveys so as to maintain consistent tracking of information. In order to test the questionnaire CBSR undertook expert review and skirmish testing of the instrument internally<sup>1</sup>.

#### Sampling and online fieldwork

The target audience for the quantitative research was the Australian population aged 18 years and over. The research sample was designed to ensure that a good representative sample of the Australian population was used for the research.

Quotas were set according to location, age and gender, to ensure a representation of the Australian population was surveyed. The quotas were developed in accordance with the most recent Residential Population Estimates collected by the ABS (released quarterly).

The participants for this research were sourced from CBSR's ISO accredited sister fieldwork company, the Online Research Unit (ORU).

Fieldwork was conducted from 10 to 19 May 2017. Median interview length was 20 minutes.

<sup>1</sup> Expert review is the process by which other expert researchers within CBSR are consulted regarding the questionnaire design. Skirmish is the technique whereby the questionnaire is 'tested out' on someone within the office or otherwise easily accessible, to check for any major issues before more formal testing commences.

### Advertisement testing

In order to limit respondent burden and survey length to 20 minutes, each respondent was exposed to a random eight advertisements out of a total of 13. Thus, the total sample size responding to each advertisement was ~ n=830.

There was one exception to this, however with the Kiss Kill advertisement shown to 18-34 year old respondents only (n=377). Therefore, this particular cohort was exposed to a total of nine advertisements: the eight randomly selected + Kiss Kill.

### Percentages and averages

Respondents who completed a survey but did not answer a particular question were excluded from the tabulation of results and calculation of statistics for that question.

Percentages were generally rounded to whole numbers. Some percentages may not add to 100 percent due to rounding.

Some survey questions asked respondents to give a rating from 1 to 10. Responses to these have been categorised into the following subgroupings:

- 1-2 (e.g. Strongly disagree)
- 3-4 (e.g. Slightly Disagree)
- 5-6 (e.g. Neither agree nor disagree)
- 7-8 (e.g. Slightly Agree)
- 9-10 (e.g. Strongly Agree)

### Weighting

The sample has been post-weighted according to state/territory, gender and age in order to ensure a statistically representative view of the Australian general public was obtained. For further details about weighting please see Appendix A: Technical Notes.

#### Tests of statistical significance

Significance testing has been undertaken when comparing sub-groups against each other. For example: males vs. females, 18-44 year olds vs. 45+ year olds, and those who believed an advertisement was acceptable vs. those who didn't. Significance testing has also been conducted comparing 2017 data with data from previous years.

Tests of statistical significance are displayed in the report as follows:

- In tables and graphs, the  $\hat{a}$  symbol represents a proportion that is significantly lower than another sub-group.
- Conversely, the  $\hat{a}$  symbol represents a proportion that is significantly higher than another sub-group.

Where possible, differences were tested for statistical significance at the 95% confidence level.

### Reliability

A raw sample of N=1,249 from the Australian population has an associated margin of error of +/-2.8%. This means we can be 95% confident that the true result in the population of interest is within +/-2.8% of the result that we have obtained from our sample.

A raw sample of ~ N=830 from the Australian population has an associated margin of error of +/-3.4 %. This means we can be 95% confident that the true result in the population of interest is within +/-3.4% of the result that we have obtained from our sample.

Where sample sizes were low (less than n=30), these were marked by an asterisk (\*) in this report. These results should be interpreted with caution.

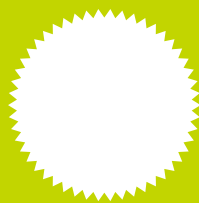
.....

*Appendix C – Sample profile*

.....  
.....

# Part 7

.....





## Appendix C – Sample profile

All data presented below is unweighted (raw) data

### Age and gender

**Table 7: Age and gender**

	General public (N=1,249)	Male (n=597)	Female (n=652)
18-29 years	18%	17%	20%
30-49 years	38%	38%	38%
50-69 years	32%	32%	32%
70 years +	11%	13%	10%
Total	100%	100%	100%

Q3 Please indicate your gender (Single response)

Q5 Please indicate which of the following age groups you fall into (Single response)

Base= All respondents (N=1,249) – unweighted data

### State/Territory

**Table 8: State/Territory**

	General public (N=1,249)	Metropolitan (n=870)	Regional/rural (n=379)
New South Wales	31%	30%	33%
ACT	1%	2%	0%
Victoria	27%	29%	23%
Tasmania	2%	2%	3%
Queensland	20%	16%	29%
South Australia	8%	9%	5%
Northern Territory	0%	0%	0%
Western Australia	10%	12%	6%
Total	100%	100%	100%

Q6 Please indicate where you live. (Single response)

Q6B Do you live in the metropolitan area of a capital city? (Single response)

Base= All respondents (N=1,249) – unweighted data

## Language other than English

**Table 9: Language other than English spoken at home**

	General public (N=1,249)
Speak English only at home	79%
Speak language/s other than English at home	19%
Prefer not to answer	2%
Total	100%

Q38. Do you speak a language other than English at home? (Single response)

Base= All respondents (N=1,249) – unweighted data

## Children

**Table 10: Children and age of children**

	General public (N=1,249)
14 years or younger	25%
15-17 years	8%
18 years or older	34%
No children	41%

Q40. Do you have any children? (Single response)

Q41. What ages are they? (Multiple response – thus proportions will exceed 100%)

Base= All respondents (N=1,249) – unweighted data

## Highest level of education

**Table 11: Highest level of education achieved**

	General public (N=1,249)
High school (Year 10 or below)	9%
High school (Year 11 or 12)	17%
TAFE / Certificate / Diploma (including apprenticeship or traineeship)	30%
Tertiary Education (Bachelors Degree)	28%
Post-graduate Education (Masters or PhD)	15%
I prefer not to answer	2%
Total	100%

Q39. What is the highest level of education you have attained? (Single response)

