




ADVERTISING  
STANDARDS  
BUREAU

# Research Report

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*Community perceptions of exploitative and  
degrading images in advertising*

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*Produced for the Advertising Standards Bureau by*

*Colmar Brunton Social Research*

December 2013



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## *CEO introduction*

The Advertising Standards Bureau places high importance on up to date research which assesses community perceptions of advertising. Of particular importance to us is that we maintain a current understanding of the community's values and perceptions about issues relevant to advertising. To ensure this currency our research is conducted regularly to ensure alignment between Board decisions and community values.

Between 2007 and 2012, the Bureau conducted research into the extent to which Board decisions match community values, as well as investigations into specific areas such as sex, sexuality and nudity, violence and discrimination and vilification in advertising.

The introduction in 2012 of a new Section 2.2 of the AANA Code of Ethics relating to the use of sexual appeal in an exploitative and degrading manner, provided the impetus for 2013's research. With no research on the alignment between Board decisions and community views in relation to this issue, it was identified as an important and timely area of research.

As depictions of women are historically the most complained about issue in advertising, we considered it important to assess the Board's application of this new provision in 2013. The research, conducted by Colmar Brunton Social Research, tested community perceptions of advertisements which have been considered by the Board under Section 2.2 of the Code of Ethics over the past 18 months.

Results from this research indicate that Board decisions in relation to the use of sexual appeal in an exploitative and degrading manner are aligned with community opinions. This provides the Board with confidence that it is applying this new provision appropriately. As with previous research, this research highlighted concerns about images able to be viewed by children. During this round of research focus group discussions explored the use of children in advertising—when it is acceptable and when not.

Use of social media advertising was also explored, with focus groups agreeing that social media advertising, including advertiser and user generated content on Facebook pages, should be considered under the Code of Ethics.

I was pleased with results indicating that the community has a continued high awareness of the ASB and also recognises the importance of the work of the ASB.

I hope the information provided in this report provides a valuable resource to the community, advertisers, and other organisations with an interest in advertising self-regulation.

**Fiona Jolly**

Chief Executive Officer

January 2014

Advertising Standards Bureau

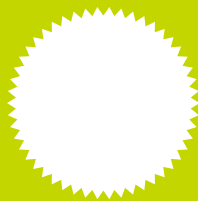
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*Executive summary*

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# Part 1

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## 1. *Executive summary*

### 1.1. Introduction and methodology

Colmar Brunton Social Research (CBSR) was commissioned by the **Advertising Standards Bureau (ASB)** to conduct a detailed look at community perceptions and standards applied to the use of sexual appeal in a manner which is exploitative and degrading 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.

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 also aimed to assist the Board in assessing complaints against the Australian Association of National Advertisers (AANA) Code of Ethics.

The research objectives were to explore and report on whether Board decisions were in line with:

- Community perceptions of the use of sexual appeal in a manner which is exploitative and degrading in advertising;
- Community perceptions about the level of use of sexual appeal in a manner which is exploitative and degrading in advertising; and
- Community tolerance of the use of sexual appeal in a manner which is exploitative and degrading in advertising.

CBSR conducted an online survey of N=1,248 Australians. Quotas were used to ensure the sample was representative of the Australian population in terms of age, gender, location and education level. The quantitative research tested community reactions to 12 advertisements that have been considered by the Board. The ads covered a variety of mediums - including television, cinema, print, outdoor, public transport and social media.

Following this, CBSR conducted two online focus groups with selected participants from the quantitative online survey. Participants to the groups were selected based on those who were undecided in relation to how they felt about particular ads after seeing The Code. The groups tested community reactions to 6 advertisements from the quantitative online survey and three additional advertisements that have been considered by the Board.

This report presents the findings from both the quantitative and qualitative phase of the research. This research builds upon previous community awareness/community standards research conducted by CBSR, including general community attitudes to advertising (2007 and 2012), Community Awareness research undertaken in 2006, Violence in advertising (2009) and Sex, Sexuality and Nudity in advertising (2010).



## 1.2. Key findings

### Overview of perceived acceptability of advertisements

Community reactions to 12 advertisements that had been considered by the Board were obtained through a two stage process. Following a viewing of each advertisement, respondents were first asked whether they believe it is acceptable or not to show/broadcast the advertisement. This opinion was based on reactions to the ad 'BEFORE seeing The Code'. Respondents then read Section 2.2 of The Code and were then asked whether they felt each advertisement should continue to be shown/broadcast within the context of The Code ('AFTER seeing The Code'). Respondents were then asked to explain why they answered this way.

Prior to being exposed to The Code, Santa Fe Gold – I'm waiting (71%), Centrepont Tamworth – Double the Fun (68%), Metro Motorcycles (67%) and Honey Birdette (54%) were the only ads considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable).

After being exposed to The Code, Metro Motorcycles (70%), Santa Fe Gold – I'm waiting (66%), Centrepont Tamworth – Double the Fun (61%), Tremonti jewellery – Legs (50%) and Honey Birdette (50%) ads were considered unacceptable by the majority of respondents i.e. more people found the ads unacceptable than acceptable). Although, in the case of the Zoo Facebook page, VB Facebook page and the Way Funky Funkita ads, community reaction was divided.

In only four cases (Metro Motorcycles, Tremonti jewellery – Legs, Way Funky Funkita, and Brierley Hose and Handling), the proportion of the general public believing each ad was unacceptable increased after reading Section 2.2 of The Code. For the remaining ads, there was an increase in the proportion of the general public who could not form an opinion about the ad ('don't know') after reading Section 2.2 of The Code.

### Perceptions of sexual appeal in advertising

Findings from the *qualitative focus groups* revealed that prior to reading and understanding Section 2.2 of The Code, participants determined that it was OK to use sexual appeal in advertising in the following situations or circumstances:

- When there is relevance of the product to the use of sexual appeal (i.e. lingerie, condoms).
- When advertising is shown in places that are not visible to everyone.
- Late at night (not during children's viewing times).
- When women are properly clothed, not wearing skimpy clothing.

Participants determined that it was NOT OK to use sexual appeal in advertising:

- During prime time television (general viewing by children).
- When advertising products or services that are aimed at younger people, children or families.
- In public spaces (i.e. public transport, outdoor billboards, shopping centres).
- When there is no way to avoid the advertising, be able to turn it off, or screen children from viewing it.
- When it shows nudity or sexual acts or a whole body in underwear.
- When it is not relevant to the product/service being advertised.
- At all times. It is never acceptable.

**Table 1: Overall community reaction to each advertisement – survey findings**

Advertisement	Medium	Community reaction to advertisement BEFORE seeing The Code		Community reaction to advertisement AFTER seeing The Code		Board determination	Alignment
		Acceptable relative to time zone	Unacceptable relative to time zone	Acceptable relative to time zone	Unacceptable relative to time zone	Outcome of complaint:	
Santa Fe Gold – I'm waiting	Billboard	25%	71%	19%	66%	Upheld	✓
Centrepont Tamworth – Double the Fun	Outdoor	28%	68%	21%	61%	Upheld	✓
Metro Motorcycles	Print	28%	67%	16%	70%	Upheld	✓
Honey Birdette	Shop window display	40%	54%	32%	50%	Upheld	✓
ACP Publishing – Zoo Facebook page	Internet – social	48%	46%	36%	44%	Upheld	?
Fosters VB Facebook page	Internet – social	48%	41%	41%	36%	Upheld	?
Tremonti jewellery- Legs	Cinema	59%	40%	37%	50%	Upheld	✓
Want it now – woman on sofa	Transport	64%	32%	57%	27%	Dismissed	✓
Way Funky Funkita	Print	61%	32%	40%	45%	Dismissed	?
Bonds – Shop Your Shape	Outdoor	72%	22%	67%	18%	Dismissed	✓
Brierley Hose and Handling	TV	82%	14%	64%	20%	Dismissed	✓
Lion – Stella Artois	Transport	82%	14%	77%	10%	Dismissed	✓

Q7A – Q18A. Do you believe it is acceptable to broadcast this advertisement? (Single response)

Q19C – Q30C. Thinking back to the 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, 2013 Exploitative & Degrading research study n=1,248)

Note: Overall informed community vote for an advertisement as acceptable relative to time zone (ad should continue to be shown/broadcast) is represented in green, vote for unacceptable relative to time zone (ad should not continue to be shown/broadcast) in red. Where reactions were not held by the majority these have been treated as mixed opinions.

Note: Community alignment (AFTER seeing The Code) with the Board's determination is represented by:

- ✓ = Community aligned with the Board;
- X = Community not aligned with the Board;
- ? = Mixed community reaction.

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

Complaints against seven of the 12 ads were upheld by the Board. When comparing the Board's determination against community opinions of the 12 ads, the survey results showed that opinions were mostly in line.

Of the 12 ads that were tested, the Board:

- Dismissed complaints against four ads that were deemed acceptable by the community (Want it now – woman on sofa, Bonds – Shop your shape, Brierley Hose and Handling, and Stella Artois).
- Upheld complaints against five ads that were deemed unacceptable by the community (Santa Fe Gold – I'm waiting, Centrepont Tamworth – Double the Fun, Metro Motorcycles, Honey Birdette and Tremonti jewellery – Legs).
- Community opinions for the Zoo Facebook page, VB Facebook page and the Way Funky Funkita ads were evenly split. The Board upheld the complaints against the Zoo Facebook page and the VB Facebook page and dismissed the complaints against the Way Funky Funkita ad.

Table 1 above shows the proportion of the general public who believed the ad should continue to be shown/broadcast and the proportion who believed the ad should not be shown/broadcast after reading the relevant section of The Code. The table also displays the Board's determination for each advertisement.

In terms of making comparisons between community opinion and the Board's determination, community opinion has been interpreted as being aligned or not aligned with the Board's decisions according to the majority vote.<sup>1</sup> That is, if the proportion of the community that feel the ad is unacceptable relative to time zone outweighs the proportion that feel it is acceptable relative to time zone<sup>1</sup>, an alignment would be found between the Board's decision and community opinion if the Board's 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.

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

When examining acceptability of the ads based on demographic factors (gender, age and education), across the 12 ads, gender and age showed nearly consistent variations in acceptability.

- Older members of the community (45+ years) were significantly more likely to consider 10 of the 12 ads to be unacceptable compared to 18-44 year olds. All ads except the Zoo Facebook ad and the Brierley Hose and Handling ad were considered to be more unacceptable to 45+ year olds compared to 18-44 year olds.
- Looking at gender differences, females were significantly more likely to consider 11 of the ads to be unacceptable compared to males. All ads except the Stella Artois ad were considered to be more unacceptable to females compared to males.

### Social Media as advertising

The topic of social media as advertising was explored further in the *qualitative focus groups*. Participants were asked what they thought about the acceptability of social media ads, and whether there were any issues with the ads compared to more traditional advertising mediums (e.g. TV, print).

Participant discussion about the acceptability of social media ads was consistent across the group. There was agreement across the group that the same standards of acceptability need to apply to social media ads as they do to traditional forms of advertising. There was consensus among all participants that social media ads should be covered under The Code used by the ASB.

Participants were then asked about the nature of social media advertising and asked to consider if Facebook and comments and images posted by members constitute advertising. Again there was consensus among the group that advertiser Facebook pages, comments and images posted by users do constitute advertising. There was agreement that these should be moderated by the advertiser and should meet the same standards as traditional forms of advertising. There was also agreement by all participants that these aspects are the responsibility of the advertiser.

In relation to the impact of age restrictions on acceptability (i.e. have to be 18 years or over to enter an alcohol Facebook page), this was viewed by the group as a difficult area to monitor and control. It was recognised that there is no form of ID on Facebook pages and people have the ability to fake their age to gain access to pages with adult content. However, there was agreement among participants that any use of sexual appeal in advertising must not be exploitative and degrading. One respondent commented that "*the Code has no age restriction so that is irrelevant*".

<sup>1</sup> Majority vote is not always determined by 51% or more, as 'Don't know' responses are included as a separate proportion.

### Sexualisation of children in advertising

The use of children in advertising was explored further in the *qualitative focus groups*. Participants were asked when it is OK to use children in advertising. Participant discussion determined that it was ok to use children in advertising in the following situations or circumstances:

- When the product and the ad are relevant to each other and to the child shown.
- When it is a children's product being advertised (i.e. children's clothing, kindergarten).
- When it is a family advertisement and the use of children is relevant (i.e. a car ad showing children with a family).
- When the advertisement is appropriate for the age of the children in the ad.
- When children are undertaking childlike activities (i.e. eating ice-cream, playing with friends, having fun).
- When their parents consent to having the child in the ad.

Participants were asked when it is NOT OK to use children in advertising. Participant discussion determined that it was not ok to use children in advertising in the following situations or circumstances:

- When advertising adult products (e.g. sex, drugs, alcohol).
- Where the product is not related to children's use or family use.

Reactions to the Way Funky Funkita and Kotton Kandy ads were very strong in the focus groups. There was agreement among the group that the Way Funky Funkita ad should not continue to be shown and that it should be banned.

Initial reactions to Kotton Kandy ad were one of anger at the advertiser. Participants stated that the way children are shown in the ad made them feel angry, upset and the majority found the image to be disturbing. The participants agreed that the image breached Section 2.2 of The Code, and they all agreed that the ad was not acceptable to be shown.

### 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. Total agreement (strongly agree + slightly agree) with each section of The Code was strong, ranging from 81% to 86% agreement with The Code.

Section 2.4 – Sex, sexuality and nudity had the strongest levels of agreement (86%) among the community, whilst Section 2.3 – Violence (81%) and Section 2.6 – Health and Safety (81%) had the lowest levels of agreement among the community in 2013.

However, when compared to the ASB 2012 Community perceptions research, there was a significant decline in levels of agreement with four Sections of The Code among the community.

- There has been a statistically significant decrease in agreement with Section 2.1 – Discrimination (82% in 2013, down from 86% in 2012), Section 2.3 – Violence (81% in 2013, down from 88% in 2012), Section 2.4 – Sex, sexuality and nudity (86% in 2013, down from 89% in 2012) and Section 2.5 – Language (85% in 2013, down from 90% in 2012) of The Code.

When examining community agreement with each section of the Code based on demographic factors (gender, age and education), both gender and age showed consistent variations across all sections of The Code. Education showed no variation across the sections of The Code.

- Females and respondents aged 45 years and over, held significantly stronger levels of agreement with each section of The Code, compared to males and respondents aged 18-44 years.

### *Prompted Reaction to Section 2.2 of The Code*

Findings from the *qualitative focus groups* revealed that, after viewing Section 2.2 of The Code, initial reaction to this section of The Code was described by many as unclear and vague.

Several participants described Section 2.2 as open to interpretation, in that, what some people find is exploitative and degrading may be acceptable to others. Participants described this section of The Code as subjective, and in particular, subjective to the range of opinions of the 20 member Board. The individual opinions of the Board members were seen to be one of the determining factors in whether ads are viewed as acceptable or not under Section 2.2. One participant described their reaction to this section as “the pitfall of codes of conduct is all relative to those who oversee The Code”.

The majority of participants believed that expectations of what is exploitative and degrading is based on individual cultural differences and factors such as age and gender etc. These differences mean that the community has differing opinions about what constitutes sexual appeal that is exploitative and degrading.

In the *qualitative focus groups*, participants were shown two ads from the online survey (Centrepont Tamworth: Double the Fun ad and the Honey Birdette ad) and provided with the results from the survey for these ads. Participant discussion about why some people were ‘unsure’ about showing these ads after viewing The Code, revealed a range of potential issues.

- Several participants stated that it was the issue of sexual appeal in advertising itself that may cause some people to sit on the fence and not take a stance on the issue. One respondent stated that people may “not want to get fined or labelled as sexist” and hence provide a ‘don’t know’ response. Several participants described the ‘fence sitter’ position as an easier choice on this issue.
- Some participants advised that the reason for the uncertainty of people in the online survey was a result of questioning their views and beliefs after viewing Section 2.2 of The Code.
- Several participants felt that it was the nature of The Code itself that was potentially causing people to provide a ‘don’t know’ response after viewing The Code. These participants stated that The Code was unclear, resulting in a lack of understanding of The Code. Some participants stated that people may have been aware that the ad was using sexual appeal, but may have been unsure if the ad was classified as sexual appeal that was ‘degrading and exploitative’. The ad may have been viewed as borderline in terms of Section 2.2 of The Code. One respondent stated that people may sit on the fence and provide a ‘don’t know’ response because they may not find the ad personally unacceptable to show on an outdoor billboard, but would not like children to view the ad. Hence they were caught in a dilemma as to their stance on the question.
- A ‘don’t know’ or ‘unsure’ response was viewed by some participants as being as easy option and a way of providing a response without thinking about the answer more deeply.

## Complaints procedures

### *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%) and 2013 (63%).

Overall, 63% of the general public in this research were aware that they could complain to the Advertising Standards Bureau if they had a complaint about paid advertising in relation to language, the discriminatory portrayal of people, use of sexual appeal in a manner that is exploitative and degrading, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety. This result remained stable since the 2010 sexuality research (63%).

### *Concern about advertising standards*

In this research, there was a statistically significant decline in concern about advertising standards in relation to all aspects of The Code (with the exception of Concern for children), compared to the 2012 Community Perceptions study. Sex, sexuality and nudity continued to be the main area of concern among the general public (20% in 2013, 26% in 2012, 22% in 2010 and 26% in 2009).

The general public who had no concern about paid advertising standards, was significantly higher in this research (64%), compared to the previous research results (59% in 2012, 60% in 2010, 58% in 2009).

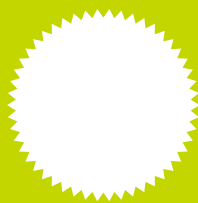
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*Introduction*

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# Part 2

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## 2. Introduction

Colmar Brunton Social Research (CBSR) was commissioned by the **Advertising Standards Bureau (ASB)** to conduct a detailed look at community perceptions and standards applied to the use of sexual appeal in a manner which is exploitative and degrading in advertising; as well as to provide insight into the extent to which the Advertising Standard Board's (the Board) decisions are in line with prevailing community standards on advertising in Australia.

CBSR conducted an online survey of N=1,248 Australians. Quotas were used to ensure the sample was representative of the Australian population in terms of age, gender and location. The quantitative research tested community reactions to 12 advertisements that had been considered by the Board. The ads covered a variety of mediums - including television, cinema, print, outdoor, public transport and social media.

Following this, CBSR conducted two online focus groups with selected participants from the quantitative online survey. Participants to the groups were selected based on those who were undecided in relation to how they felt about particular ads after seeing The Code. The groups tested community reactions to 6 advertisements from the quantitative online survey and three additional advertisements that have been considered by the Board.

This report presents the findings from both the quantitative and qualitative phase of the research. This research builds upon previous community awareness/community standards research conducted by CBSR, including general community attitudes to advertising (2007 and 2012), *Community Awareness research undertaken in 2006*, *Violence in advertising (2009)* and *Sex, Sexuality and Nudity in advertising (2010)*.

### 2.1. Background

Regulation of the advertising industry is a topical issue in Australia and the rest of the world. The Advertising Standards Bureau (ASB) administers a national system of advertising self-regulation through both the Advertising Standards Board and the Advertising Claims Board. 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. The Board considers complaints that are received through this service. Complaints about the use of sexual appeal in advertising that is potentially exploitative and degrading are considered by the Board under Section 2.2 of the AANA (Australian Association of National Advertisers) Code of Ethics, which states:

*"Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people."*



## 2.2. Research aims

This research was positioned to:

- To inform the Advertising Standards Board in its work considering community complaints about advertising; and
- To inform continuing work on the AANA Code of Ethics (Section 2.2).

## 2.3. Research objectives

The primary aim of this research was to provide a quantitative understanding of general community perceptions of the use of sexual appeal in a manner which is exploitative and degrading in advertising and to supplement this understanding with follow-up qualitative research to explore community perceptions in more depth. The initial quantitative stage will provide a basis for profiling and identifying suitable candidates for the subsequent qualitative stage.

The research also aimed to provide information by which the Board can better understand the perceptions and standards of the community in relation to the use of sexual appeal in a manner that is exploitative and degrading in advertising. The research results will also be fed into the work continually being undertaken by the AANA in ensuring its codes are in line with changing community standards.

