


2021 at a glance

COMPLAINTS AND CASES



4,675
Complaints



315
Cases reviewed by
the Community Panel



85
Ads found in
breach of the rules



10
Requests for
independent review

TOP ISSUES OF CONCERN



Sex, sexuality and nudity
21.31%



Health and safety
16.50%


Other*
15.54%

MOST COMPLAINED ABOUT


CATEGORIES



Food & beverages
13.16%



Information technology
9.99%



Political/social message
8.73%

ADVERTISING MEDIUM



Free-to-air TV
65.54%



Social media
8.43%



TV on-demand
5.97%


ADS

1. Crazy Domains TV ad
285
COMPLAINTS

2. Aussie Broadband TV ad
114
COMPLAINTS

3. Grill'd TV ad
88
COMPLAINTS


PROFILE OF COMPLAINANTS



59%
FEMALE



34%
55+
AGE



33%
NSW