Base= All respondents (N=1,249) – unweighted data

Total household income

Table 12: Total household income

	General public (N=1,249)
Under \$40,000	20%
\$40,001 - \$50,000	10%
\$50,001 - \$60,000	7%
\$60,001 - \$70,000	9%
\$70,001 - \$80,000	4%
\$80,001 - \$90,000	6%
\$90,001 - \$100,000	10%
\$100,001 or more per year	19%
Don't know	2%
I prefer not to answer	13%

Q42. Including all pensions and allowances, what is your household's annual gross income before tax from all sources? Just an estimate is fine. (Single response)  
Base= All respondents (N=1,249) – unweighted data

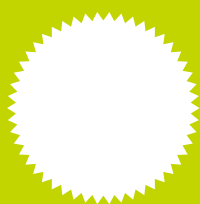
---

*Appendix D: Advertisements*

---

# Part 8

---



## Appendix D: Advertisements

Advertisement	Medium	Case #	Complaint	Determination	Description
Mondelez Australia Pty Ltd	TV (30 sec)	0309/16	Section 2.1	Upheld	Man with an Indian accent making announcements in an airport

Advertisement	Medium	Case #	Complaint	Determination	Description
Sunco Motors	TV (15 sec)	0126/17	Section 2.1	Dismissed	Man dressed as Chinese master

Advertisement	Medium	Case #	Complaint	Determination	Description
Flat Rate Now	Poster	0086/17	Section 2.2	Upheld	Naked woman holding iPad

Advertisement	Medium	Case #	Complaint	Determination	Description
PVH Calvin Klein	Poster	0378/16	Section 2.2	Dismissed	Women in underwear

Advertisement	Medium	Case #	Complaint	Determination	Description
Sir Walter Premium Lawn Turf	TV (30 sec)	0142/16	Section 2.3	Upheld	Shoves grass into man's mouth

Advertisement	Medium	Case #	Complaint	Determination	Description
Crimsafe	TV (15 sec)	0092/17	Section 2.3	Dismissed	Man breaks into house

Advertisement	Medium	Case #	Complaint	Determination	Description
Hammonds paints	TV (15 sec)	0041/14	Section 2.3	Dismissed	Woman kicks man under table

Advertisement	Medium	Case #	Complaint	Determination	Description
Honey Birdette	Poster	0544/16	Section 2.4	Upheld	Woman in lingerie

Advertisement	Medium	Case #	Complaint	Determination	Description
Sin City	Billboard	0285/16	Section 2.4	Dismissed	Woman holding drinks

Advertisement	Medium	Case #	Complaint	Determination	Description
Kiss Kill	Instagram	0589/16	Section 2.4	Dismissed	Woman in lingerie with bottom exposed

---

Advertisement	Medium	Case #	Complaint	Determination	Description
Bras n'Things	Poster	0082/17	Section 2.4	Dismissed	Woman in lingerie

Advertisement	Medium	Case #	Complaint	Determination	Description
SBS	Poster	0513/16	Section 2.5	Upheld	F*CK that's delicious

Advertisement	Medium	Case #	Complaint	Determination	Description
AAMI	TV (30 sec)	0063/17	Section 2.5	Dismissed	Up ship creek

Advertisement	Medium	Case #	Complaint	Determination	Description
HTH Group	TV (15 sec)	0406/16	Section 2.6	Upheld	Drop saw

Advertisement	Medium	Case #	Complaint	Determination	Description
Chemist Warehouse	TV (30 sec)	0121/17	Section 2.6	Dismissed	Spreading flu germs

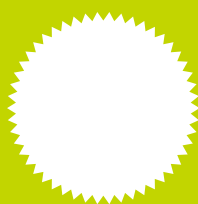
.....

*Appendix E: Qualitative discussion guide*

.....  
.....

# Part 9

.....



## Appendix E: Qualitative discussion guide

### ADVERTISING STANDARDS BUREAU COMMUNITY STANDARDS RESEARCH

#### DRAFT DISCUSSION GUIDE

**NOTE TO MODERATORS:** *We don't want to disclose to participants who the client is or what the subject matter is (aside from saying it is about watching a series of advertisements and giving our opinions) until the end of the group. If asked, state: "I'll be happy to discuss this information with you at the end of the session."*

#### Required information:

- Today I'll be showing you some advertisements and talking about our opinions of each.
- The session will last for approximately 2 hours, and at the end you'll receive \$80 cash.
- All responses will be kept confidential and your responses will remain anonymous.
- We are audio / video recording this evening's session but these tapes will be used for transcription purposes only.
- IF NECESSARY: There are # clients viewing this session, but if they recognise anyone here this evening they will step out of the room and not view the group.
- House-keeping – mobiles off, toilet locations, food and drink.
- We have a lot to get through in this session tonight – does anyone have any questions before we start?

Ice breaker – 5 mins

Before we start, let's introduce ourselves, and tell the group a bit about ourselves (our occupations, where we currently live, family etc.). Also, mention:

- An advertisement that you can recall seeing or hearing recently (either most memorable or first advertisement that pops into your mind).



### Unprompted community reactions to advertisements

30 mins

This will give us initial and unbiased personal views towards each advertisement.

To begin with we're going to look at **12 advertisements**. Some are TV advertisements, some are outdoor or print advertisements, some are on social media or the internet.

We will look at each one, and then before we talk about it we are going to write down **whether we feel the advertisement should be allowed to be shown or whether the advertisement should not be allowed to be shown**, and the **reason we feel this way**.

*MAKE CLEAR TO PARTICIPANTS THAT THIS IS NOT ABOUT WHETHER THEY LIKE THE ADVERTISEMENT OR WHETHER THE ADVERTISEMENT ITSELF IS GOOD OR BAD, BUT WHETHER OR NOT IT IS ACCEPTABLE TO BE SHOWN*

Please don't talk about it until everyone has finished writing. Then we will move on to the next advertisement.

