



ADVERTISING  
STANDARDS  
BUREAU

# Research Report

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*Community perceptions 2012*

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*Produced for the Advertising Standards Bureau by*

Colmar Brunton Social Research

June 2012



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Research Report

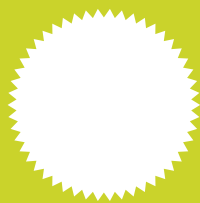
*Community perceptions 2012*

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# CONTENTS

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CEO Introduction	iv
Part One – Executive summary	1
1.1. Introduction	2
1.2. Key findings	3
1.3. Conclusions	4
Part Two – Introduction	6
2.1. Background	7
2.2. Research aims	7
2.3. Research objectives	8
Part Three – Methodology in brief	9
3.1. Interpreting this report	11
Part Four – Detailed findings	13
4.1. Overview of acceptability of advertisements	14
4.2. Reactions to individual 2012 advertisements	20
4.3. Reactions to the Code	36
4.4. Complaints Procedures	41
4.5. Sample Profile	45
Part Five – Appendix A: Technical notes	50
5.1. Research approach	51
5.2. Quantitative research approach	51
Sampling Error	53
Part Six – Appendix B: Quantitative Questionnaire	54
Part Seven – Appendix C: Commercials Advice Classifications (CAD)	78

## *CEO introduction*

I am very pleased to present to the community and the advertising industry as a whole, the results of the Advertising Standards Bureau Community perceptions research 2012.

Since 2007 the Bureau has conducted research into the extent to which Board decisions about advertisements align with how the community would apply the Codes and whether or not they meet with requirements of the AANA Code of Ethics.

In 2007 we first tested the five key provisions of the Code of Ethics: discrimination and vilification, language, sex, sexuality and nudity, violence and health and safety. In this first research community views aligned closely with Board decisions in the areas of language, violence and health and safety. Community views indicated a level of conservatism in relation to advertising containing sexualised images of women and sexual references – while indicating a greater degree of tolerance of advertisements using humour based on ethnic or racial stereotypes.

In 2009 we focused more closely on Board decisions around violence to assess community attitudes against more detailed aspects of violent images or images and depictions considered graphic in advertising. We found a very high correlation between Board decisions and community views, with the one area of discord being a higher level of concern in the community about graphic images in government advertising around health and safety.

In 2010, we devoted research resources to carefully considering the extent to which the Board's decisions aligned with community views around the acceptability of references to and images of sex, sexuality and nudity in advertising. The results of this research indicated that the community had greater concerns than the Board as a whole around sexualised images in public places. Community concerns centred on graphic or unsubtle images that children would see, but accepted that there is a place in advertising for references to sex, sexuality and nudity. Placement of the advertisement, subtlety of the sexual reference and relevance to product being key factors in whether the community considered such advertising acceptable.

In 2012, we commissioned research to test, once again, the five core provisions of the AANA Code of Ethics. This research conducted by Colmar Brunton Social Research assessed current community attitudes and also sought information about possible shifts in community standards and the Board's alignment with those standards.

Our research indicates that community views and Board decisions appear to have shifted relative to each other in a couple of areas, including a more conservative view in the community to strong language, but a more liberal attitude in the community to health and safety, violence and discrimination.

Our research also shows a continuing high level of support for the self-regulation system and the AANA Code of Ethics administered by the ASB.

I hope the information included here is of interest and use to the community, advertisers, academics and public and private sector organisations with an interest in advertising self-regulation.

**Fiona Jolly**  
Chief Executive Officer

July 2012

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*Executive Summary*

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# Part 1

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## 1. *Executive summary*

### 1.1. Introduction

Colmar Brunton Social Research (CBSR) was commissioned by the Advertising Standards Bureau (ASB) to conduct a detailed look into community perceptions and standards around the portrayal of discrimination or vilification; violence; sex, sexuality and nudity; strong language; and health and safety in advertising; as well as to provide insight into the extent to which the Advertising Standard Board's decisions are in line with prevailing community standards on advertising in Australia.

This report presents the findings of the 2012 community perceptions research. This research builds upon previous community awareness/community standards research conducted by CBSR, including general community attitudes to advertising (2007), Violence in advertising (2009), and Sex, Sexuality and Nudity in advertising (2010).

The five sections of the Code for which community perceptions have been investigated, related to: Discrimination or vilification; Violence; Sex, sexuality and nudity; Strong language; and Health and safety in advertising.

The research objectives were to explore and report on:

1. Community perceptions of the portrayal of discrimination or vilification; violence; sex, sexuality and nudity; strong language; and health and safety in advertising, and the medium in which an advertisement appears;
2. Community perception about levels of inappropriate portrayal of discrimination or vilification in advertising; violence; sex, sexuality and nudity; strong language; and health and safety issues in advertising;
3. Community tolerance of the portrayal of discrimination or vilification in advertising; violence; sex, sexuality and nudity; strong language; and health and safety issues in advertising; and
4. Any changes in attitudes compared with the Community Standards research in 2007.

The 2012 community perceptions research tested community reactions to 15 ads broadcast over a variety of mediums, including television, radio, internet, print, outdoor, and public transport. The study aimed to provide information which the Advertising Standards Board ("Board") will be able to use in its consideration of community complaints about advertising, to better understand the perceptions and standards of the community. The research will also inform the ASB's contribution to continuing work on refining the Australian Association of National Advertisers (AANA) Code of Ethics.

An online survey of N=1,253 members of CBSR's research panel was undertaken. Quotas were used to ensure the sample was representative of the Australian population in terms of age and gender. Respondents' state or territory of residence was also monitored to ensure that a relatively representative proportion of the sample was obtained from each state or territory. People who had participated in previous ASB research were excluded.



## 1.2. Key findings

When comparing the outcomes of the Board against community opinions about the 15 ads, the survey results showed that opinions were not always aligned.

Of the 15 ads reviewed, only three ads were considered unacceptable (in their relevant time period) by 50% or more of all respondents; however, the Board's decision for each of these ads was to dismiss complaints. Complaints against five of the 15 ads were upheld by the Board. Four of the five ads that were upheld by the Board were rated among the lowest in terms of unacceptability (14% to 24% unacceptability).

**Table 1: Overall acceptability of each ad (ordered from least acceptable to most acceptable)**

Advertisement	Medium	Rating	Code of Ethics	% Unacceptable	Number of complaints	Outcome of complaint
All Properties Group	Mail	n/a	2.5 (Strong Language)	54%	1	Dismissed
Brakemart	Radio	n/a	2.5 (Strong Language)	52%	1	Dismissed
Bardot	Print	n/a	2.3 (SSN)	50%	6	Dismissed
Game Australia	Mail	n/a	2.5 (Strong Language)	42%	4	Dismissed
Eskanders	Internet	n/a	2.6 (Health & Safety)	41%	1	Upheld
Coty Oh Lola	Outdoor	n/a	2.3 (SSN)	39%	4	Dismissed
Electrolux	Print	n/a	2.6 (Health & Safety)	34%	1	Dismissed
Red Bull	Television	-	2.1 (Discrimination – Religion)	33%	95	Dismissed
Transport Accident Commission	Cinema	PG	2.2 (Violence)	33%	1	Dismissed
Peter Jackson	Television	PG	2.3 (SSN)	25%	2	Dismissed
Vodafone Facebook Dog Photo	Television	-	2.6 (Health & Safety)	24%	1	Upheld
iSelect Pty Ltd	Television	W	2.6 (Health & Safety)	21%	2	Upheld
The Edge	Radio	-	2.2 (Violence)	15%	1	Upheld
Energy Watch Salesman	Television	G	2.1 (Discrimination – Race)	14%	75	Upheld
SCA Hygiene	Internet	-	2.1 (Discrimination – Gender)	14%	78	Dismissed

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,253)

### Acceptability of the ads based on demographic factors (gender, age and education)

When examining acceptability of the ads based on demographic factors, only gender showed consistent variations in acceptability. Females were more likely to consider an ad to be unacceptable compared to males. This was the case for all except three of the 15 ads (Red Bull, Energy Watch, and SCA Hygiene).

Older members of the community (45+ years) were more likely to consider seven of the 15 ads to be unacceptable compared to 18-44 year olds. These ads included: Eskanders, Coty Oh Lola, Electrolux, Red Bull, Vodafone, and iSelect, SCA Hygiene. Three of the 15 ads (All Properties Group, TAC, Energy Watch) were considered to be more unacceptable to 18-44 than to 45+ years.

### Reactions to the Code

Following an extract of each section of the Code, respondents were asked to rate their level of agreement with each section of the Code. Agreement with each section of the Code was high, ranging from 83% to 90% agreement with the Code. Section 2.5 Strong Language had the highest level of agreement among all respondents (90%). Section 2.6 Health and Safety had the lowest level of agreement among all respondents (83%).

### Complaints Procedures

#### *Awareness of complaints organisations*

Spontaneous awareness of the Advertising Standards Bureau as a complaints organisation remained high from 2009 through to 2012.

Overall, 62% of the general public in the 2012 community perceptions study were aware that they could complain to the Advertising Standards Bureau if they had a complaint about paid advertising in relation to language, discrimination, concern for children, violence, sex, sexuality, nudity or health and safety. This result remained stable since the 2010 sexuality research (63%).

#### *Concern about advertising standards*

In the 2012 community perceptions study, there was a statistically significant increase in concern about advertising standards in relation to all aspects of the Code, (with the exception of Violence) compared to the 2011 sexuality sample. Sex, sexuality and nudity continued to be the main area of concern among the general public (26% in 2009, 22% in 2010, and 26% in 2012).

### 1.3. Conclusions

Community opinions not always aligned with Board decisions. In terms of ad unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of Strong Language, and Sex, Sexuality and Nudity, when portrayed in advertising. These findings were reflected by the levels of agreement with Code sections: the highest agreement was for Language (90%) and Sex, Sexuality and Nudity (89%) (consistent with 2007 findings).

The main reasons provided by the general public regarding why the ads portraying the potential use of Strong Language were unacceptable included the concern that society is normalising and mainstreaming strong language to shock people into noticing the advertisement. There was widespread concern over the exposure of children to strong language, and this was noted in regard to the mediums on which the 2012 ads were shown: mail and radio. Similarly, the advertisements considered under the SSN section of the Code were met with high levels of conservatism, and were shown on TV (PG-rating), outdoor, and on transport. These mediums are all considered accessible to children.

From other research (2009, 2010), we know that the issues underpinning judgements of unacceptability include:

- Irrelevance of the imagery / adult theme in the advertisement to the product;
- Being too explicit with adult themes / images;
- The potential for access or exposure to children;
  - Medium on which the advertisement is broadcast, e.g. outdoor advertising;
  - Concern over M-rated time slots and children being exposed.

For advertisements considered by the Board under the sections of the Code relating to Health and Safety, Violence, and Discrimination, the community was less conservative than the Board; the Board upholding complaints to a number of ads which did not generate substantial concern within the community.

For the 2012 advertisements shown under these themes (Health and Safety, and Discrimination) there seemed to be a level of confusion in the community, evidenced by a “halo” effect or overlap of reasons given as to why people felt these advertisements were unacceptable. For example, there was a broad range of reasons given by the general public for why some of the ads were considered unacceptable, which spanned sections of the Code in addition to the Health and Safety section, i.e. cyberbullying (Eskanders), discrimination against women (e.g. Vodafone), inappropriate nudity and adult themes (iSelect). Interestingly, for two of the ads considered under the Health and Safety section of the Code (Eskanders and Vodafone), there were very small increases in proportions of people deeming these advertisements unacceptable after reading the section of the Code (unlike other ads). This suggests that the section of the Code may not have provided sufficient clarity or criteria against which people could make further judgements about the ads as to whether they were in breach of section 2.6 or not. Again, findings were consistent with the level of agreement with the Health & Safety section of the Code (83%), which received the lowest level of agreement of all of the sections.

When looking at trends and differences by demographic details, the strongest patterns existed for gender and age group, such that females and people aged 45 years and over tended to be significantly more conservative in general across most advertisements. There were no consistent trends by education, but for two ads considered to potentially breach section 2.1 of the Code (Discrimination), people with higher levels of education were inclined to be more conservative (higher levels of unacceptability) regarding the ad depicting potential racial discrimination (Energy Watch), compared to those with lower levels of education. For the ad depicting potential gender discrimination (SCA Hygiene), people with lower levels of education were inclined to be more conservative (higher levels of unacceptability), compared to those with higher levels of education.

In general, judgements of ad unacceptability increased after respondents read sections of the Code. Reading the applicable sections may have prompted further consideration of the issues, placing the ad into further context, providing criteria against which to evaluate the appropriateness of continuation of advertisements. However, this reasoning has not been investigated qualitatively.

Whilst there was a degree of disparity of community opinion and Board determination for a series of ads shown in the 2012 research, proportions of the community deeming advertisements unacceptable peaked at 54%. The mediums of advertisements potentially providing access of advertisements to children were also a substantial source of concern for the community when making their judgements for the ads that received the highest levels of unacceptability.

In contrast, the Board’s judgements regarding issues and themes relating to Discrimination, and Health and Safety in particular show a more conservative stance than what was represented by the community, across the ads shown in 2012.

These disparities provide a rationale for further qualitative investigation, should the Board require more information regarding community decision-making paradigms used for determining what is acceptable and what is unacceptable in advertising, and why.

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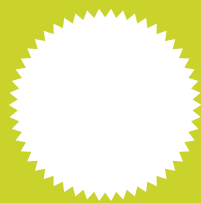
*Introduction*

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# Part 2

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## 2. Introduction

### 2.1. Background

Regulation of the advertising industry is a topical issue in Australia and the rest of the world. The ASB administers a national system of advertising self-regulation through both the Advertising Standards Board and the Advertising Claims Board. The question of whether the industry should be Government-regulated or self-regulated has been raised on numerous occasions, and is particularly contentious around issues of wider public interest such as the advertising of alcohol, gambling products and communications to children. The self-regulation system recognises that advertisers share a common interest in promoting consumer confidence in, and respect for, general standards of advertising.

The Advertising Standards Board provides a free public complaints service. Complaints about discrimination or vilification; violence; sex, sexuality and nudity; strong language; and health and safety are considered by the Board under Sections 2.1, 2.2, 2.3, 2.5 and 2.6 of the AANA (Australian Association of National Advertisers) Code of Ethics.

The ASB commissioned Colmar Brunton Social Research (CBSR) to conduct research that examines community perceptions and standards applied to the portrayal of discrimination or vilification; violence; sex, sexuality and nudity; strong language; and health and safety in advertising; and provide insight into the extent to which Board decisions reflect community expectations.

This report presents the findings of the 2012 community perceptions research. This research builds upon previous community awareness/community standards research conducted by CBSR, including General Community Attitudes to Advertising (2007), Violence in Advertising (2009), and Sex, Sexuality and Nudity in Advertising (2010).

### 2.2. Research aims

This research was positioned to:

1. Inform the Board in its consideration of community complaints about advertising,
2. Inform the ASB's contribution to the Australian Association of National Advertisers' (AANA) continuing work on the Code of Ethics, and
3. Provide the ASB with a formal report on current community attitudes to the stipulated five sections of the Code of Ethics for presentation to the advertising industry, government, and the community.

### 2.3. Research objectives

The primary aim of this research was to understand how, or if, community standards have changed from the 2007 Community Standards research, the 2009 Violence in advertising research and the 2010 Sex, Sexuality and Nudity in advertising research. The research also aimed to examine correlations between community perceptions and the Board's decisions about selected advertisements.

Research objectives were to explore:

- 1 Community perceptions of the portrayal of discrimination or vilification; violence; sex, sexuality and nudity; strong language; and health and safety in advertising, and the medium in which an advertisement appears;
- 2 Community perceptions about levels of inappropriate portrayal of discrimination or vilification in advertising; violence; sex, sexuality and nudity; strong language; and health and safety issues in advertising;
- 3 Community tolerance of the portrayal of discrimination or vilification in advertising; violence; sex, sexuality and nudity; strong language; and health and safety issues in advertising; and
- 4 Any changes in attitudes compared with the Community Standards research in 2007.

The five sections of the Code for which community perceptions have been investigated relate to: discrimination or vilification in advertising; violence; sex, sexuality and nudity; strong language; and health and safety.

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*Methodology in brief*

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# Part 3

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### 3. Methodology in brief

The following three stage approach was used for the research:

- Stage 1: Questionnaire development and testing
- Stage 2: Quantitative Fieldwork
- Stage 3: Analysis and Reporting

#### Stage 1: Questionnaire development and testing

The quantitative questionnaire was developed in close consultation with the ASB. The design of the questionnaire took into account the need to cover all research objectives and followed a similar line of questioning to that used in the ASB general Community Standards survey in 2007, the Violence in advertising survey in 2009 and the Sex, Sexuality and Nudity survey in 2010.

A copy of the questionnaire used in this research can be viewed in Appendix B.

#### Stage 2: Quantitative fieldwork

An online survey was employed, which allowed CBSR to show respondents visual and audio stimulus including television, cinema, radio, print, Internet and outdoor advertising which were embedded in the survey. The ASB selected 15 advertisements to be tested in the survey. A summary of these is provided below.

**Table 2: Advertisements selected for 2012 study**

Ad Name	Medium	CAD Rating	Complaint Outcome
Energy Watch Salesman	Television	G	Upheld
Red Bull	Television	-	Dismissed
SCA Hygiene	Internet	-	Dismissed
The Edge	Radio	-	Upheld
Transport Accident Commission	Cinema	PG	Dismissed
Peter Jackson	Television	PG	Dismissed
Bardot	Print	n/a	Dismissed
Coty Oh Lola	Outdoor	n/a	Dismissed
Brakemart	Radio	n/a	Dismissed
All Properties Group	Mail	n/a	Dismissed
Game Australia	Mail	n/a	Dismissed



Ad Name	Medium	CAD Rating	Complaint Outcome
iSelect Pty Ltd	Television	W	Upheld
Vodafone Facebook Dog Photo	Television	-	Upheld
Eskanders	Internet	n/a	Upheld
Electrolux	Print	n/a	Dismissed

CBSR emailed an invitation to a random selection of n=13,848 Colmar Brunton survey panellists, of which n=1,253 participated (12.9% response rate<sup>1</sup>). Strict quota procedures were implemented to ensure the sample collected was representative of gender and age population statistics (please see Appendix A for a guide on how these quotas were calculated). Respondents' area of residence was also monitored to ensure that a relatively representative proportion of the sample was obtained from each state or territory.

Quotas and sample achievement are shown in Appendix A. An allowance of 5% was allowed on each quota cell. People who had participated in previous ASB research were excluded from the survey.

### Stage 3: Analysis and Reporting

This report contains the results from the quantitative survey.

For further details of the survey approach, please see Appendix A: Technical Notes.

A full list of the Commercials Advice Classification (CAD) can be found in Appendix C.

## 3.1. Interpreting this report

### Definitions

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

**Table 3: Definitions**

Term of abbreviation	Definition
ASB	Advertising Standards Bureau
AANA	Australian Association of National Advertisers
Board	Advertising Standards Board
CAD	Commercials Advice Classifications (provided by Free TV)
CBSR	Colmar Brunton Social Research

### 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 5.

<sup>1</sup> Including completed surveys, screen out and quota full

The classification used **agreement** ratings as follows:

- a rating of 1 was classified as strongly agree;
- a rating of 2 was classified as slightly agree;
- a rating of 3 was classified as neither agree nor disagree;
- a rating of 4 was classified as slightly disagree; and
- a rating of 5 was classified as strongly disagree.

Average ratings are rounded to one decimal place.

Note that average ratings **cannot** be translated into percentages. For example, an average rating of 7.3 out of 10 cannot be interpreted as meaning 73% of people.

### Sorting of results

In all tables, rows were sorted from most frequent response to least.

General public responses to individual ads have been placed in order of the most unacceptable ad relative to the time zone, to the least unacceptable ad relative to the time zone.

### Weighting

The results of this survey have been weighted according to gender and age.

For further details about weighting please see Appendix A: Technical Notes.

### Tests of statistical significance

The Reactions to the Code section of this report compares results from this research study against the ASB Community Standards 2007 research study.

The Complaints Procedures section of this report compares results from this research study against the ASB Sex, Sexuality and Nudity research study undertaken in 2010, and the ASB Violence research study undertaken in 2009.

- In tables and graphs, the ↓ symbol represents a proportion that is significantly lower than the previous year – e.g. 2011 vs. 2010, 2010 vs. 2009.
- Conversely, the ↑ symbol represents a proportion that is significantly higher than the previous year's result – e.g. 2011 vs. 2010, 2010 vs. 2009.

Significance testing has also been undertaken when comparing demographic sub-groups against each other. For example males vs. females, 18–44 year olds vs. 45+ year olds.

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

### Reliability

A raw sample of N=1,253 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.