Research objectives were to explore Board alignment with:

- Community perceptions of the use of sexual appeal in a manner which is exploitative and degrading in advertising;
- Community perceptions about the level of use of sexual appeal in a manner which is exploitative and degrading in advertising; and
- Community tolerance of the use of sexual appeal in a manner which is exploitative and degrading in advertising.

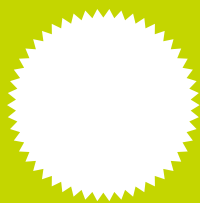
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*Methodology in brief*

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# Part 3

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### 3. *Methodology in brief*

The following four stage approach was used for the research undertaken by CBSR:

- Stage 1: Quantitative questionnaire development and testing
- Stage 2: Quantitative fieldwork with online survey
- Stage 3: Online focus groups with targeted respondents
- Stage 4: Analysis and reporting and presentation of findings

#### Stage 1: Questionnaire development and testing

On 17 September 2013, a scoping meeting was held between members of the ASB team and the CBSR research team. During this meeting the research objectives and details for the study were confirmed and agreed.

Following this meeting, 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 2012, the Sex, Sexuality and Nudity survey in 2010, and the Violence in advertising survey in 2009.

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

#### Stage 2: Quantitative fieldwork

An online survey was employed, which allowed CBSR to show respondents visual and audio stimulus including television, cinema, print, outdoor, public transport and social media advertising which were embedded in the survey. The ASB selected 12 advertisements to be tested in the survey. A summary of these is provided on the following page.

Table 2: Advertisements selected for 2013 study

Advertisement	Medium	CAD rating	Code of Ethics	Outcome of complaint
Santa Fe Gold – I'm waiting (0252/13)	Billboard	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women	Upheld
Centrepont Tamworth – Double the Fun (0023/13)	Outdoor	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women 2.3 Violence causes alarm and distress 2.4 sex/sexuality/nudity 2.5 Language – inappropriate language 2.6 Health and safety – within prevailing community standards	Upheld
Metro Motorcycles (0316/13)	Print	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women 2.4 sex/sexuality/nudity	Upheld
Honey Birdette (0026/13)	Shop window display	n/a	2.2 Objectification exploitation and degrading – women 2.4 sex/sexuality/nudity	Upheld
ACP Publishing – Zoo Facebook page (0437/12)	Internet – social	n/a	2.2 Objectification exploitation and degrading – women	Upheld
Fosters VB Facebook page (0271/12)	Internet – social	n/a	Discrimination or vilification gender	Upheld
Tremonti jewellery- Legs (0030/13)	Cinema	M	2.2 Objectification exploitation and degrading – women 2.4 sex/sexuality/nudity	Upheld
Want it now – woman on sofa (0465/12)	Transport	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women 2.4 sex/sexuality/nudity	Dismissed
Way Funky Funkita (0003/12)	Print	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women	Dismissed
Bonds – Shop Your Shape (0361/12)	Outdoor	n/a	2.2 Objectification exploitation and degrading – women 2.4 sex/sexuality/nudity	Dismissed
Brierley Hose and Handling (0065/12)	TV	G	2.4 sex/sexuality/nudity	Dismissed
Lion – Stella Artois (0011/13)	Transport	n/a	2.1 Discrimination or vilification gender 2.2 Objectification exploitation and degrading – women	Dismissed

### Sampling

The sample for the survey consisted of general public participants who were selected randomly from an Australian online research panel.

- A total of N=1,248 respondents participated.
- Fieldwork for the survey was conducted between 24 and 30 October 2013.
- The average length of the survey was as 23.8 minutes.
- The final response rate is the number of surveys completed as a proportion of eligible members. Thus the final response rate for the survey was 8.9%<sup>2</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.

### Stage 3: Qualitative fieldwork

Two online focus groups were conducted with selected participants from the quantitative online survey on 9 December 2013. Participants to the groups were selected based on those who were undecided in relation to how they felt about the majority of ads after seeing The Code.

The groups tested community reactions to 6 advertisements from the quantitative online survey and three additional advertisements that have been considered by the Board. Each group included representatives of different gender, age, income and location demographics around Australia.

All groups were conducted on 9 December and ran for 60 minutes on average. Participants received \$50 EFT to cover their time.

A detailed discussion guide for the groups was developed in close consultation between CBSR and ASB. A copy of the discussion guide used in this research can be viewed in Appendix E.

### Stage 4: Quantitative analysis and reporting

This report contains the results from the both the quantitative survey and qualitative online focus groups.

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

A full list of the adverts tested in this research can be found in Appendix B. A list of the Commercials Advice Classification (CAD) can be found in Appendix C.

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<sup>2</sup> Including completed, screen out and quota full

### 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.

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.

One survey question asked respondents to give a rating from 1 to 10.

The classification used importance ratings as follows:

- a rating of 1-2 was classified as extremely unimportant
- a rating of 3-4 was classified as unimportant;
- a rating of 5-6 was classified as neither important nor unimportant;
- a rating of 7-8 was classified as important; and
- a rating of 9-10 was classified as extremely important.

Average ratings were 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 Perceptions 2012 research study and the ASB Community Standards 2007 research study.

The 'Complaints Procedures' section of this report compares results from this research study against the ASB Community Perceptions 2012 research study, the ASB Sex, Sexuality and Nudity research study undertaken in 2010, the ASB Violence research study undertaken in 2009 and the ASB Community Awareness research study undertaken in 2006.

- In tables and graphs, the ↓ symbol represents a proportion that is significantly lower than the previous year – e.g. 2013 vs. 2012, 2012 vs. 2011.
- Conversely, the ↑ symbol represents a proportion that is significantly higher than the previous year's result – e.g. 2013 vs. 2012, 2012 vs. 2011.

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=1,248 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=30), these were marked by an asterisk (\*) in this report. These results should be interpreted with caution.

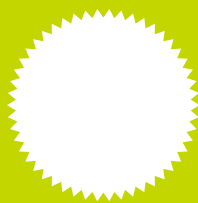
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*Detailed quantitative findings*

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# Part 4

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## 4. Detailed quantitative findings

### 4.1. Overview of acceptability of advertisements

Community reactions to 12 advertisements that had been considered by the Board were obtained through a two stage process. Following a viewing of each advertisement, respondents were first asked whether they believe it is acceptable or not to show/broadcast the advertisement. This opinion was based on reactions to the ad 'BEFORE seeing The Code'.

Respondents then read Section 2.2 of The Code and were then asked whether they felt each advertisement should continue to be shown/broadcast within the context of The Code ('AFTER seeing The Code'). Respondents were then asked to explain why they answered this way.

Community reactions to each advertisement through this process are outlined in Table 4 below. The Board's determination for each advertisement is also displayed. Prior to being exposed to The Code, Santa Fe Gold – I'm waiting (71%), Centrepoint Tamworth – Double the Fun (68%), Metro Motorcycles (67%) and Honey Birdette (54%) were the only ads considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable).

After being exposed to The Code, Metro Motorcycles (70%), Santa Fe Gold – I'm waiting (66%), Centrepoint Tamworth – Double the Fun (61%), Tremonti jewellery – Legs (50%) and Honey Birdette (50%) ads were considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable). Although, in the case of the Zoo Facebook page, VB Facebook page and the Way Funky Funkita ads, community reaction was divided.

In only four cases (Metro Motorcycles, Tremonti jewellery – Legs, Way Funky Funkita, and Brierley Hose and Handling), the proportion of the general public believing each ad was unacceptable increased after reading Section 2.2 of The Code. For the remaining ads, there was an increase in the proportion of the general public who could not form an opinion about the ad ('don't know') after reading Section 2.2 of The Code.

**Table 4: Overall community reaction to each advertisement – survey findings**

Advertisement	Medium	Community reaction to advertisement BEFORE seeing The Code		Community reaction to advertisement AFTER seeing The Code		Board determination	Alignment
		Acceptable relative to time zone	Unacceptable relative to time zone	Acceptable relative to time zone	Unacceptable relative to time zone	Outcome of complaint:	
Santa Fe Gold – I'm waiting	Billboard	25%	71%	19%	66%	Upheld	✓
Centrepont Tamworth – Double the Fun	Outdoor	28%	68%	21%	61%	Upheld	✓
Metro Motorcycles	Print	28%	67%	16%	70%	Upheld	✓
Honey Birdette	Shop window display	40%	54%	32%	50%	Upheld	✓
ACP Publishing – Zoo Facebook page	Internet – social	48%	46%	36%	44%	Upheld	?
Fosters VB Facebook page	Internet – social	48%	41%	41%	36%	Upheld	?
Tremonti jewellery- Legs	Cinema	59%	40%	37%	50%	Upheld	✓
Want it now – woman on sofa	Transport	64%	32%	57%	27%	Dismissed	✓
Way Funky Funkita	Print	61%	32%	40%	45%	Dismissed	?
Bonds – Shop Your Shape	Outdoor	72%	22%	67%	18%	Dismissed	✓
Brierley Hose and Handling	TV	82%	14%	64%	20%	Dismissed	✓
Lion – Stella Artois	Transport	82%	14%	77%	10%	Dismissed	✓

Q7A – Q18A. Do you believe it is acceptable to broadcast this advertisement? (Single response)

Q19C – Q30C. Thinking back to the 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, 2013 Exploitative & Degrading research study n=1,248)

Note: Overall informed community vote for an advertisement as acceptable relative to time zone (ad should continue to be shown/broadcast) is represented in green, vote for unacceptable relative to time zone (ad should not continue to be shown/broadcast) in red. Where reactions were not held by the majority these have been treated as mixed opinions.

Note: Community alignment (AFTER seeing The Code) with the Board's determination is represented by:

- ✓ = Community aligned with the Board;
- X = Community not aligned with the Board;
- ? = Mixed community reaction.

### Extent of the Board's decisions matching informed community opinion

Complaints against seven of the 12 ads were upheld by the Board. When comparing the Board's determination against community opinions of the 12 ads, the survey results showed that opinions were mostly in line.

Of the 12 ads that were tested, the Board:

- *Dismissed* complaints against four ads that were deemed acceptable by the community (Want it now – woman on sofa, Bonds – Shop your shape, Brierley Hose and Handling, and Stella Artois).
- *Upheld* complaints against five ads that were deemed unacceptable by the community (Santa Fe Gold – I'm waiting, Centrepont Tamworth – Double the Fun, Metro Motorcycles, Honey Birdette and Tremonti jewellery – Legs).
- Community opinions for the Zoo Facebook page, VB Facebook page and the Way Funky Funkita ads were evenly split. The Board upheld the complaints against the Zoo Facebook page and the VB Facebook page and dismissed the complaints against the Way Funky Funkita ad.

Table 4 above shows the proportion of the general public who believed the ad should to be shown/broadcast and the proportion who believed the ad should not be shown/broadcast after reading the relevant section of The Code. The table also displays the Board's determination for each advertisement.

In terms of making comparisons between community opinion and the Board's 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 relative to time zone *outweighs* the proportion that feel it is acceptable relative to time zone<sup>3</sup>, an alignment would be found between the Board's decision and community opinion if the Board's 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.

### Consistent differences between sub-groups

Acceptability of the ads based on demographic factors (gender, age and education) were examined and displayed in table 5 below. Across all 12 ads, gender and age showed very consistent variations in acceptability.

Older members of the community (45+ years) were significantly more likely to consider 10 of the 12 ads to be unacceptable compared to 18-44 year olds. All ads except the Zoo Facebook ad and the Brierley Hose and Handling ad were considered to be more unacceptable to 45+ year olds compared to 18-44 year olds.

Looking at gender differences, females were significantly more likely to consider 11 of the ads to be unacceptable compared to males. All ads except the Stella Artois ad were considered to be more unacceptable to females compared to males.

Examining the differences by education sub-groups, there were very few significant differences. Those with a post-graduate education were more likely to consider the Centrepont Tamworth Double the Fun ad and the Stella Artois ad to be unacceptable compared to those respondents with a Tertiary education or lower. Respondents with a Tertiary education or higher were more likely to consider the Brierley Hose and Handling ad to be unacceptable compared to those with a high school education.

**Table 5: Demographic variations in acceptability of each ad AFTER seeing The Code**

Advertisement	% Unacceptable AFTER seeing The Code									
	Total (N=1,248)	Gender		Age (simplified)			Highest education			
		Male (n=604)	Female (n=644)	18-44 (n=606)	45+ (n=642)	Up to Year 12 (n=371)	Advanced Dip + Cert (n=373)	Tertiary (n=258)	Grad Dip + Grad Cert (n=108)	Post-grad (n=127)
Santa Fe Gold – I'm waiting	66%	54%↓	78%↑	61%↓	71%↑	63%	66%	66%	71%	73%
Centrepont Tamworth – Double the Fun	61%	53%↓	68%↑	57%↓	64%↑	58%↓	57%↓	62%↓	67%	74%↑
Metro Motorcycles	70%	61%↓	78%↑	65%↓	75%↑	65%	72%	72%	71%	75%
Honey Birdette	50%	42%↓	57%↑	45%↓	54%↑	49%	51%	49%	47%	52%
ACP Publishing – Zoo Facebook page	44%	32%↓	55%↑	42%	46%	42%	41%	44%	46%	53%
Fosters VB Facebook page	36%	28%↓	43%↑	32%↓	39%↑	34%	34%	38%	35%	40%
Tremonti jewellery- Legs	50%	39%↓	61%↑	40%↓	59%↑	50%	53%	47%	47%	52%
Want it now – woman on sofa	27%	22%↓	32%↑	19%↓	35%↑	28%	25%	26%	30%	30%
Way Funky Funkita	45%	36%↓	54%↑	41%↓	49%↑	43%	47%	49%	43%	46%
Bonds – Shop Your Shape	18%	14%↓	21%↑	14%↓	21%↑	17%	17%	18%	14%	24%
Brierley Hose and Handling	20%	15%↓	24%↑	20%	19%	15%↓	18%	22%↑	24%↑	29%↑
Lion – Stella Artois	10%	9%	10%	6%↓	13%↑	9%↓	8%↓	8%↓	12%	16%↑

Q7A – Q18A. Do you believe it is acceptable to broadcast this advertisement? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

<sup>3</sup> Majority vote is not always determined by 51% or more, as 'Don't know' responses are included as a separate proportion.

4.2. Reactions to individual advertisements

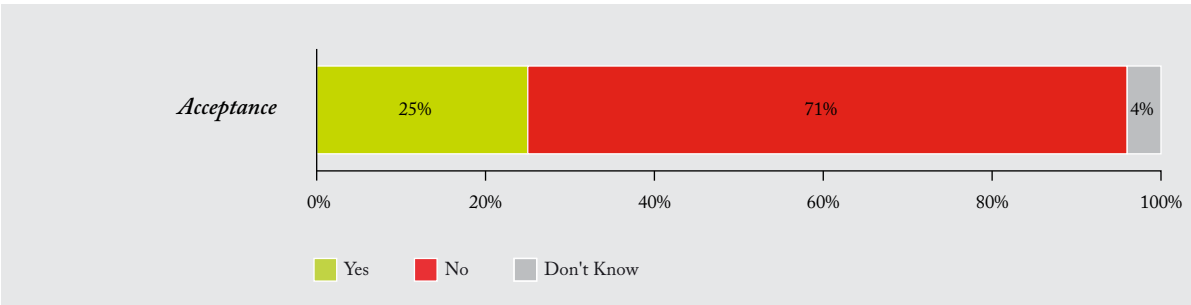
In this section the results from each of the individual ads are broken down and discussed. The results display perceptions of acceptability to each ad 'BEFORE seeing The Code', and continuation of the advertisement 'AFTER seeing Section 2.2' of the Australian Association of National Advertisers Code of Ethics.

<i>Santa Fe Gold</i>	Rated: n/a	Format: Billboard	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the Santa Fe Gold billboard ad were upheld by the Board. After viewing the ad, 71% of all respondents considered the ad to be unacceptable to display on an outdoor billboard. A quarter (25%) considered the ad to be acceptable to display on an outdoor billboard and only 4% were unable to determine how they felt about the ad.

Figure 1: Santa Fe Gold – Perceptions of acceptability before seeing The Code

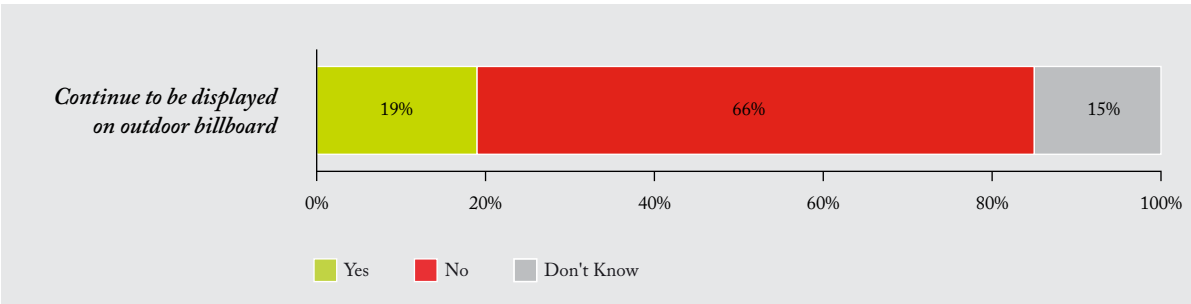


Q7A. Do you believe it is acceptable to show this advertisement on an outdoor billboard? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, the research results suggested that opinions of the Board were in line with the views of the community. Sixty six percent of all respondents believed the Santa Fe Gold ad should not continue to be shown on an outdoor billboard, and 19% of all respondents felt that it should continue to be shown. In light of viewing The Code there was an increase in the proportion of respondents who were unsure of their position on whether the ad should continue to be shown on a billboard or not (15%).

Figure 2: Santa Fe Gold – continuation of advertisement after seeing The Code



Q19A. Thinking back to the Santa Fe Gold outdoor advertisement: and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be shown on an outdoor billboard. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown on an outdoor billboard were asked why that was. Verbatim comments made by these respondents suggested that although the ad may be seen as tasteless or tacky, it was not viewed as exploitative or degrading. The advert was also considered to be relevant to the service being advertised and the image therefore matched the context of the men’s club.

*“It advertises adult entertainment. I would see the person in the image as someone who works at Santa Fe Gold so would expect her to be comfortable with providing the services offered by that business. Therefore I wouldn’t see it as a degrading or exploitative image.”*

Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown an outdoor billboard were asked why that was. Verbatim comments made by these respondents revealed that the ad was seen to be both exploitative and degrading of women. The ad was considered to be too sexually explicit and suggestive in terms of the image and the message ‘I’m waiting’.

*“Exploitation of the female body as sex object supported by suggestive language.”*

*“This ad has a strongly sexual overtone which feels exploitive – there is no subtlety to it.”*

The model in the ad was considered to be showing too much cleavage (a bare breast) and this was considered too revealing by the majority, particularly for an outdoor billboard in full public view. There was also concern over children seeing this ad and being exposed to sexual imagery and nudity.

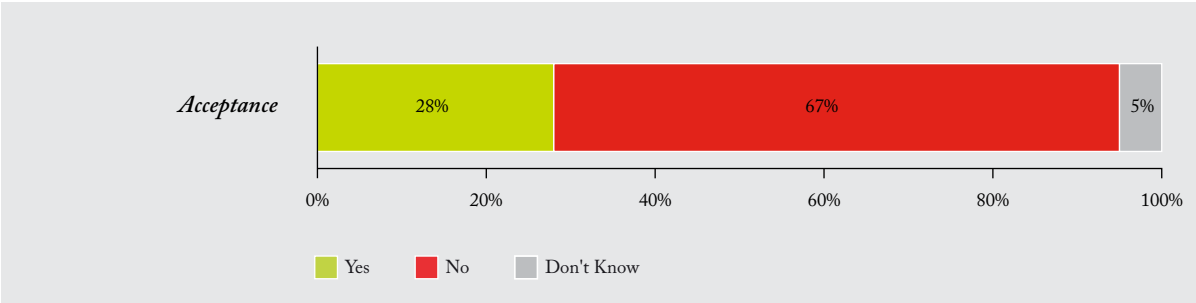
*“It’s disgusting and means that anybody could see it especially children and youth who don’t need to see that kind of thing.”*

Metro Motorcycles	Rated: n/a	Format: Print	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the Metro Motorcycles print ad were upheld by the Board. After viewing the ad, 67% of all respondents considered the ad to be unacceptable to show in print. Nearly a third (28%) felt the ad was acceptable to show in print, and 5% were unable to determine how they felt about the ad.