*SHOW / DEMONSTRATE EACH ADVERTISEMENT CONCEPT (ROTATE ORDER) – GO QUICKLY!*

*ASK PARTICIPANTS TO RECORD THEIR RATINGS ON SELF-COMplete FOR **SHOULD / SHOULD NOT BE SHOWN AND REASONS***

*REVISIT EACH ADVERTISEMENT BRIEFLY*

- Who feels this advertisement should be allowed to be shown? Should not be allowed to be shown? – **VERY IMPORTANT: RECORD SHOW OF HANDS FOR EACH ADVERTISEMENT**
- a. How come?

### Community perspectives of advertising standards and knowledge of regulation

20 mins

- In general, how do we decide whether an advertisement should be shown or not?
- What types of advertisements do we feel should not be shown?
- Who decides what advertisements can be shown or not shown? How do they make their decisions?
- What are all the things we feel should be taken into account when deciding which advertisements should be shown?
- Have we ever made a complaint about advertising?
  - a. Who to?
  - b. For what reasons?
  - c. What happened?
- Have we ever heard of the Advertising Standards Board?
- Have we ever heard of the Advertiser Code of Ethics?
- What sort of things do we imagine would be in the Code?

**Reactions to Code****25 mins**

This will seek impressions of the Code

We are now going to have a look at the Advertiser Code and as we do we are going to write down whether we agree or disagree with each part of section 2 and the reasons we agree or disagree. Like before we are not going to talk about this until we have been through it all and finished writing.

*HAND OUT ADVERTISERS CODE OF ETHICS*

- 2.1 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 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 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 Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.
- 2.5 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 Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.
- 2.7 Advertising or Marketing Communications shall be clearly distinguishable as such to the relevant audience.

*BRIEF DISCUSSION OF EACH SECTION OF THE CODE – ASK FOLLOWING QUESTIONS FOR EACH OF THE SECTIONS OF THE CODE – ROTATE ORDER*

- Do we agree or disagree with Section [x] of the Code? How come?
- What are the good things?
- What are the bad things?
- Is there anything missing?
- What needs to change?

**Community reactions to advertisements in light of Code**

**30 mins**

This will seek prompted discussion about individuals' ratings for each of the advertisements in light of the Code

Now that we have read the Advertisers Code of Ethics, let's imagine we are the members of the Advertising Standards Board and we have received a complaint about each of the advertisements we looked at earlier.

I'm going to play the advertisements again and call out which section of the Advertisers Code of Ethics the complaint against the advertisement was made under.

Now that you have considered the code (and the specific section the complaint was made against) yourselves, I want you to write down in your self-completion form whether you feel the advertisement should be allowed (complaint dismissed) or not allowed (complaint upheld).

*REMIND PARTICIPANTS OF EACH ADVERTISEMENT AND ASK FOLLOWING QUESTIONS FOR EACH – ROTATE ORDER*

- Which sections of the Code might this advertisement not comply with?
- What are all the reasons a complaint may be upheld against this advertisement?
- What are all the reasons a complaint may be dismissed against this advertisement?
- *TAKE A VOTE* – Should the complaint be upheld or not? **VERY IMPORTANT: RECORD SHOW OF HANDS**
  - a. How come? Does the advertisement comply/not comply?

**Community concern re advertising**

**15 mins**

- Has our level of concern about advertising in general increased / decreased / stayed the same over the past few years?
  - a. How come?
- Do we have specific concerns when it comes to advertising in Australia?
  - a. What are these?

**Thank you and close.**

**This research has been conducted on behalf of the Advertising Standards Bureau (ASB) to explore community standards in relation to advertising and regulation in Australia.**

*HAND OUT INCENTIVES & PICK UP SELF COMPLETION FORMS + COPIES OF CODE*

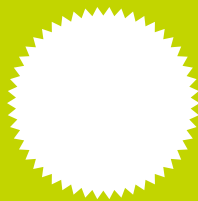
---

*Appendix F: Quantitative  
questionnaire instrument*

---

Part 10

---



## *Appendix F: Quantitative questionnaire instrument*

### SECTION A: MANDATORY QMS REQUIREMENTS

#### **EMAIL INTRODUCTION – DO NOT SCRIPT, THIS WILL GO IN EMAIL INVITATION**

We are conducting a NEW survey and you are invited to participate. If you choose to participate, please be assured that the information and opinions you provide will be used only for research purposes. In particular, no individual responses will be given to the organisation sponsoring this research; they will be combined with those from other participants in this research.

The purpose of this research is to understand community expectations around the content of advertising. There is nothing too explicit in the survey, but it does include some advertisements which have generated complaints. If you think you are likely to be offended, then please do not participate – however, it is important to the research that we have a broad cross section of the community in the survey in order that our client can get a good understanding of the full range of views.

The identity of the organisation sponsoring this research will be revealed to you at the end of this survey. We cannot reveal this to you now as it may bias your responses to some of the questions.

#### **SURVEY INTRODUCTION – THIS SHOULD BE THE FIRST PAGE OF THE SCRIPT**

Thank you for agreeing to complete our new survey.

Please make sure you fill out all the questions on each page.

Thank you for your time and have a nice day.