Where sample sizes were low (less than n=50), these were marked by an asterix (\*) in this report. These results should be interpreted with caution. Where sample sizes were very low (less than n=30), these results were not shown in this report.

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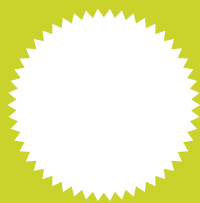
*Detailed findings*

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# Part 4

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## 4. Detailed findings

### 4.1. Overview of acceptability of advertisements

Perceived acceptability of ads was based on the proportion of the community who considered it acceptable to show ads based on the constraints of ratings. For example, showing a TV ad in an M-rated timeslot was considered acceptable if the ad was actually M rated, but unacceptable if it had a lower rating (i.e. if it was to be shown outside of M-rated periods). The three ads which received the highest levels of perceived unacceptability (All Properties Group: 54%, Brakemart: 52%, Bardot: 50%) were dismissed by the Board. Interestingly, two of the three were considered under section 2.5 of the Code – Language and the other was considered under section 2.3 – Sex, Sexuality and Nudity. This suggests that issues around the use of explicit language may be of greater concern to the community than anticipated by the Board.

**Table 4: Overall acceptability of each ad (ordered from least acceptable to most acceptable)**

Advertisement	Medium	Rating	Code of Ethics	% Unacceptable	Number of complaints	Outcome of complaint
All Properties Group	Mail	n/a	2.5 (Strong Language)	54%	1	Dismissed
Brakemart	Radio	n/a	2.5 (Strong Language)	52%	1	Dismissed
Bardot	Print	n/a	2.3 (SSN)	50%	6	Dismissed
Game Australia	Mail	n/a	2.5 (Strong Language)	42%	4	Dismissed
Eskanders	Internet	n/a	2.6 (Health & Safety)	41%	1	Upheld
Coty Oh Lola	Outdoor	n/a	2.3 (SSN)	39%	4	Dismissed
Electrolux	Print	n/a	2.6 (Health & Safety)	34%	1	Dismissed
Red Bull	Television	-	2.1 (Discrimination – Religion)	33%	95	Dismissed
Transport Accident Commission	Cinema	PG	2.2 (Violence)	33%	1	Dismissed
Peter Jackson	Television	PG	2.3 (SSN)	25%	2	Dismissed
Vodafone Facebook Dog Photo	Television	-	2.6 (Health & Safety)	24%	1	Upheld
iSelect Pty Ltd	Television	W	2.6 (Health & Safety)	21%	2	Upheld
The Edge	Radio	-	2.2 (Violence)	15%	1	Upheld
Energy Watch Salesman	Television	G	2.1 (Discrimination – Race)	14%	75	Upheld
SCA Hygiene	Internet	-	2.1 (Discrimination – Gender)	14%	78	Dismissed

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,253)

Complaints against five of the 15 ads were upheld by the Board. Four of the five ads that were upheld by the Board (Vodafone Facebook Dog photo, iSelect Pty Ltd, The Edge, and Energy Watch Salesman) were rated among the lowest in terms of unacceptability (14% to 24% unacceptability) among the community surveyed. This demonstrated that these advertisements may not have caused as much concern within the broader community.

### Correlation of Board decisions and community opinion

When comparing the Board determinations against community opinions of the 15 ads, the survey results showed that opinions were not always aligned (see Table 5). Community opinion was based on the proportion of the general public who considered the ad to be unacceptable relative to time zone, and the proportion of the general public who believed the ad should not continue to be broadcast.

The survey results revealed that community opinions were least aligned with the Board's decisions to dismiss complaints made about the All Properties Group ad, the Brakemart ad and the Bardot ad. The majority of the general public considered the ads to be unacceptable relative to time zone.

Community opinions were also least aligned with the Board's decisions to uphold the complaints received about the Vodafone Facebook dog photo ad, the iSelect ad, and The Edge ad. The number of complaints received about these ads was not only low (1 or 2 complaints), but the proportion of the public who considered the ads to be unacceptable relative to time zone ranged from only 15% to 24%.

The Energy Watch and SCA Hygiene ads (both considered under Section 2.1 – Discrimination, and both receiving very high numbers of complaints) resulted in very different outcomes from the Board compared to community opinions. The medium in which the ads were broadcast was one of the only differing factors, with the Energy Watch ad broadcast on television and the SCA Hygiene ad available on the internet. The Energy Watch ad received the second highest number of complaints to the Board (n=75 complaints); however, the proportion of the general public who felt the ad was unacceptable to be broadcast on television (14% unprompted). However, after considering section 2.1 of the Code, 28% of the community believed the ad should not continue to be broadcast on television. Complaints against this ad were upheld by the Board. In contrast, the SCA Hygiene ad also received one of the highest number of complaints to the Board (n=78 complaints), which were dismissed by the Board. Again, only 14% of the general public considered the ad unacceptable to be available on the internet (unprompted). After reading section 2.1 of the Code, this proportion more than doubled, such that 32% felt the ad should not continue to be made available on the internet.

Table 5 shows the proportions of the general public who considered advertisements unacceptable without prompting, and their belief as to whether the ad should continue to be broadcast, after they read the applicable section of the Code. This is ordered from highest proportions of unacceptability at the top (most conservative views), to lowest proportions of unacceptability at the bottom (more liberal, less conservative views). In all cases, the proportion of the general public believing each ad was unacceptable increased after reading the Code section. This is consistent with findings from 2007.

The table also shows the magnitude of increases in the proportion of the general public deeming an ad unacceptable before to after reading the applicable section of the Code differed for each ad. For the majority of ads, the proportion of change ranged from 6-12%. The ratios show that interestingly, for the ads that received the lowest levels of unprompted unacceptability, these were the ads that experienced the highest levels of change in opinion (when expressed as a proportion of the initial response). For example, after section 2.1 of the Code (Discrimination) was read by participants, the proportion of people who felt that the ad should not continue to be broadcast doubled for two of the ads considered under section 2.1 (Energy Watch, and SCA Hygiene).

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's decisions according to the majority vote; i.e. if the proportion of the community that feel the ad is **unacceptable** outweighs the proportion that feel it is **acceptable**<sup>2</sup>, an alignment would be found between Board decision and community opinion if the Board determination was one to uphold the complaint(s) to the ad. 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.

<sup>2</sup> Majority vote is not always determined by 51% or more, as "Unsure" responses are included as a separate proportion.

**Table 5: Extent of Board decisions matching community opinion**

Advertisement	% of General Public considering ad unacceptable relative to time zone, unprompted	Opinion of Community % of General Public believe ad should not continue relative to time zone, prompted re Code of Ethics	Rate of increase (calculated from initial unprompted proportion)	Outcome of Board Outcome of complaint: Board decision
All Properties Group	54%	64%	1.18	Dismissed
Brakemart	52%	58%	1.12	Dismissed
Bardot	50%	59%	1.18	Dismissed
Game Australia	42%	49%	1.17	Dismissed
Eskanders	41%	44%	1.07	Upheld
Coty Oh Lola	39%	47%	1.21	Dismissed
Electrolux	34%	44%	1.30	Dismissed
Red Bull	33%	43%	1.30	Dismissed
Transport Accident Commission	33%	34%	1.03	Dismissed
Peter Jackson	25%	37%	1.48	Dismissed
Vodafone Facebook Dog Photo	24%	29%	1.21	Upheld
iSelect Pty Ltd	21%	33%	1.57	Upheld
The Edge	15%	26%	1.73	Upheld
Energy Watch Salesman	14%	28%	2.00	Upheld
SCA Hygiene	14%	32%	2.28	Dismissed

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,253)

Q13C – Q27C. Thinking back to the advertisement and Section 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=1,253)

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

Note that when making correlations between the Board’s decision and community opinion about each ad, airing and exposure of each ad has not been examined (for example, national vs. local broadcast).

**Consistent differences between groups**

Acceptability of the ads based on demographic factors (gender, age and education) are examined and displayed in table 6 below. Across all 15 ads, only gender showed consistent variations in acceptability. There were no patterns observed for education across the 15 ads reviewed.

Looking at gender, females were more likely to consider an ad to be unacceptable compared to males. This was the case for all except three of the 15 ads (Red Bull, Energy Watch, and SCA Hygiene); all of which were considered under section 2.1 of the Code – relating to Discrimination.

Older members of the community (45+ years) were more likely to consider seven of the 15 ads to be unacceptable compared to 18-44 year olds. These ads were: Eskanders, Coty Oh Lola, Electrolux, Red Bull, Vodafone, iSelect, SCA Hygiene. Interestingly, three of the 15 ads (All Properties Group, TAC, Energy Watch) were considered to be more unacceptable to 18-44 than to 45+ years.

**Table 6: Demographic variations in acceptability of each ad**

Advertisement	% Unacceptable									
	Total	Gender		Age (simplified)		Highest education				
		Male	Female	18-44	45+	Yr 10	Yr 11-12	VET	Uni	Post-grad
All Properties Group	54%	47%↓	60%↑	58%↑	49%↓	54%	58%	54%	52%	50%
Brakemart	52%	43%↓	60%↑	53%	50%	46%	54%	54%↑	53%	43%↓
Bardot	50%	39%↓	60%↑	49%	50%	48%	52%	51%	45%↓	56%↑
Game Australia	42%	38%↓	46%↑	40%	44%	40%	43%	45%↑	37%↓	43%
Eskanders	41%	37%↓	45%↑	34%↓	49%↑	38%	41%	43%	40%	42%
Coty Oh Lola	39%	34%↓	44%↑	33%↓	46%↑	33%↓	41%	44%↑	34%↓	43%
Electrolux	34%	30%↓	37%↑	20%↓	49%↑	36%	35%	36%	31%	30%
Red Bull	33%	32%	35%	26%↓	42%↑	30%	39%↑	30%↓	32%	37%
Transport Accident Commission	33%	28%↓	39%↑	38%↑	28%↓	26%↓	36%↑	35%↑	35%↑	29%
Peter Jackson	25%	21%↓	29%↑	25%	25%	17%↓	27%↑	25%	25%	28%
Vodafone Facebook Dog Photo	24%	21%↓	27%↑	16%↓	34%↑	26%	29%	23%	23%	22%
iSelect Pty Ltd	21%	18%↓	23%↑	14%↓	28%↑	25%↑	22%	24%↑	16%↓	19%
The Edge	15%	11%↓	18%↑	14%	15%	10%↓	14%	14%	19%↑	10%↓
Energy Watch Salesman	14%	14%	14%	17%↑	11%↓	8%↓	16%↑	11%	17%↑	21%↑
SCA Hygiene	14%	14%	14%	12%↓	17%↑	21%↑	16%	13%↓	14%↓	7%↓

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,253)

### Community perceptions of acceptability – comparisons to previous research

The tables below shows a comparison of the ads for section 2.1, 2.2, 2.3, 2.5 and 2.6 of the Code, including ads from the 2007 Community Standards survey, the 2009 Violence in advertising survey, the 2010 Sex, Sexuality and Nudity in advertising survey, and the 2012 Community Perceptions survey. Qualitative research was conducted for some advertisements, and results have been presented below in addition to quantitative survey findings. Advertisements quantitatively tested show proportions of the general public who considered the ad unacceptable, whereas qualitative findings are presented as an overall vote to dismiss or uphold complaint(s) against advertisements.<sup>3</sup>

In the tables below, colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote; i.e. if the proportion of the community that feel the ad is unacceptable outweighs the proportion that feel it is acceptable, an alignment would be found between Board decision and community opinion if the Board determination was one to uphold the complaint(s) to the ad. 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.

Variations within the ads tested in each section of the code, cannot be accounted for and may be influenced by external factors which cannot be measured in the survey. Variations may be explained by such things as the media, political climate at the time, and the medium of the ad.

<sup>3</sup> Where ads have been tested quantitatively *and* qualitatively, quantitative results have been presented only, as these provide community opinion based on a robust sample size.

**Table 7: Overall acceptability of ads considered under Section 2.1: 2007, 2009, 2010, 2012**

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

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response.

Q13C – Q27C. Thinking back to the advertisement and Section 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: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293.

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

**Table 8: Overall acceptability of ads considered under Section 2.2: 2007, 2009, 2010, 2012**

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

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response.



## PART 4

Q13C – Q27C. Thinking back to the advertisement and Section 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: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293.

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

**Table 9: Overall acceptability of ads considered under Section 2.3: 2007, 2009, 2010, 2012**

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

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response.

Q13C – Q27C. Thinking back to the advertisement and Section 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: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293.

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

**Table 10: Overall acceptability of ads considered under Section 2.5: 2007, 2009, 2010, 2012**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable relative to time zone, unprompted	% of General Public believe ad should not continue relative to time zone, prompted in relation to Code of Ethics	Outcome of complaint: Board decision
Section 2.5 Strong Language						
All Properties Group	2012	Mail	Quantitative	54%	64%	Dismissed
Brakemart	2012	Radio	Quantitative	52%	58%	Dismissed
Game Australia	2012	Mail	Quantitative	42%	49%	Dismissed
Genesis Fat Arse	2007	Radio	Quantitative	49%	58%	Upheld
Ingham's Enterprise	2007	Television	Qualitative	Dismiss		Dismissed

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response.

Q13C – Q27C. Thinking back to the advertisement and Section 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: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293.

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

**Table 11: Overall acceptability of ads considered under Section 2.6: 2007, 2009, 2010, 2012**

Advertisement	Year of research	Medium	Mode of testing – quantitative / qualitative	% of General Public considering ad unacceptable relative to time zone, unprompted	% of General Public believe ad should not continue relative to time zone, prompted in relation to Code of Ethics	Outcome of complaint: Board decision
Section 2.6 Health and Safety						
Eskanders	2012	Internet	Quantitative	41%	44%	Upheld
iSelect	2012	Television	Quantitative	21%	33%	Upheld
Electrolux	2012	Print	Quantitative	34%	44%	Dismissed
Vodafone Network	2012	Pay TV	Quantitative	24%	29%	Upheld
Medibank Private Iron	2007	Print	Qualitative	Uphold		Upheld
Rexona Riskville	2007	Television	Qualitative	Dismiss		Dismissed

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response.

Q13C – Q27C. Thinking back to the advertisement and Section 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: 2012 Community Perceptions n=1,253; 2010 SSN research n=1,207; 2009 Violence research n=1,195; 2007 Community Standards research n=1,293.

Note: Colours have been used to depict alignment and lack of alignment between community opinion and Board determination, using the majority vote. Green indicates alignment, and red indicates a lack of alignment (in either direction), and orange represents the cusp / a change after the general public read the applicable section of the Code of Ethics.

## 4.2. Reactions to individual 2012 advertisements

In this section the results from each of the individual ads are broken down and discussed. Each section of the Australian Association of National Advertisers Code of Ethics is presented and the ads relevant to breaching the corresponding section of the Code are discussed.

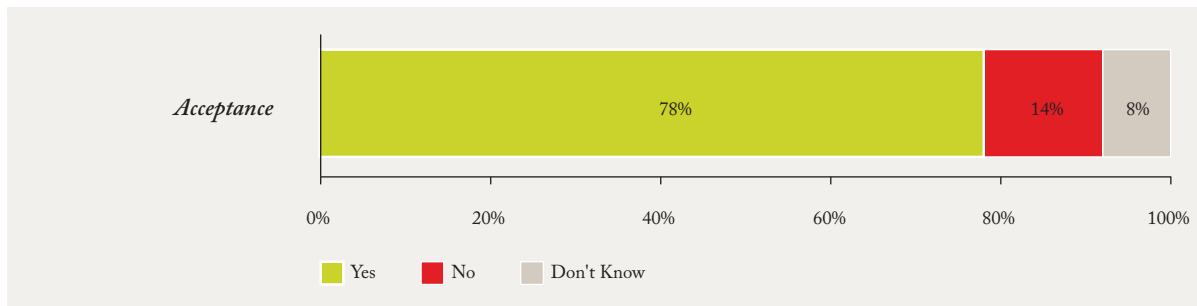


4.2.1. Section 2.1 of the Code: Discrimination

<b>Energy Watch</b>	Rated: G	Format: TV	Complaint: Upheld
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Complaints against the G-rated Energy Watch television ad were upheld by the Board. The research results suggest that opinions of the Board were not in line with the views of the community, with only 14% of all respondents considering the ad to be unacceptable to broadcast on television. The majority (78%) considered the ad to be acceptable to show on television, and 8% were unable to determine how they felt about this ad.

Figure 1: Energy Watch – Perceptions of acceptability



Q13A. Do you believe it is acceptable to broadcast this advertisement on television? Single Response  
(Base=All respondents, n=1,253)

Reasons for perceived unacceptability

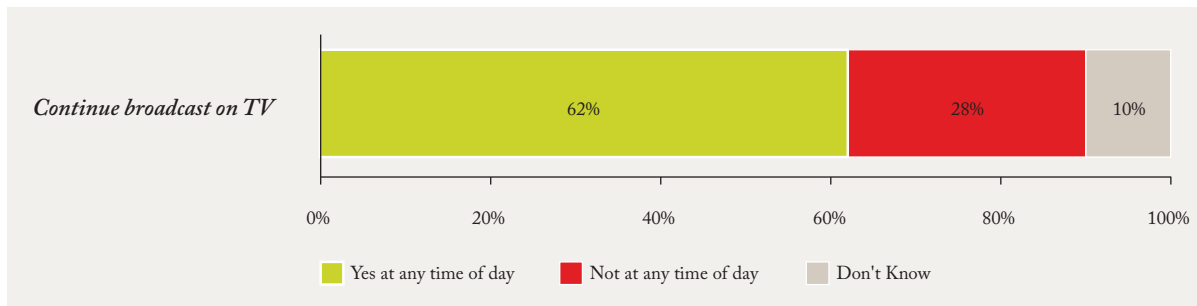
An analysis of comments provided by those respondents who found the ad unacceptable to broadcast on television suggested that it was promoting racial stereotyping. The majority of respondents took offense to the depiction of an Asian salesman, and further claimed that the ad leads to minority group marginalization.

Additionally, the information provided in the ad was considered to be misleading and contradicting. *“It promotes an extremely racist mentality, and contradicts itself (it promotes ‘shopping around’ whilst promoting itself only as the best option)”*.

Continuation of the advertisement

Following a description of section 2.1 of the Code - relating to Discrimination, there was a two-fold increase in the proportion of people who felt the ad was unacceptable and should not continue to be broadcast on television (28%), and 10% were unsure of their position. Sixty-two percent of all respondents believed the Energy Watch ad should continue to be broadcast on television at any time of the day.

Figure 2: Energy Watch – Broadcast of advertisement



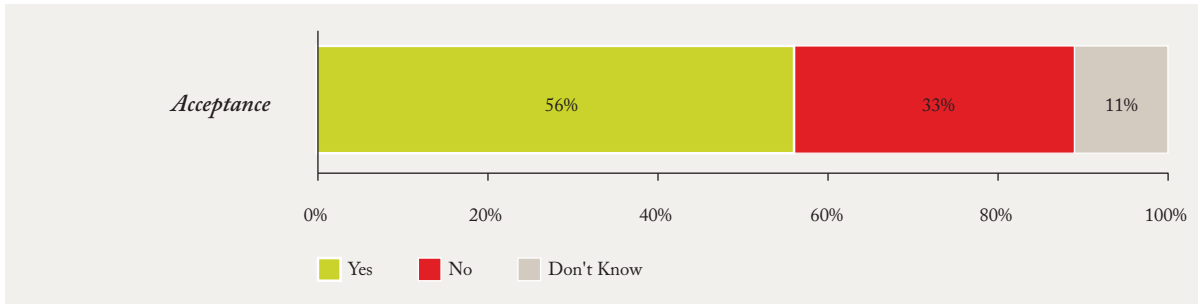
Q13C. Thinking back to the Energy Watch television advertisement and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast. Single Response  
(Base=All respondents, n=1,253)



<b>Red Bull</b>	Rated: -	Format: TV	Complaint: Dismissed
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Complaints against the Red Bull television ad were dismissed by the Board. More than half (56%) of all respondents considered the ad acceptable to broadcast on television. A third (33%) of all respondents felt the ad was not acceptable to broadcast and 11% were unable to determine how they felt about the ad.