Figure 3: Metro Motorcycles – Perceptions of acceptability before seeing The Code

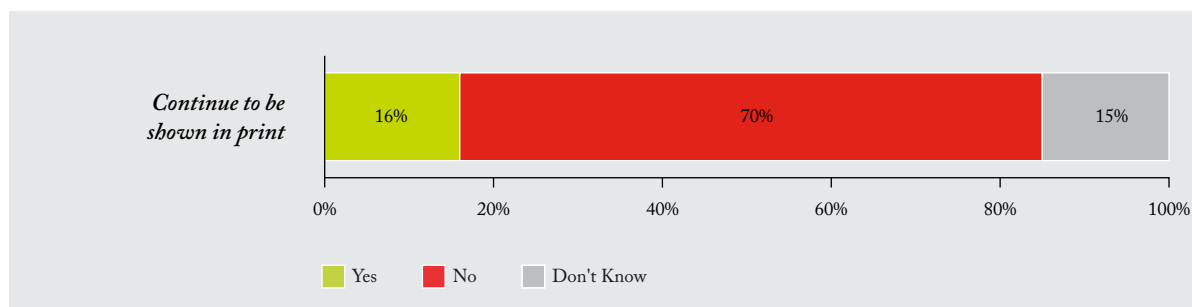


Q8A. Do you believe it is acceptable to show this advertisement in print (e.g. posters /newspapers/magazines)? (Single response). (Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, opinions of the Board were in line with the community, with 70% of all respondents believing the ad should not continue to be shown in print. Only 16% of all respondents believed the ad should continue to be shown in print and 15% were unable to determine how they felt about continuing to show this ad in print.

**Figure 4: Metro Motorcycles – continuation of advertisement after seeing The Code**



Q2oC. Thinking back to the Metro Motorcycles print advertisement and Section 2.2 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, 2013 Exploitative & Degrading research study n=1,248)

### Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should continue to be shown in print, suggested that they felt the image was fine to show in appropriate print media – such as an adult or men’s magazine that had a restricted viewing audience.

*“In the right magazine it would probably be appropriate. A magazine targeted at an adult readership.”*

The woman in the image was also considered to be of adult age (over 18 years) and covered appropriately and therefore not considered exploitative or degrading. The image was also considered to be typical of car or motor bike ads and therefore a norm in terms of the type of advertising targeted to men.

*“This type of advertising has been around a long time in male magazines, as long as the model is an adult.”*

### Reasons for not continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown in print, revealed that the majority considered the half-naked woman to have no relevance to the product being advertised and therefore was not appropriate or necessary.

*“The near-naked lady in front of the bike is irrelevant. She has no relevance whatsoever to a motorcycle wreckers. It is degrading, exploitative and highly offensive.”*

The majority considered the use of sexual appeal to be degrading and exploitative of women. Some considered it to be bordering on pornographic in nature.

*“Because it is degrading & insulting to women, portraying them as sex objects.”*

Others felt that the women in the ad was too young and possibly under 18 years and therefore exploitative of the model and sending the wrong message to young girls – that women are sexual objects. Many felt the model in the ad was close to nude and too exposed.

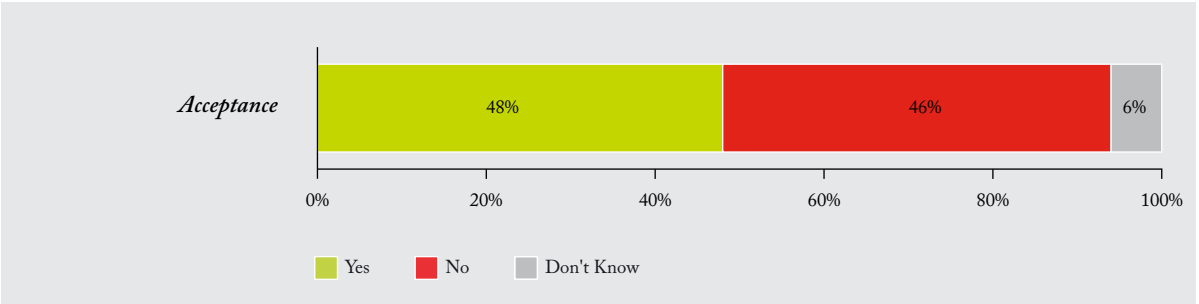
*“Too much nudity. The girl looks under 18 years old”.*

Zoo Facebook page	Rated: n/a	Format: Internet social	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the Zoo Facebook page ad were upheld by the Board. After viewing the ad, 48% of all respondent felt it was acceptable to make this ad available on the Internet. Whilst 46% of all respondents believed it was not acceptable to make this ad available on the Internet, and 6% were unable to determine how they felt about the ad.

Figure 5: Zoo Facebook page – Perceptions of acceptability before seeing The Code

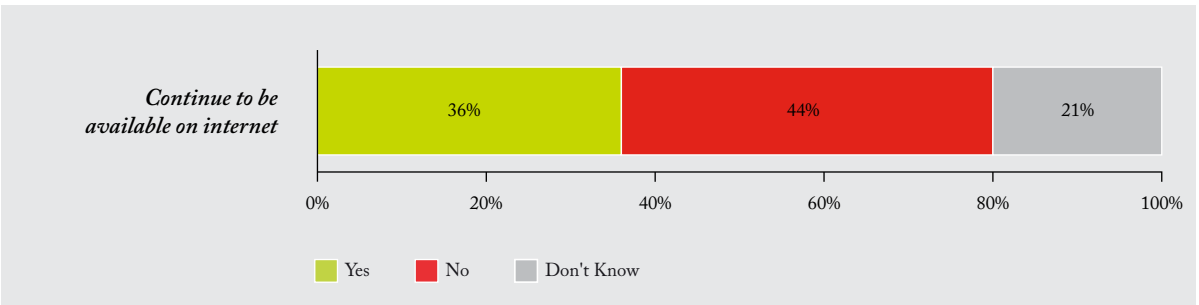


Q9A. Do you believe it is acceptable to make this advertisement available on the Internet? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, there was an increase in the proportion of all respondents who were unable to determine how they felt about the ad (21%). However, opinions of the community continued to be divided, with 36% of all respondents believing the ad should continue to be made available on the Internet and 44% of all respondents believing it should not be made available.

Figure 6: Zoo Facebook page – continuation of advertisement after seeing The Code



Q2tC. Thinking back to the Zoo Facebook internet advertisement and Section 2.2 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, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown on the Internet were asked why that was. Verbatim comments made by these respondents suggested that the image of the woman in the bikini was not seen as being sexual in nature and not degrading or exploitative.

Respondents were generally aware that the woman had posted the image of herself on Facebook and took this as a form of consent and belief that she was not being exploited.

*“Don’t really care - this girl is actively participating in being on the internet”.*

Respondents generally focused their attention on the image rather than the Facebook comments in determining whether the ad should continue to be shown on the Internet. Within the context of internet, some saw this image as common and non-exploitative compared to other available images of women (even self-posted images).

However, there was some confusion among respondents as to whether a Facebook page constitutes advertising.

*“Part of a Facebook page isn’t technically advertising” and “Does code apply to the internet?”*

The majority of respondents also found the image to be relevant to the context of the Zoo magazine – being a men’s magazine.

*“The magazine is about women, and this is a fairly innocent pose of a woman in a bikini, which is what the magazine is about”.*

#### Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown on the Internet were asked why that was. Verbatim comments made by these respondents suggested that the woman was dressed too revealing in a small fitting bikini.

The ad also raised issues around the woman making herself a target for sexual comments and sexual exploitation by men. Many respondents saw the Facebook comments as degrading and un-moderated by the advertiser.

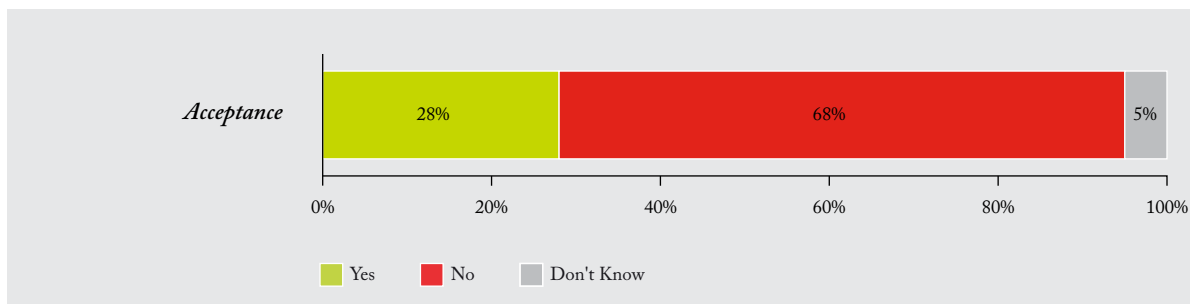
*“The photo and comments appear both to degrade and exploit the model.”*

<i>Double the Fun</i>	Rated: n/a	Format: Outdoor	Complaint: Upheld
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#### Perceptions of acceptability before seeing The Code

Complaints against the Centrepont Tamworth – Double the Fun outdoor ad were upheld by the Board. After viewing the ad, 68% of all respondents believed the ad was not acceptable to show on an outdoor billboard. Nearly a third (28%) felt the ad was acceptable to display on an outdoor billboard and 5% were unable to determine how they felt about the ad.

Figure 7: Double the Fun – Perceptions of acceptability before seeing The Code



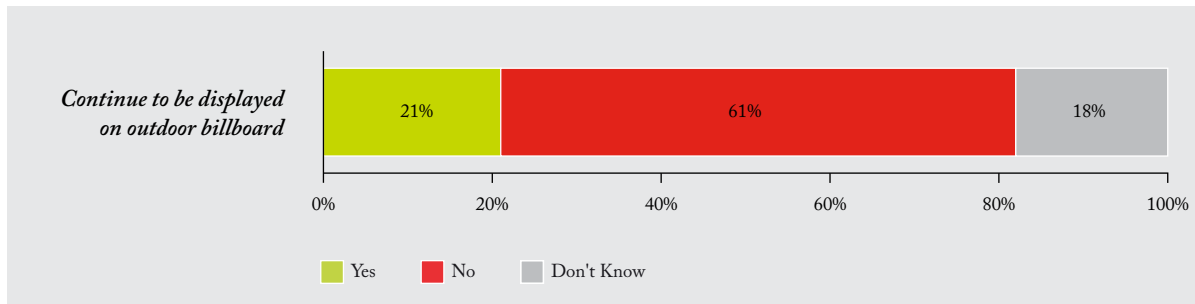
Q10A. Do you believe it is acceptable to show this advertisement on an outdoor billboard? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)



### Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, the results suggest that opinions of the Board were in line with the community, with the majority (61%) believing the ad should not continue to be displayed on an outdoor billboard. Twenty one percent of all respondents believed the ad should continue to be displayed. In light of reading The Code, there was an increase in the proportion of respondents who were unable to determine how they felt about the ad (18%).

**Figure 8: Double the Fun – continuation of advertisement after seeing The Code**



Q22C. Thinking back to the Double the Fun outdoor advertisement and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be shown on an outdoor billboard. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should continue to be shown on an outdoor billboard, revealed that the majority found the ad to be non-degrading or overtly sexual in nature. Many cited that the woman was clothed and there was no nudity. Others stated that because the ad doesn't show the full image of the woman than it is not considered to be degrading or exploiting the woman.

*"Because it's not actually displaying who the person is so it cannot be sexually objectifying them."*

*"It does not objectify an individual."*

The ad was also found to use fun, humour and wit and considered to be harmless by the majority.

*"It's a light hearted ad and only shows a modest portion of someone's body."*

*"Seems quite harmless to me. Hardly debasing or degrading."*

### Reasons for not continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown on an outdoor billboard, revealed that the majority found the ad to be degrading to women and objectifying women's bodies.

Many respondents found the image of woman's breasts to be completely irrelevant to the product being advertised. There was also the overwhelming belief that use of sexual imagery in advertising is unnecessary by any advertisers.

*"I think there are other ways to advertise bowling without showing a woman's breast as it has nothing to do with it."*

*"Breasts should not be used to gain business, as if that is all that matters about women. Its indirectly saying a girl's body is for fun."*

Others felt that this image was not appropriate on an outdoor billboard, and could be distracting to drivers and particularly men.

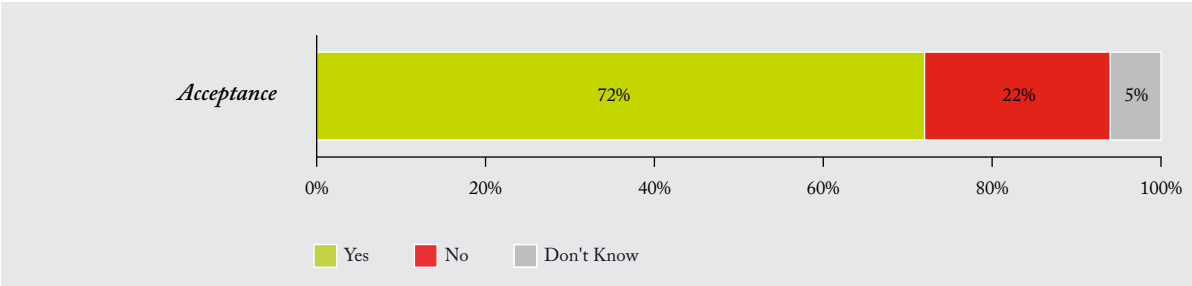
*"A close picture of breasts is not really appropriate on billboards it is a little risky."*

<i>Bonds – Shop Your Shape</i>	Rated: n/a	Format: Outdoor	Complaint: Dismissed
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Perceptions of acceptability before seeing The Code

Complaints against the Bonds – Shop Your Shape outdoor ad were dismissed by the Board. After viewing the ad, 72% of all respondents believed it was acceptable to show the ad on an outdoor billboard. Twenty two percent of all respondents felt the ad was not acceptable to show on an outdoor billboard and 5% were unable to determine how they felt about the ad.

Figure 9: Bonds: Shop Your Shape – Perceptions of acceptability before seeing The Code

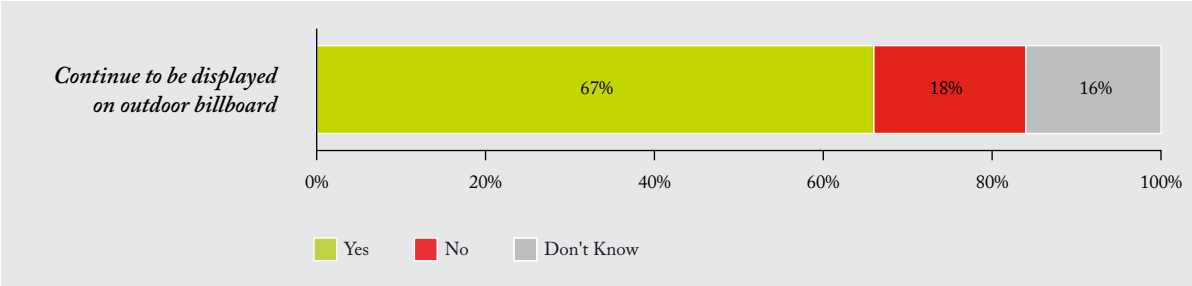


Q11A. Do you believe it is acceptable to show this advertisement on an outdoor billboard? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, there was a slight increase in the proportion of respondents who were unable to determine how they felt about the ad (16%). However, the results revealed that community opinion was in line with the Board, with the majority believing that the ad should continue to be displayed on an outdoor billboard (67%). Only 18% believed it should not continue to be displayed on an outdoor billboard.

Figure 10: Bonds: Shop Your Shape – continuation of advertisement after seeing The Code



Q23C. Thinking back to the Bonds outdoor advertisement and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be shown on an outdoor billboard. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown on an outdoor billboard were asked why that was. Verbatim comments made by these respondents suggested the images in the ad were relevant to the product being advertised (e.g. underwear). It was recognised that underwear is a product that all women use and it was common to see advertised.

*"Bonds is an underpants brand. Advertising would be impossible for them if they could not advertise pictures in underwear and it's not exploiting anyone or degrading."*

The vast majority also stated that the women in the ad were adults and were not posing in a provocative or sexual manner. Instead they were shown to be having fun. Others felt the ad should continue to be shown as there were no close-up images of women's body parts (e.g. breasts), and the ad was clearly identifying the product being advertised, not the women in the ad.

### Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown on an outdoor billboard were asked why that was. Verbatim comments made by these respondents covered a wide range of issues, including issues of body image and creating unrealistic expectations of body image for young women.

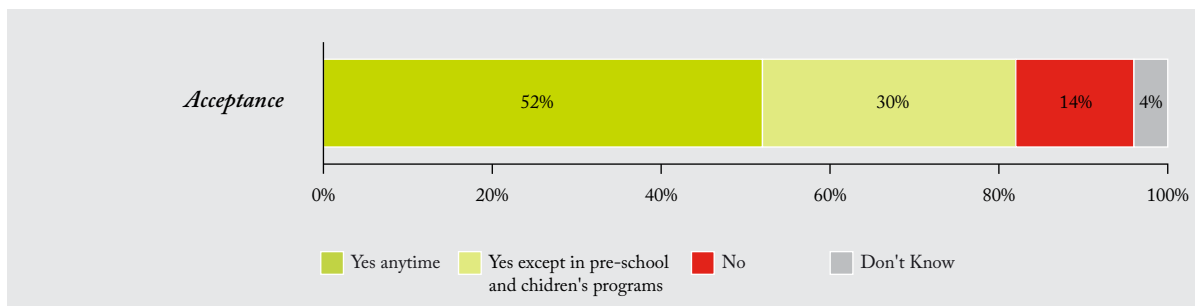
Others cited that the ad was not appropriate to display on an outdoor billboard as it could be distracting and dangerous to drivers. Many respondents stated that underwear ads should not be displayed in public and should be confined to lingerie stores only. Exposure of this ad to children was also considered to be unnecessary and inappropriate by these respondents.

<i>Brierley Hose &amp; Handling</i>	Rated: G	Format: TV	Complaint: Dismissed
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### Perceptions of acceptability before seeing *The Code*

Complaints against the Brierley Hose and Handling G rated television ad were dismissed by the Board. Among the community, more than half (52%) of all respondents felt the ad was acceptable to broadcast on television at any time. A further third (30%) felt the ad was acceptable to broadcast on television except in pre-school and children's programs. Fourteen percent believed the ad was not acceptable to broadcast on television and 4% were unable to determine how they felt about the ad.

**Figure 11: Brierley Hose and Handling – Perceptions of acceptability before seeing *The Code***

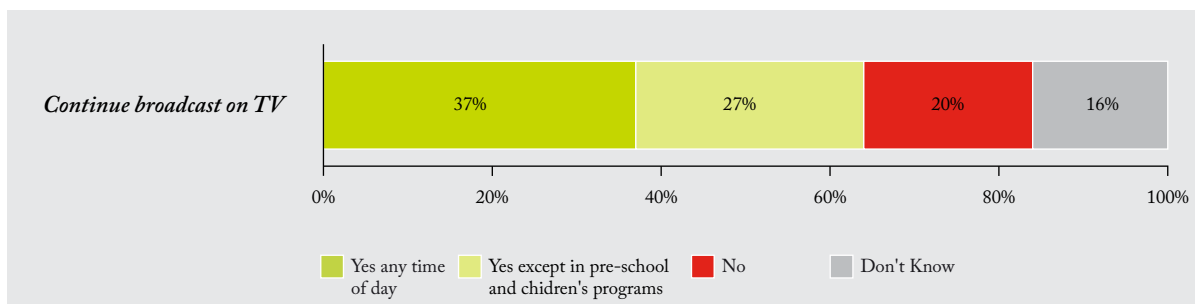


Q12A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Continuation of the advertisement after seeing *The Code*

Following a description of Section 2.2 of *The Code* - relating to sexual appeal in a manner which is exploitative and degrading, there was an increase in the proportion of all respondents who felt the ad should not continue to be broadcast on television (20%) and an increase in the proportion of respondents who were unable to determine how they felt about continuing to broadcast the ad (16%). However, the results revealed that community opinion was in line with the Board, with over a third (37%) of all respondents believing the ad should continue to be broadcast at any time of day, and 27% felt the ad should continue to be broadcast except in pre-school and children's programs.