## SECTION B: INDIVIDUAL PROJECT REQUIREMENTS

**SCREENER****Q2 EMPLOY**

*Q2 Firstly, could you please tell me if you, or anyone you know well, is currently employed or have been employed by any of the following in the last 10 years?*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Market Research	→CLOSE
02	An advertising agency	
03	Any other organisation heavily involved with advertising in any way	
04	The legal profession	→CONTINUE
05	A company involved in banking or finance	
06	Unsure	→CLOSE
97	None of the above	→CONTINUE

**Q3 GENDER**

*Q3 Please indicate your gender*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Male	→ CHECK QUOTAS (INTERLOCKING WITH AGE) & CONTINUE
02	Female	

**Q4 AUSTRALIAN RESIDENT**

*Q4 Are you a permanent resident of Australia?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→CLOSE

**Q5 AGE**

*Q5 Please indicate which of the following age groups you fall into (SR)*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Under 18	→CLOSE
02	18-24 years	
03	25-29 year	
04	30-34 years	
05	35-39 years	
06	40-44 years	→ CHECK QUOTAS (INTERLOCKING AGE, GENDER, LOCATION) & CONTINUE
07	45-49 years	
08	50-54 years	
09	55-59 years	
10	45-59 years	
11	60-64 years	
12	65+ years	

**Q6 STATE**

Q6 Please indicate where you live.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	New South Wales	→ CHECK QUOTAS (INTERLOCKING AGE, GENDER, LOCATION) & CONTINUE
02	ACT	
03	Victoria	
04	Tasmania	
05	Queensland	
06	South Australia	
07	Northern Territory	
08	Western Australia	
09	I do not currently live in Australia	→ CLOSE

Q6B METRO

Q6B Do you live in the metropolitan area of a capital city?

CODE	SELECT ONE RESPONSE ONLY
01	Yes
02	No

IF UNSUCCESSFUL

Unfortunately for this particular survey, we need responses from people who fit a specific criteria.

Thank you for your participation and we will contact you again shortly for another [ORU] survey!

Regards  
[ORU]

IF SUCCESSFUL, CONTINUE

## SECTION C: COMMUNITY REACTIONS TO ADVERTISEMENTS (UNINFORMED)

Now we are going to look at some advertisements. We will show each advertisement and then ask you some questions about each one. **In answering these questions, please think about whether the advertisements are acceptable or not based on your own personal values.**

**When looking at these advertisements, please try not to think about what else you might know or think about the specific company or product being advertised, but rather about how appropriate the content of the advertisement itself would be if used by any other company as well.**

Advertisements to be shown:

### Discrimination / Vilification (Section 2.1 of Code)

- Ad 1 – Mondelez Australia (TV)
- Ad 2 – Sunco Motors (TV)

### Sexual appeal (minors, degrading) (Section 2.2 of Code)

- Ad 3 – Flat Rate Now (Poster)
- Ad 4 – PVH Calvin Klein (Poster)

### Violence (Section 2.3 of Code)

- Ad 5 – Sir Walter Premium Lawn Turf (TV)
- Ad 6 – Crimsafe (TV)

### SSN (Section 2.4 of Code)

- Ad 7 – Sin City (Billboard)
- Ad 8 – Kiss Kill (Instagram) [18-34 YEAR OLDS ONLY]
- Ad 9 – Bras n'Things (Poster)

### Language (Section 2.5 of Code)

- Ad 10 – SBS (Poster)
- Ad 11 – AAMI (TV)

### Health and safety (Section 2.6 of Code)

- Ad 12 – HTH Group (TV)
- Ad 13 – Chemist Warehouse (TV)

## PROGRAMMERS TO NOTE THE FOLLOWING:

- PLEASE ROTATE ADVERTISEMENTS SO THAT ALL PARTICIPANTS SEE 8 IN TOTAL
- ADVERTISEMENT 8 KISS KILL TO BE SHOWN TO 18-34 YEAR OLDS ONLY – THIS COHORT SEE 9 IN TOTAL



Section 2.1 of Code: DISCRIMINATION (do not show this title in online programming – topic has to remain unprompted for each section)

PLEASE RANDOMISE ADVERTISEMENTS 1-3 FOR EACH RESPONDENT

### Q7.ACCEPTABLE: ADVERTISEMENT 1

SHOW ADVERTISEMENT 1: Mondelez Australia Pty Ltd (TV)

Q7A Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to broadcast this on television	
97	Don't Know	

Q7B. (IF UNACCEPTABLE CODE 02 IN Q7A): How come?

### Q8.ACCEPTABLE: ADVERTISEMENT 2

SHOW ADVERTISEMENT 2: Sunco Motors (TV)

Q8A. Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to broadcast on television	
97	Don't Know	

Q8B. (IF UNACCEPTABLE CODE 02 IN Q8A): How come?

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

Section 2.1 of the Code: 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.

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

Q7C. Thinking back to the **Cadbury television advertisement** [SHOW SCREENSHOT OF Mondelez Australia], and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be broadcast on television	
97	Don't Know	

Q8C. Thinking back to the **Sunco Motors advertisement** [SHOW SCREENSHOT OF Sunco Motors ADVERTISEMENT], and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be broadcast on television	
97	Don't Know	

## SECTION 2.2 OF CODE: SEXUAL APPEAL – MINORS / DEGRADING (do not show this title in online programming)

PLEASE RANDOMISE ADVERTISEMENTS 3-4 FOR EACH RESPONDENT

### Q9.ACCEPTABLE: ADVERTISEMENT 3

SHOW ADVERTISEMENT 3 – Flat Rate Now (Print)

Q9A. Do you believe it is acceptable for this advertisement to appear in a magazine?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> for this advertisement to be included in a magazine	→ CONTINUE
02	No, it is <b>not acceptable</b> for this advertisement to be included in a magazine	
97	Don't Know	

Q9B. (IF UNACCEPTABLE CODE 02 AT Q9A): How come?

### Q10.ACCEPTABLE: ADVERTISEMENT 4

SHOW ADVERTISEMENT 4 – PVH Calvin Klein (Poster)

Q10A. Do you believe it is acceptable to display this advertisement on a poster?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to display this advertisement on a poster	→ CONTINUE
02	No, it is <b>not acceptable</b> to display this advertisement on a poster	
97	Don't Know	

Q10B. (IF UNACCEPTABLE CODE 02 AT Q10A): How come?