**Figure 3: Red Bull – Perceptions of acceptability**



Q14A. Do you believe it is acceptable to broadcast this advertisement on television? Single Response  
(Base=All respondents, n=1,253)

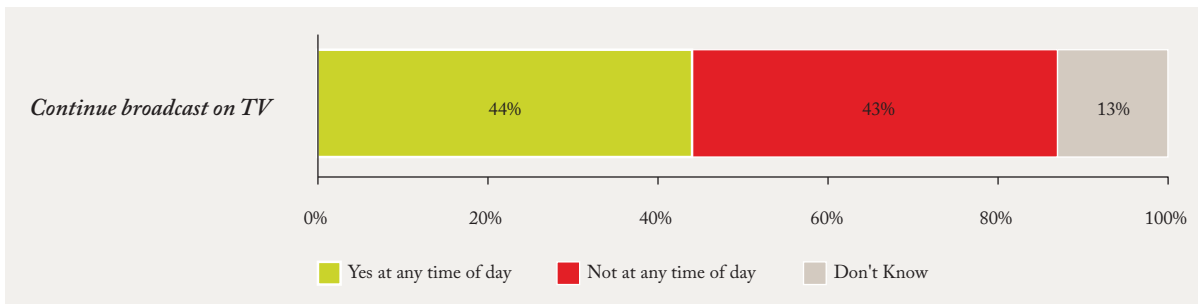
**Reasons for perceived unacceptability**

A review of the verbatim comments by those who found the Red Bull ad to be unacceptable revealed that the ad was deemed by the majority to be offensive to Jesus and Christianity overall. For example, “*It belittles a religious belief. I am not a Christian, but I do not want to see the Christian religion belittled*”. Another concern raised was with the product itself, due to the high sugar and high caffeine content of the drink. The drink was considered unsuitable for consumption by teenagers and reinforced anti-social behaviour. This anti-social tendency related to the product was then linked by many respondents to the anti-social behaviour of making fun of religion. Further objections to the ad included offensive language (i.e. the use of swear words) and the undermining of education and moral values thought to be depicted in the ad.

**Continuation of the advertisement**

Following a description of section 2.1 of the Code - relating to Discrimination, opinions were divided about continuing to broadcast the ad. Forty-four percent of all respondents thought the ad should continue to be broadcast on television at any time of day; 43% thought the ad should not continue to be broadcast on television at any time of day; and 13% of all respondents were unable to determine how they felt about continuing to broadcast the ad.

**Figure 4: Red Bull – Broadcast of advertisement**



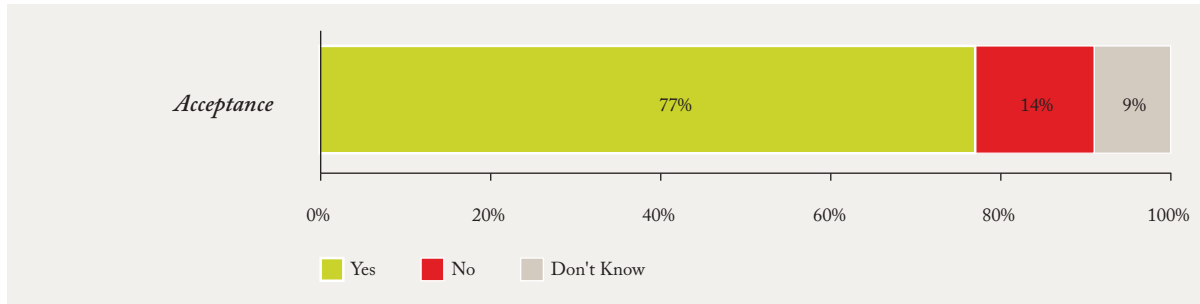
Q14C. Thinking back to the Red Bull television advertisement and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast. Single Response.  
(Base=All respondents, n=1,253)



<b>SCA Hygiene</b>	Rated: -	Format: Internet	Complaint: Dismissed
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Complaints against the SCA Hygiene internet ad were dismissed by the Board. The research results found that only 14% of all respondents thought the ad was unacceptable to be made available on the Internet. The majority of respondents thought the ad was acceptable for this purpose (78%).

**Figure 5: SCA Hygiene – Perceptions of acceptability**



Q15A. Do you believe it is acceptable to make this advertisement available on the internet? Single Response (Base=All respondents, n=1,253)

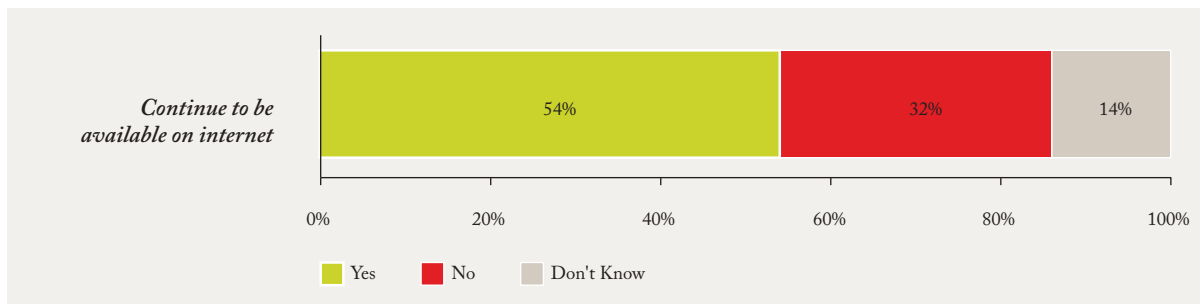
**Reasons for perceived unacceptability**

Analysis of the comments made about why the ad was not acceptable to be made available on the internet, showed that respondents believed the ad was unsuitable for children and was discriminatory in its portrayal of transgender women. For example, “It exploits sexual stereotype for commercial gain, and discriminates on the basis of sex” and “It’s rude, crude, juvenile and offensive to non-female bodied women.” A number of respondents also took offence to female sanitary products being openly discussed in public (i.e. Internet).

**Continuation of the advertisement**

Following a description of section 2.1 of the Code - relating to Discrimination, there was an increase (greater than two-fold) in the proportion of people who felt the ad was unacceptable and should not continue to be available on the Internet (32%); while 54% of all respondents believed the ad should continue to be made available on the Internet. A further 14% were unable to determine how they felt about the ad continuing to be made available through this channel.

**Figure 6: SCA Hygiene – Broadcast of advertisement**



Q15C. Thinking back to the SCA Hygiene internet advertisement and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be made available on the internet. Single Response. (Base=All respondents, n=1,253)

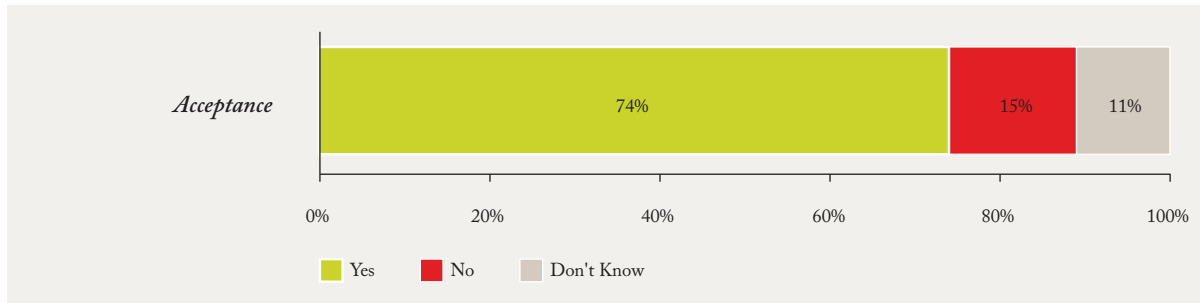


4.2.2. Section 2.2 of the Code: Violence

<b>The Edge 96.1FM</b>	Rated: -	Format: Radio	Complaint: Upheld
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Complaints against The Edge radio ad were upheld by the Board. The research results suggest that the opinions of the Board were not in line with the views of the community, with only 15% of all respondents considering the ad to be unacceptable to broadcast on radio. The majority (74%) of all respondents considered the ad to be acceptable to broadcast on radio.

Figure 7: The Edge – Perceptions of acceptability



Q16A. Do you believe it is acceptable to play this advertisement on radio? Single Response  
(Base=All respondents, n=1,253)

Reasons for perceived unacceptability

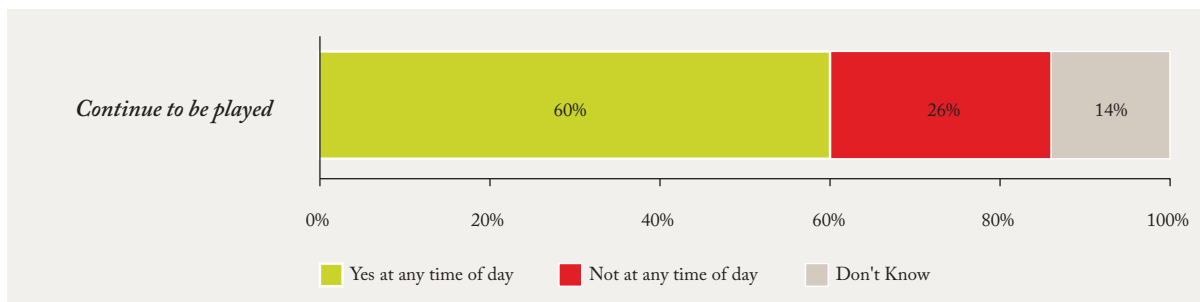
A review of the verbatim comments made by those who considered the ad unacceptable revealed that the main reason was the portrayal of violence in general and specifically domestic violence. For example, *“It promotes domestic violence in a comedy situation and domestic violence isn’t funny!!!!”*

Additionally, the ad was considered to be unfair in the treatment of women, using unnecessary sexual innuendos to get the advertisers’ message across. Offensive and rude language was another factor mentioned by respondents. Lastly, a number of respondents felt the purpose of the ad was unclear and not suitable for all target audiences. For example, *“For a person of my age, (over 70) the rate of speech is too fast and the background noise is too loud and I am unable to hear what is said”*.

Continuation of the advertisement

Following a description of section 2.2 of the Code - relating to Violence, 60% of all respondents believed the ad should continue to be broadcast on radio at any time of day; 26% of all respondents believed the ad should not continue to be broadcast on radio at any time of day; and 14% were unable to determine how they felt about the ad continuing to be broadcast.

Figure 8: The Edge – Broadcast of advertisement



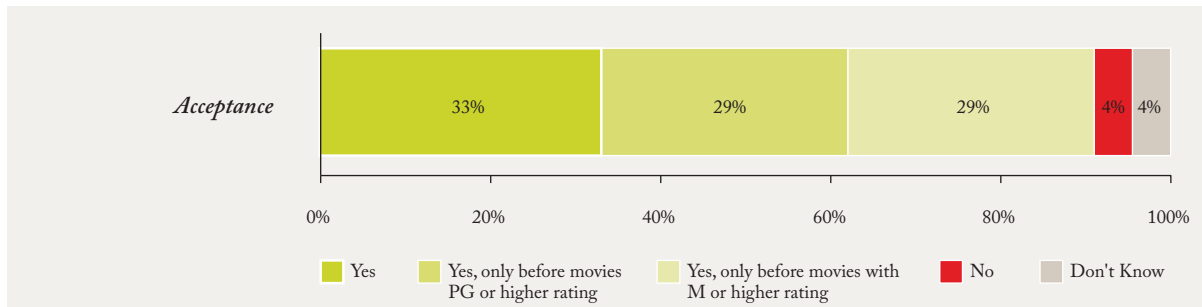
Q16C. Thinking back to The Edge radio advertisement and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on radio. Single Response  
(Base=All respondents, n=1,253)



<b>Transport Accident Commission</b>	Rated: PG	Format: Cinema	Complaint: Dismissed
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Complaints against the PG rated Transport Accident Commission (TAC) cinema ad were dismissed by the Board. Overall, 62% of all respondents considered the ad to be acceptable to broadcast at a cinema in general or before movies with PG or higher rating. A third (29%) of all respondents thought the TAC ad should only be shown before movies with M or higher rating. Only 4% of all respondents thought the ad was not acceptable to be shown at any time at a cinema.

Figure 9: Transport Accident Commission – Perceptions of acceptability



Q18A. Do you believe it is acceptable to broadcast this advertisement at the cinema? Single Response (Base=All respondents, n=1,253)

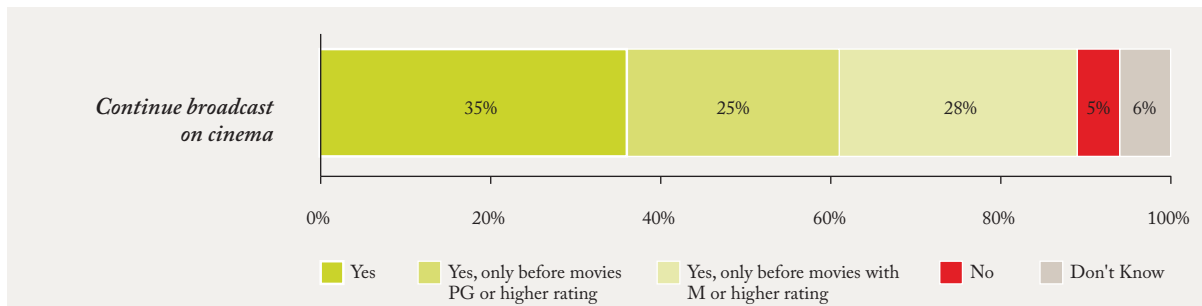
**Reasons for perceived unacceptability**

An analysis of the verbatim comments provided by respondents finding the TAC’s ad unacceptable suggested there were several aspects of the ad deemed concerning. These aspects included - images were found to be too upsetting and graphic for some audiences (e.g. children), displayed irresponsible driving behaviour and were overall too “spooky”. The effect of these images on people having suffered accidents was also mentioned, “It’s too extreme for people who have already lost people to nasty accidents”. Overall, the ad was found to be too long and targeting young drivers in an unnecessarily harsh manner, “I believe this film/ad unfairly targets young people, particularly those who enjoy listening to music in their car. It does not provide any real justification for the hypothetical accident(s)”.

**Continuation of the advertisement**

Following a description of section 2.2 of the Code - relating to Violence, 60% of all respondents felt the TAC ad should continue to be shown at a cinema before movies with a PG or higher rating; 28% of all respondents felt the ad should continue to be shown at a cinema, but only before movies with an M or higher rating. Only 5% of all respondents believed the ad should not continue to be shown at any time at a cinema.

Figure 10: Transport Accident Commission – Broadcast of advertisement



Q18C. Thinking back to the Transport Accident Commission cinema advertisement and Section 2.2 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=1,253)

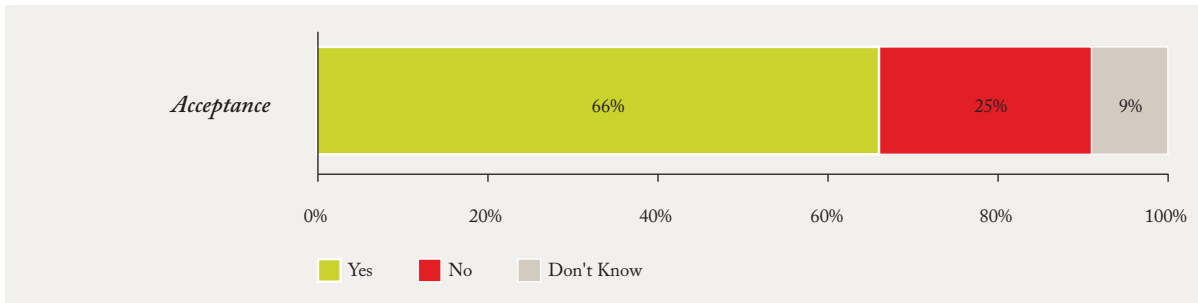


4.2.3. Section 2.3 of the Code: Sex, Sexuality and Nudity

<b>Peter Jackson</b>	Rated: PG	Format: TV	Complaint: Dismissed
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Complaints against the PG rated Peter Jackson television ad were dismissed by the Board. Only a quarter (25%) of all respondents felt it was not acceptable to broadcast this advertisement on television. 66% of all respondents considered the ad to be acceptable to broadcast on television, and 9% were unable to determine how they felt about this ad.

Figure 11: Peter Jackson – Perceptions of acceptability



Q19A. Do you believe it is acceptable to broadcast this advertisement on television? Single Response (Base=All respondents, n=1,253)

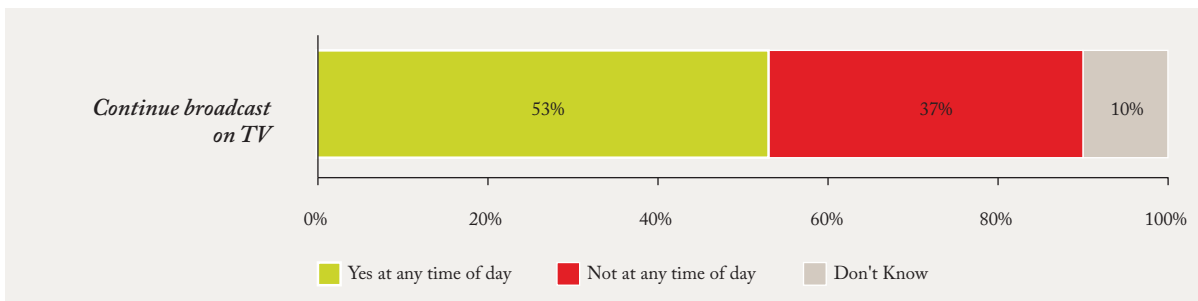
Reasons for perceived unacceptability

Among those who felt the Peter Jackson ad was unacceptable to broadcast, a review of the verbatim comments revealed that the ad was too suggestive for daytime TV and inappropriate for children in general. The ad's contents were described as overly sexual in nature. Overall, the ad was seen as *"too sexy! I'm confused as to what was being advertised - sex, clothes, condoms or clothes hangers. Not comfortable to watch knowing all sorts of people of all ages watch ads"*. Some respondents could not see the link between the advertisement and the product promoted by the company, *"The relationship between the suit and sexual satisfaction is ridiculous at best, disturbing at worst. I don't want to watch a couple getting it on. That's just awkward"*.

Continuation of the advertisement

Following a description of section 2.3 of the Code - relating to Sex, Sexuality and Nudity, 53% of all respondents believed the ad should continue to be broadcast on television at any time of day. 37% of all respondents felt the ad should not continue to be broadcast on television at any time of day.

Figure 12: Peter Jackson – Broadcast of advertisement



Q19C. Thinking back to the Peter Jackson 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=1,253)

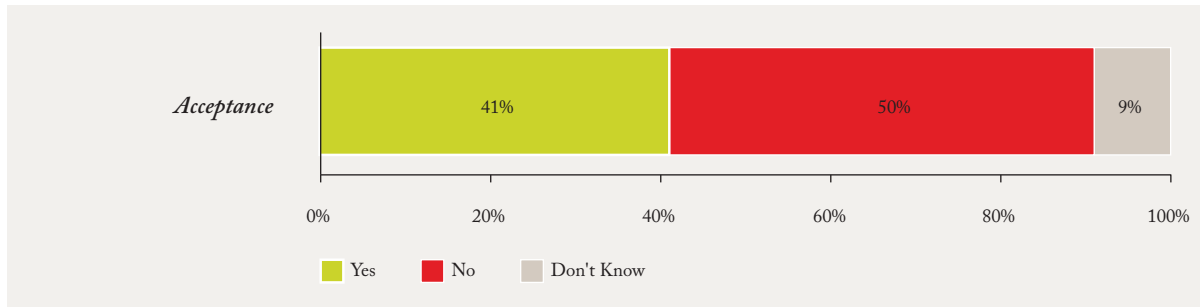
26



<b>Bardot</b>	Rated: n/a	Format: Transport	Complaint: Dismissed
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Complaints against the Bardot transport ad were dismissed by the Board. The results suggest that opinions of the Board were not totally in line with the views of the community, with 50% of respondents considering the ad to be unacceptable to show on transport (e.g. bus or train). 41% felt the ad was acceptable to show on transport, while 9% were unable to determine how they felt about the ad.

**Figure 13: Bardot – Perceptions of acceptability**



Q2oA. Do you believe it is acceptable to show this advertisement on transport? Single Response  
(Base=All respondents, n=1,253)

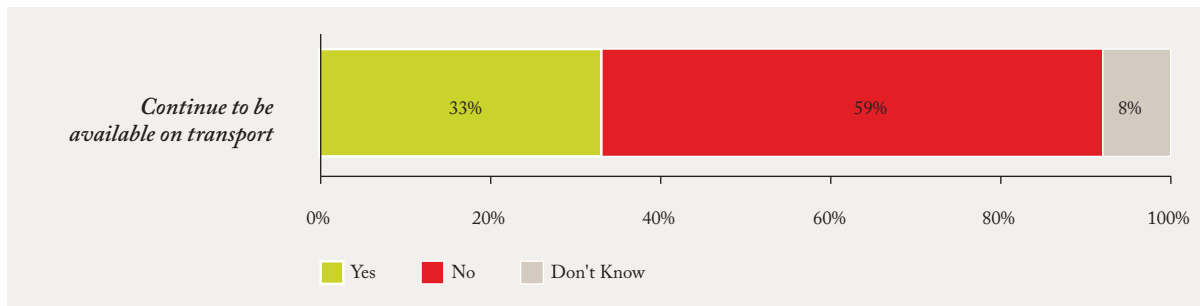
**Reasons for perceived unacceptability**

Analysis of the verbatim comments made about why the ad was unacceptable to show on transport revealed that most respondents thought the ad was too sexy and provocative to be shown on public transport. The display of partial nudity was cited as being a potential distraction and source of danger to drivers on the road. For example: *“Public transport should not contain sexualised images. Also that model appears to be very young; I don’t feel comfortable looking at her in that pose”*. Some respondents considered the ad unsuitable for children, as a result of the image portraying women as sex symbols and hence negative role models for young girls. Additionally, the ad also raised feelings about animal cruelty and protection of animals, with the use of fur pelts in the ad, *“Because it promotes animal cruelty. If she wasn’t lying on pelts, it would be okay, as she is not showing anything important”*.

