

ACT

Mediums attracting complaints 2013

	ACT	Aust
TV	57.6%	62.1%
Billboard	5.1%	9.6%
Internet	8.5%	5.5%
Print	3.4%	4.5%
Pay TV	6.8%	3.5%
Transport	1.7%	3.5%
Poster	1.7%	2.1%
Radio	5.1%	3.6%
Social	0%	1.9%
Outdoor	3.4%	1.6%
Cinema	0%	0.8%
Mail	5.1%	0.7%
Other	1.7%	0.7%

59

complaints from ACT made in 2013

34%

of complainants were aged 40-54

29%

of complaints were about sex, sexuality and nudity

29%

of complaints were about discrimination or vilification

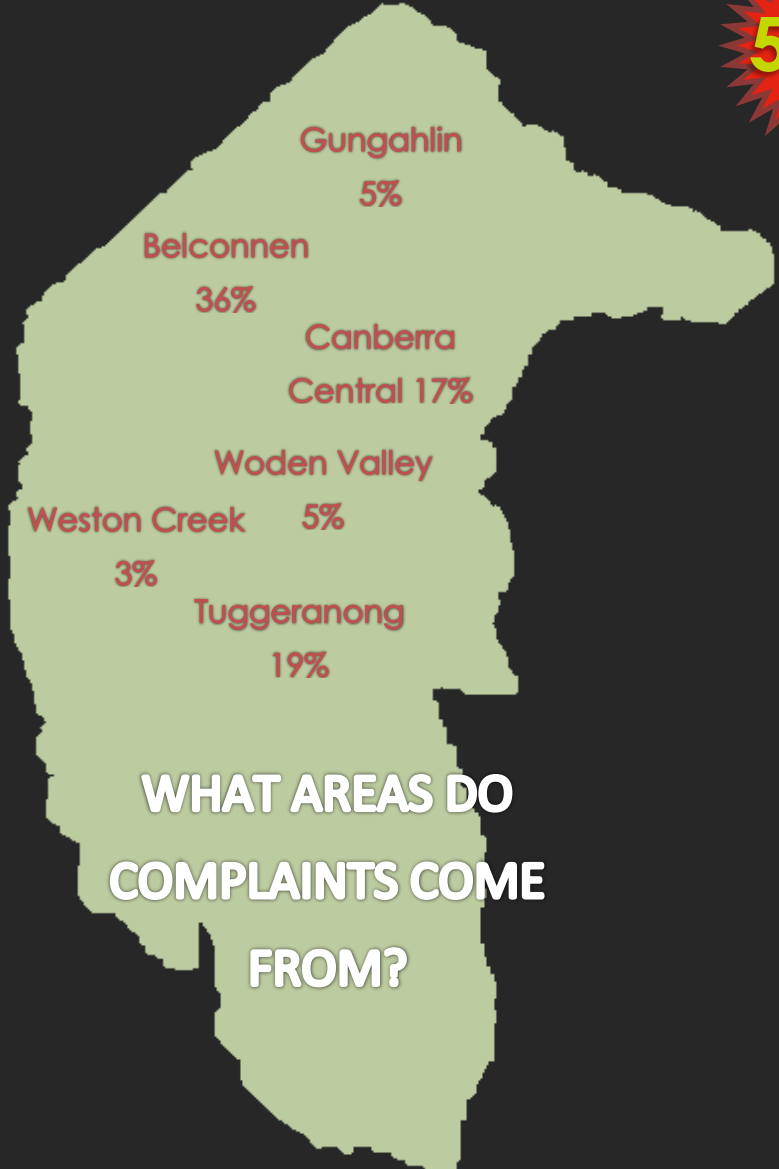
58%

of complainants were female



90%

of complaints were made online
www.adstandards.com.au



WHAT AREAS DO COMPLAINTS COME FROM?

Where complaints came from in ACT 2013

Kambah	6.8%
Braddon	5.1%
Bruce	5.1%
Florey	5.1%