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

**Section 2.2 of the Code:** 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.

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

Q9C. Thinking back to the **Flat Rate Now advertisement** [SHOW IMAGE OF Flat Rate Now ADVERTISEMENT], and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed in a magazine.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be distributed in a magazine	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be distributed in a magazine	
97	Don't Know	

Q10C. Thinking back to the **PVH Calvin Klein advertisement** [SHOW IMAGE OF ADVERTISEMENT 4: PVH Calvin Klein ADVERTISEMENT], and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be displayed on a poster	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be played on a poster	
97	Don't Know	

## SECTION 2.3 – VIOLENCE (DO NOT SHOW TITLE OF SECTION IN PROGRAMMED ONLINE SURVEY)

PLEASE RANDOMISE ADVERTISEMENTS 5-7 FOR EACH RESPONDENT

### Q11. ACCEPTABLE: ADVERTISEMENT 5

SHOW ADVERTISEMENT 5: Sir Walter Premium Lawn Turf (TV)

Q11A. Do you believe it is acceptable to show this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to show this advertisement on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this advertisement on television	
97	Don't Know	

Q11B. (IF UNACCEPTABLE CODE 02 AT Q11A): How come?

## Q12.ACCEPTABLE: ADVERTISEMENT 6

SHOW ADVERTISEMENT 6 – Crimsafe (TV)

Q12A Do you believe it is acceptable to show this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to show this advertisement on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this advertisement on television	
97	Don't know	

Q12B. (IF UNACCEPTABLE CODE 02 IN Q12A): How come?

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

**Section 2.3 of the Code:** Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

Q11C. Thinking back to the **Sir Walter Premium Lawn Turf television advertisement** [SHOW SCREENSHOT OF Sir Walter Premium Lawn Turf TV ADVERTISEMENT], and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> be broadcast on television	
97	Don't Know	

Q12C. Thinking back to the **Crimsafe television advertisement** [SHOW SCREENSHOT OF Crimsafe TV ADVERTISEMENT], and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> be broadcast on television	
97	Don't Know	

## SECTION 2.4 – Sex, sexuality and nudity (PLS DON'T DISPLAY TITLE OF SECTION IN PROGRAMMED ONLINE SURVEY)

PLEASE RANDOMISE ADVERTISEMENTS 7-9 FOR EACH RESPONDENT

## Q13.ACCEPTABLE: ADVERTISEMENT 7

SHOW ADVERTISEMENT 7 – Sin City (Billboard)

Q13A. Do you believe it is acceptable to show this advertisement on an outdoor billboard?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to show this advertisement on an outdoor billboard	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this advertisement on an outdoor billboard	
97	Don't Know	

Q13B. (IF UNACCEPTABLE CODE 02 IN Q13A): How come?

[KISS KILL QUESTIONS SHOWN TO 18-34 YEAR OLDS ONLY – Q22, Q22A, Q22B, Q22C]

## Q14.ACCEPTABLE: ADVERTISEMENT 8

SHOW ADVERTISEMENT 8 – Kiss Kill (Instagram)

Instagram is an online mobile photo-sharing site that allows its users to share pictures and videos either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. The minimum age to open an account on most social networking platforms, including Instagram, is 13.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q14A. Do you believe it is acceptable to show this advertisement online via Instagram?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to show this advertisement online via Instagram	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this advertisement online via Instagram	
97	Don't Know	

Q14B. (IF UNACCEPTABLE CODE 02 IN Q14A): How come?

## Q15.ACCEPTABLE: ADVERTISEMENT 9

SHOW ADVERTISEMENT 9 – Bras n'Things (Poster)

This poster advertisement was situated in the window of a store.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q15A. Do you believe it is acceptable to display this advertisement on a poster?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to display this advertisement on a poster	→ CONTINUE
02	No, it is <b>not acceptable</b> to display this advertisement on a poster	
97	Don't Know	

Q15B. (IF UNACCEPTABLE CODE 02 IN Q15A): How come?

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

**Section 2.4 of the Code:** Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

[THESE NEXT THREE QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

Q13C. Thinking back to the **Sin City billboard advertisement** [SHOW SCREENSHOT OF Sin City billboard ADVERTISEMENT], and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a billboard.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be displayed on a billboard	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be displayed on a billboard	
97	Don't Know	

Q14C. Thinking back to the **Kiss Kill Instagram advertisement** [SHOW SCREENSHOT OF Kiss Kill Instagram ADVERTISEMENT], and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown online via Instagram.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be shown online via Instagram	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be shown online via Instagram	
97	Don't Know	

Q15C. Thinking back to the **Bras n' Things poster advertisement** [SHOW SCREENSHOT OF Bras n' Things poster ADVERTISEMENT], and Section 2.4 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be displayed on a poster	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be displayed on a poster	
97	Don't Know	

SECTION 2.5 – LANGUAGE (PLS DON'T SHOW TITLE OF SECTION IN PROGRAMMING OF ONLINE SURVEY)

Q16.ACCEPTABLE: ADVERTISEMENT 10

SHOW ADVERTISEMENT 10 – SBS (Poster)

PLEASE RANDOMISE ADVERTISEMENTS 10-11 FOR EACH RESPONDENT

This poster was on display in multiple outdoor locations in cities.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q16A Do you believe it is acceptable to display this advertisement on a poster?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to display this advertisement on a poster	→ CONTINUE
02	No, it is <b>not acceptable</b> to display this advertisement on a poster	
97	Don't Know	

Q16B. (IF UNACCEPTABLE CODES 02 AT Q16A): How come?

Q17.ACCEPTABLE: ADVERTISEMENT 11

SHOW ADVERTISEMENT 11 – AAMI (TV)

Television commercials (including infomercials) and community service announcements must be classified before they can be broadcast.

This advertisement has been given a “PG – Parental Guidance” CAD (commercials advice) rating.