**Continuation of the advertisement**

Following a description of section 2.3 of the Code - relating to Sex, Sexuality and Nudity, 59% of all respondents felt the Bardot ad should not continue to be shown on transport (e.g. bus or train). A third (33%) of all respondents believed the ad was acceptable to show on transport and 8% were unable to determine how they felt about continuing to show this ad on transport.

**Figure 14: Bardot – Broadcast of advertisement**

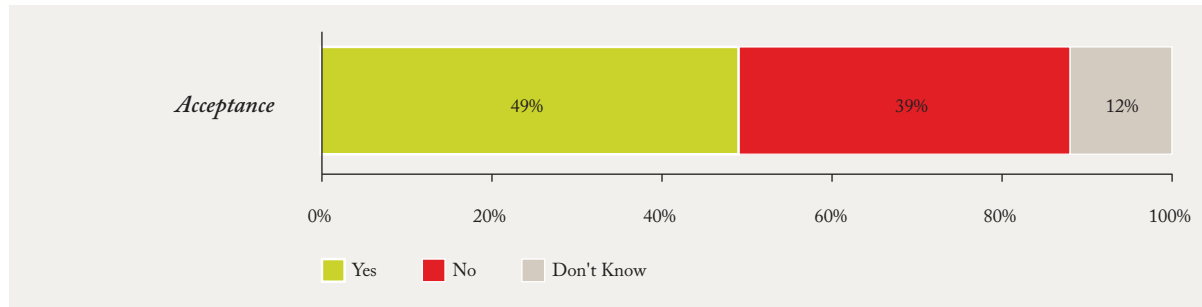


Q2oC. Thinking back to the Bardot transport advertisement and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown on transport. Single Response  
(Base=All respondents, n=1,253)

<b>Coty Oh Lola</b>	Rated: n/a	Format: Outdoor	Complaint: Dismissed
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Complaints against the Coty Oh Lola outdoor ad were dismissed by the Board. Half (49%) of all respondents felt the ad was acceptable to display on an outdoor billboard. 39% of all respondents considered the ad to be unacceptable to show on an outdoor billboard, and 12% were unable to determine how they felt about the ad.

**Figure 15: Coty Oh Lola – Perceptions of acceptability**



Q21A. Do you believe it is acceptable to show this advertisement on an outdoor billboard? Single Response (Base=All respondents, n=1,253)

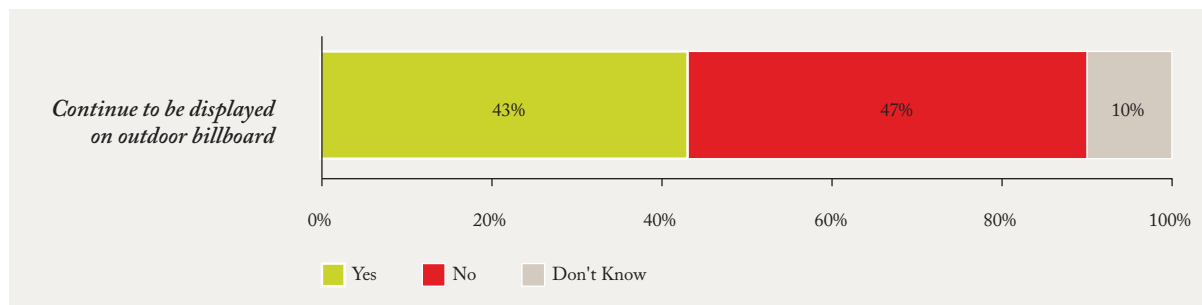
**Reasons for perceived unacceptability**

An analysis of the verbatim comments provided by participants who found the Coty Oh La perfume ad unacceptable, suggested the ad was seen to promote child sexualisation by using an underage actress styled as a little girl. The ad was regarded as disrespectful and sexist by other respondents, citing a potentially bad influence on both society and young girls, “It is so sexually suggestive, I was shocked. I think that’s Dakota Fanning - but regardless, she looks VERY young, and far too young to be sexualised like that. She looks like paedophile material”. Other concerns focused on the use of the ad on billboards, which may potentially distract drivers and lead to motor accidents, for example “There are too much implicit sexual implications and a definite distraction to drivers on the road”.

**Continuation of the advertisement**

Following a description of section 2.3 of the Code - relating to Sex, Sexuality and Nudity, opinions of the community were divided about continuing to show the ad on an outdoor billboard. 43% of all respondents believed the ad should continue to be shown on an outdoor billboard, while 47% of all respondents felt the ad should not continue to be shown on an outdoor billboard.

**Figure 16: Coty Oh Lola – Broadcast of advertisement**



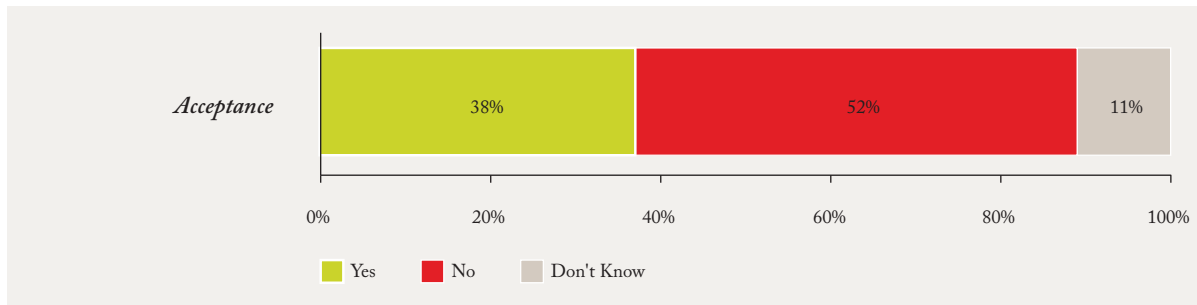
Q21C. Thinking back to the Coty Oh Lola outdoor advertisement and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be show on an outdoor billboard. Single Response (Base=All respondents, n=1,253)

4.2.4. Section 2.5 of the Code: Strong language

<b>Brakemart</b>	Rated: n/a	Format: Radio	Complaint: Dismissed
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Complaints against the Brakemart radio ad were dismissed by the Board. Just over half (52%) of all respondents felt the ad was unacceptable to play on the radio. 38% of all respondents considered the ad to be acceptable to play on the radio. 11% of all respondents were unable to determine how they felt about the ad.

Figure 17: Brakemart – Perceptions of acceptability



Q22A. Do you believe it is acceptable to play this advertisement on radio? Single Response (Base=All respondents, n=1,253)

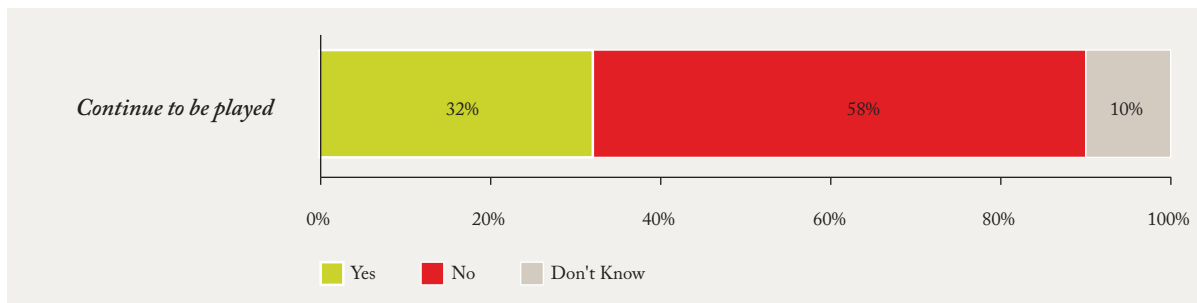
Reasons for perceived unacceptability

Examining the verbatim comments of respondents who deemed the ad to be unacceptable to play on radio revealed that several factors were considered offensive, such as - providing an unclear message, the use of bad language (although partially censored), the promotion of unsafe driving practices, and unnecessary sexual innuendo. The overall tone was deemed to be too noisy and aggressive for this type of advertisement, for example *“It’s vulgar and crass. I do not object to raw language, but the attitude of the speakers, and their rough voices, say that the tyres only appeal to rough working-class people. Is that the image the makers are trying to portray?”*

Continuation of the advertisement

Following a description of section 2.5 of the Code - relating to Strong Language, 58% of all respondents believed the ad should not continue to be played on the radio. A third (32%) of all respondents felt the ad should continue to be played on the radio. 10% of all respondents were unable to determine how they felt about this ad.

Figure 18: Brakemart – Broadcast of advertisement



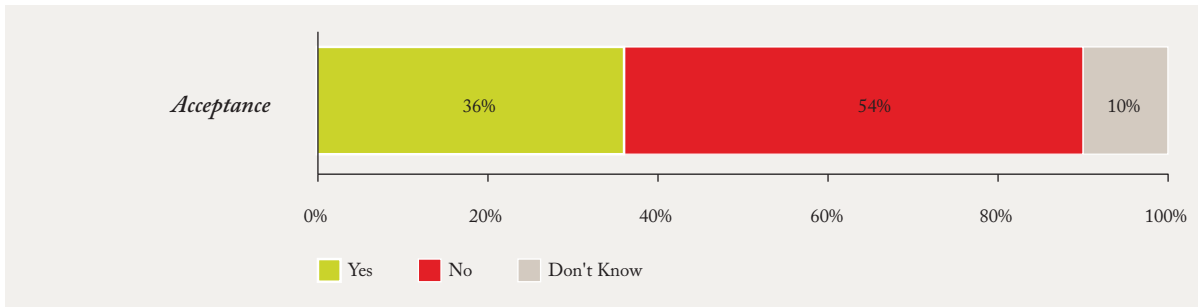
Q22C. Thinking back to the Brakemart radio advertisement and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be played on the radio. Single Response (Base=All respondents, n=1,253)



<i>All Properties Group</i>	Rated: n/a	Format: Mail	Complaint: Dismissed
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Complaints against the All Properties Group print ad were dismissed by the Board. Just over half (54%) of all respondents felt the ad was not acceptable to be shown in print. 36% believed the ad was acceptable to be shown in print, and 10% were unable to determine how they felt about this ad.

**Figure 19: All Properties Group – Perceptions of acceptability**



Q22A. Do you believe it is acceptable to show this advertisement in print? Single Response  
(Base=All respondents, n=1,253)

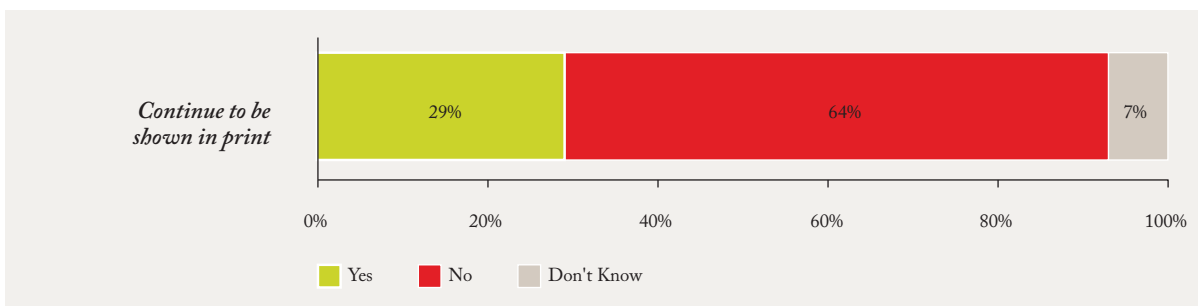
**Reasons for perceived unacceptability**

A review of the verbatim comments about why the ad was unacceptable suggested that most respondents believed the bad language (i.e. use of swear words) in the ad was utilized to exert a negative influence on children. The overall use of bad language in the ad was criticized, for example “*I am sick of swear words being treated as normal conversation - it lowers standards*” and “*why is it that advertising has to use foul language we hear enough from the generation today*”.

**Continuation of the advertisement**

Following a description of section 2.5 of the Code - relating to Strong Language, 64% of all respondents believed the ad should not continue to be shown in print. A third (29%) of all respondents felt the ad should continue to be shown in print and 7% of all respondents were unable to determine how they felt about this ad continuing to be shown in print.

**Figure 20: All Properties Group – Broadcast of advertisement**



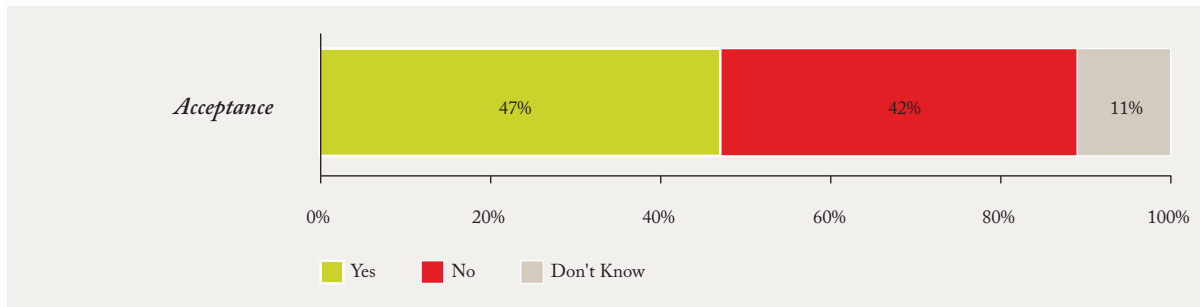
Q22C. Thinking back to the All Properties Group print advertisement and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown in print. Single response  
(Base=All respondents, n=1,253)



<b>Game Australia</b>	Rated: n/a	Format: Poster	Complaint: Dismissed
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Complaints against the Game Australia poster ad were dismissed by the Board. Community opinion about the ad was divided, with 47% of all respondents considering the ad to be acceptable to show in print (e.g. posters/newspapers/magazines), and 42% considering the ad to be unacceptable to show in print. 11% of all respondents were unable to determine how they felt about this ad.

**Figure 21: Game Australia – Perceptions of acceptability**



Q23A. Do you believe it is acceptable to show this advertisement in print? Single Response  
(Base=All respondents, n=1,253)

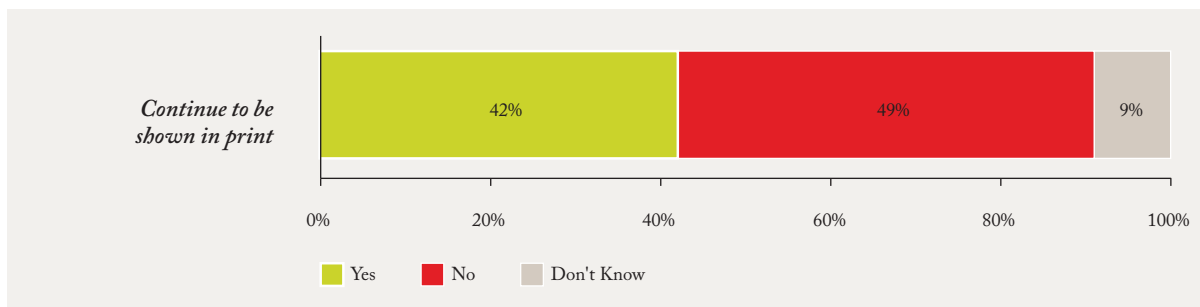
**Reasons for perceived unacceptability**

An examination of the verbatim comments among those who perceived the ad to be unacceptable showed that it was considered to be vulgar and inappropriate by many. Given the similarities of the main slogan to a well-known swear word abbreviation (WTF), the majority believed that the ad aimed to make swearing socially acceptable and normalised. The main concern about the ad related to children’s perceptions and the need to explain the ambiguous acronym WTF. *“The WTF. Though the advertiser claims it means something else, that disclaimer is in small print and would to most people be unread, unnoticed or unbelievable”*. Additionally, the ad was deemed to degrade older citizens. Some respondents considered this ad to be an example of uncreative and attention-seeking advertising. Some common words to describe the ad included, *“confronting and absurd”, “rude” and “cheap humour”*.

**Continuation of the advertisement**

Following a description of section 2.5 of the Code - relating to Strong Language, 49% of all respondents believed the ad should not continue to be shown in print. In contrast, 42% of all respondents felt the ad should continue to be shown in print. 9% of all respondents were unable to determine how they felt about this ad continuing to be shown in print.

**Figure 22: Game Australia – Broadcast of advertisement**



Q23C. Thinking back to the Game Australia 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 shown in print. Single Response  
(Base=All respondents, n=1,253)

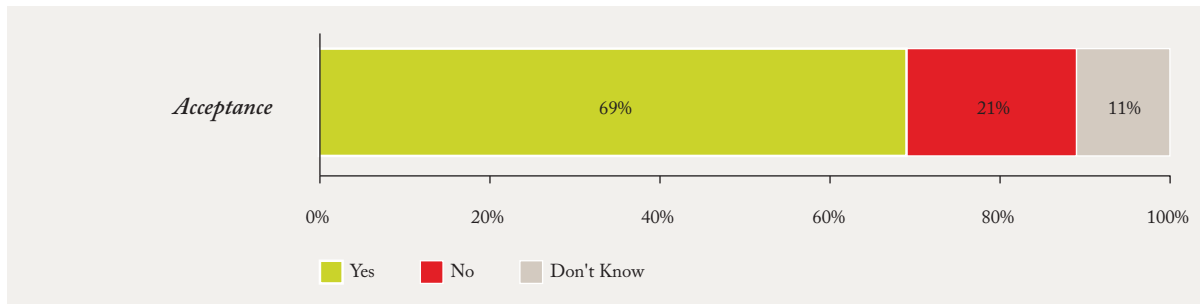


4.2.5. Section 2.6 of the Code: Health and Safety

<i>iSelect</i>	Rated: W	Format: TV	Complaint: Upheld
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Complaints against the W rated iSelect television ad were upheld by the Board. The survey results suggest that opinions of the Board were not fully in line with the views of the community, with 69% of all respondents considering the ad to be acceptable to broadcast on television. Only 21% of all respondents felt the ad was not acceptable to broadcast on television. 11% of all respondents were unable to determine how they felt about this ad.

Figure 23: iSelect – Perceptions of acceptability



Q26A. Do you believe it is acceptable to broadcast this advertisement on television? Single Response  
(Base=All respondents, n=1,253)

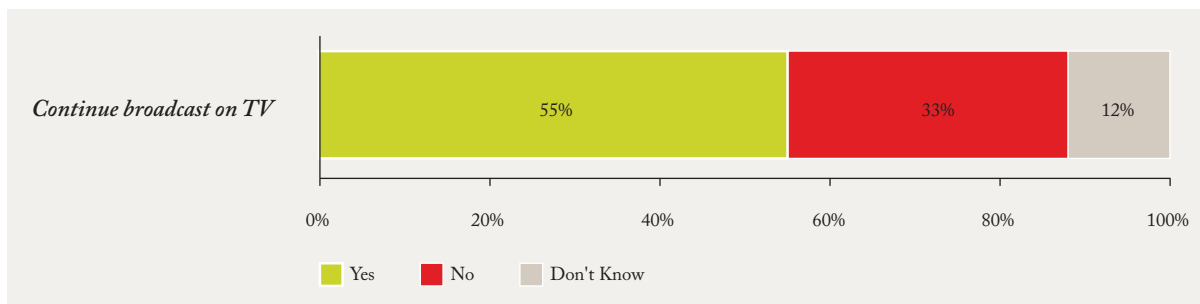
Reasons for perceived unacceptability

Analysis of the verbatim comments made about why the ad was not acceptable revealed several concerns among respondents. Firstly, the ad was seen as promoting risky behaviours (i.e. sitting in a bathtub with electrical appliances), portraying both clients and the iSelect employees in a derogatory fashion and including unnecessary sexual innuendo. *“This advertisement does not convey clearly the service iSelect is providing. Just two men in a spa, one working while the other fishes in the water for an ice cream”*. Many respondents described the ad as *“childish”, “stupid”* or *“disturbing”*. Secondly, the ad was considered to be inappropriate for TV audiences due to unnecessary displays of nudity, without actually conveying any message to the audience. The influence on children was seen as damaging and unhealthy, *“it has strong adult themes running the whole way through which is not acceptable. It insinuates things that children and most people do not need to see”*.