**Figure 12: Brierley Hose and Handling – continuation of advertisement after seeing *The Code***



Q24C. Thinking back to the Brierley Hose and Handling television 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 television. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown on television, revealed that the majority could not find anything wrong with the ad in light of reading Section 2.2 of The Code. Respondents stated that there was no nudity in the ad, the girl was appropriately dressed in work clothes and shown working in the factory to make hoses. There was recognition that the girl was not in a provocative or sexual pose and the message of the ad was not of a sexual nature.

Although some respondents felt the ad should not be viewed by children, others believed that any sexual innuendos in the ad would not be understood by them and were quite remote even for the target audience.

Reasons for not continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown on television, revealed that the majority found the ad degrading to women due to camera's focus on the girl's legs.

Others felt the girl was dressed inappropriately in short shorts and this was deemed to be sexually suggestive and objectifying of women.

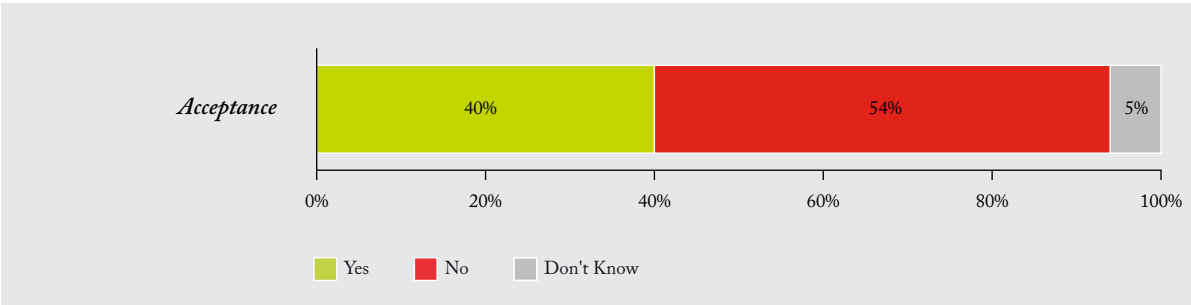
*"Blatantly using an attractive lady (and her legs) has a sexual overtone that doesn't relate in any way to hydraulic hoses. Does she actually work for the hose company? I think not! Not acceptable in way."*

Honey Birdette	Rated: n/a	Format: Shop window display	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the Honey Birdette shop window display were upheld by the Board. More than half (54%) of all respondents felt the ad was not acceptable as a shop window display. Forty percent of all respondents considered the ad to be acceptable as a shop window display and 5% were unable to determine how they felt about the ad.

Figure 13: Honey Birdette – Perceptions of acceptability before seeing The Code

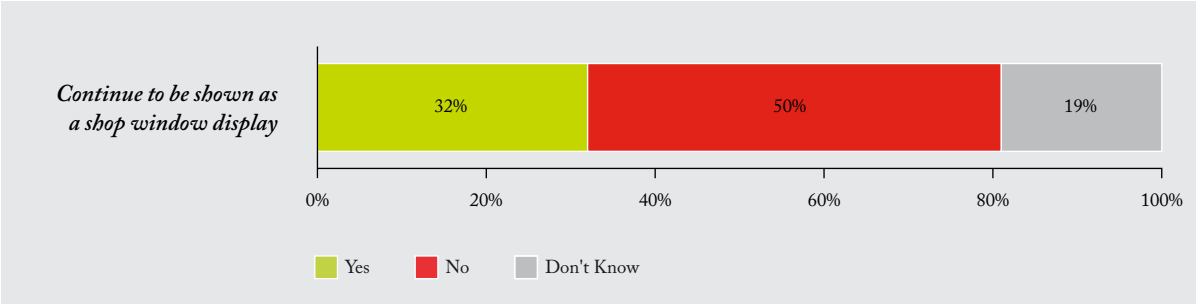


Q13A. Do you believe it is acceptable to show this advertisement as a shop window display? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, the proportion of all respondents who were unable to determine how they felt about the ad increased (19%). The results revealed that community opinion was in line with the Board, with half (50%) of all respondents believing the ad should not continue to be shown as a shop window display and a third (32%) believing the ad should continue as a shop window display.

Figure 14: Honey Birdette – continuation of advertisement after seeing The Code



Q25C. Thinking back to the Honey Birdette poster advertisement and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be shown as a shop window display. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown as a shop window display were asked why that was. Verbatim comments made by these respondents revealed that the ad was seen to be appropriate to the store and the products sold within the store (i.e. lingerie). As the ad was placed within the shop window display, it was seen to be relevant to the products sold within the store and advertising to the store’s target audience.

*“Its advertising for a lingerie shop, this is what they sell and it’s done tastefully”.*

The ad was found to be non-offensive and not exploitative or degrading of women.

Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown as a shop window were asked why that was. Verbatim comments made by these respondents suggested that children viewing the image were the largest concern. The shop window display was considered to be in the public domain and the adult content of the image in the window was deemed to be inappropriate for children and also to some adults.

*“Children will go past these shops and will be exposed to these images which should not be in general public view.”*

The window display was also considered to be both exploitative and degrading to women. The image was considered to be too provocative, too scantily clad dressed, and too sexually suggestive.

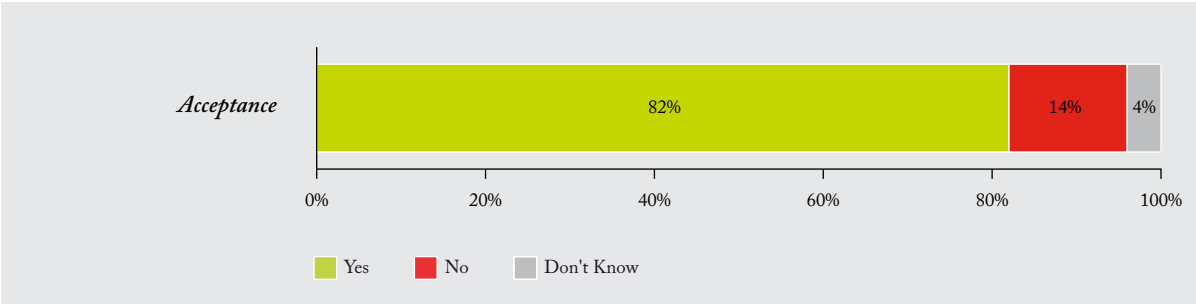
*“This woman is almost naked, and is depicted in sexually provocative lingerie on a glass window which may be viewed by any number of people including children. This is unnecessary and degrading towards women.”*

<i>Lion – Stella Artois</i>	Rated: n/a	Format: Transport	Complaint: Dismissed
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Perceptions of acceptability before seeing The Code

Complaints against the Lion Stella Artois public transport ad were dismissed by the Board. The majority of all respondents (82%) considered the ad to be acceptable to show on transport (e.g. on a bus or train). Only 14% of all respondents felt the ad was not acceptable to display on transport and 4% were unable to determine how they felt about the ad.

Figure 15: Lion: Stella Artois – Perceptions of acceptability before seeing The Code

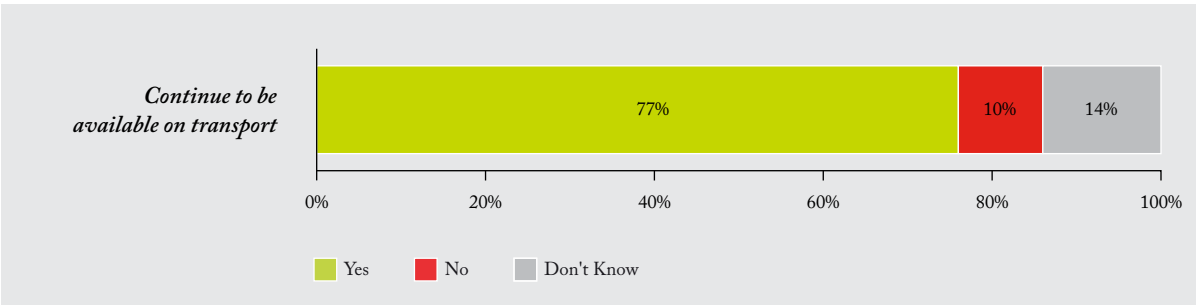


Q14A. Do you believe it is acceptable to show this advertisement on transport (e.g. on a bus or train)? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, the results revealed that community opinion was in line with the Board, with the majority of all respondents (77%) believing that the ad should continue to be shown on transport. Ten percent of all respondents believed the ad should not continue to be shown on transport and 14% were unable to determine how they felt about continuing to display the ad on transport.

Figure 16: Lion: Stella Artois – continuation of advertisement after seeing The Code



Q26C. Thinking back to the Stella Artois advertisement and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be made available on transport. (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should continue to be shown on transport, revealed that the majority did not see anything wrong with the ad. The majority of respondents described the ad as classy, beautiful and clever.

*“Beautiful advert, both models comparable age, above drinking age etc. Nothing degrading to either of them or fellow gender members.”*

Respondents did not see that the ad contravened Section 2.2 of The Code. The models in the ad were admired and were not seen to have sexual appeal in a manner that was exploitative or degrading.

*“I don’t find this offensive as the woman is fully clothed, glamorous and the ad can be taken to mean the man is appreciating both her beauty and the beauty of the beer.”*

Reasons for not continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown on transport, revealed that many objected to all forms of advertisement of alcohol beverage products, particularly in public places (i.e. transport). Many felt that all alcohol advertising should be banned.

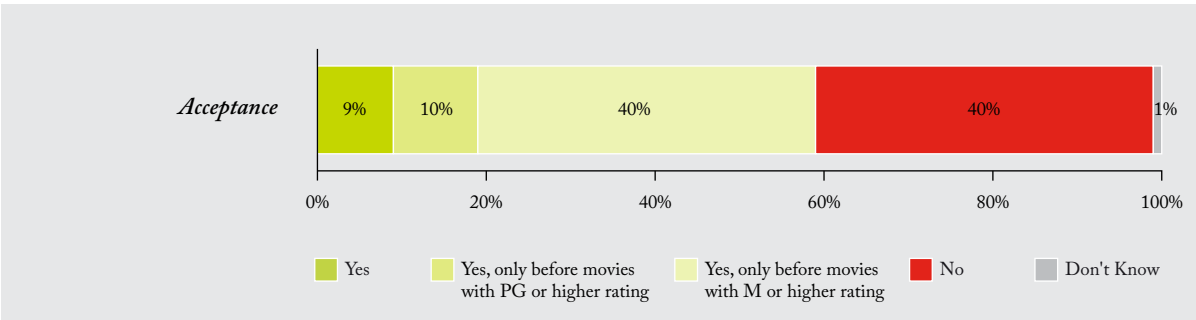
Among other respondents, the wording in the ad “She is a thing of beauty” created the most concern. Respondents objected to the reference to women as a ‘thing’ and believed this objectified women.

Tremonti Jewellery – Legs	Rated: M	Format: Cinema	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the M rated Tremonti Jewellery – Legs cinema ad were upheld by the Board. Overall, 19% of all respondents considered the ad to be acceptable to broadcast at the cinema in general or before movies with PG or higher rating. Forty percent of all respondents thought the ad should only be shown before movies with M or higher rating. However, 40% of all respondents felt the ad was not acceptable to be shown at any time in the cinema.

Figure 17: Tremonti Jewellery: Legs – Perceptions of acceptability before seeing The Code

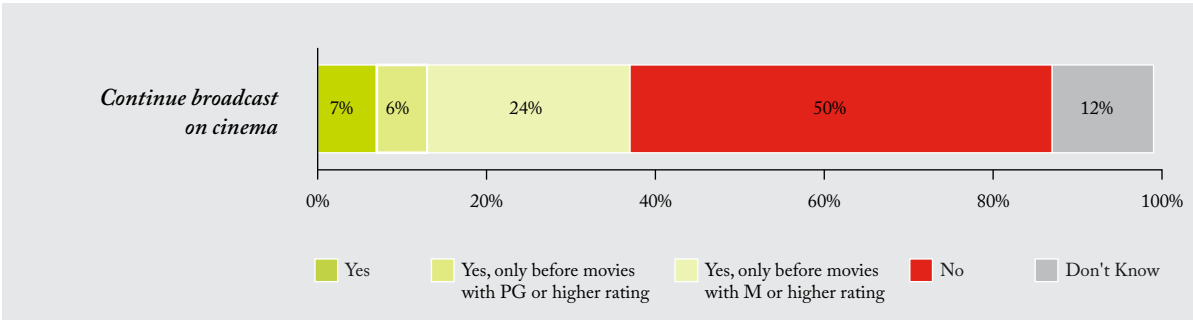


Q15A. Do you believe it is acceptable to broadcast this advertisement at the cinema? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, there was a shift in community opinion with half (50%) of all respondents believing the ad should not continue to be broadcast at the cinema at any time. The results were in line with the Board. Thirteen percent of all respondents felt the ad should continue to broadcast at the cinema in general or before movies with PG or higher rating, and 24% of all respondents felt the ad should continue to be shown at the cinema but only before movies with an M or high rating.

Figure 18: Tremonti Jewellery: Legs – continuation of advertisement after seeing The Code



Q27C. Thinking back to the Tremonti jewellery- Legs 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 at the cinema. (Single response) (Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown at the cinema were asked why that was. Verbatim comments made by these respondents suggested that the majority did not find the ad to be sexually exploitative or degrading. However, it was recognised by the majority that the ad had sexual references and should be viewed by a mature audience. The ad was seen to use humour in a sexual manner, which was aimed at adults.

### Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown at the cinema were asked why that was. Verbatim comments made by these respondents suggested that the majority found this ad to be both sexually exploitative and degrading towards women.

Many respondents believed that the suggestion that women will undertake sexual acts to receive jewellery was degrading, offensive to women and not an appropriate message to send to both men and women.

*"It is exploiting women and suggesting they are sexually for sale by giving them jewellery they open their legs, its offensive."*

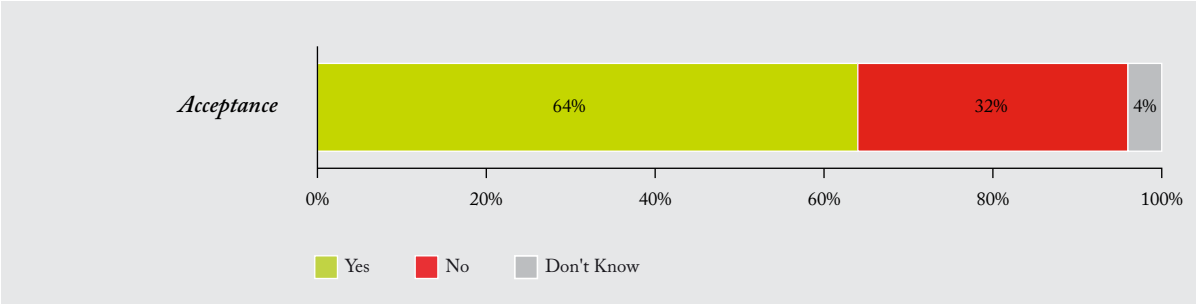


<i>Want it now – woman on sofa</i>	Rated: n/a	Format: Transport	Complaint: Dismissed
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Perceptions of acceptability before seeing The Code

Complaints against the Want it now – Woman on sofa transport ad were dismissed by the Board. After viewing the ad, 64% of all respondents considering the ad to be acceptable to show on transport (e.g. on a bus or train). A third (32%) of all respondents felt the ad was unacceptable to display on transport and 4% were unsure how they felt about the ad.

Figure 19: Want it now: Woman on sofa – Perceptions of acceptability before seeing The Code

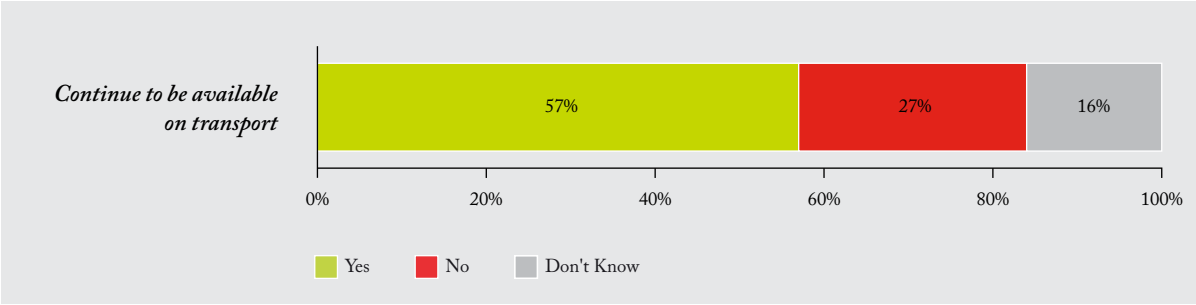


Q16A. Do you believe it is acceptable to show this advertisement on transport (e.g. on a bus or train)? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, there was an increase in the proportion of all respondents who were unable to determine how they felt about continuing to display the ad on transport (16%). However, the results showed that views of the Board were in line with community opinion with over half (57%) believing the ad should continue to be shown on transport and nearly a third (27%) believed the ad should not continue to be displayed on transport.

Figure 20: Want it now: Woman on sofa – continuation of advertisement after seeing The Code



Q28C. Thinking back to the Want it now – woman on sofa advertisement and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be made available on transport. (Single response)(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should continue to be shown on transport revealed that respondents did not view this ad as breaching Section 2.2 of The Code. The woman was considered to be appropriately dressed and tasteful. The ad was not considered to be exploitative or degrading to the woman in the image.

The message 'she wants it now' was interpreted as relating to online shopping and the need to have purchases delivered immediately. Although the wording was recognised as being sexually suggestive, it was considered to not be matched by the image of the woman on the couch.

"The woman is fully clothed and not displayed in a sexual or degrading way. The text in the advertisement is clearly intended as play on words."

Reasons for not continuing to show the ad

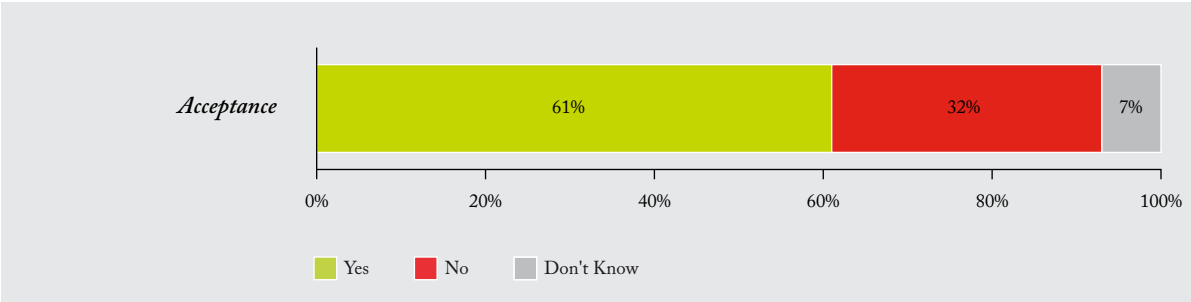
An analysis of comments provided by those respondents who felt the ad should not continue to be shown on transport, revealed that the ad was considered to be sexually exploitative and degrading to women. The double meaning ‘she wants it now’ was seen to be directly linked to women as sexual objects, and was considered unnecessary in advertising the product. Furthermore, many respondents felt that the ad was not appropriate to show on public transport, as it could easily be viewed by children.

Way Funky Funkita	Rated: n/a	Format: Print	Complaint: Dismissed
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Perceptions of acceptability before seeing The Code

Complaints against the Way Funky Funkita print ad were dismissed by the Board. The majority (61%) of all respondents considered the ad to be acceptable to show in print (eg. posters, newspapers, magazines). A third (32%) of all respondents felt the ad was not acceptable to show in print and 7% were unable to determine how they felt about the ad.