Definition: Parental Guidance Recommended.

According to this classification, this advertisement may be broadcast on TV at any time except during or adjacent to children's / preschool programs or periods.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q17A Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this during the permitted programming times	→ CONTINUE
02	No, it is <b>not acceptable</b> to broadcast this during the permitted programming times	
97	Don't Know	

Q17B. (IF UNACCEPTABLE CODES 02 AT Q17A): How come?

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

**Section 2.5 of the Code:** 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.

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

*Q16C. Thinking back to the **SBS poster advertisement** [SHOW SCREENSHOT OF SBS Poster ADVERTISEMENT], and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be displayed on a poster.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be displayed on a poster	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be displayed on a poster	
97	Don't Know	

*Q17C. Thinking back to the **AAMI television advertisement** [SHOW SCREENSHOT OF AAMI television ADVERTISEMENT], and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be broadcast on television during the permitted programming times	
97	Don't Know	



## SECTION 2.6 – HEALTH AND SAFETY (PLS DON'T SHOW TITLE OF SECTION IN PROGRAMMING OF ONLINE SURVEY)

## Q18.ACCEPTABLE: ADVERTISEMENT 12

SHOW ADVERTISEMENT 12 – HTH Group (TV)

PLEASE RANDOMISE ADVERTISEMENTS 12-13 FOR EACH RESPONDENT

*Q18A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to broadcast this advertisement on television	
97	Don't Know	

*Q18B. (IF UNACCEPTABLE CODE 02 IN Q18A): How come?*

## Q19.ACCEPTABLE: AD 13

SHOW ADVERTISEMENT 13 – Chemist Warehouse (TV)

*Q19A Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television	→ CONTINUE
02	No, it is <b>not acceptable</b> to broadcast this advertisement on television	
97	Don't Know	

*Q19B. (IF UNACCEPTABLE CODE 02 IN Q19A): How come?*

Please read the section of the Australian Association of National Advertisers Code of Ethics below.

**Section 2.6 of the Code:** Advertising or Marketing Communications shall not depict material contrary to prevailing Community Standards on health and safety.

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH ADVERTISEMENT TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH ADVERTISEMENT BELOW.]

*Q18C. Thinking back to the Home Timber and Hardware television advertisement [SHOW SCREENSHOT OF HTH Group ADVERTISEMENT], and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be broadcast on television	
97	Don't Know	

*Q19C. Thinking back to the **Chemist Warehouse television advertisement** [SHOW SCREENSHOT OF Chemist Warehouse television ADVERTISEMENT], and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this advertisement should <b>continue</b> to be broadcast on television	→ CONTINUE
02	According to this section of the code, this advertisement should <b>not continue</b> to be broadcast on television	
97	Don't Know	

## SECTION D: COMPLAINTS PROCEDURES

Thank you for your patience in answering these questions. I would like to invite you to continue with this survey.

### UNPROMPTED AWARENESS OF COMPLAINTS ORGANISATION

*Q20. Have you recently been exposed to any advertising that you found unacceptable? SR*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No	SKIP TO Q21
97	Don't Know	SKIP TO Q21

[IF SELECTED 1 IN Q20, ASK Q20A]

*Q20A. What was unacceptable about the advertising you read, saw or heard? [OPEN ENDED]*

ASK ALL

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? [OPEN ENDED]

Advertising refers to television, radio, outdoor advertising, newspaper, magazine and online and social media advertising.

ASK ALL

*Q22. 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? MRRANDOMISE*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Advertising Standards Bureau	CONTINUE
02	Advertising Claims Board	
03	Free TV	
04	The TV / Radio station where you saw / heard the advertisement	
05	The newspaper / magazine where the advertisement was printed	
06	Advertising Standards Board	
96	Other (specify)	
97	Don't know (SR ONLY)	
99	None / there's nowhere to complain to (SR ONLY)	

ASK ALL

*Q23. In the last 12 months have you made a formal complaint about advertising standards in relation to any of the following? MR*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
97	Have not made a complaint (SR ONLY)	SKIP TO Q25
01	Language	CONTINUE
02	Discrimination	
03	Use of sexual appeal in a manner that is exploitative and degrading	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Concern for children	
96	Other (specify)	

[IF NOT SELECTED 97 IN Q23, ASK Q24]

*Q24. Which organisation(s) did you complain to? MR*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Advertising Standards Board	CONTINUE
02	Advertising Claims Board	
03	Advertising Standards Bureau	
04	Free TV	
05	The TV / Radio station where you saw / heard the advertisement	
06	The newspaper / magazine where the advertisement was printed	
96	Other (specify)	
97	Don't know	

[ASK THOSE WHO HAVE NOT MADE COMPLAINT (Q23=97). OTHERS SKIP TO Q26]

Q25. For what reasons did you not make a complaint?

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Wasn't concerned about any advertising	CONTINUE
02	Too complicated / complex	
03	Didn't know who to complain to	
04	Didn't know how to complain	
05	Process of complaining is too bureaucratic	
06	Too lazy / couldn't be bothered	
07	Nothing would happen / not worth complaining	
96	Other (specify)	
97	Don't know	

Q26. From the list below, please select any categories for which you are aware complaints can be directed to the Advertising Standards Bureau. Please select all that apply. [MULTIPLE RESPONSE] [RANDOMISE LIST]

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Misleading and deceptive advertising	CONTINUE
02	Advertising of food and beverages to children	
03	Inappropriate advertising to children	
04	Motor vehicle advertising	
05	Alcohol advertising	
06	Gambling advertising	
07	General food and beverage advertising	
08	Environmental claims in advertising	
96	None of these	
97	Don't know	

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?