Continuation of the advertisement

Following a description of section 2.6 of the Code - relating to Health and Safety, 55% of all respondents believed the ad should continue to be broadcast on television at any time of the day. A third (33%) of all respondents felt the ad was unacceptable to broadcast, whilst 12% of respondents remained unsure.

Figure 24: iSelect – Broadcast of advertisement



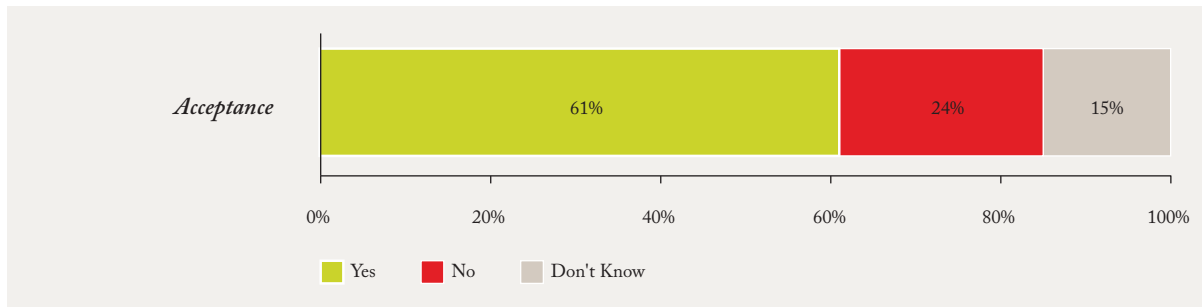
Q26C. Thinking back to the iSelect television advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on television. Single response  
(Base=All respondents, n=1,253)

32

<b>Vodafone Network</b>	Rated: -	Format: Pay TV	Complaint: Upheld
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Complaints against the Vodafone Network Pay television ad were upheld by the Board. The research survey results suggest that opinions of the Board were not fully in line with the views of the community. 61% of all respondents considered the ad to be acceptable to broadcast on television, with only 24% of all respondents believing the ad was not acceptable to broadcast on television. 15% of all respondents were unable to determine how they felt about this ad.

**Figure 25: Vodafone Network Pty Ltd – Perceptions of acceptability**



Q25A. Do you believe it is acceptable to broadcast this advertisement on Pay television? Single Response (Base=All respondents, n=1,253)

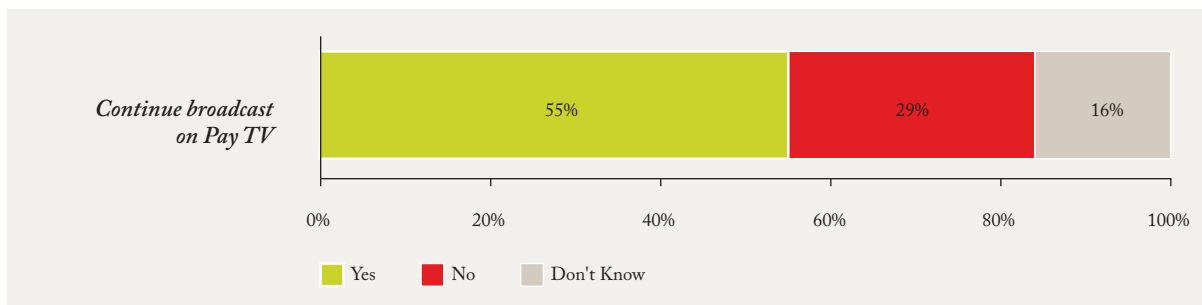
**Reasons for perceived unacceptability**

Verbatim comments from those who thought the ad was unacceptable to broadcast on television suggested that the ad raised concerns about denigrating females by comparing them to dogs, downplaying cyber bullying and promoting bad behaviour and offensive sexual connotations. For example, the ad *“Encourages the use of social media to discriminate against women and make derogatory remarks about them”*. The ad was seen as an example of bad taste and crude advertising practices. The ad was not considered to convey a clear message and some respondents took offense to the incomprehensible language used by the protagonist.

**Continuation of the advertisement**

Following a description of section 2.6 of the Code - relating to Health and Safety, 55% of all respondents believed the ad should continue to be broadcast on television at any time of day. A third (29%) of all respondents felt the ad should not be broadcast on television at any time of day. 16% of all respondents were unable to determine how they felt about this ad continuing to be broadcast.

**Figure 26: Vodafone Network Pty Ltd – Broadcast of advertisement**

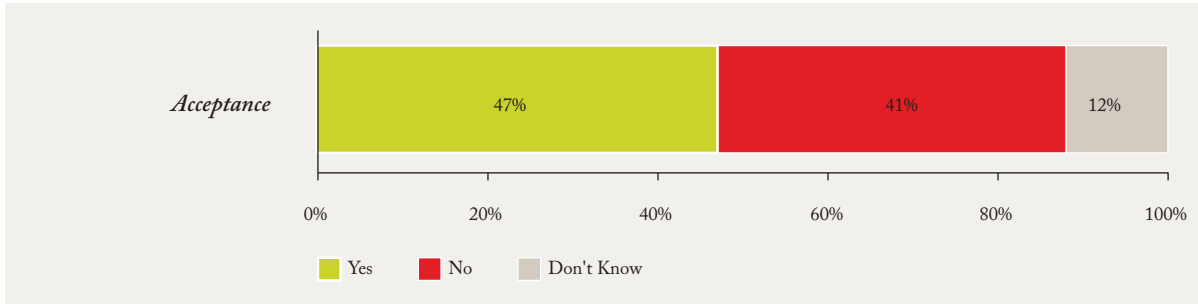


Q25C. Thinking back to the Vodafone Network Pty Ltd pay television advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast. Single response. (Base=All respondents, n=1,253)

<b><i>Eskanders Pty Ltd</i></b>	Rated: n/a	Format: Internet	Complaint: Upheld
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Complaints against the Eskanders internet ad were upheld by the Board. However, opinions of the ad among the community were divided. Overall, 47% of all respondents considered the ad acceptable to be made available on the internet, whilst 41% felt the ad was not acceptable to be made available on the internet. Twelve percent of all respondents were unable to determine how they felt about this ad.

**Figure 27: Eskanders Pty Ltd – Perceptions of acceptability**



Q26A. Do you believe it is acceptable for this advertisement to be made available on the internet? Single Response. (Base=All respondents, n=1,253)

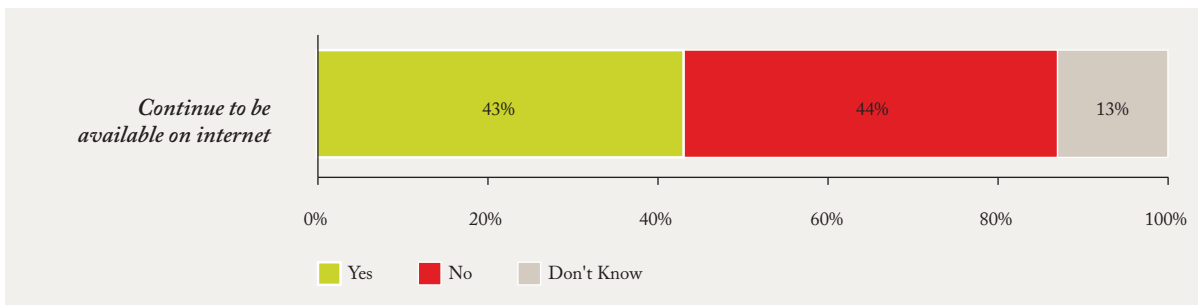
**Reasons for perceived unacceptability**

An analysis of the verbatim comments made about why the ad was not acceptable revealed that respondents mainly took offense with two aspects of the ad - being stalked and gambling. The majority of respondents believed that both stalking and gambling were not treated as serious issues and the ad actually promoted these behaviours. While most respondents thought the ad to be tasteless, some called for a ban on ads of this kind. For many, the ad presented both stalking and gambling as “victimless crimes”. Further verbatim comments included: “This ad attempts to joke about stalking. It’s never acceptable to stalk anyone. True stalking is indicative of deeper psychological problems that could develop into unsavoury and dangerous behaviours”. And “The gambling industry has taken over large parts of all advertising mediums and its results are large scale community crime, family problems and addiction”.

**Continuation of the advertisement**

Following a description of section 2.6 of the Code - relating to Health and Safety, opinions on whether the ad should continue to be available on the internet were also divided among the community. 43% of all respondents believed the ad should continue to be available on the internet, and 44% of all respondents felt the ad should not continue to be available on the internet.

**Figure 28: Eskanders Pty Ltd – Broadcast of advertisement**



Q26C. Thinking back to the Eskanders Pty Ltd pay internet advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be available on the internet Single response. (Base=All respondents, n=1,253)

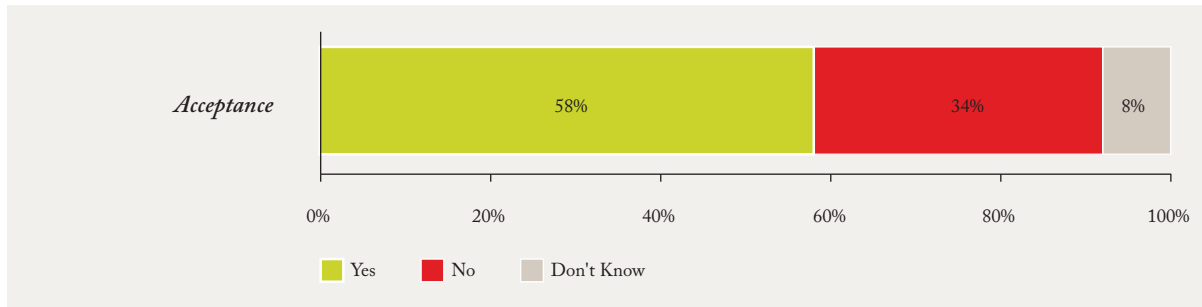
34



<b>Electrolux</b>	Rated: n/a	Format: Print	Complaint: Dismissed
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Complaints against the Electrolux print ad were dismissed by the Board. The results suggested that opinions of the Board were in line with views of the community, with 58% of all respondents considering the ad to be acceptable to show in print. 34% felt the ad was unacceptable to be shown in print.

**Figure 29: Electrolux – Perceptions of acceptability**



Q27A. Do you believe it is acceptable to show this advertisement in print? Single response.  
(Base=All respondents, n=1,253)

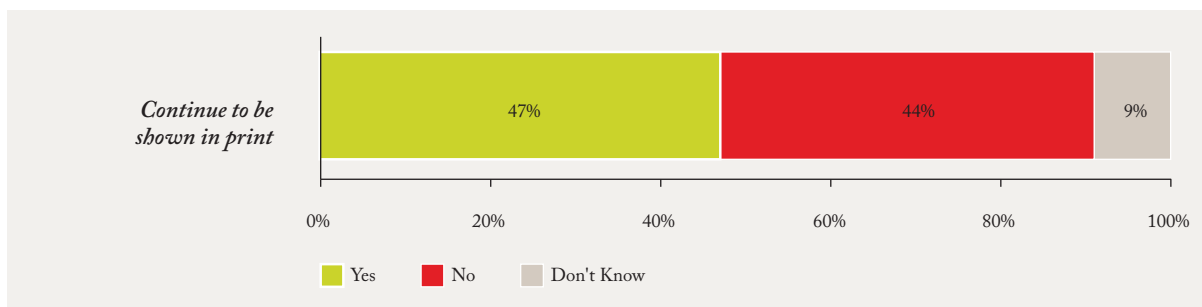
**Reasons for perceived unacceptability**

Reasons given by people who felt this ad was unacceptable, included child safety and health hazards due to unsafe cooking practices. People also felt that the ad displays wrong message and promotes dangerous behaviour from both parents and children.

**Continuation of the advertisement**

Following a description of section 2.6 of the Code - relating to Health and Safety, opinions were divided with 47% of all respondents believing the ad should continue to be shown in print. A similar proportion (44%) of all respondents felt the ad should not continue to be shown in print and 9% of all respondents were unable to determine how they felt about this ad.

**Figure 30: Electrolux – Broadcast of advertisement**



Q27C. Thinking back to the Electrolux print advertisement and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown in print. Single response  
(Base=All respondents, n=1,253)



### 4.3. Reactions to the Code

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, the discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety. The Board make its determinations under appropriate sections of the AANA Code of Ethics.

#### Agreement with sections of the Code

Following an extract of each section of the Code, respondents were asked to rate their level of agreement with each section of the Code. Agreement with each section of the Code was high, ranging from 83% to 90% agreement with the Code. Section 2.5 Strong Language had the highest level of agreement among all respondents (90%). Section 2.6 Health and Safety had the lowest level of agreement among all respondents (83%).

Examining the level of agreement with each section of the Code with awareness that respondents can complain to the ASB (unprompted and prompted awareness), there was a clear pattern of those aware that they can complain to the ASB having higher levels of agreement with three sections of the Code (2.3, 2.5 and 2.6)

**Table 12: 2012 agreement with each section of the Code by awareness of ASB**

Sections of the Code	% Agreement (Strongly agree + slightly agree)		
	2012 Total	Awareness of ASB (unprompted + prompted)	
		Yes aware	Not aware
Section 2.1 Discrimination	86%	87%	85%
Section 2.2 Violence	88%	89%	85%
Section 2.3 SSN	89%	90%↑	86%↓
Section 2.5 Strong Language	90%	91%↑	87%↓
Section 2.6 Health & Safety	83%	86%↑	78%↓

Q34- Q38. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response

Q28. If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisation are you aware of that you could complain to? By paid advertising I mean television, radio, outdoor advertising, newspaper, magazine and online advertising. Multiple Response

Q29. Are you aware that you can complain to the Advertising Standards Bureau? Single Response  
(Base=All respondents: Community Perceptions 2012 n=1,253)

Note: Don't know excluded from analysis

#### Consistent differences between groups

Consistent differences based on demographic are of interest in examining the levels of agreement with each section of the Code. Agreement with each section of the Code based on gender, age and education were examined. Both gender and age showed consistent variations across nearly all sections of the Code. Education showed few variations.

Females and respondents aged 44 years and over, were more likely to agree with each section of the Code, with the only exception of section 2.1 Discrimination in which there were no differences observed between 18-44 year old group and 45+ year old group.

**Table 13: 2012 demographic variations in agreement with each section of the Code**

Sections of the Code	% Agreement (Strongly agree + slightly agree)									
	Total	Gender		Age (simplified)		Highest education				
		Male	Female	18-44	45+	Yr 10	Yr 11-12	VET	Uni	Post-grad
Section 2.1 Discrimination	86%	82%↓	91%↑	87%	86%	79%↓	87%↑	85%	88%↑	91%↑
Section 2.2 Violence	88%	83%↓	93%↑	86%↓	90%↑	83%↓	88%	90%↑	88%	90%
Section 2.3 SSN	89%	83%↓	94%↑	86%↓	91%↑	84%↓	89%	89%	87%	94%↑
Section 2.5 Strong Language	90%	86%↓	94%↑	87%↓	93%↑	89%	91%	91%	89%	90%
Section 2.6 Health & Safety	83%	77%↓	89%↑	78%↓	90%↑	85%	83%	83%	82%	87%

Q34- Q38. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response (Base=All respondents: Community Perceptions 2012 n=1,253)

Note: Don't know excluded from analysis

#### 4.3.1. Reactions to each section of the Code

In this section, agreement with each section of the Code is discussed separately. The data in this section is compared against the general public sample from the 2007 Community Standards research.

Respondents were prompted with an extract of the Code and asked their level of agreement with the Code.

Looking at total agreement (strongly agree + slightly agree) with each section of the Code, there has been a statistically significant increase in agreement with Section 2.1 – Discrimination (86% in 2012, up from 81% in 2007) and Section 2.2 – Violence (88% in 2012, up from 83% in 2007) of the Code.

**Table 14: Agreement with each section of the Code – 2007 and 2012 research results**

Sections of the Code	% Agreement (Strongly agree + slightly agree)	
	2012 community perceptions	2007 community perceptions
	Total (n=1,253)	Total (n=1,293)
Section 2.1 Discrimination	86%↑	81%
Section 2.2 Violence	88%↑	83%
Section 2.3 SSN	89%	88%
Section 2.5 Strong Language	90%	88%
Section 2.6 Health & Safety	83%	84%

Q34. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single response. Note: Don't know excluded

Q28. If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisation are you aware of that you could complain to? Multiple Response

**Section 2.1 of the Code: Discrimination**

**Section 2.1 of the Code:** Advertisements 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, sex, age, sexual preferences, religion, disability or political belief.

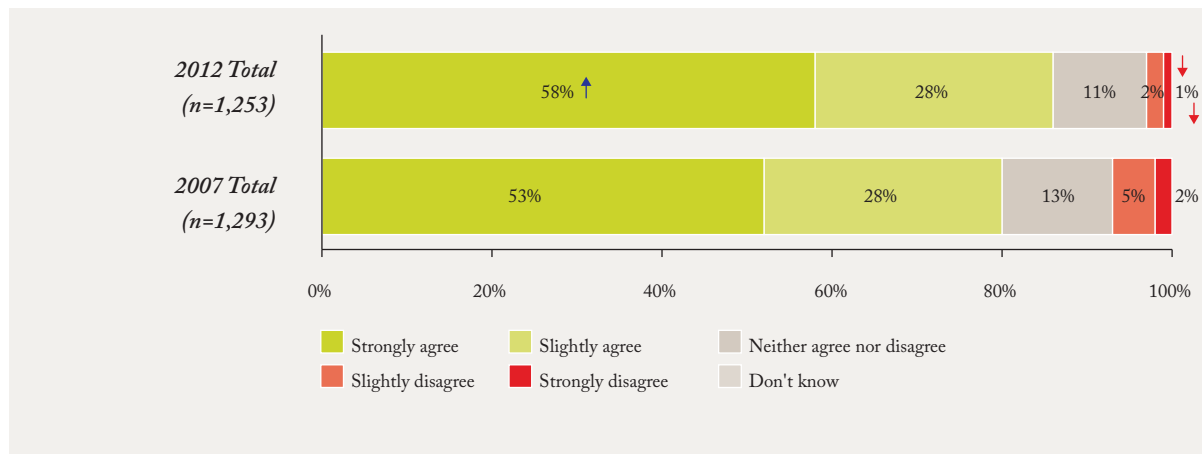
In the 2012 community perceptions research, total agreement (strongly agree + slightly agree) with section 2.1 of the Code – Discrimination, was strong with 86% of all respondents agreeing with its content.

The results were significantly higher than the 2007 community perceptions results, with 81% of all respondents agreeing this section of the Code. The results indicate that the majority of Australians feel a need to protect all groups in society from discrimination in advertising and this is more important to them than 5 years ago.

2012 community perceptions results by demographic group revealed:

- Females (91%) were significantly more likely than males (82%) to agree with section 2.1 of the Code.
- Respondents with a higher education (post-graduate 91%, university 88%, Year 11-12 87%) were significantly more likely than respondents with Year 10 education (79%) to agree with section 2.1 of the Code.
- There were no variations in levels of agreement among age groups.

*Figure 31: Agreement with Section 2.1 of the Code*



Q34. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single response.

Note: Don't know excluded

(Base=All respondents: Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)

Note: Don't know excluded from analysis

**Section 2.2 of the Code: Violence**

**Section 2.2 of the Code:** Advertisements shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

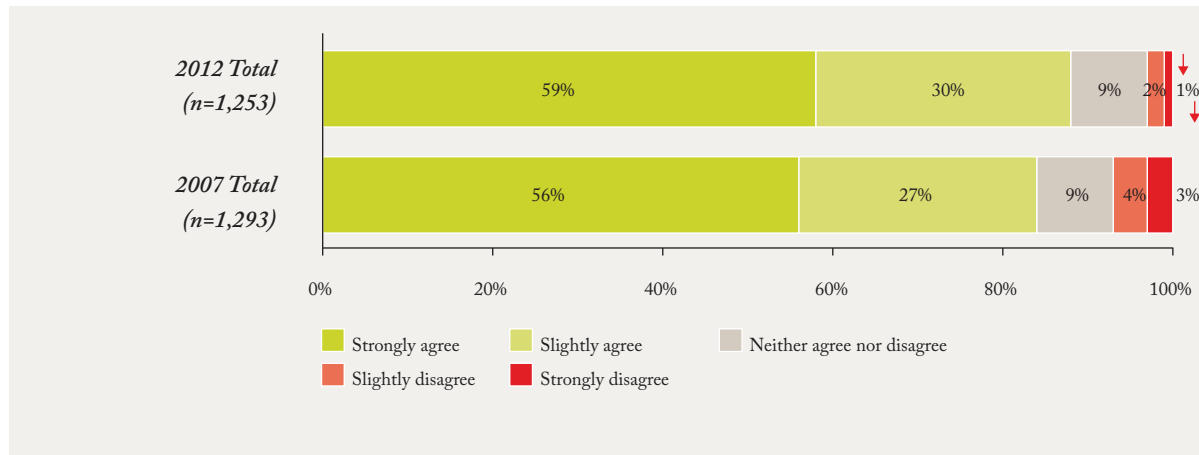
In the 2012 community perceptions research, total agreement (strongly agree + slightly agree) with section 2.2 of the Code – Violence, was strong with 88% of all respondents agreeing with its content. The results were significantly higher than the 2007 community perceptions results, with 83% of all respondents agreeing this section of the Code.