Figure 21: Way Funky Funkita – Perceptions of acceptability before seeing The Code

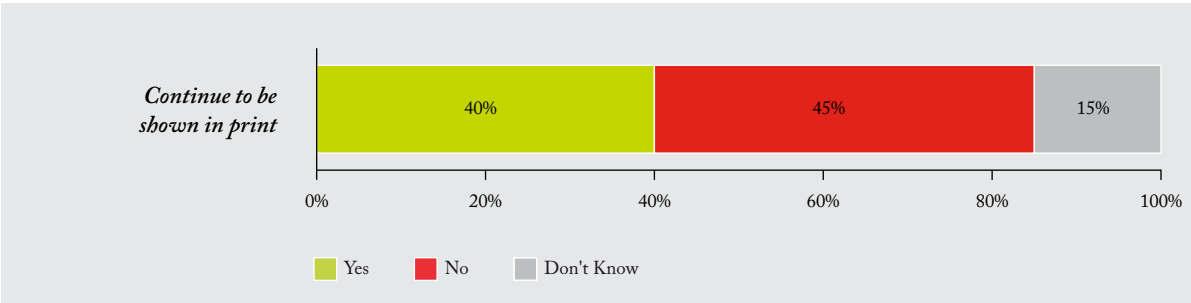


Q17A. Do you believe it is acceptable to show this advertisement in print (e.g. posters /newspapers/magazines)? (Single response). (Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code - relating to sexual appeal in a manner which is exploitative and degrading, community opinion became more divided about continuing to show the ad in print. Forty percent of all respondents believed the ad was acceptable to show in print and 45% felt it was not acceptable to show in print. Fifteen percent were unable to determine how they felt about continuing to show the ad in print (15%).

Figure 22: Way Funky Funkita – continuation of advertisement after seeing The Code



Q29C. Thinking back to the Way Funky Funkita print advertisement and Section 2.2 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, 2013 Exploitative & Degrading research study n=1,248)

Reasons for continuing to show the ad

Respondents who felt the ad should continue to be shown in print were asked why that was. Verbatim comments made by these respondents suggested that the image of the girl was seen by the majority as non-sexually appealing and not exploitative or degrading. The girl was described as innocent, appropriately dressed for the beach, not wearing revealing clothing – just a young girl in her swimsuit.

*“Don’t see a problem with this add, even though it’s prompting beach wear, she is dressed appropriately, not posing provocatively, creating a pleasant beach experience.”*

However, there were a minority of respondents who were confused by the age of the girl in the image, describing her as a ‘woman’ and hence did not find her swimsuit attire or pose as provocative in nature as she was considered above age.

*“The lady is not a kid”.*

Reasons for not continuing to show the ad

Respondents who felt the ad should not continue to be shown in print were asked why that was. Verbatim comments made by these respondents concerned the young age of the girl in the image and hence was considered to be demonstrating exploitation of a young girl.

Issues surrounding the sexualisation of children were raised by many, as the girl in the ad was deemed to be too young to be shown in a bikini and shown in an adult pose. The comments generated by these respondents were very strong – with many expressing deep concern for the child and disgust for the advertiser.

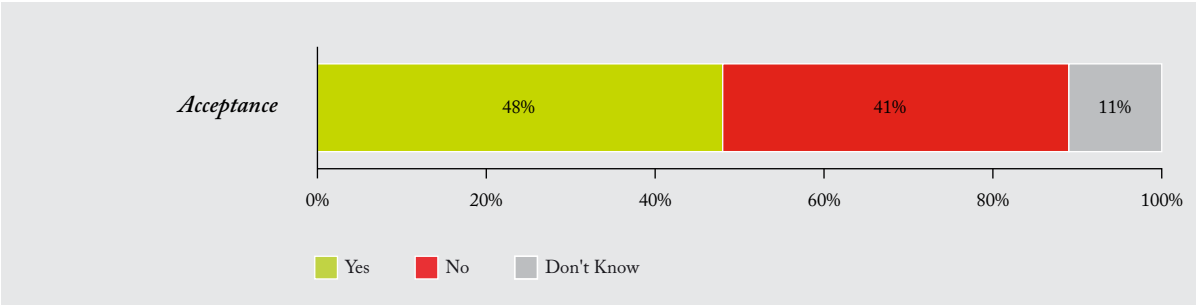
*“Clearly it is sexualisation of a child not only by the way she’s dressed her hair & make up but also she is in a back of a panel van (sexual connotation).”*

Fosters VB Facebook page	Rated: n/a	Format: Internet social	Complaint: Upheld
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Perceptions of acceptability before seeing The Code

Complaints against the Fosters VB Facebook page ad were upheld by the Board. Nearly half (48%) considered the ad to be acceptable to make available on the Internet. A further 41% felt the ad was not acceptable to make available on the Internet. Eleven percent were unable to determine how they felt about the ad.

Figure 23: Fosters VB Facebook page – Perceptions of acceptability before seeing The Code

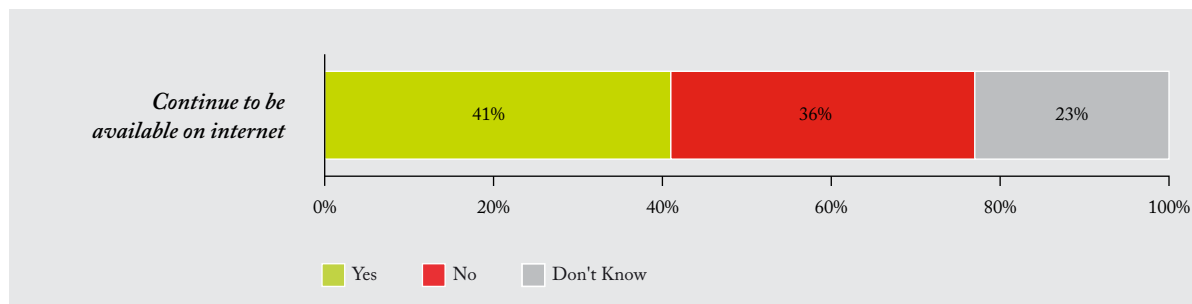


Q18A. Do you believe it is acceptable to make this advertisement available on the Internet? (Single response)  
(Base=All respondents, 2013 Exploitative & Degrading research study n=1,248)

### Continuation of the advertisement after seeing The Code

Following a description of Section 2.2 of The Code – relating to sexual appeal in a manner which is exploitative and degrading, the proportion who were unable to determine how they felt about continuing to make the ad available on the Internet increased (greater than two-fold). Continuation of the ad remained divided following awareness of The Code, with 41% of all respondents considering the ad acceptable to make available on the Internet and 36% considering the ad to be unacceptable to make available on the Internet.

**Figure 24: Fosters VB Facebook page – continuation of advertisement after seeing The Code**



Q30C. Thinking back to the Fosters VB Facebook page internet advertisement and Section 2.2 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, 2013 Exploitative & Degrading research study n=1,248)

### Reasons for continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should continue to be shown on the Internet, revealed that the ad was not considered to breach Section 2.2 of The Code – as it was not considered to be using sexual appeal in a manner that was exploitative or degrading.

Many respondents focused on the image of the men at the bar rather than the user comments, and therefore did not see this as sexual or offensive in any way. The men were considered by many to be depicting a normal part of Australian drinking culture and therefore harmless.

The Facebook page was also recognised by many as being restricted to over 18 years and not accessible to children. The Internet was also considered to be user operated and therefore the choice of which websites/pages are viewed is up to the individual on the web.

### Reasons for not continuing to show the ad

An analysis of comments provided by those respondents who felt the ad should not continue to be shown on the Internet, revealed that these respondents paid closer attention to the Facebook user comments posted rather than the image alone.

The use of strong language and sexually degrading language raised cause for concern among these respondents. The user comments posted were viewed by the majority as degrading and exploitative to women. The sexually explicit language was viewed as harmful, vulgar and highly offensive.

*“This is offensive and highly degrading for women. Words such as ‘tits’ and ‘sluts’ are horrible and highly offensive and should by no means be used to advertise VB, bbq or great Australia day! The language is disgusting and subjects women to verbal sexual abuse.”*

There were also respondents who believed that all alcohol advertising should be banned and this ad fitted with that same principal.

### 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 all forms of advertising or marketing communications defined under the AANA Code of Ethics in relation to issues including the use of language, the discriminatory portrayal of people, use of sexual appeal in a manner that is exploitative and degrading, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety. The Board makes 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. Total agreement (strongly agree + slightly agree) with each section of The Code was strong, ranging from 81% to 86% agreement with The Code.

Examining the level of agreement with each section of The Code with awareness that respondents can complain to the ASB (unprompted and prompted awareness), revealed that those respondents aware of the ASB had stronger levels of agreement with Section 2.4 (87%) and Section 2.6 (82%), compared to those with no awareness of the ASB (82% and 76% respectively).

**Table 6: Agreement with each section of The Code by awareness of ASB – 2013**

Sections of The Code	% Agreement (Strongly agree + slightly agree)		
	General public E&D (2013) Total n=1,248	Awareness of ASB (unprompted + prompted)	
		Yes aware	Not aware
Section 2.1 Discrimination	82%	83%	78%
Section 2.2 Sexual appeal in a manner that is exploitative and degrading	82%	84%	79%
Section 2.3 Violence	81%	82%	79%
Section 2.4 SSN	86%	87%↑	82%↓
Section 2.5 Language	85%	86%	82%
Section 2.6 Health & Safety	81%	82%↑	76%↓

Q37- Q42. Please indicate your level of agreement with The Code? Using a scale of 1= Strongly agree to 5= Strongly disagree. (Single response)

Q31. If you had a complaint about the standards of paid advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? (Multiple response)

+Q32. Are you aware that you can complain to the Advertising Standards Bureau? (Single response)

(Base=All respondents: 2013 Exploitative & Degrading research study n=1,248)

Note: Don't know excluded from analysis

#### Consistent differences between groups

Consistent differences based on demographic sub-groups of interest (gender, age and education) were examined in relation to levels of community agreement with each section of The Code. As shown in Table 7 below, both gender and age showed consistent variations across all sections of The Code. Education showed no variation across the sections of The Code.

- Females and respondents aged 45 years and over, held significantly stronger levels of agreement with each section of The Code, compared to males and respondents aged 18-44 years.

**Table 7: Demographic variations in agreement with each section of The Code – 2013**

Sections of The Code	% Agreement (Strongly agree + slightly agree)									
	Total	Gender		Age (simplified)		Highest education				
	(n=1,248)	Male (n=604)	Female (n=644)	18-44 (n=606)	45+ (n=642)	Up to Year 12 (n=371)	Advanced Dip + Cert (n=373)	Tertiary (n=258)	Graduate Dip + Grad Cert (n=108)	Post-grad (n=127)
Section 2.1 Discrimination	82%	78%↓	85%↑	78%↓	84%↑	78%	85%	85%	82%	77%
Section 2.2 Sexual appeal in a manner that is exploitative and degrading	82%	77%↓	87%↑	77%↓	86%↑	79%	86%	83%	84%	81%
Section 2.3 Violence	81%	77%↓	85%↑	74%↓	86%↑	79%	81%	85%	81%	81%
Section 2.4 SSN	86%	82%↓	90%↑	80%↓	90%↑	83%	88%	88%	86%	85%
Section 2.5 Language	85%	82%↓	88%↑	78%↓	90%↑	83%	88%	87%	84%	84%
Section 2.6 Health & Safety	81%	75%↓	86%↑	73%↓	86%↑	79%	84%	82%	83%	77%

Q37- Q42. 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: 2013 Exploitative & Degrading research study n=1,248)

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. Respondents were prompted with an extract of The Code and asked their level of agreement with The Code. The data in this section is compared against the general public sample from the 2007 and 2012 Community perceptions research.

Looking at total agreement (strongly agree + slightly agree) with each section of The Code, there has been a statistically significant decrease in agreement with Section 2.1 – Discrimination (82% in 2013, down from 86% in 2012), Section 2.3 – Violence (81% in 2013, down from 88% in 2012), Section 2.4 – Sex, sexuality and nudity (86% in 2013, down from 89% in 2012) and Section 2.5 – Language (85% in 2013, down from 90% in 2012) of The Code.

Note Section 2.2 – Sexual appeal in a manner that is exploitative and degrading was introduced into The Code in 2012.

**Table 8: Agreement with each section of The Code – 2007, 2012 and 2013 research results**

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

Q37- Q42. 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

## Section 2.1 of The Code: Discrimination

**Section 2.1 of The Code:** Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.

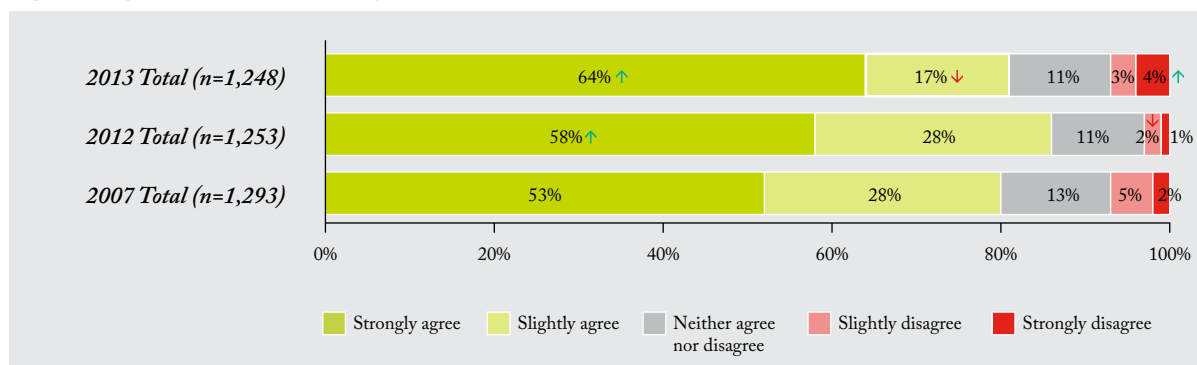
In this research, total agreement (strongly agree + slightly agree) with *Section 2.1 of The Code – Discrimination*, was strong with 82% of all respondents agreeing with its content.

The 2013 results were significantly lower than the 2012 community perceptions results, with 86% of all respondents agreeing with this section of The Code. The 2013 results were closer to levels of community agreement seen in the 2007 community perceptions study (81% total agreement).

Results by demographic sub-groups revealed:

- Females (85% total agreement) had significantly stronger levels of agreement than males (78% total agreement) to Section 2.1 of The Code.
- Respondents aged 45+ years (84% total agreement) had significantly stronger levels of agreement than 18-44 year olds (78% total agreement).
- There were no variations in levels of agreement among education sub-groups.

**Figure 25: Agreement with Section 2.1 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). Note: Don't know excluded

(Base=All respondents: 2013 Exploitative & Degrading research study n=1,248; 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: Sexual appeal in a manner which is exploitative and degrading

**Section 2.2 of The Code:** Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

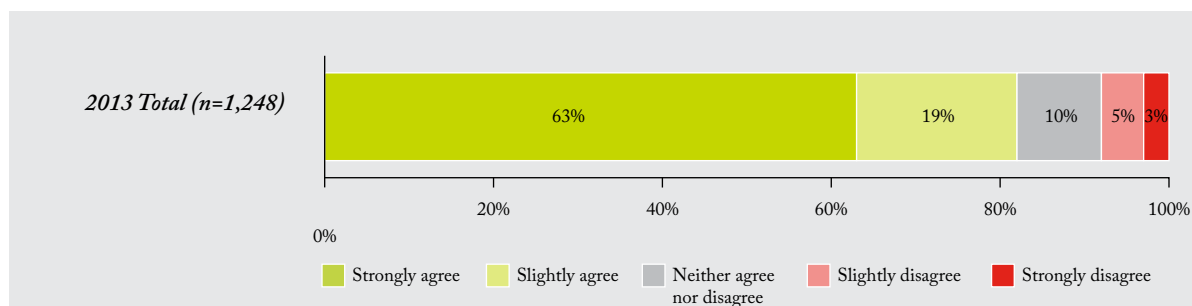
In this research, total agreement (strongly agree + slightly agree) with *Section 2.2 of The Code – Sexual appeal in a manner which is exploitative and degrading*, was strong with 82% of all respondents agreeing with its content.

Results by demographic sub-groups revealed:

- Females (87% total agreement) had significantly stronger levels of agreement than males (77% total agreement) to Section 2.2 of The Code.
- Respondents aged 45+ years (86% total agreement) had significantly stronger levels of agreement than 18-44 year olds (77% total agreement).
- There were no variations in levels of agreement among education sub-groups.

Note Section 2.2 – Sexual appeal in a manner that is exploitative and degrading was introduced into The Code in 2012.

**Figure 26: Agreement with Section 2.2 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). Note: Don't know excluded

(Base=All respondents: 2013 Exploitative & Degrading research study n= 1,248)

Note: Don't know excluded from analysis

### Section 2.3 of The Code: Violence

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

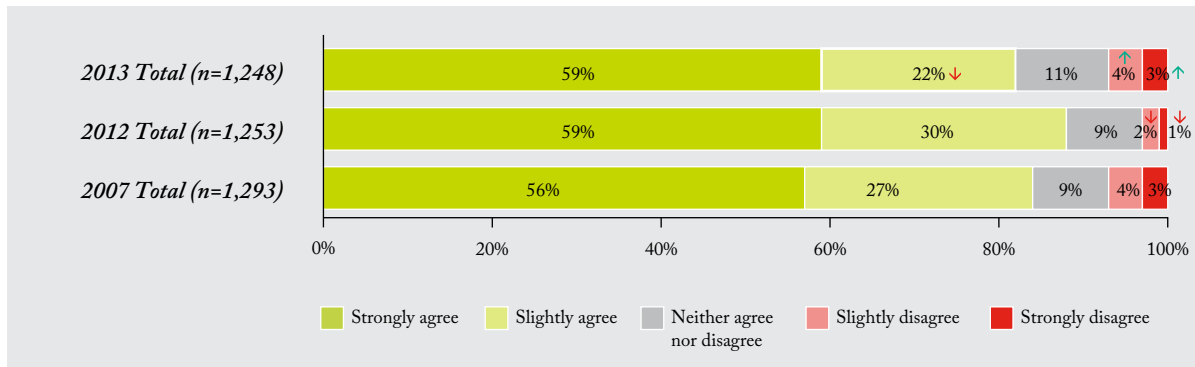
Among all respondents, total agreement (strongly agree + slightly agree) with *Section 2.3 of The Code – Violence* significantly declined from 88% in the 2012 community perceptions research to 81% in this research. Agreement with this section of The Code (and Section 2.6 – Health and Safety) was the lowest of all sections of The Code in 2013.

Results by demographic sub-groups revealed:

- Females (85% total agreement) had significantly stronger levels of agreement than males (77% total agreement) to Section 2.3 of The Code.
- Respondents aged 45+ years (86% total agreement) had significantly stronger levels of agreement than 18-44 year olds (74% total agreement).
- There were no variations in levels of agreement among education sub-groups.



Figure 27: Agreement with Section 2.3 of The Code



Q39. 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: 2013 Exploitative & Degrading research study n=1,248; Community Perceptions 2012 n=1,253; Community Perceptions 2007 n=1,293)

Note: Don't know excluded from analysis

### Section 2.4 of The Code: Sex, Sexuality and Nudity

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

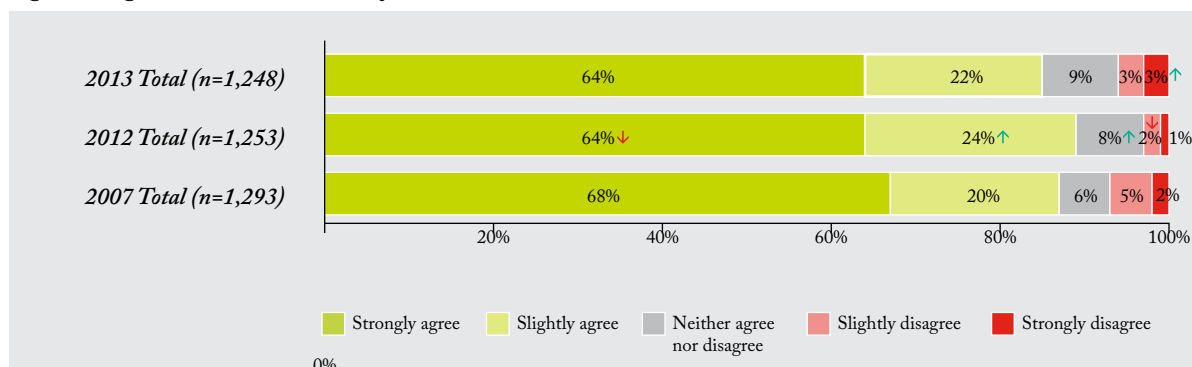
In this research, total agreement (strongly agree + slightly agree) with *Section 2.4 of The Code – Sex, Sexuality and Nudity*, was strong with 86% of all respondents agreeing with its content. Agreement with this section of The Code was rated the highest of all sections in 2013.