CODE	(SR)	SEQUENCE INSTRUCTION
01	1 – Extremely unimportant	➔CONTINUE
02	2	➔CONTINUE
03	3	➔CONTINUE
04	4	➔CONTINUE
05	5	➔CONTINUE
06	6	➔CONTINUE
07	7	➔CONTINUE
08	8	➔CONTINUE
09	9	➔CONTINUE
10	10 – Extremely important	➔CONTINUE
97	Don't know	➔CONTINUE

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?

CODE	(SR)	SEQUENCE INSTRUCTION
01	1 – Extremely unlikely	→ CONTINUE
02	2	→ CONTINUE
03	3	→ CONTINUE
04	4	→ CONTINUE
05	5	→ CONTINUE
06	6	→ CONTINUE
07	7	→ CONTINUE
08	8	→ CONTINUE
09	9	→ CONTINUE
10	10 – Extremely likely	→ CONTINUE
97	Don't know	→ CONTINUE

Q29. What would encourage you to make a complaint to the Advertising Standards Bureau?

CODE	(MR)	SEQUENCE INSTRUCTION
01	If I was extremely offended / concerned	→ CONTINUE
02	If the process was simple	→ CONTINUE
03	If I knew who to complain to	→ CONTINUE
04	If the staff were helpful	→ CONTINUE
96	Other (please specify)	→ CONTINUE
97	Don't know	→ CONTINUE

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 . . .

ROTATE STATEMENTS (SR PER ROW)	Disagree completely										Agree completely	DK
1. The Board take every complaint they receive seriously	1	2	3	4	5	6	7	8	9	10		97
2. Decisions of the Board are independent	1	2	3	4	5	6	7	8	9	10		97
3. Decisions of the Board are fair and well considered	1	2	3	4	5	6	7	8	9	10		97
4. The Board makes decisions in line with community standards	1	2	3	4	5	6	7	8	9	10		97

## SECTION E: REACTION TO CODES

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.

## Q31 AGREE CODE OF ETHICS SECTION 2.1

**Section 2.1 of the Code:** 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.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

## Q32 AGREE CODE OF ETHICS SECTION 2.2

**Section 2.2 of the Code:** 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.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

## Q33 AGREE CODE OF ETHICS SECTION 2.3

**Section 2.3 of the Code:** Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

### Q34 AGREE CODE OF ETHICS SECTION 2.4

**Section 2.4 of the Code:** Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

### Q35 AGREE CODE OF ETHICS SECTION 2.5

**Section 2.5 of the Code:** 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.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

### Q36 AGREE CODE OF ETHICS SECTION 2.6

**Section 2.6 of the Code:** Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

### Q37 AGREE CODE OF ETHICS SECTION 2.7

**Section 2.7 of the Code:** Advertising or Marketing Communications shall be clearly distinguishable as such to the relevant audience.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Strongly agree	→ CONTINUE
02	Slightly agree	
03	Neither agree or disagree	
04	Slightly disagree	
05	Strongly disagree	
97	Don't Know	

## SECTION F: DEMOGRAPHICS

We require some personal details from you so that we can determine whether people with certain characteristics are likely to give different responses to the questions in this survey.

The answers you give will remain completely confidential.

## Q38 LOTE

*Q38 Do you speak a language other than English at home?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No, English only	
99	I prefer not to answer	

## Q39 EDUCATION

*Q39 What is the highest level of education you have attained?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	High school (Year 10 or below)	→ CONTINUE
02	High school (Year 11 or 12)	
03	TAFE / Certificate / Diploma (including apprenticeship or traineeship)	
04	Tertiary Education (Bachelors Degree)	
05	Post-graduate Education (Masters or PhD)	
99	I prefer not to answer	

## Q40 CHILDREN

*Q40 Do you have any children?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ SKIP TO Q44

## Q41 AGE OF CHILDREN

*Q41 And what ages are they?*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	14 years or younger	→ CONTINUE
02	15 - 17 years	
03	18 years or older	



## Q42 INCOME

*Q42 Including all pensions and allowances, what is your household's annual gross income before tax from all sources? Just an estimate is fine.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Under \$40,000	→ CONTINUE
02	\$40,001 - \$50,000	
03	\$50,001 - \$60,000	
04	\$60,001 - \$70,000	
05	\$70,001 - \$80,000	
06	\$80,001 - \$90,000	
07	\$90,001 - \$100,000	
08	\$100,001 or more per year	
09	Don't know	
99	I prefer not to answer	

## Q43 SOCIAL MEDIA USE

*Q43. Do you use any of the following social media platforms? [MR] RANDOMISE*

Please select all that apply.

CODE	SEQUENCE INSTRUCTION
01	YouTube
02	Instagram
03	Snapchat
04	Facebook
05	Twitter
06	Other (specify)
02	None of these
97	Don't Know

## Q44. COMPLAINT

*Q44. Have you ever made a formal complaint about advertising?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ SKIP TO CONCLUSION
97	Don't Know	

## Q45. COMPLAINT

*Q45. And finally, have you ever made a formal complaint about advertising to the Advertising Standards Bureau?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	
97	Don't Know	

## SECTION H: MANDATORY QMS REQUIREMENTS

### CONCLUSION

That's the end of the survey. As this is market research, it is carried out in compliance with the Privacy Act [and the Market & Social Research Code of Professional Behaviour] and the information you provided will be used only for research purposes.

Your answers will be combined with those of other participants to help our client in their decision making. We are conducting this research project on behalf of Advertising Standards Bureau.

### FINAL CLOSE / TERMINATION

Again, thank you for your patience in answering these questions. This research has been conducted by Colmar Brunton.

If you have any queries about the legitimacy of Colmar Brunton, you can call the Market Research Society's free Survey Line on 1300 364 830. If you have any queries about the survey you can email us via xx.

Thank you for your opinions.

Please click SUBMIT to send your responses to Your Source.

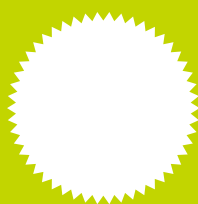
.....