2012 community perceptions results by demographic group revealed:

- Females (93%) were significantly more likely than males (83%) to agree with section 2.1 of the Code.
- 45+ year olds (90%) were significantly more likely than 18-44 year olds (86%) to agree with section 2.2 of the Code.
- Respondents with Tafe/Certificate/Diploma education (90%) were significantly more likely than respondents with a Year 10 education (83%) to agree with section 2.2 of the Code.

**Figure 32: Agreement with Section 2.2 of the Code**



Q3. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response. (Base=All respondents: Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)  
 Note: Don't know excluded from analysis

**Section 2.3 of the Code: Sex, Sexuality and Nudity**

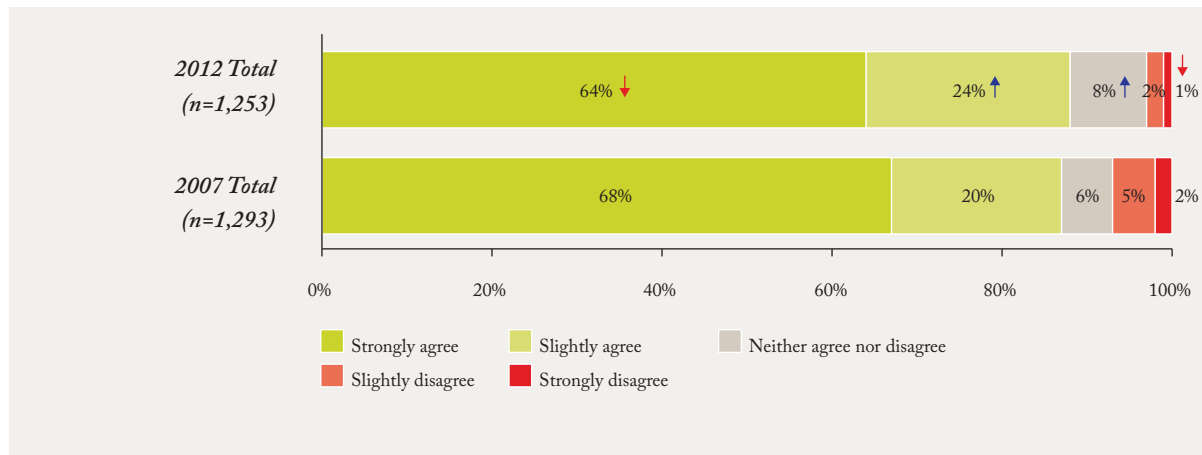
**Section 2.3 of the Code:** Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate, the relevant programme time zone.

In the 2012 community perceptions research, total agreement (strongly agree + slightly agree) with section 2.3 of the Code – Sex, Sexuality and Nudity, was strong with 89% of all respondents agreeing with its content. The results were in line with the 2007 community perceptions results, with 88% of all respondents agreeing this section of the Code. Quantitative and qualitative responses from the 2007 study suggested that the major concern with this material is that it is played at the right time, to the right audience.

2012 community perceptions results by demographic group revealed:

- Females (94%) were significantly more likely than males (83%) to agree with the section 2.3 of the Code.
- 45+ year olds (91%) were significantly more likely than 18-44 year olds (86%) to agree with section 2.3 of the Code.
- Respondents with post-graduate qualifications (94%) were significantly more likely than respondents with a Year 10 education (84%) to agree with section 2.3 of the Code.

Figure 33: Agreement with Section 2.3 of the Code



Q36. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response.  
 (Base=All respondents: Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)  
 Note: Don't know excluded from analysis

**Section 2.5 of the Code: Strong Language**

**Section 2.5 of the Code:** Advertisements shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided.

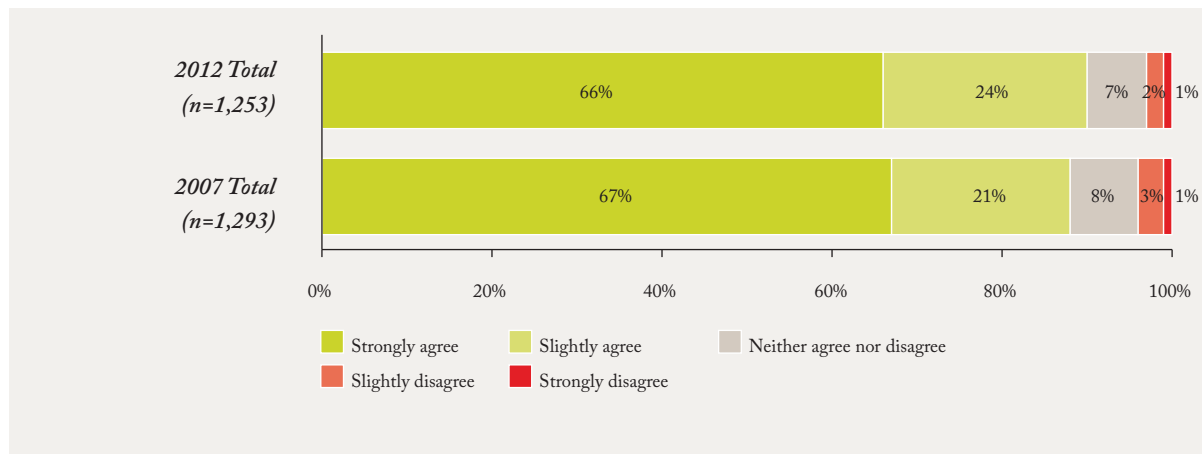
In the 2012 community perceptions research, total agreement (strongly agree + slightly agree) with Section 2.5 of the Code – Strong Language, was strong with 90% of all respondents agreeing with its content. Agreement with this section of the Code was rated the highest of all sections.

The results were in line with the 2007 community perceptions results, with 88% of all respondents agreeing this section of the Code.

2012 community perceptions results by demographic group revealed:

- Females (94%) were significantly more likely than males (86%) to agree with section 2.5 of the Code.
- 45+ year olds (93%) were significantly more likely than 18-44 year olds (87%) to agree with section 2.5 of the Code.

Figure 34: Agreement with Section 2.5 of the Code



Q37. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response.  
 (Base=All respondents: Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)  
 Note: Don't know excluded from analysis



**Section 2.6 of the Code: Health and Safety**

**Section 2.6 of the Code:** Advertisements shall not depict material contrary to prevailing community standards on health and safety.

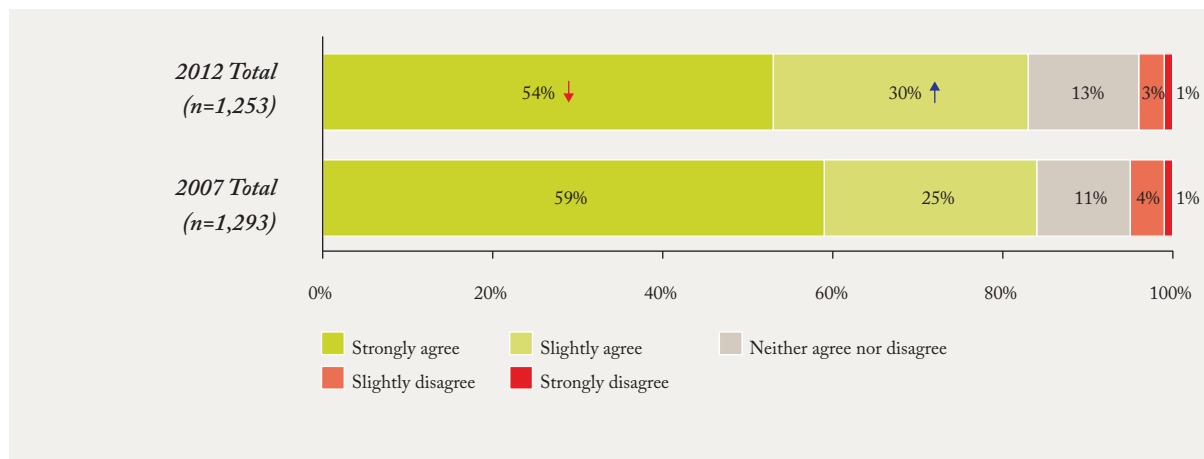
In the 2012 community perceptions research, total agreement (strongly agree + slightly agree) with Section 2.6 of the Code – Health and Safety, was moderate with 83% of all respondents agreeing with its content. Agreement with this section of the Code was the lowest rated of all sections.

The results were in line with the 2007 community perceptions results, with 84% of all respondents agreeing this section of the Code.

2012 community perceptions results by demographic group revealed:

- Females (89%) were significantly more likely than males (77%) to agree with section 2.6 of the Code.
- 45+ year olds (90%) were significantly more likely than 18-44 year olds (78%) to agree with section 2.6 of the Code.

*Figure 35: Agreement with Section 2.6 of the Code*



Q38. Please indicate your level of agreement with the Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. Single Response.

(Base=All respondents; n=1,253)

(Base=All respondents: Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)

Note: Don't know excluded from analysis

**4.4. Complaints Procedures**

The data in this section was compared against the general public sample from the 2010 Sex, Sexuality and Nudity in advertising research, the general public sample from the 2009 Violence in advertising research and the general public from the 2006 Community Awareness research.

**Awareness of complaints organisations**

Spontaneous awareness of the Advertising Standards Bureau as a complaints organisation continued to be high from 2009 (67%), 2010 (63%), to 2012 (62%).

Sixty-two percent of the general public in the 2012 community perceptions study were aware that they could complain to the Advertising Standards Bureau if they had a complaint about paid advertising in relation to language, discrimination, concern for children, violence, sex, sexuality, nudity or health and safety. This result remained stable since the 2010 sexuality research (63%).



In the 2012 community perceptions study, there was a statistically significant decline in the proportion of the general public who were aware they could complain to the TV/Radio station where they saw/heard the ad (49%, down from 57% in 2010), and newspaper/magazine where the advert was printed (43%, down from 49% in 2010). There was a corresponding statistically significant increase in the proportion of the general public who did not know where they could lodge a complaint (15%, up from 10% in 2010).

**Table 15: Spontaneous awareness of complaints organisations**

Organisations	General public: Community perceptions (2012) n=1,253	General public: Sexuality (2010) n=1,207	General public: Violence (2009) n=1,195	General public: Community awareness (2006) n=600
Advertising Standards Bureau	62%	63%↓	67%↑	10%
Advertising Claims Board	10%	8%	7%	-
Free TV	22%	20%	19%	-
The TV/Radio station where you saw/heard the advert	49%↓	57%	58%↑	15%
The newspaper/ magazine where the advert was printed	43%↓	49%	48%↑	3%
Other	3%	2%	3%	3%
Don't know	15%↑	10%	9%↓	43%
None/ there's nowhere to complain to	6%	7%	4%↓	9%

Q7 / Q28. If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisation are you aware of that you could complain to? By paid advertising I mean television, radio, outdoor advertising, newspaper, magazine and online advertising. Multiple Response  
(Base=All respondents: 2012 Community Perceptions n=1,253; Sexuality research study n=1,207; Violence research study n=1,195, 2006 Community awareness n=600)

In the 2012 community perceptions study, 23% of the general public who did not spontaneously mention ASB as a place they could make a complaint, indicated they were aware they could complain to the ASB when directly prompted. In total, 71% were either spontaneously aware or aware when prompted.

The results were similar to the 2010 sexuality research, in which 28% of respondents in the survey who did not spontaneously mention the ASB as a place they could make a complaint indicated were aware that they could complain to the ASB when directly prompted. In total, 73% were either spontaneously aware or aware when prompted.

### Concern about advertising standards

In the 2012 community perceptions study, there was a statistically significant increase in concern about advertising standards in relation to all aspects of the Code (with the exception of Violence), compared to the 2011 sexuality sample. Sex, sexuality and nudity continued to be the main area of concern among the general public (26% in 2009, 22% in 2010, and 26% in 2012).

The general public who had no concern about paid advertising standards, remained consistent across the three studies (58% in 2009, 60% in 2010, and 59% in 2012).



**Table 16: Incidence of having been concerned about paid advertising standards among total of General Public sample**

Topic of concern	General public: Community perceptions (2012) n=1,253	General public: Sexuality (2010) n=1,207	General public: Violence (2009) n=1,195
Language	19%↑	11%↓	14%↑
Discrimination	15%↑	7%	7%
Concern for children	17%↑	14%	14%
Violence	14%	14%	13%
Sex, sexuality or nudity	26%↑	22%↓	26%↑
Health and Safety	11%↑	7%	6%
Other	3%	4%	3%
None of these	59%	60%	58%

Q9 / Q30. In the last 12 months have you been concerned or offended about paid advertising standards in relation to any of the following. Multiple Response.  
(Base=All respondents: 2012 Community Perceptions n=1,253; Sexuality research study n=1,207; Violence research study n=1,195)

### Topic of complaints made

Among respondents who were concerned about paid advertising in the last 12 months, the vast majority had not actually made a complaint about advertising standards in the last 12 months (87% in 2012). These results were similar to the 2010 (86%) and 2009 (90%) studies.

Of those respondents who had made a complaint, the topic of complaint was varied across all sections of the Code.

**Table 17: Topic of complaint made in the last 12 months among those who were concerned about paid advertising in the last 12 months**

Topic of complaint	General public: Community perceptions (2012) n=513	General public: Sexuality (2010) n=492	General public: Violence (2009) n=501
Language	4%	4%	2%
Discrimination	4%	3%↑	1%↓
Concern for children	5%	5%	3%
Violence	3%	3%	2%
Sex, sexuality or nudity	5%	7%	5%
Health and Safety	2%	2%	1%
Other	1%↑	0%↓	1%↑
Not made a complaint	87%	86%	90%

Q20 / Q31. In the last 12 months have you made a formal complaint about paid advertising standards in relation to any of the following. Multiple Response.  
(Base=Respondents who have been concerned about paid advertising in the last 12 months; 2012 Community Perceptions n=513; Sexuality research study n=492, Violence research study n=501)

### Organisation to which complaint was made

Those respondents who had made a complaint about paid advertising in the last 12 months (n=66 people in the 2012 sample), were more likely to go to the media source (TV or radio station) with their complaint. This result was similar to the 2010 sexuality and 2009 violence studies.

When examining those who had made a complaint to the Advertising Standards Board, the proportion was similar in the 2012 (26%), 2010 (26%) and 2009 (31%) studies.

**Table 18: Organisation to which complaint was made, among those who made a complaint about paid advertising in the last 12 months**

Organisations	General public: Community perceptions (2012) n=66	General public: Sexuality (2010) n=66	General public: Violence (2009) n=48
Advertising Standards Board	26%	26%	31%
Advertising Claims Board	21%	15%	-
Advertising Standards Bureau	21%	17%	8%
Free TV	30%	30%↑	15%↓
The TV/Radio station where you saw/heard the advert	36%	24%↓	48%↑
The newspaper/ magazine where the advert was printed	13%	10%	10%
Other	6%	13%	6%
Don't Know	12%	11%	8%

Q11 / Q32. Which organisation(s) did you complain to? Multiple Response.

(Base=Respondents who have made a complaint about paid advertising in the last 12 months); 2012 Community Perceptions n=66, Sexuality research study n=66, Violence research study n=48)

**Reasons for choosing to not make a complaint**

Among those who had a concern but had not made a complaint, the most common reason for not complaining was the belief that nothing would happen and therefore it was not worth complaining (42%). This was also the most common reason for not complaining in 2009 (45%) and 2010 (39%) studies.

Perceptions of a bureaucratic process and apathy were also key barriers across all three years of research (24% in 2012, 24% in 2010, and 21% in 2009).

**Table 19: Reasons for choosing to not make a complaint**

Reasons	General public: Community perceptions (2012) n=447	General public: Sexuality (2010) n=426	General public: Violence (2009) n=453
Nothing would happen / not worth complaining	42%	39%	45%
Process of complaining is too bureaucratic	24%	24%	21%
Too lazy / couldn't be bothered	19%	20%	22%
Didn't know who to complain to	18%	18%	15%
Didn't know how to complain	18%	18%	16%
Too complicated / complex	19%	17%	15%
Other	14%	12%	10%
Don't know	9%	7%	6%

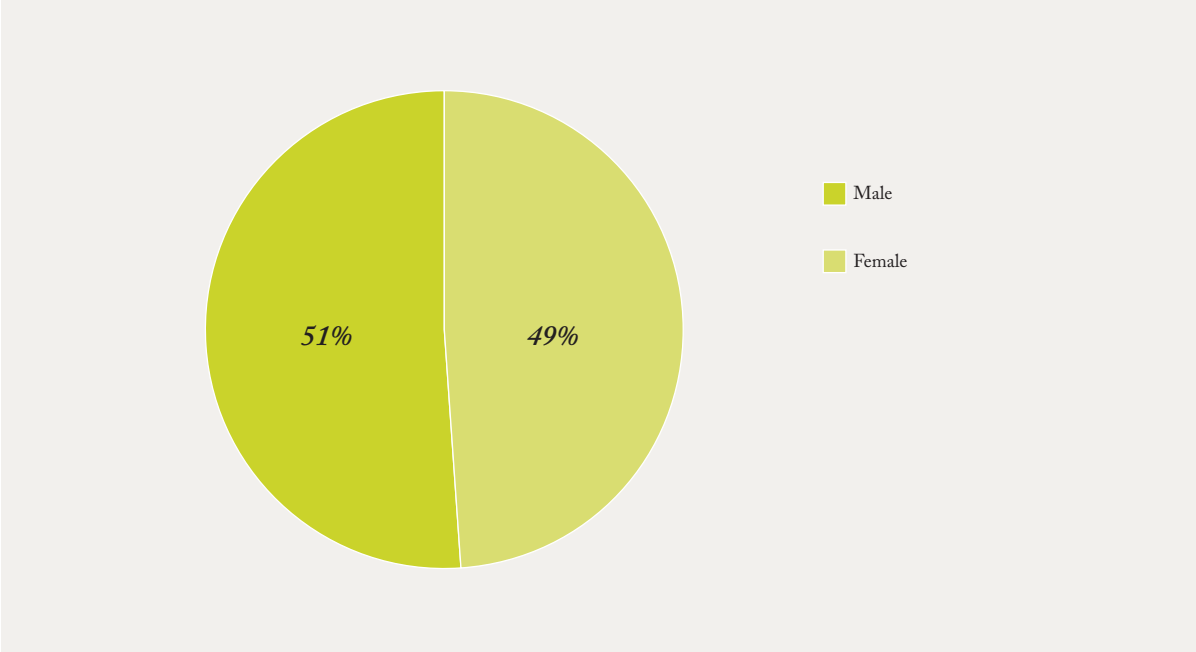
Q12 / Q33. For what reasons did you not make a complaint? Multiple Response

(Base=Respondents who have been concerned about paid advertising but have not made complaint (Q9=codes 1-7 and Q10=have not made a complaint)); 2012 Community Perceptions n=447; Sexuality research study n=426, Violence research study n=453)