However, the results were significantly lower than the 2012 community perceptions results, with 89% of all respondents agreeing this section of The Code.

Results by demographic sub-groups revealed:

- Females (90% total agreement) had significantly stronger levels of agreement than males (82% total agreement) to Section 2.4 of The Code.
- Respondents aged 45+ years (90% total agreement) had significantly stronger levels of agreement than 18-44 year olds (80% total agreement).
- There were no variations in levels of agreement among education sub-groups.

Figure 28: Agreement with Section 2.4 of The Code



Q40. 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: 2013 Exploitative & Degrading research study n=1,248; 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: Language

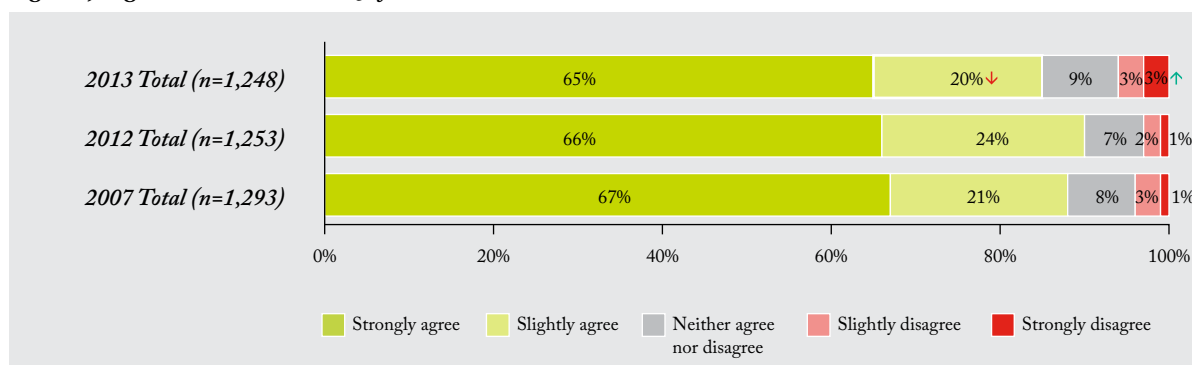
**Section 2.5 of The Code:** Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided.

In this research, total agreement (strongly agree + slightly agree) with *Section 2.5 of The Code – Language*, was strong with 85% of all respondents agreeing with its content. However, the results were significantly lower than the 2012 community perceptions results, with 90% of all respondents agreeing this section of The Code.

Results by demographic sub-groups revealed:

- Females (88% total agreement) had significantly stronger levels of agreement than males (82% total agreement) to Section 2.5 of The Code.
- Respondents aged 45+ years (90% total agreement) had significantly stronger levels of agreement than 18-44 year olds (78% total agreement).
- There were no variations in levels of agreement among education sub-groups.

Figure 29: Agreement with Section 2.5 of The Code



Q41. 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: 2013 Exploitative & Degrading research study n=1,248; 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

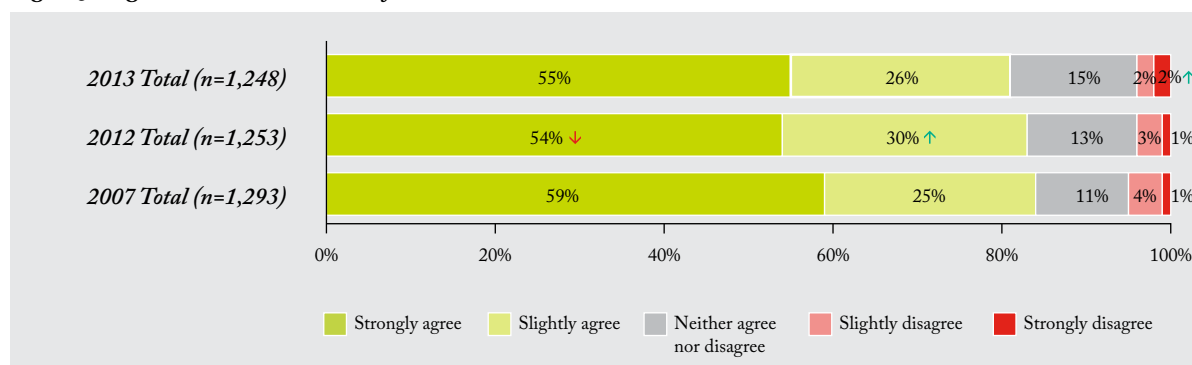
**Section 2.6 of The Code:** Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

In this research, total agreement (strongly agree + slightly agree) with *Section 2.6 of The Code – Health and Safety*, was strong with 81% of all respondents agreeing with its content. Agreement with this section of The Code (and Section 2.3 – Violence) was the lowest rated of all sections in 2013.

Results by demographic sub-groups revealed:

- Females (75% total agreement) had significantly stronger levels of agreement than males (86% total agreement) to Section 2.6 of The Code.
- Respondents aged 45+ years (86% total agreement) had significantly stronger levels of agreement than 18-44 year olds (73% total agreement).
- There were no variations in levels of agreement among education sub-groups.

**Figure 30: Agreement with Section 2.6 of The Code**



Q42. 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: 2013 Exploitative & Degrading research study n=1,248; 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 2012 Community Perceptions research, 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%) and 2013 (63%).

Overall, 63% of the general public in this research were aware that they could complain to the Advertising Standards Bureau if they had a complaint about advertising in relation to language, the discriminatory portrayal of people, use of sexual appeal in a manner that is exploitative and degrading, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety. This result remained stable since the 2010 sexuality research (63%).

Spontaneous awareness of all other complaints organisations remained stable in this research. Results from this research continued the increase in the proportion of the general public who did not know where they could lodge a complaint (18% in 2013, up from 15% in 2012 and 10% in 2010).

**Table 9: Spontaneous awareness of complaints organisations**

Organisations	General public E&D (2013) n=1,248	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	63%	62%	63%↓	67%↑	10%
Advertising Claims Board	11%	10%	8%	7%	-
Free TV	22%	22%	20%	19%	-
The TV/Radio station where you saw/heard the advert	51%	49%↓	57%	58%↑	15%
The newspaper/ magazine where the advert was printed	43%	43%↓	49%	48%↑	3%
Other	4%	3%	2%	3%	3%
Don't know	18%↑	15%↑	10%	9%↓	43%
None/ there's nowhere to complain to	4%↓	6%	7%	4%↓	9%

Q7 / Q28 / Q31. If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, sexual appeal (2013), 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: 2013 Exploitative & Degrading research study n=1,248; 2012 Community Perceptions n=1,253; Sexuality research study n=1,207; Violence research study n=1,195, 2006 Community awareness n=600)

### Concern about advertising standards

In this research, there was a statistically significant decline in concern about advertising standards in relation to all aspects of The Code (with the exception of Concern for children), compared to the 2012 Community Perceptions study.

Sex, sexuality and nudity continued to be the main area of concern among the general public (20% in 2013, 26% in 2012, 22% in 2010 and 26% in 2009).

The general public who had no concern about paid advertising standards, was significantly higher in this research (64%), compared to the previous research results (59% in 2012, 60% in 2010, 58% in 2009).

Note Section 2.2 – Sexual appeal in a manner that is exploitative and degrading was introduced into The Code in 2012.

**Table 10: Incidence of having been concerned about paid advertising standards among total of General Public sample**

Topic of concern	General public E&D (2013) n=1,248	General public: Community perceptions (2012) n=1,253	General public: Sexuality (2010) n=1,207	General public: Violence (2009) n=1,195
Language	10%↓	19%↑	11%↓	14% <sup>a</sup>
Discrimination	8%↓	15%↑	7%	7%
Concern for children	15%	17%↑	14%	14%
Sexual appeal in a manner that is exploitative and degrading (2012)	21%	-	-	-
Violence	9%↓	14%	14%	13%
Sex, sexuality or nudity	20%↓	26%↑	22%↓	26% <sup>a</sup>
Health and Safety	5%↓	11%↑	7%	6%
Other	3%	3%	4%	3%
None of these	64%↑	59%	60%	58%

Q9 / Q30 / Q33. 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: 2013 Exploitative & Degrading research study n=1,248; 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 (84% in 2013). These results were similar to the previous research (87% in 2012, 86% in 2010, 90% in 2009).

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

**Table 11: 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 E&D (2013) n=448	General public: Community perceptions (2012) n=513	General public: Sexuality (2010) n=492	General public: Violence (2009) n=501
Language	4%	4%	4%	2%
Discrimination	3%	4%	3% <sup>a</sup>	1%↓
Concern for children	5%	5%	5%	3%
Sexual appeal in a manner that is exploitative and degrading (2012)	5%	-	-	-
Violence	3%	3%	3%	2%
Sex, sexuality or nudity	6%	5%	7%	5%
Health and Safety	2%	2%	2%	1%
Other	1%	1%↑	0%↓	1%↑
Not made a complaint	84%	87%	86%	90%

Q10 / Q31 / Q34. 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; 2013 Exploitative & Degrading research study n=448; 2012 Community Perceptions n=513; Sexuality research study n=492, Violence research study n=501)

### Organisation to which the complaint was made

Those respondents who had made a complaint about paid advertising in the last 12 months (n=69 people in this research sample), were asked which organisation they complained to. Although not statistically significant, there was an increase in the proportion of respondents who had made a complaint to the ASB in 2013 (38%), compared to 2012 (26%).

The TV/radio station where respondents saw or heard the advert continued to be a common organisation to which complaints were made (36% in 2013, 36% in 2012, 24% 2010 and 48% in 2009).

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

Organisations	General public E&D (2013) n=69	General public: Community perceptions (2012) n=66	General public: Sexuality (2010) n=66	General public: Violence (2009) n=48
Advertising Standards Board	38%	26%	26%	31%
Advertising Claims Board	16%	21%	15%	-
Advertising Standards Bureau	17%	21%	17%	8%
Free TV	20%	30%	30%↑	15%↓
The TV/Radio station where you saw/heard the advert	36%	36%	24%↓	48%↑
The newspaper/ magazine where the advert was printed	16%	13%	10%	10%
Other	10%	6%	13%	6%
Don't Know	10%	12%	11%	8%

Q11 / Q32 / Q35. Which organisation(s) did you complain to? Multiple Response.

(Base=Respondents who have made a complaint about paid advertising in the last 12 months; 2013 Exploitative & Degrading research study n=69; 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 (40%). This was also the most common reason for not complaining in 2012 (42%), 2010 (39%) and 2009 (45%) studies.

Perceptions of a bureaucratic process (23%), not knowing who to complain to (20%) and not knowing how to complain (19%) were also key barriers to making a complaint about advertising in this research.

**Table 13: Reasons for choosing to not make a complaint**

Reasons	General public E&D (2013) n=379	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	40%	42%	39%	45%
Process of complaining is too bureaucratic	23%	24%	24%	21%
Too lazy / couldn't be bothered	18%	19%	20%	22%
Didn't know who to complain to	20%	18%	18%	15%
Didn't know how to complain	19%	18%	18%	16%
Too complicated / complex	18%	19%	17%	15%
Other	14%	14%	12%	10%
Don't know	9%	9%	7%	6%

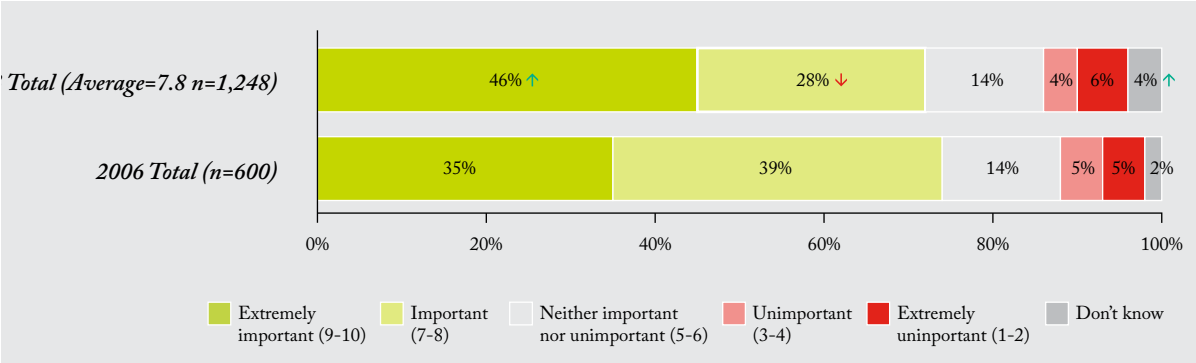
Q12 / Q33 / QQ36. For what reasons did you not make a complaint? Multiple Response

(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); 2013 Exploitative & Degrading research study n=379; 2012 Community Perceptions n=447; Sexuality research study n=426, Violence research study n=453)

Importance of the role of the ASB

Among all respondents in this research, 74% reported that the role of the ASB was important (extremely important + important). This was in line with the results from the 2006 Community awareness research (78% extremely important + important).

Figure 31: Importance of the role of the Advertising Standards Bureau

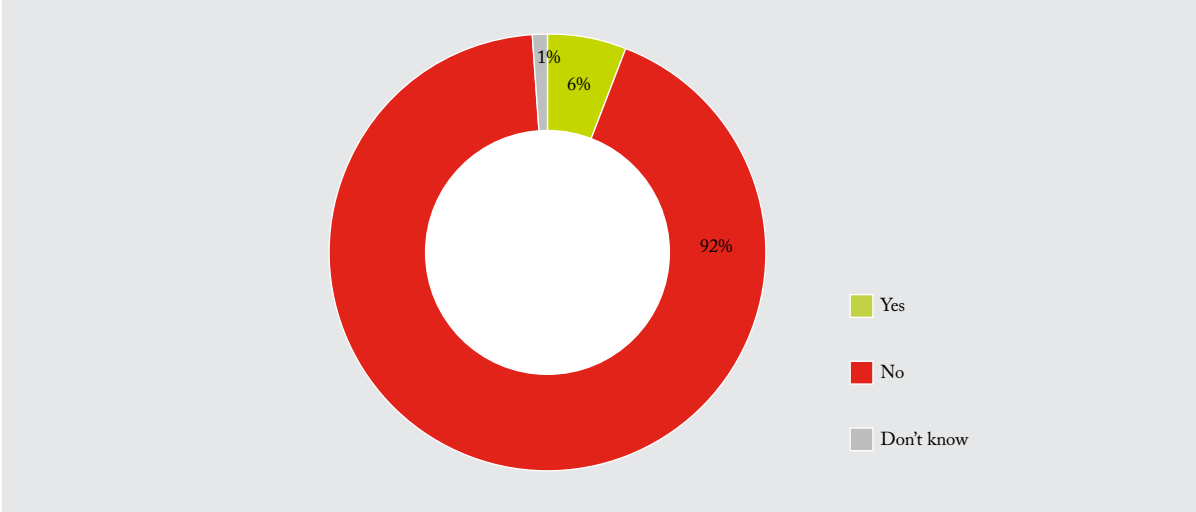


Q58. How unimportant or important do you feel the role of the Advertising Standards Bureau is? Using a scale of 1-10, where 1 is extremely unimportant and 10 is extremely important  
(Base=All respondents: 2013 Exploitative & Degrading research study n=1,248, 2006 Community awareness n=600)

Incidence of complaints about advertising among the general public

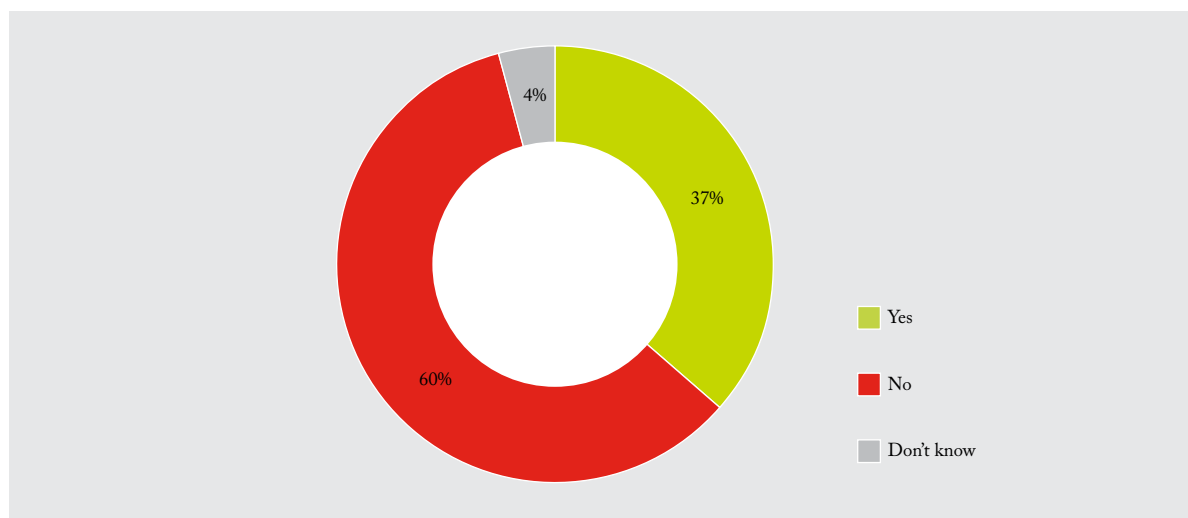
All respondents in this research were asked if they had ever made a formal complaint about advertising. Among the general public respondents, 6% reported they had made a complaint about advertising.

Figure 32: Incidence of making a formal complaint about advertising



Q56. Have you ever made a formal complaint about advertising? Single Response  
(Base=All respondents: 2013 Exploitative & Degrading research study n=1,248)

Among the respondents who had made a complaint about advertising, 37% had made a complaint to the ASB. Among the total population (n=1,248), the incidence of those making a complaint to the ASB in the general public was just 2%.

**Figure 33: Incidence of making a complaint about advertising to the Advertising Standards Bureau**

Q57. Have you ever made a formal complaint about advertising to the Advertising Standards Bureau? Single Response  
 (Base=Respondents who made a formal complaint about advertising: 2013 Exploitative & Degrading research study n=77)

The majority of respondents in this research reported that they would be encouraged to make a complaint to the ASB 'if they were extremely offended / concerned' (75%). This was significantly higher than the 2006 Community awareness research (57%). Other respondents mentioned they would be encouraged to complain to the ASB 'if the process was simple' (44% in 2013, up from 4% in 2006), 'if they knew who to complain to' (27% in 2013, up from 5% in 2006) and 'if the staff were helpful' (19% in 2013, up from 0% in 2006).