*Appendix G: Figure list*

.....  
.....

# Part 11

.....



## Appendix G: Figure list

Figure 1: Mondelez Australia Pty Ltd – Perceptions of acceptability before seeing the Code	12
Figure 2: Mondelez Australia Pty Ltd – Perceptions of acceptability after seeing the Code	12
Figure 3: Mondelez Australia Pty Ltd – Reasons for unacceptability before seeing the Code	13
Figure 4: Sunco Motors advertisement – Perceptions of acceptability before seeing the Code	14
Figure 5: Sunco Motors advertisement – Perceptions of acceptability after seeing the Code	14
Figure 6: Sunco Motors advertisement – Reasons for unacceptability before seeing the Code	15
Figure 7: Flat Rate Now – Perceptions of acceptability before seeing the Code	16
Figure 8: Flat Rate Now – Perceptions of acceptability after seeing the Code	16
Figure 9: Flat Rate Now – Reasons for unacceptability before seeing the Code	17
Figure 10: PVH Calvin Klein – Perceptions of acceptability before seeing the Code	18
Figure 11: PVH Calvin Klein – Perceptions of acceptability after seeing the Code	18
Figure 12: PVH Calvin Klein – Reasons for unacceptability before seeing the Code	19
Figure 13: Sir Walter Premium Lawn Turf – Perceptions of acceptability before seeing the Code	20
Figure 14: Sir Walter Premium Lawn Turf – Perceptions of permissibility after seeing the Code	20
Figure 15: Sir Walter Premium Lawn Turf – Reasons for unacceptability before seeing the Code	21
Figure 16: Crimsafe – Perceptions of acceptability before seeing the Code	22
Figure 17: Crimsafe – Perceptions of acceptability after seeing the Code	22
Figure 18: Crimsafe – Reasons for unacceptability before seeing the Code	23
Figure 19: Sin City – Perceptions of acceptability before seeing the Code	25
Figure 20: Sin City – Perceptions of acceptability after seeing the Code	25

Figure 21: Sin City – Reasons for unacceptability before seeing the Code	26
Figure 22: Kiss Kill – Perceptions of acceptability before seeing the Code	27
Figure 23: Kiss Kill – Perceptions of acceptability after seeing the Code	27
Figure 24: Kiss Kill – Perceptions of acceptability after seeing the Code (Instagram users)	27
Figure 25: Kiss Kill – Reasons for unacceptability before seeing the Code	28
Figure 26: Bras n'Things – Perceptions of acceptability before seeing the Code	29
Figure 27: Bras n'Things – Perceptions of acceptability after seeing the Code	29
Figure 28: Bras n'Things – Reasons for unacceptability before seeing the Code	30
Figure 29: SBS – Perceptions of acceptability before seeing the Code	31
Figure 30: SBS – Perceptions of acceptability after seeing the Code	32
Figure 31: SBS – Reasons for unacceptability before seeing the Code	32
Figure 32: AAMI – Perceptions of acceptability before seeing the Code	33
Figure 33: AAMI – Perceptions of acceptability after seeing the Code	33
Figure 34: AAMI – Reasons for unacceptability before seeing the Code	34
Figure 35: HTH Group – Perceptions of acceptability before seeing the Code	35
Figure 36: HTH Group – Perceptions of acceptability after seeing the Code	36
Figure 37: HTH Group – Reasons for unacceptability before seeing the Code	37
Figure 38: Chemist Warehouse – Perceptions of acceptability before seeing the Code	38
Figure 39: Chemist Warehouse – Perceptions of acceptability after seeing the Code	38
Figure 40: Chemist Warehouse – Reasons for unacceptability before seeing the Code	39
Figure 41: Agreement with sections of the Code	43
Figure 42: Prompted awareness of organisations that handle advertising complaints	48
Figure 43: Prompted awareness of complaints that can be directed to the Advertising Standards Bureau	49
Figure 44: Unprompted awareness of organisations that handle advertising complaints	50
Figure 45: Board statement overview	51
Figure 46: Board statement overview ['Don't know' removed]	51
Figure 47: Importance of the Advertising Standards Bureau	52
Figure 48: Likelihood of complaining to the Advertising Standards Bureau	52
Figure 49: What would encourage making a complaint to the Advertising Standards Bureau	53
Figure 50: Formal complaints about advertising	53
Figure 51: Formal complaints about advertising to the Advertising Standards Board	54

Figure 52: Recent exposure to unacceptable advertising	54
Figure 53: What was unacceptable about the advertising	55
Figure 54: Formal complaints about advertising standards made in the last 12 months	56
Figure 55: Organisation complained to	56
Figure 56: Reasons for not making a complaint	57
Figure 57: Focus group structure and composition	64

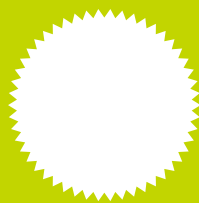
.....

*Appendix H: Table list*

.....  
.....

# Part 11

.....



## *Appendix H: Table list*

Table 1: Definitions	2
Table 2: Overall community reactions to the advertisements presented (qualitative results)	7
Table 3: Overall community reactions to each advertisement (quantitative results)	9
Table 4: Demographic variations in acceptability of each advertisement AFTER seeing the Code	11
Table 5: Demographic variations in agreement with each section of the Code	44
Table 6: Advertisements selected for review	63
Table 7: Age and gender	68
Table 8: State/Territory	68
Table 9: Language other than English spoken at home	69
Table 10: Children and age of children	69
Table 11: Highest level of education achieved	69
Table 12: Total household income	70



---

[www.adstandards.com.au](http://www.adstandards.com.au)

---

PO Box 5110, BRADDON, ACT 2612  
Ph: (02) 6173 1500 | Fax: (02) 6262 9833