4.5. Sample Profile

Gender

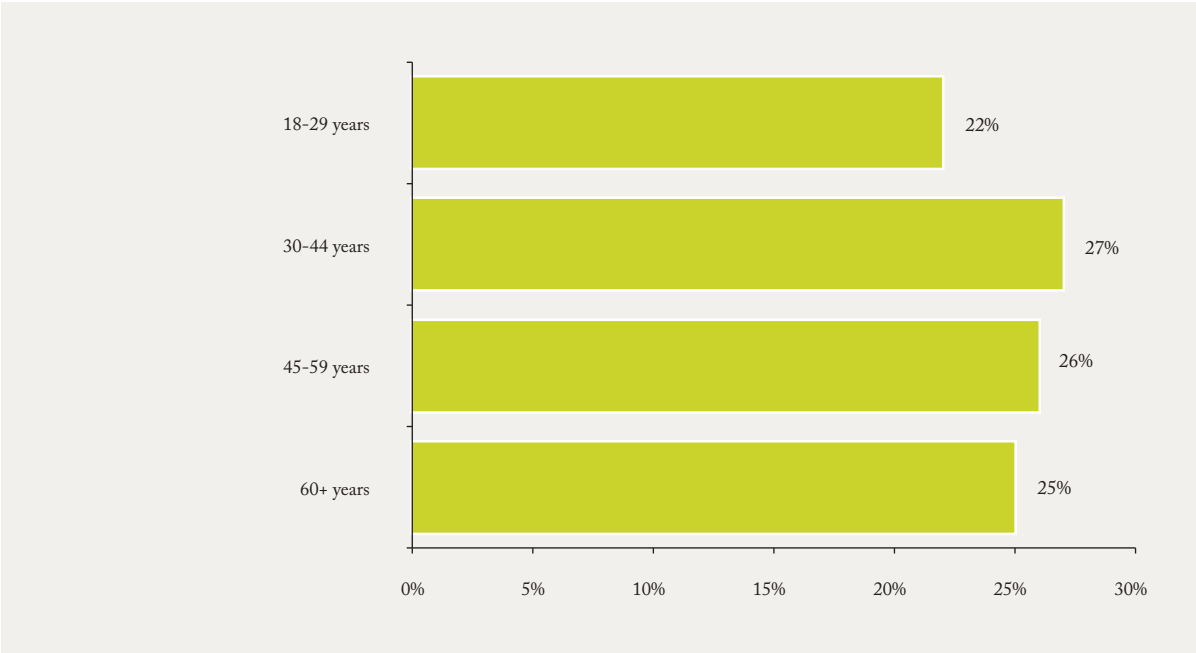
Figure 36: Gender



Q3. Please indicate your gender? Single Response  
(Base=All Respondents; n=1,253)

Age

Figure 37: Age

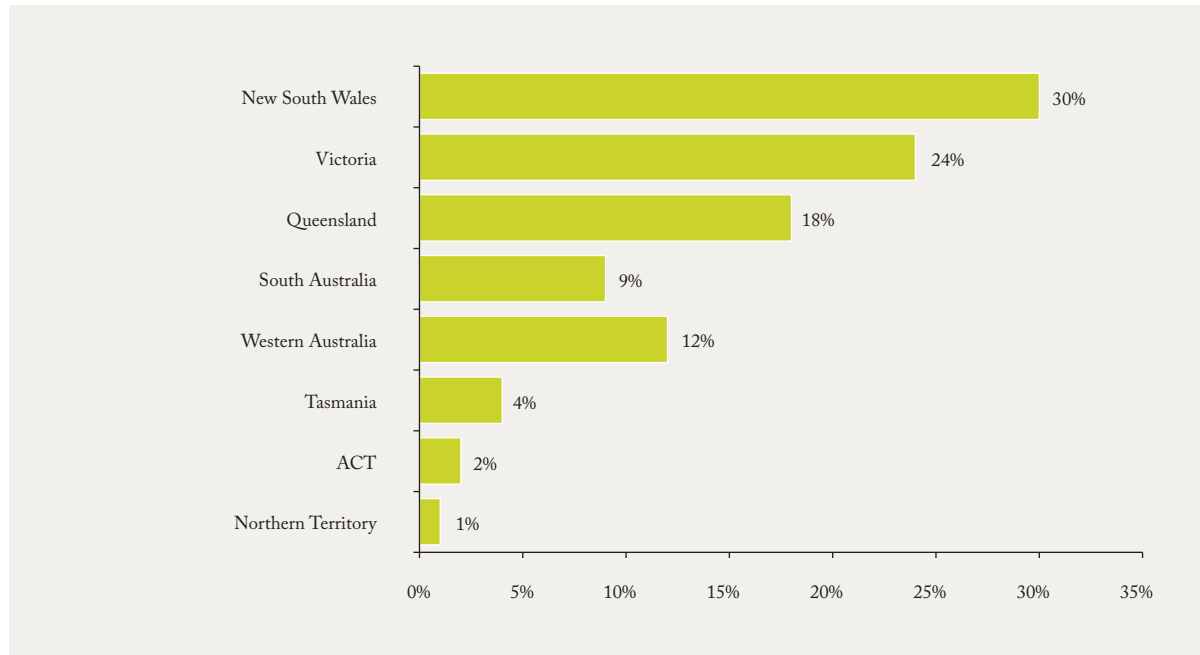


Q5. Please indicate which of the following age groups you fall into? Single Response  
(Base=All Respondents; n=1,253)



State of origin

Figure 38: State of origin



Q6. Please indicate where you live? Single Response  
(Base=All Respondents; n=1,253)

Metropolitan vs. Regional area

Table 20: Metropolitan vs. Regional area

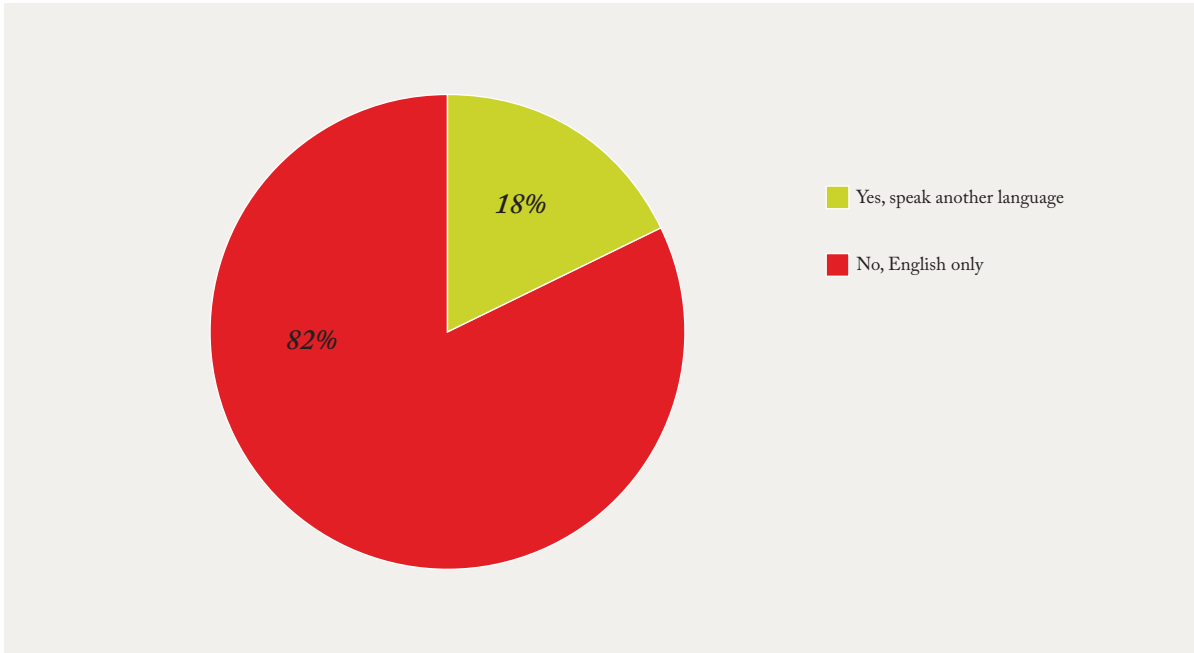
State	Total n=1253	Metro n=900	Regional n=353
New South Wales	30%	28%	34%
Victoria	24%	27%	16%
Queensland	18%	14%	26%
South Australia	9%	11%	6%
Western Australia	12%	14%	9%
Tasmania	4%	2%	7%
ACT	2%	3%	1%
Northern Territory	1%	0%	2%

Q6B. Do you live in the metropolitan area of a capital city? Single Response  
(Base=All Respondents; n=1,253)



Language spoken at home

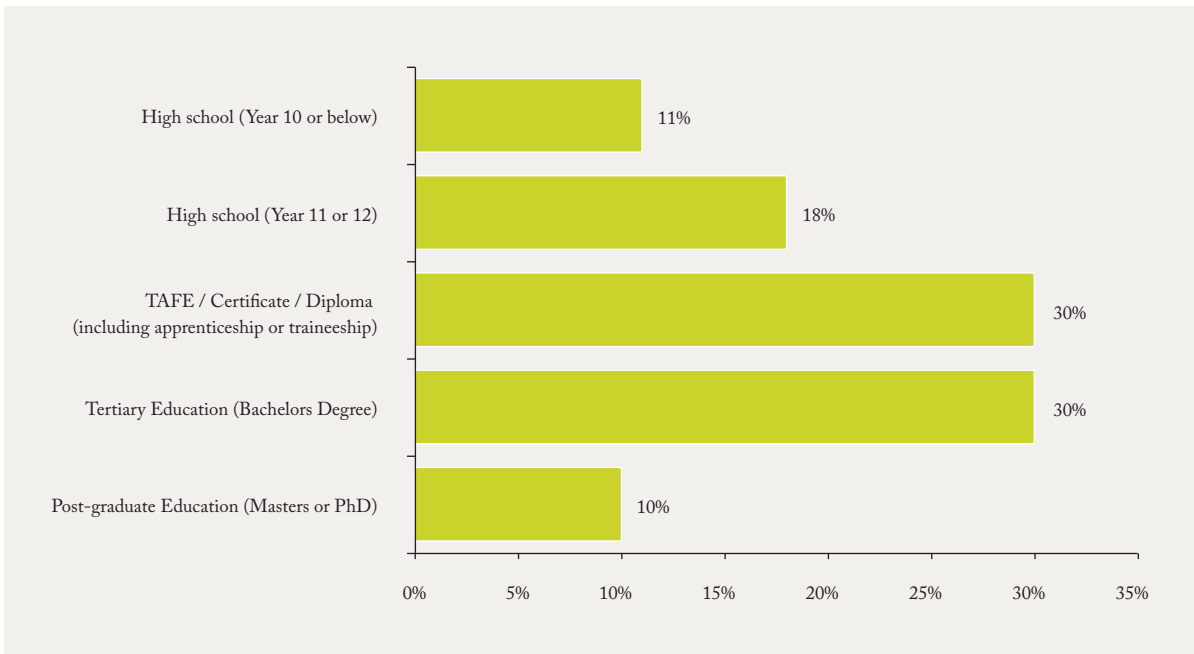
Figure 39: Language spoken at home



Q39. Do you speak a language other than English at home? Single Response  
(Base=All Respondents; n=1,253)

Highest qualification

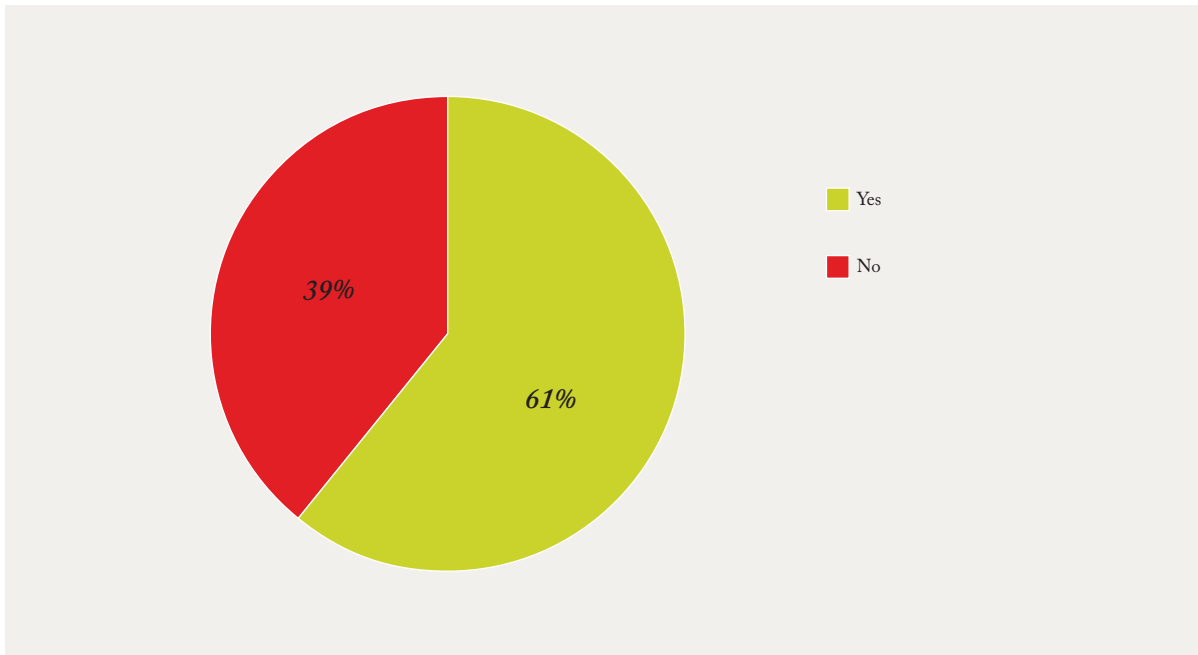
Figure 40: Highest qualification



Q40. What is the highest level of education you have attained? Single Response  
(Base=All Respondents; n=1,253)

Children in household

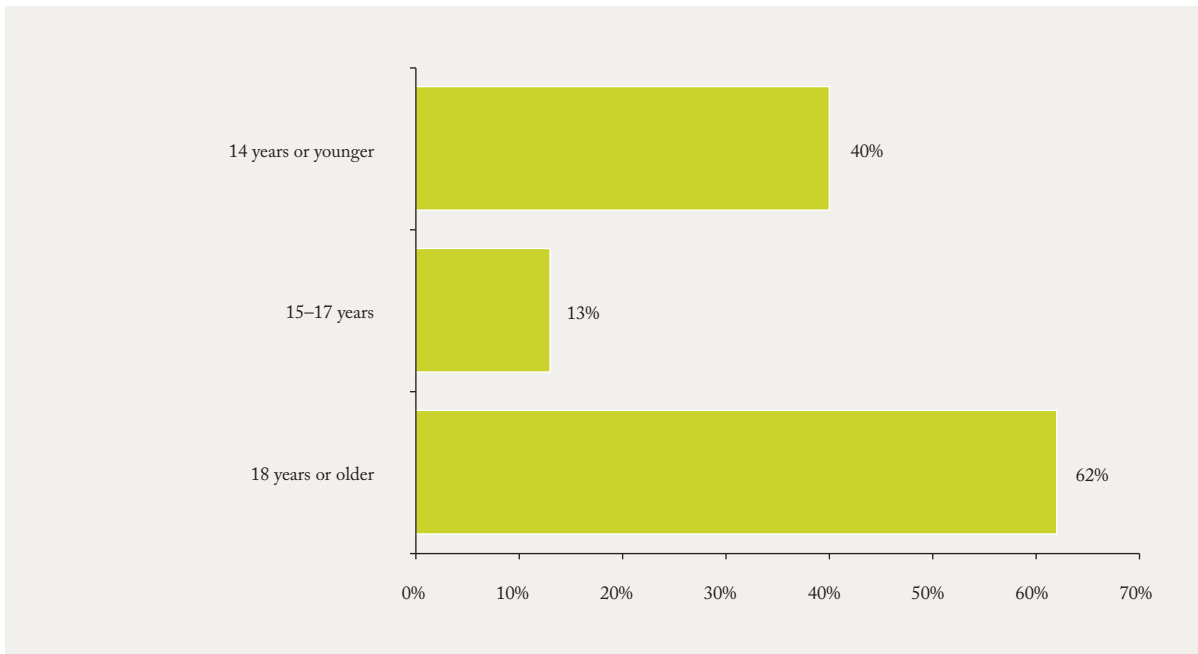
Figure 41: Children in household



Q42. Do you have any children? Single Response  
(Base=All Respondents; n=1,253)

Ages of children

Figure 42: Ages of children

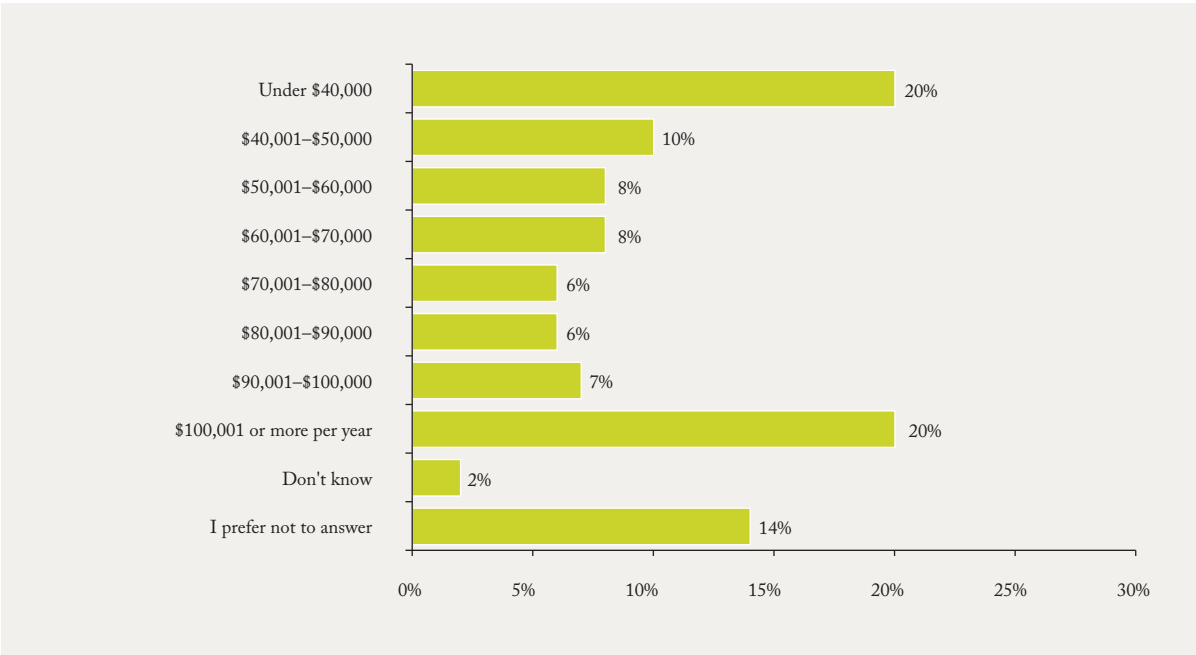


Q43. And what ages are they? Multiple Response  
(Base=Respondents who have children; n=763)



Annual Household Income before Tax

Figure 43: Annual Household Income before Tax



Q44. Including all pensions and allowances, what is your household's annual gross income before tax from all sources? Single Response (Base=All Respondents; n=1,253)



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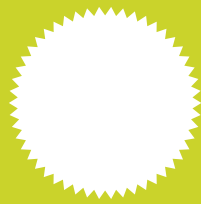
*Appendix A: Technical notes*

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# Part 5

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## 5. *Appendix A: Technical notes*

### 5.1. Research approach

The research was split into three key stages:

1. Questionnaire development and testing;
2. Quantitative Fieldwork; and
3. Analysis and Reporting.

Final questionnaire attached in Appendix B.

### 5.2. Quantitative research approach

An online research methodology was used to administer the survey. The sample for the survey consisted of general public participants who were selected randomly from the Colmar Brunton online panel. The following sections discuss the quantitative survey methodology in detail.

#### Scope of the survey

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

- A total of 1,253 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; and
- Persons who have participated in research for the ASB in the last 18 months were not allowed to respond.

### Fieldwork

Fieldwork for the survey was conducted between 19 to 27 April 2012.

- The final response rate is the number of interviews completed as a proportion of eligible members. Thus the final response rate for the survey was 12.89%<sup>4</sup>.
- The average length of the survey was as 27.96 minutes.

### Quotas and Weighting

- Fieldwork quotas were set based on gender and age.
- No State/Territory quotas were set, but a spread of participants from all states and territories in line with population proportions was targeted and achieved.
- Any variations between sample achievement and quotas (which were reflective of population statistics) have been adjusted for by post-weighting the sample.

**Table 21: Quotas and Sample achievement**

Target respondent	Target Quota	Sample Achievement
Males 18-24	81	81
Males 25-34	112	115
Males 35-44	110	113
Males 45-55	105	113
Males 55-64	88	98
Males 65 and over	96	99
Females 18-24	77	78
Females 25-34	110	112
Females 35-44	111	51
Females 45-55	107	172
Females 55-64	89	99
Females 65 and over	114	122
Total	1,200	1,253

### Why do researchers weight data?

The raw data from the survey is 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. The weighting approach adopted by Colmar Brunton Social Research is used by the ABS for its many population surveys; the ABS always publish weighted results rather than raw data.

<sup>4</sup> Including completed, screen out and quota full

### 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 ad to be acceptable. The maximum margin of error on this estimate of 50% from a sample of 1,253 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 ad acceptable is 50% +/- 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 on-line 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.

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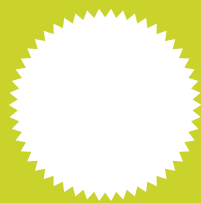
*Appendix B: Quantitative Questionnaire*

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# Part 6

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## 6. *Appendix B: Quantitative Questionnaire*

### Section A: Mandatory QMS Requirements

#### Email introduction

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

Thank you for agreeing to complete our new survey.