**Table 14: Encouragement to make a complaint to the Advertising Standards Bureau**

Reasons	General public	General public: Community awareness (2006)
If I was extremely offended / concerned	75%↑	57%
If the process was simple	44%↑	4%
If I knew who to complain to	27%↑	5%
If the staff were helpful	19%↑	0%
If complaining did any good / if complaints were handled effectively	2%	3%
If the advert was broadcast at an inappropriate time	0%	3%
If the advert affected children / was bad for children	0%↓	10%
If the advert contained sexual appeal in a manner that was exploitative or degrading	0%	-
If the advert contained bad or offensive language	0%	3%
If the advert contained any discrimination (e.g. sexism or racism)	0%	3%
If the advert contained violence	0%	2%
If the advert contained sex or nudity	0%	2%
Other	1%	3%
None / nothing	1%↓	4%
Don't know	9%	12%

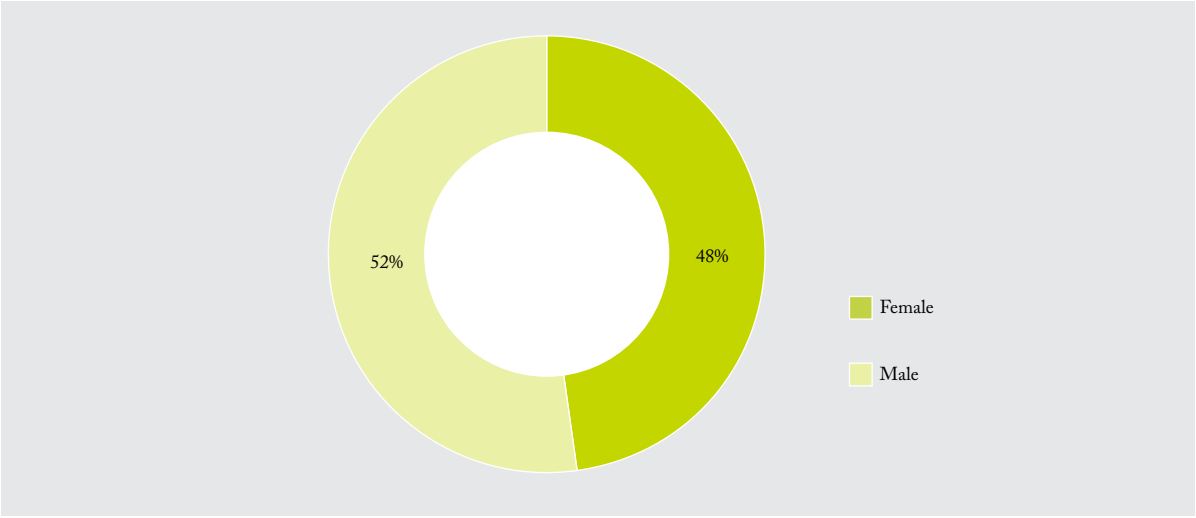
Q59. What would encourage you to make a complaint to the Advertising Standards Bureau? Multiple Response  
 (Base=All respondents: 2013 Exploitative & Degrading research study n=1,248, 2006 Community awareness n=600)



4.5. Sample Profile

Gender

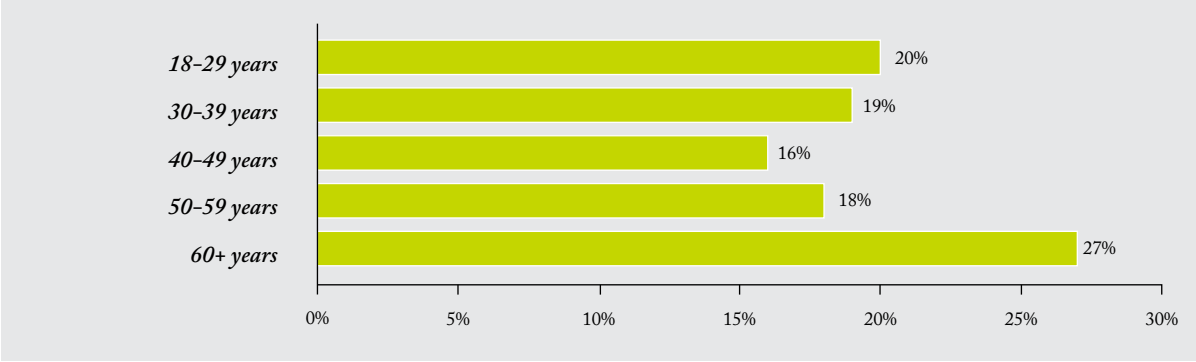
Figure 34: Gender



Q3. Please indicate your gender? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Age

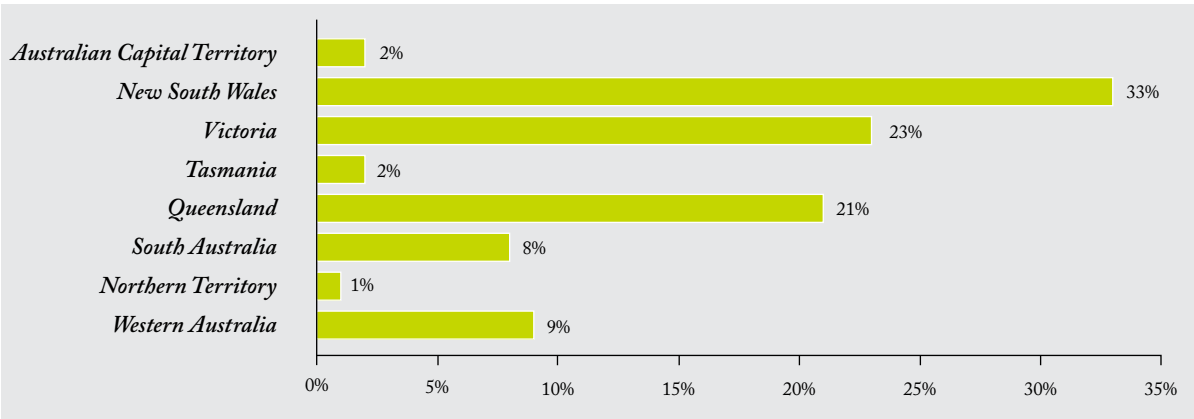
Figure 35: Age



Q5. Please indicate which of the following age groups you fall into? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

State of origin

Figure 36: State of origin



Q6. Please indicate where you live? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Metropolitan vs. Regional area

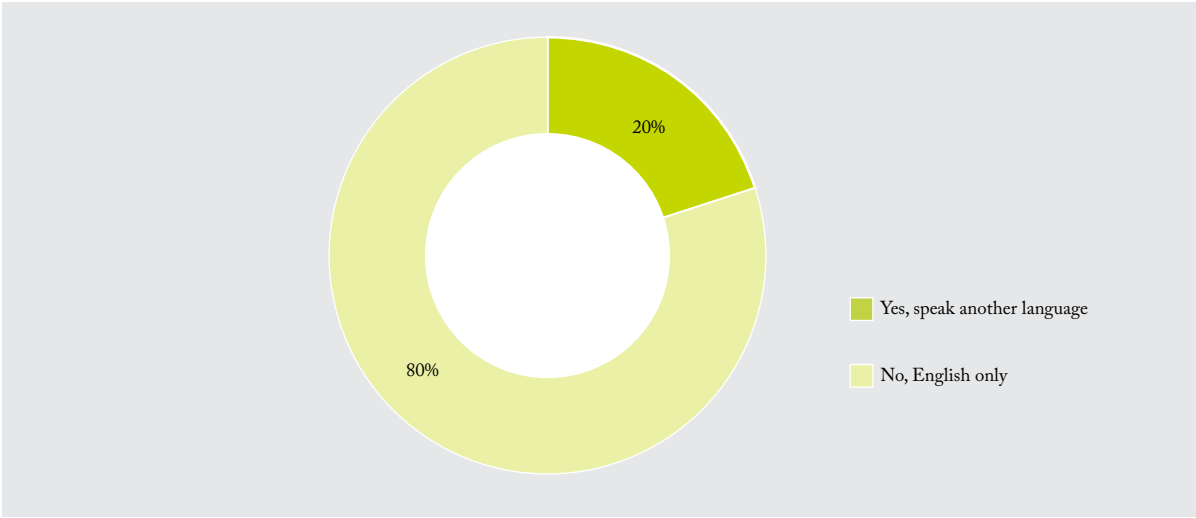
Table 15: Metropolitan vs. Regional area

State	Total	Metro	Regional
Australian Capital Territory	2%	3%	1%
New South Wales	33%	34%	32%
Victoria	23%	27%	16%
Tasmania	2%	1%	5%
Queensland	21%	16%	32%
South Australia	8%	9%	5%
Northern Territory	1%	1%	1%
Western Australia	9%	9%	8%

Q6B. Do you live in the metropolitan area of a capital city? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Language spoken at home

Figure 37: Language spoken at home



Q50. Do you speak a language other than English at home? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Languages spoken

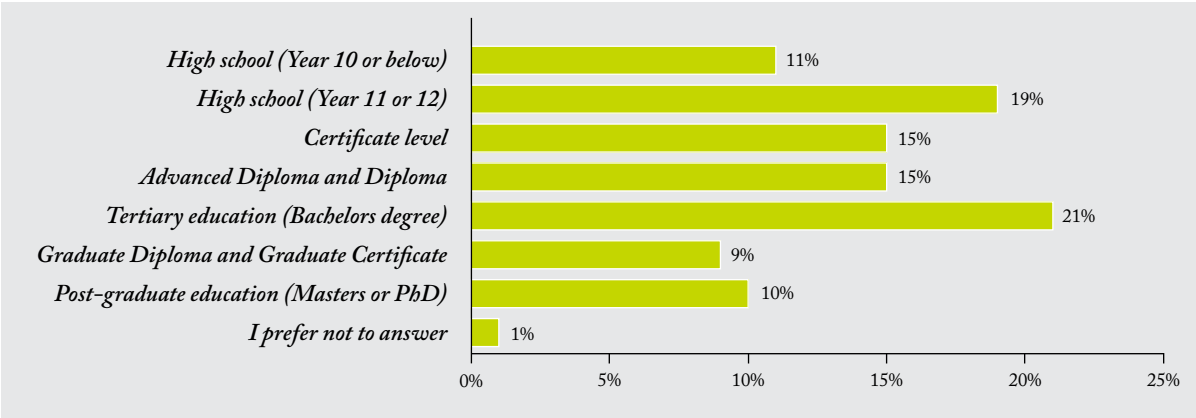
Table 16: Languages spoken

Languages	Speak another language at home n=244
Northern European languages	11%
Southern European languages	8%
Eastern European Languages	10%
Southwest and Central Asian languages	6%
Southern Asian languages	7%
Southeast Asian languages	19%
Eastern Asian languages	13%
Australian Indigenous languages	2%
Other languages	17%
I prefer not to answer	12%

Q51. What languages do you speak?  
(Base=Respondents who speak another language other than English at home 2013 Exploitative & Degrading research study n=244)

Education

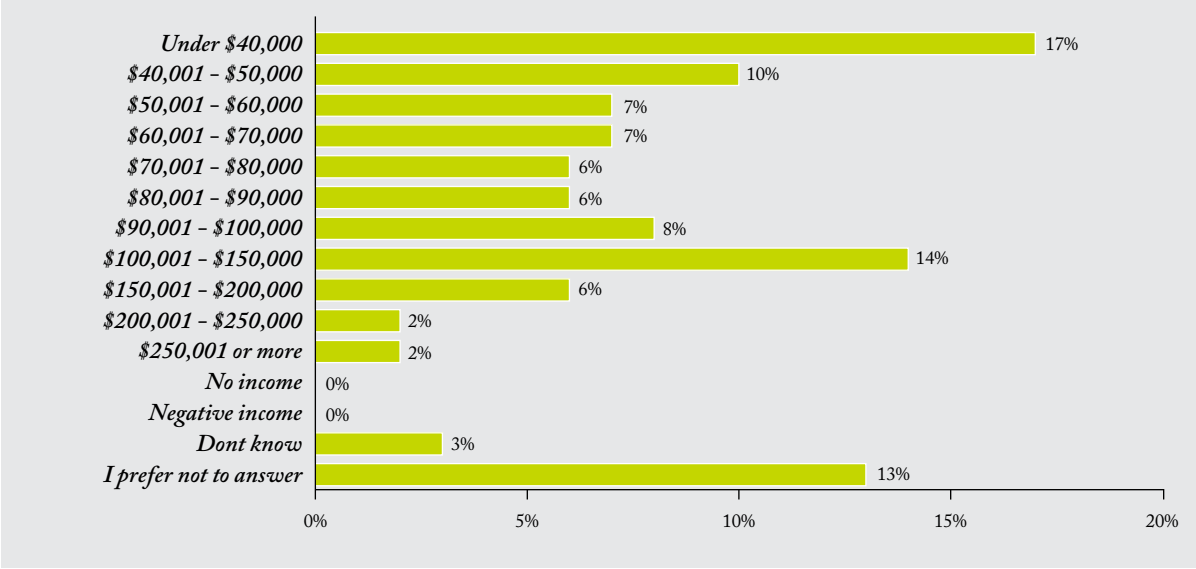
Figure 38: Education



Q52. What is the highest level of education you have attained? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Annual Household Income before Tax

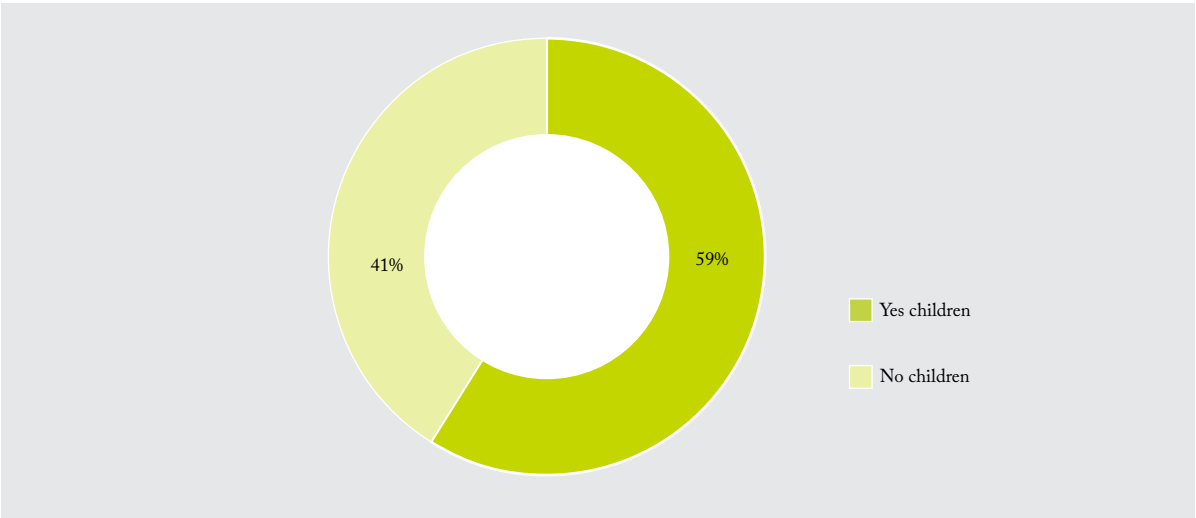
Figure 39: Annual Household Income before Tax



Q55. Including all pensions and allowances, what is your household's annual gross income before tax from all sources? (Single response).  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Children in household

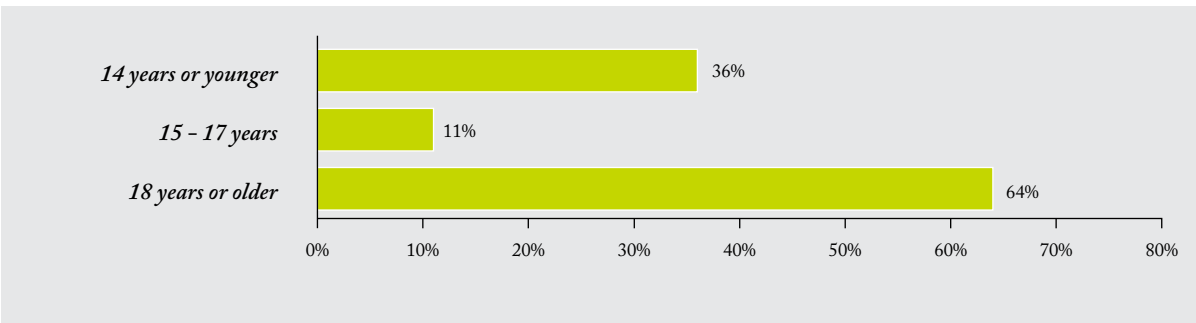
Figure 40: Children in household



Q53. Do you have any children? (Single response)  
(Base=All Respondents; 2013 Exploitative & Degrading research study n=1,248)

Ages of children

Figure 41: Ages of children



Q54. And what ages are they? (Multiple response)  
Base=Respondents who have children; 2013 Exploitative & Degrading research study n=740

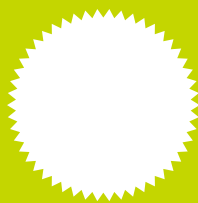
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*Detailed qualitative findings*

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# Part 5

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## 5. Detailed qualitative findings

### 5.1. Perceptions of sexual appeal in advertising

Prior to reading and understanding Section 2.2 of The Code, participants were asked to describe what it means to use sexual appeal in advertising, that is, what are the different ways sexual appeal is used in advertising. At this point, participants had not been exposed to The Code.

Through participant discussion, a range of factors and examples were raised, including:

- Anything that can attract the opposite sex to a product.
- Women or men being used in images to promote or sell a product.
- Using attractive people in a manner that influences buying decisions.
- Giving the impression that buying a product will make a person more attractive.
- Sexual appeal can be used in a range of mediums, including videos, images and sound.

The use of sexual appeal in advertising was described in a range of ways by participants, including

*“Using couples intimately, semi-naked or where the viewer gets the impression they are naked”*

*“Using women dressed in barely anything and sometimes using sexually explicit images and videos”*

*“Using pretty girls in car advertisements and also sports or sports equipment advertisements”*

Participants were then asked when it is OK to use sexual appeal in advertising. Participant discussion determined that it was ok to use sexual appeal in advertising in the following situations or circumstances:

- When there is relevance of the product to the use of sexual appeal (i.e. lingerie, condoms).
- When advertising is shown in places that are not visible to everyone.
- Late at night (not during children’s viewing times).
- When women are properly clothed, not wearing skimpy clothing.

Participants were then asked when it is NOT OK to use sexual appeal in advertising. Participant discussion determined that it was not ok to use sexual appeal in advertising in the following situations or circumstances:

- During prime time television (general viewing by children).
- When advertising products or services that are aimed at younger people, children or families (i.e McDonalds or Coles).
- In public spaces (i.e. public transport, outdoor billboards, shopping centres).
- When there is no way to avoid the advertising, be able to turn it off, or screen children from viewing it.
- When it shows nudity or sexual acts or a whole body in underwear.
- When it is not relevant to the product/service being advertised.
- At all times. It is never acceptable.

## 5.2. Prompted reactions to Section 2.2 of The Code

Following the general discussion about the use of sexual appeal in advertising, participants were shown the following extract:

The Advertising Standards Bureau – the ASB – is the organisation to whom complaints about advertising are directed. When the ASB reviews an ad in response to a complaint, the 20 member Board considers whether the ad complies with the relevant part of the Code of Ethics. If in the Board's view it does not comply, then the ad cannot continue to be used – whatever the medium, TV, radio, print, billboard, internet....

The part of the code that relates to the use of sexual appeal in advertising is:

*Section 2.2. Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.*

After viewing Section 2.2 of The Code, participants were asked for their initial reaction to this section of The Code. This section of The Code was described by many in their initial reaction as unclear and vague.

Several participants described Section 2.2 as open to interpretation, in that, what some people find is exploitative and degrading may be acceptable to others. Participants described this section of The Code as subjective, and in particular, subjective to the range of opinions of the 20 member Board. The individual opinions of the Board members were seen to be one of the determining factors in whether ads are viewed as acceptable or not under Section 2.2. One participant described their reaction to this section as “the pitfall of codes of conduct is all relative to those who oversee The Code”.

The majority of participants believed that expectations of what is exploitative and degrading is based on individual cultural differences and factors such as age and gender etc. These differences mean that the community has differing opinions about what constitutes sexual appeal that is exploitative and degrading.

When participants were asked to describe what exploitative and degrading means to them, the majority of participants struggled to provide a response. Among those participants who could provide a definition, the following responses were provided in relation to ‘exploitative’:

*“I think exploitation applies to the young, poor and people who are forced into things”*

*“To me it means that ads cannot be exploitative or degrading to anyone, and ads need to comply with this”*

*“Not to either exploit people or the products”*

*“Using people in the wrong way”*



*"It is up to the individual I think if they think they are being exploited then they can knock the job back though surely"*

Among those participants who could provide a definition, the following responses were provided in relation to 'degrading':

*"Anything that promotes a negative response in anyone"*

*"Using people in a sexually degrading way to sell a product"*

### Reactions to advertisements under Section 2.2 of The Code

Following the prompted discussion of Section 2.2 of The Code, participants were reminded of the online survey regarding the use of sexual appeal in advertising, which they all previously participated in. Participants were shown two ads from the online survey and provided with the results from the survey for these ads.