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

You can view all terms and conditions at <http://www.opinionspaid.com>

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	→CHECK QUOTAS (INTERLOCKING WITH GENDER) AND & CONTINUE
03	25-29 year	
04	30-34 years	
05	35-39 years	
06	40-44 years	
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 SOFT QUOTAS and SPREAD FOR STATE
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
o1	Yes
o2	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 OpinionsPaid survey!

Regards  
OpinionsPaid.com

**IF SUCCESSFUL, CONTINUE**

**Section C: Community Reactions To Ads (Uninformed)**

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

When looking at these ads, 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 ad itself would be if used by any other company as well.

Ads to be shown in this section:

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

- Ad 1 – Energy Watch (TV)
- Ad 2 – Red Bull (TV)
- Ad 3 – SCA Hygiene (Internet)

**Violence (Section 2.2 of Code)**

- Ad 4 – The Edge (Radio)
- Ad 5 – Transport Accident Commission (Cinema)

**SSN (Section 2.3 of Code)**

- Ad 6 – Peter Jackson (TV)
- Ad 7 – Bardot (Print)
- Ad 8 – Coty Oh Lola (Outdoor)

**Language (Section 2.5 of Code)**

- Ad 9 – Brakemart (Radio)
- Ad 10 – All Properties Group (Mail)
- Ad 11 – Game Australia (Poster)

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

- Ad 12 – iSelect Pty Ltd (TV)
- Ad 13 – Vodafone Network Pty Ltd (TV)
- Ad 14 – Eskanders Pty Ltd (Internet)
- Ad 15 – Electrolux (Print)



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

PLEASE RANDOMISE ADS 1-3 FOR EACH RESPONDENT

**Q13. ACCEPTABLE: AD 1**

SHOW AD 1: Energy Watch (TV)

**Q13A. Do you believe it is acceptable to broadcast this advertisement on television?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television at any time of the day	→ CONTINUE
02	No, it is not acceptable to broadcast this on television at any time of the day.	
97	Don't Know	

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

**Q14. ACCEPTABLE: AD 2**

SHOW AD 2: Red Bull (TV)

**Q14A. Do you believe it is acceptable to broadcast this advertisement on television?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television at any time of the day	→ CONTINUE
02	No, it is not acceptable to broadcast on television this at any time of the day.	
97	Don't Know	

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



**Q15. ACCEPTABLE: AD 3**

SHOW AD 3 – SCA Hygiene (Internet)

**Q15A1. Do you believe it is acceptable to make this advertisement available on the Internet?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to make this available on the Internet	→ CONTINUE
02	No, it is not acceptable to make this available on the Internet	
97	Don't Know	

**Q15B. (IF UNACCEPTABLE CODE 02 AT Q15A1): How come?**

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

Section 2.1 of the Code: Advertisements 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, sex, age, sexual preferences, religion, disability or political belief

[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 AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

**Q13C. Thinking back to the Energy Watch television advertisement [SHOW SCREENSHOT OF AD 1: Energy Watch], 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 ad should continue to be broadcast on television at any time of the day	→ CONTINUE
02	According to this section of the code, this ad should not continue to be broadcast on television at any time of the day	
97	Don't Know	

**Q14Cr.** Thinking back to the Red Bull advertisement [SHOW SCREENSHOT OF AD 2: Red Bull AD], 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 ad should continue to be broadcast on television at any time of the day	→ CONTINUE
02	According to this section of the code, this ad should not continue to be broadcast on television at any time of the day	
97	Don't Know	

**Q15Cr** Thinking back to the Hygiene Internet advertisement [SHOW SCREENSHOT OF AD 3: SCA Hygiene AD], and Section 2.1 of the Code you just read, please indicate your response as to if the advertisement should continue to be made available on the Internet.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be made available on the Internet	→ CONTINUE
02	According to this section of the code, this ad should not continue to be made available on the Internet	
97	Don't Know	

## SECTION 2.2 OF CODE: VIOLENCE (DO NOT SHOW THIS TITLE IN ONLINE PROGRAMMING)

PLEASE RANDOMISE ADS 4-5 FOR EACH RESPONDENT

**Q16. ACCEPTABLE: AD 4**

SHOW AD 4 – The Edge (Radio)

**Q16A.** Do you believe it is acceptable to play this advertisement on the radio?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to play this advertisement on the radio	→ CONTINUE
02	No, it is not acceptable to play this advertisement on the radio	
97	Don't Know	

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

**Q18. ACCEPTABLE: AD 5**

SHOW AD 5: Transport Accident Commission (Cinema)

**Q18A. Do you believe it is acceptable to broadcast this advertisement at the cinema?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this advertisement at the cinema	→ CONTINUE
02	Yes, it is acceptable to broadcast this advertisement at the cinema but <i>only if shown before movies with a rating of PG or higher</i>  Note: A rating of PG indicates that the content is mild in impact. PG films contain material that a parent or carer might need to explain to younger children.	
03	Yes, it is acceptable to broadcast this advertisement at the cinema but <i>only if shown before movies with a rating of M or higher</i>  Note: A rating of M indicates that the content is moderate in impact. M films are not recommended for people aged under 15 as a level of maturity is required.	
04	No, it is not acceptable to broadcast this at any time at the cinema	
97	Don't Know	

**Q18B. (IF UNACCEPTABLE CODE 04 AT Q18A): How come?**

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

**Section 2.2 of the Code:** Advertisements 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 AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

**Q16C.** Thinking back to the Edge radio advertisement [PLAY GRAB OF AD 4: Edge radio AD], and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast on the radio.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be played on the radio at any time of day	→ CONTINUE
02	According to this section of the code, this ad should not continue to be played on the radio at any time of day	
97	Don't Know	

**Q18C.** Thinking back to the Transport Accident Commission cinema advertisement [SHOW SCREENSHOT OF AD 5: TAC AD], and Section 2.2 of the Code you just read, please indicate your response as to if the advertisement should continue to be broadcast at the cinema.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be broadcast at the cinema	→ CONTINUE
02	According to this section of the code, this ad should continue to be broadcast at the cinemas, but <i>only if shown before movies with a rating of PG or higher</i>	
	Note: A rating of PG indicates that the content is mild in impact. PG films contain material that a parent or carer might need to explain to younger children.	
03	According to this section of the code, this ad should continue to be broadcast at the cinemas, but <i>only if shown before movies with a rating of M or higher</i>	
	Note: A rating of M indicates that the content is moderate in impact. M films are not recommended for people aged under 15 as a level of maturity is required.	
04	According to this section of the code, this ad should not continue to be broadcast at the cinemas	
97	Don't Know	

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

PLEASE RANDOMISE ADS 6-8 FOR EACH RESPONDENT

**Q19. ACCEPTABLE: AD 6**

SHOW AD 6: Peter Jackson (TV)

**Q19A. Do you believe it is acceptable to show this ad on television?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this ad on television at any time of the day	→ CONTINUE
02	No, it is not acceptable to show this ad on television at any time of the day	
97	Don't Know	

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

**Q20. ACCEPTABLE: AD 7**

SHOW AD 7 – Bardot (Transport)

**Q20A. Do you believe it is acceptable to show this ad on transport (e.g. on a bus or train)?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this ad on transport	→ CONTINUE
02	No, it is not acceptable to show this ad on transport	
97	Don't know	

**Q20B. (IF UNACCEPTABLE CODE 02 IN Q20A): How come?**

**Q21. ACCEPTABLE: AD 8**

SHOW AD 8: Coty Oh Lola (Outdoor)

**Q21A. Do you believe it is acceptable to show this ad on an outdoor billboard?**

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

**Q21B. (IF UNACCEPTABLE CODES 02 AT Q21A): How come?**

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

**Section 2.3 of the Code:** Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate, the relevant programme time zone

[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 AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

**Q19C. Thinking back to the Peter Jackson television advertisement [SHOW SCREENSHOT OF AD 6: Peter Jackson TV AD], 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 ad should continue to be broadcast on television at any time of the day	→ CONTINUE
02	According to this section of the code, this ad should not continue be broadcast on television at any time of the day	
97	Don't Know	

**Q20C. Thinking back to the Bardot advertisement [SHOW SCREENSHOT OF AD 7: Bardot AD], and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be made available on transport.**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be made available on transport	→ CONTINUE
02	According to this section of the code, this ad should not continue to be made available on transport	
97	Don't Know	

**Q21C. Thinking back to the Coty Oh Lola outdoor advertisement [SHOW SCREENSHOT OF AD 8: Coty Oh Lola Outdoor AD], and Section 2.3 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown on an outdoor billboard.**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be displayed on an outdoor billboard	→ CONTINUE
02	According to this section of the code, this ad should not continue to be displayed on an outdoor billboard	
97	Don't Know	



SECTION 2.5 – STRONG LANGUAGE (PLS DON'T DISPLAY TITLE OF SECTION IN PROGRAMMED ONLINE SURVEY)

PLEASE RANDOMISE ADS 9-11 FOR EACH RESPONDENT

**Q21. ACCEPTABLE: AD 9**

SHOW AD 9 – Brakemart (Radio)

**Q21A. Do you believe it is acceptable to play this advertisement on the radio?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to play this advertisement on the radio	→ CONTINUE
02	No, it is not acceptable to play this advertisement on the radio	
97	Don't Know	

**Q21B. (IF UNACCEPTABLE CODE 02 IN Q21A): How come?**

**Q22. ACCEPTABLE: AD 10**

SHOW AD 10 – All Properties Group (Mail)

**Q22A. Do you believe it is acceptable to show this advertisement in print (e.g. posters/newspapers/magazines)?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this advertisement in print	→ CONTINUE
02	No, it is not acceptable to show this advertisement in print	
97	Don't Know	

**Q22B. (IF UNACCEPTABLE CODE 02 IN Q22A): How come?**

**Q23. ACCEPTABLE: AD 11**

SHOW AD 11 – Game Australia (Poster)

**Q23A. Do you believe it is acceptable to show this advertisement in print (e.g. posters/newspapers/magazines)?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this advertisement in print	→ CONTINUE
02	No, it is not acceptable to show this advertisement in print	
97	Don't Know	



Q23B. (IF UNACCEPTABLE CODE 02 IN Q23A): How come?

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

**Section 2.5 of the Code:** Advertisements shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided

[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 AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

Q21C. Thinking back to the Brakemart radio advertisement [PLAY SHORT GRAB OF AD 9: Brakemart Radio AD], 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 the radio.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be played	→ CONTINUE
02	According to this section of the code, this ad should not continue to be played	
97	Don't Know	

Q22C. Thinking back to the All Properties Group print advertisement [SHOW SCREENSHOT OF AD 10: All Properties Group AD], and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown in print.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to shown in print	→ CONTINUE
02	According to this section of the code, this ad should not continue to be shown in print	
97	Don't Know	

Q23C. Thinking back to the Game Australia poster advertisement [SHOW SCREENSHOT OF AD 11: Game Australia AD], and Section 2.5 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown in print.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to shown in print	→ CONTINUE
02	According to this section of the code, this ad should not continue to be shown in print	
97	Don't Know	



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

**Q24. ACCEPTABLE: AD 12**

SHOW AD 12 - iSelect Pty Ltd (TV)

PLEASE RANDOMISE ADS 12-15 FOR EACH RESPONDENT

**Q24A. Do you believe it is acceptable to broadcast this advertisement on television?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television at any time of the day	→ CONTINUE
02	No, it is not acceptable to broadcast this on television at any time of the day.	
97	Don't Know	

**Q24B. (IF UNACCEPTABLE CODES 02 AT Q24A): How come?**

**Q25. ACCEPTABLE: AD 13**

SHOW AD 13 – Vodafone Network Pty Ltd (Pay TV)

**Q25A. Do you believe it is acceptable to broadcast this advertisement on television?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	No, it is not acceptable to broadcast this at any time of the day.	
97	Don't Know	

**Q25B. (IF UNACCEPTABLE CODES 02 AT Q25A): How come?**

**Q26. ACCEPTABLE: AD 14**

SHOW AD 14 – Eskanders Pty Ltd (Internet)

**Q26A. Do you believe it is acceptable to make this advertisement available on the Internet?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to make this advertisement available on the Internet	→ CONTINUE
02	No, it is not acceptable to make this advertisement available on the Internet	
97	Don't Know	

**Q26B. (IF UNACCEPTABLE CODE 02 IN Q26A): How come?**

**Q27. ACCEPTABLE: AD 15**

SHOW AD 15 – Electrolux (Print)

**Q27A. Do you believe it is acceptable to show this advertisement in print (e.g. posters/newspapers/magazines)?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this advertisement in print	→ CONTINUE
02	No, it is not acceptable to show this advertisement in print	
97	Don't Know	

**Q27B. (IF UNACCEPTABLE CODE 02 IN Q27A): How come?**

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

**Section 2.6 of the Code:** Advertisements shall not depict material contrary to prevailing community standards on health and safety.

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

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

**Q24C.** Thinking back to the iSelect television advertisement [SHOW SCREENSHOT OF AD 12: iSelect AD], 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 ad should continue to be broadcast on television at any time of the day	→ CONTINUE
02	According to this section of the code, this ad should not continue to be broadcast on television at any time of the day	
97	Don't Know	

**Q25C.** Thinking back to the Vodafone television advertisement [SHOW SCREENSHOT OF AD 13: Vodafone AD], 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 ad should continue to be broadcast on television at any time of the day	→ CONTINUE
02	According to this section of the code, this ad should not continue to be broadcast on television at any time of the day	
97	Don't Know	

**Q26C.** Thinking back to the Eskanders Internet advertisement [SHOW SCREENSHOT OF AD 14: Eskanders AD], and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be made available on the Internet.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be made available on the Internet	→ CONTINUE
02	According to this section of the code, this ad should not continue to be made available on the Internet	
97	Don't Know	

**Q27C.** Thinking back to the Electrolux advertisement [SHOW SCREENSHOT OF AD 15: Electrolux AD], and Section 2.6 of the Code you just read, please indicate your response as to if the advertisement should continue to be shown in print.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be shown in print	→ CONTINUE
02	According to this section of the code, this ad should not continue to be shown in print	
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.

**Q28.** *If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisations are you aware of that you could complain to? By paid advertising I mean television, radio, outdoor advertising, newspaper, magazine and online advertising.*

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
01	Advertising Standards Bureau	→SKIP TO Q30
02	Advertising Claims Board	→CONTINUE
03	Free TV	
04	The TV / Radio station where you saw / heard the advert	
05	The newspaper / magazine where the advert was printed	
96	Other (specify)	
97	Don't know (SR ONLY)	
99	None / there's nowhere to complain to (SR ONLY)	

IF DON'T MENTION ADVERTISING STANDARDS BUREAU (Q28=NOT 01) ASK Q29.

**Q29.** *Are you aware that you can complain to the Advertising Standards Bureau?*

CODE	DO NOT READ (SR)	SEQUENCE INSTRUCTION
01	Yes	→CONTINUE
02	No	→CONTINUE

**Q30.** *In the last 12 months have you been concerned or offended about paid advertising standards in relation to any of the following:*

CODE	READ OUT (MR)	SEQUENCE INSTRUCTION
01	Language	→CONTINUE
02	Discrimination	
03	Concern for children	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Other (specify)	
97	None of these	→SKIP TO SECTION E

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q30=01-07). OTHERS SKIP TO SECTION E

**Q31.** *In the last 12 months have you made a formal complaint about paid advertising standards in relation to any of the following:*

CODE	READ OUT(MR)	SEQUENCE INSTRUCTION
01	Language	→CONTINUE
02	Discrimination	
03	Concern for children	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Other (specify)	
97	Not made a complaint	→ SKIP TO Q33

ASK THOSE WHO HAVE MADE A COMPLAINT ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q31=01-07). OTHERS SKIP TO SECTION E

**Q32.** *Which organisation(s) did you complain to? MULTIPLE RESPONSE –*

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
01	Advertising Standards Board	→ SKIP TO SECTION E
02	Advertising Claims Board	→ SKIP TO SECTION E
03	Advertising Standards Bureau	→ SKIP TO SECTION E
04	Free TV	→ SKIP TO SECTION E
05	The TV / Radio station where you saw / heard the advert	→ SKIP TO SECTION E
06	The newspaper / magazine where the advert was printed	→ SKIP TO SECTION E
96	Other (specify)	→ SKIP TO SECTION E
97	Don't know	→ SKIP TO SECTION E

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING BUT HAVE NOT MADE COMPLAINT (Q30=01-07 AND Q31=97). OTHERS SKIP TO SECTION E

**Q33. For what reasons did you not make a complaint? MULTIPLE RESPONSE**

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
01	Too complicated / complex	→ CONTINUE
02	Didn't know who to complain to	→ CONTINUE
03	Didn't know how to complain	→ CONTINUE
04	Process of complaining is too bureaucratic	→ CONTINUE
05	Too lazy / couldn't be bothered	→ CONTINUE
06	Nothing would happen / not worth complaining	→ CONTINUE
96	Other (specify)	→ CONTINUE
97	Don't know	→ CONTINUE

**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, the discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality and 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.

**Q34. AGREE CODE OF ETHICS SECTION 2.1**

**Section 2.1 of the Code:** Advertisements 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, sex, age, sexual preferences, religion, disability 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	



**Q35. AGREE CODE OF ETHICS SECTION 2.2**

**Section 2.2 of the Code:** Advertisements 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	

**Q36. AGREE CODE OF ETHICS SECTION 2.3**

**Section 2.3 of the Code:** Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and where appropriate, the relevant programme time zone

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 2.5**

**Section 2.5 of the Code:** Advertisements shall only use language which is appropriate in the circumstances and 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	



**Q38. AGREE CODE OF ETHICS SECTION 2.6**

**Section 2.6 of the Code:** Advertisements 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	

**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.

**Q39. LOTE**

**Q39.** *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	

**Q40. EDUCATION**

**Q40.** *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	

**Q41. CHILDREN**

*Q42. Do you have any children?*

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

**Q43. AGE OF CHILDREN**

*Q43. 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	

**Q44. INCOME**

*Q44. 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	

**Q45. COMPLAINT**

*Q45. 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	

**Q46. COMPLAINT**

*Q46. And finally, have you ever made a formal complaint about advertising to the Advertising Standards Board?*

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.

**Q47. QUALITATIVE RESEARCH PHASE**

*Q47. Would you be interested in taking part in paid research including online group discussions, regarding a similar topic to this?*

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

**Q99. PERSONAL DETAILS**

*Q99. What is your name and contact details so that we can contact you for this reason? INCLUDE AREA CODE, NO SPACES OR DASHES & LEADING ZERO*

NAME: \_\_\_\_\_

HOME PHONE NUMBER: \_\_\_\_\_

WORK PHONE NUMBER: \_\_\_\_\_

Someone from Colmar Brunton may be in touch with you regarding this. Please be assured that your name and phone numbers for participation in future paid research will not be stored in conjunction with your responses to this survey.

**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 [panel@yrsource.com](mailto:panel@yrsource.com)

Thank you for your opinions.

Please click SUBMIT to send your responses to Your Source.

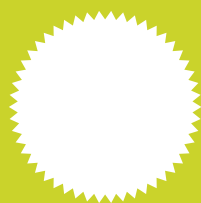




*Appendix C: Commercials Advice Classifications (CAD)*



# Part 7



## 7. Appendix C: Commercials Advice Classifications (CAD)

**Table 22: CAD Ratings and broadcast times**

CAD Rating	Definition	Broadcast Times
C	Children	May be broadcast at any time, except during Preschool programs.
G	General	May be broadcast at any time except during Preschool and Children's programs.
W	General/Warning	May be broadcast at any time except during Preschool and Children's programs. Care should be exercised in the placement of these commercials in programs likely to attract a substantial child audience.
Y	General/Premium Call Ads Directed to Children	May not be broadcast in child appeal programs before 5pm
PG	Parental Guidance	May be broadcast between the hours of: Weekdays 8.30 am – 4pm Weekdays 7.30 pm – 6am Weekends 7.30 pm – 6am
M	Mature	May be broadcast during the following hours: Weekdays ( schooldays)*: 12 midnight – 5am 12 noon – 3pm Weekdays (school holidays) & Weekends*: 12 midnight – 5am 8.30pm – 12 midnight * not in G or PG programs scheduled to start at or continue past 8.30pm.
MA	Mature Adult	May only be broadcast between the hours of 9pm and 5am on all days
S	Mature Adult / Sex Lines	May be broadcast between the hours of 11pm and 5am on any day. Should not be placed within a religious or sports program or in any drama with a religious theme.
V	Adult Violent	May be broadcast between the hours of 9.30pm and 5am on all days.

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Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6173 1500 | Fax: (02) 6262 9833