#### *Centrepoint Tamworth: Double the Fun – Outdoor billboard advertisement*

Participants were shown the Double the Fun outdoor billboard advertisement and provided with the following results from the online survey:

*Before we showed people The Code, 68% said the ad was 'unacceptable', 28% said the ad was 'acceptable' and 5% said 'don't know' about showing the ad on an outdoor billboard.*

*After we showed people The Code, 61% said the ad should 'NOT continue to be shown', 21% said the ad 'should continue to be shown' and 18% said 'don't know' about showing the ad on an outdoor billboard. There was a large increase in the percentage of people that said don't know.*

Participants were asked why they thought people in the online survey ('After' viewing The Code) felt this ad 'should continue' to be shown' on an outdoor billboard. Participants provided a range of reasons including, the ad:

- May be viewed as harmless by some people.
- It is possible to see women dressed this way every day in public, so the image may not be viewed as overly offensive.
- May not be viewed as breaching Section 2.2 of The Code.
- People may have become immune or desensitised to this type of advertising, due to the high sexualisation of advertising in society.
- May be viewed as humorous or funny.

Participants were asked why they thought people in the online survey ('After' viewing The Code) felt this ad 'should not continue' to be shown' on an outdoor billboard. Participants provided a range of reasons including, the ad:

- Was seen as 'degrading'.
- Showed too much nudity.
- Blatant and inappropriate use of breasts to sell a product.
- Not appropriate for children to view the ad.
- Not appropriate to show in a public space (i.e. outdoor billboard).
- Irrelevance of the use of sexual appeal to the product/business being advertised.

Participant discussion about why some people were 'unsure' about showing this ad on an outdoor billboard after viewing The Code, revealed a range of potential issues.

- Several participants stated that it was the issue of sexual appeal in advertising itself that may cause some people to sit on the fence and not take a stance on the issue. One respondent stated that people may “not want to get fined or labelled as sexist” and hence provide a ‘don’t know’ response.
- Some participants advised that the reason for the uncertainty of people in the online survey was a result of questioning their views and beliefs after viewing Section 2.2 of The Code. As described by participants below:

“Possibly society is used to seeing billboards of this standard in our community and after reading the code this made them think more about it but be unsure of where they stand.”

“After reading The Code I suspect it made them question what it means to not be ok with this kind of advertising. When you question yourself perhaps you’re not ready to commit to a change of view immediately.”

- Several participants felt that it was the nature of The Code itself that was potentially causing people to provide a ‘don’t know’ response after viewing The Code. These participants stated that The Code was unclear, resulting in a lack of understanding of The Code. Some participants stated that people may have been aware that the ad was using sexual appeal, but may have been unsure if the ad was classified as sexual appeal that was ‘degrading and exploitative’. The ad may have been viewed as borderline in terms of Section 2.2 of The Code. One respondent stated that people may sit on the fence and provide a ‘don’t know’ response because they may not find the ad personally unacceptable to show on an outdoor billboard, but would not like children to view the ad. Hence they were caught in a dilemma as to their stance on the question.
- A ‘don’t know’ or ‘unsure’ response was viewed by some participants as being as easy option and a way of providing a response without thinking about the answer more deeply.

### Honey Birdette – Shop window display

Participants were shown the Honey Birdette shop window display advertisement and provided with the following results from the online survey:

Before we showed people The Code 54% said the ad was ‘unacceptable’, 40% said the ad was ‘acceptable’ and 5% said ‘don’t know’ about showing the ad in a shop window.

After we showed people The Code, 50% said the ad should ‘NOT’ continue to be shown’, 32% said the ad ‘should continue to be shown’ and 19% said ‘don’t know’ about showing the ad in a shop window. There was a large increase in the percentage of people that said ‘don’t know’.

Participants were then asked why they thought people in the online survey (‘After’ viewing The Code) felt this ad ‘should continue to be shown’ as a shop window display. Participants provided a range of reasons including:

- Relevance of the advertisement to the shop and the products sold in the shop (i.e. lingerie).
- Placement of the advertisement – the majority of respondents felt the ad would be fine to show inside the lingerie shop but not in the front window. The main reason for this stance was that if the advertisement was inside the shop, people would have the option to view the ad or not. It would not be exposed to children and in the public domain.

Participants were asked why they thought people in the online survey ('After' viewing The Code) felt this ad 'should not continue to be shown' as a shop window display. Participants provided a range of reasons including, the ad:

- Can easily be seen by children.
- Not appropriate for a shopping centre, especially at Christmas time – which is family time.
- The lingerie on the model was seen to be too revealing.
- Not a good image for children and teenagers to be exposed to, as they are curious about sexuality.

Participant discussion about why some people were 'unsure' about showing this ad as a shop window display after viewing The Code, revealed similar issues to the Double the Fun ad.

- A 'don't know' or 'unsure' response was viewed by some participants as being as easy option and a way of providing a response without thinking about the answer more deeply and understand it.
- Several participants described the 'fence sitter' position as an easier choice on this issue.
- Other participants stated that people may be unsure if the ad can be classified as 'degrading'. The ad may be borderline for some people as the model is more revealing than an average underwear model.

### 5.3. Social media as advertising

The topic of social media as advertising was explored further in the focus groups. Participants were asked what they thought about the acceptability of social media ads, and whether there were any issues with the ads compared to more traditional advertising mediums (e.g. TV, print).

Participant discussion about the acceptability of social media ads was consistent across the group. There was agreement across the group that the same standards of acceptability need to apply to social media ads as they do to traditional forms of advertising. There was consensus among all participants that social media ads should be covered under The Code used by the ASB.

Participants were then asked about the nature of social media advertising and asked to consider if Facebook and comments and images posted by members constitute advertising. Again there was consensus among the group that advertiser Facebook pages, comments and images posted by users do constitute advertising. There was agreement that these should be moderated by the advertiser and should meet the same standards as traditional forms of advertising. There was also agreement by all participants that these aspects are the responsibility of the advertiser.

In relation to the impact of age restrictions on acceptability (i.e. have to be 18 years or over to enter an alcohol Facebook page), this was viewed by the group as a difficult area to monitor and control. It was recognised that there is no form of ID on Facebook pages and people have the ability to fake their age to gain access to pages with adult content. However, there was agreement among participants that any use of sexual appeal in advertising must not be exploitative and degrading. One respondent commented that "the Code has no age restriction so that is irrelevant".

## Reactions to social media advertisements

Following the general discussion about social media as advertising, participants were again reminded of the online survey regarding the use of sexual appeal in advertising which they all previously participated in. Participants were shown two ads from the online survey and provided with the results from the survey for these ads.

### Zoo Facebook ad – Social media

Following the general (unprompted) discussion about social media as advertising, participants were shown the Zoo Facebook ad and provided with the following results from the online survey:

The results for the ZOO Facebook ad from the online survey were as follows:

*Before we showed people The Code 46% said the ad was unacceptable, 48% said the ad was acceptable and 6% said don't know. After we showed people The Code, 44% said the ad was unacceptable, 36% said the ad was acceptable and 21% said don't know. There was a large increase in the percentage of people that said don't know.*

Participants were asked why they thought people in the online survey ('After' viewing The Code) felt this ad 'should continue to be made available' on the Internet. Participants provided a range of reasons including:

- Relevance of the advertisement to the product (i.e. a men's magazine).
- The image of the women in bathers is no more revealing than the front cover of the magazine she is holding.
- The woman is voluntarily putting her photo on the Facebook page.
- A woman in a bikini can be seen in public (i.e. at the beach).

Participants were asked why they thought people in the online survey ('After' viewing The Code) felt this ad 'should not continue to be made available' on the Internet. Participants provided a range of reasons including:

- The ad was too revealing.
- Individuals feel the photo breaches Section 2.2 of The Code.
- The ad may encourage teenagers to send in pictures or post pictures on the Internet.
- Only appropriate for adults to view the image. It should be an age restricted page.

Participant discussion about why some people were 'unsure' about making this ad available on the Internet after viewing The Code, focused on the definition of Section 2.2 to determine acceptability of the ad.

- Several participants stated The Code is unclear and people may have been unsure how to interpret The Code in this context and could not formulate an opinion.

*"Because they probably thought there was nothing wrong with it or nothing right with it"*

*"Definitely a difficult thing to determine what fits within the code"*

- A 'don't know' or 'unsure' response was viewed by some participants as being as easy option and a way of providing a response without thinking about the answer more deeply and understand it.

### ShearEwe: Woman being shorn and Wicked Campers ads – Social media

Participants were then shown two social media ads that they had not seen in the online survey, including the ShearEwe – woman being shorn and the Wicked Campers – women are like bars Facebook ads.

Following the advertisements, participants provided their initial reactions to both advertisements. Participants described the Wicked Campers ad as degrading to women and inappropriate. The ShearEwe advertisement was described as “weird” by the majority of participants. There was general confusion about the advertisement and its use of sexual appeal being irrelevant to the product.

When asked how these two ads related to The Code that the ASB uses, participants generally found the Wicked Campers ad to be degrading towards women. Participants were more uncertain about the ShearEwe advertisement, mainly by their lack of understanding of the ad.

### 5.4. Sexualisation of children

The use of children in advertising was explored further in the qualitative focus groups. Participants were asked when it is OK to use children in advertising. Participant discussion determined that it was ok to use children in advertising in the following situations or circumstances:

- When the product and the ad are relevant to each other and to the child shown.
- When it is a children’s product being advertised (i.e. children’s clothing, kindergarten).
- When it is a family advertisement and the use of children is relevant (i.e. a car ad showing children with a family).
- When the advertisement is appropriate for the age of the children in the ad.
- When children are undertaking childlike activities (i.e. eating ice-cream, playing with friends, having fun).
- When their parents consent to having the child in the ad.

Participants were asked when it is NOT OK to use children in advertising. Participant discussion determined that it was not ok to use children in advertising in the following situations or circumstances:

- When advertising adult products (e.g. sex, drugs, alcohol).
- Where the product is not related to children’s use or family use.

### Reactions to sexualisation of children advertisements

Following the general (unprompted) discussion about the use of children in advertising, participants were shown the Way Funky Funkita print ad from the online survey and provided with the results from the survey for this ad.

The results for the Way Funky Funkita print ad from the online survey were as follows:

*Before we showed people The Code 32% said the ad was unacceptable, 61% said the ad was acceptable and 7% said don’t know. After we showed people The Code, 45% said the ad was unacceptable, 40% said the ad was acceptable and 15% said don’t know. There was a large increase in the percentage of people that said don’t know.*

Participant reactions to the Way Funky Funkita ad were very strong. There was agreement among the group that the ad should not continue to be shown. Several participants felt the ad should be banned and some participants didn’t want to even look at the ad.

Participant discussion about why they thought people in the online survey ('After' viewing The Code) felt this ad 'should not continue to be shown' revealed the following reasons:

- The girl is portrayed to be a lot older than she really is.
- The use of the child in the ad is not appropriate.
- The girl's pose was seen to be too suggestive, too adult, and inappropriate.

Participants were then shown a new Internet ad that they had not seen before – Kotton Kandy ad. Initial reactions to the ad were anger at the advertiser. Participants stated that the way the child is shown in the ad made them feel angry, upset and the majority found the image to be disturbing. The participants agreed that the image breached Section 2.2 of The Code, and they all agreed that the ad was not acceptable to be shown.

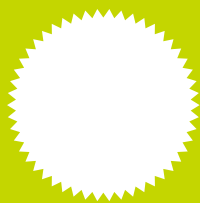
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*Appendices*

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# Part 6

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## *Appendix A: Technical notes*

### 6.1. Research approach

The following four stage approach was used for the research undertaken by CBSR:

- Stage 1: Quantitative questionnaire development and testing
- Stage 2: Quantitative fieldwork with online survey
- Stage 3: Online focus groups with targeted respondents
- Stage 4: Analysis and reporting and presentation of findings

### 6.2. 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 an Australian online research 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 1,248 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; and
- A cross section of consumers of varying education levels responded to the survey.



## Fieldwork

Fieldwork for the survey was conducted between 24 and 30 October 2013.

- The final response rate is the number of surveys completed as a proportion of eligible members. Thus the final response rate for the survey was 8.9%<sup>1</sup>.
- The average length of the survey was 23.8 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 17: Quotas and sample achievement**

Target respondent	Target quota	Sample achievement
Males 18-24	n=78	n=78
Males 25-34	n=113	n=113
Males 35-44	n=108	n=109
Males 45-55	n=103	n=105
Males 55-64	n=88	n=90
Males 65 and over	n=102	n=109
Females 18-24	n=74	n=79
Females 25-34	n=111	n=116
Females 35-44	n=110	n=111
Females 45-55	n=105	n=110
Females 55-64	n=89	n=100
Females 65 and over	n=118	n=128
Total	N=1,200	N=1,248

## 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 CBSR is used by the ABS for its many population surveys; the ABS always publish weighted results rather than raw data.

<sup>1</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 1,248 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.

## Appendix B: Advertisements

<i>Santa Fe Gold</i>	Rated: n/a	Format: Billboard	Complaint: Upheld	Case number: 0252/13
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Billboard advertisement for Santa Fe Gold featuring a woman in a low cut top which exposes a substantial part of her bosom. The text reads, "I'm waiting".

<i>Metro Motorcycles</i>	Rated: n/a	Format: Print	Complaint: Upheld	Case number: 0316/13
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A half page print advertisement featuring an image of a motorbike and a young woman. The woman is lying on her back on the floor with her hands cupping her breasts. She is naked except for black string tie briefs and black high heeled shoes.

<i>Zoo Facebook page</i>	Rated: n/a	Format: Internet social	Complaint: Upheld	Case number: 0437/12
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Zoo magazine posted images of women on their Facebook page and invited comments about the images. One image shows a woman wearing a bikini and holding a copy of Zoo magazine with comments making reference to her body and appearance.

<i>Double the Fun</i>	Rated: n/a	Format: Outdoor	Complaint: Upheld	Case number: 0023/13
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This outdoor image features a woman's cleavage with the words, "Entertainment Quarter" written above them. Underneath are the words, "Double the fun".

<i>Bonds – Shop Your Shape</i>	Rated: n/a	Format: Outdoor	Complaint: Dismissed	Case number: 0361/12
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The print ad shows two female models posing 'in character' wearing Bonds underwear. One woman is posing side on, arm out in front of her with her head turned towards the viewers. The other woman is replying to the other model's dance move, posing in the opposite direction with her face turned back facing the other model.

<i>Brierley Hose &amp; Handling</i>	Rated: G	Format: TV	Complaint: Dismissed	Case number: 0065/12
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The TV commercial shows a young female in shorts in a workshop, picking up a hose, walking to different locations within the workshop and performing different tasks with this hose pipe.

<i>Honey Birdette</i>	Rated: n/a	Format: Shop window display	Complaint: Upheld	Case number: 0026/13
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Image of a blonde model wearing a pink full length corset, briefs, black stockings and a Santa hat.

<i>Lion – Stella Artois</i>	Rated: n/a	Format: Transport	Complaint: Dismissed	Case number: 0011/13
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Image of a well-dressed man and a woman. The woman is sipping a beer from a glass and the man is gazing at her. The text reads “Stella Artois – she is a thing of beauty”.

<i>Tremonti Jewellery – Legs</i>	Rated: M	Format: Cinema	Complaint: Upheld	Case number: 0030/13
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Cinema advertisement featuring three sets of woman’s legs filmed from above- they are fully dressed. Empty jewellery boxes are shown and the women’s legs remain closed. Boxes open to show jewellery and the women’s legs part.

<i>Want it now – woman on sofa</i>	Rated: n/a	Format: Transport	Complaint: Dismissed	Case number: 0465/12
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This back of bus advertising poster features a picture of a glamorous woman reclining on a sofa and holding a laptop computer. There is a title saying ‘she wants it now’ and she is surrounded by shopping bags to show she has purchased and received her goods via ‘wantitnow’.

<i>Way Funky Funkita</i>	Rated: n/a	Format: Print	Complaint: Dismissed	Case number: 0003/12
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The advertisement is a 16 page A4 sized colour catalogue titled ‘Funkita Girls Beach House, Summer 2011’. The catalogue contains a range of colour images of girls in Funkita swimwear, some posed individually and others posed in groups. The images use a number of settings in and around a beach house, including a Kombi van.

<i>Fosters VB Facebook page</i>	Rated: n/a	Format: Internet social	Complaint: Upheld	Case number: 0271/12
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Facebook page for VB which features questions posted by the advertiser and comments from members of the community. The comments include coarse language and sexual references.

## 6.3. Additional advertisements used in qualitative focus groups

<i>ShearEwe</i>	Rated: n/a	Format: Internet social	Complaint: Upheld	Case number: 0239/12
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Image of a woman wearing a pink jumpsuit reclining on a chair while a man appears about to shear her as if she is a sheep.

<i>Wicked Campers</i>	Rated: n/a	Format: Internet social	Complaint: Upheld	Case number: 0461/12
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A Facebook page which included an image of a van painted with a slogan 'I take my women like I take my bars - liquor in the front, poker in the rear'.

<i>Kotton Kandy</i>	Rated: n/a	Format: Internet social	Complaint: Dismissed	Case number: 0138/13
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Images of young girls on the Kotton Kandy website modelling their range of clothing and swimwear. They are wearing make-up and bright coloured wigs.

## Appendix C: Commercials Advice Classifications (CAD)

Table 18: CAD Ratings and broadcast times applicable to this research

CAD Rating	Code	Definition	Product description
Children	"C"	<b>General Unrestricted</b> May be broadcast at any time, except during P (Preschool) programs.	Commercials which comply with the CTS.
General	"G"	<b>General</b> May be broadcast at any time except during P and C (Children's) programs or adjacent to P or C periods.	Commercials which comply with the G classification criteria in Appendix 4, Section 2 of the Code of Practice and provided the content is very mild in impact and does not contain any matter likely to be unsuitable for children to watch without supervision.
General/ Warning	"W"	<b>General/Care in Placement</b> May be broadcast at any time except during P and C programs or adjacent to P or C periods. Exercise care when placing in cartoon and other programs promoted to children or likely to attract a substantial child audience.	Commercials which comply with the G classification criteria in Appendix 4, Section 2 of the Code of Practice but require special care in placement in programs promoted to children or likely to attract a substantial child audience.
PG – Parental Guidance	"P"	<b>Parental Guidance Recommended</b>  May be broadcast during the following hours, except during P and C programs or adjacent to P or C periods: <ul style="list-style-type: none"> <li>• Weekdays 8.30am – 4.00pm</li> <li>• Weekdays 7.00pm – 6.00am</li> <li>• Weekends 10.00am – 6.00am</li> </ul> Exercise care when placing in cartoon and other child – appeal programs.  <b>Digital Multi-Channels</b>  In addition, may be broadcast during the following hours: <ul style="list-style-type: none"> <li>• Weekdays 6.00am – 8.30am</li> <li>• Weekdays 4.00pm – 7.00pm</li> <li>• Weekends 6.00am – 10.00am</li> </ul>	Commercials which comply with the PG classification criteria in Appendix 4, Section 3 of the Code of Practice and which contain careful presentations of adult themes or concepts which are mild in impact and remain suitable for children to watch with supervision.

CAD Rating	Code	Definition	Product description
M – Mature	“M”	<p><b>Recommended for viewing only by persons 15 and over.</b></p> <p>May be broadcast during the following hours, except during P and C programs or adjacent to P or C periods:</p> <ul style="list-style-type: none"> <li>• Weekdays ( schooldays): <ul style="list-style-type: none"> <li>- 8.30pm–5.00am (see Note 1)</li> <li>- 12 noon–3.00pm (see Note 2)</li> </ul> </li> <li>• Weekdays (school holidays) &amp; Weekends: <ul style="list-style-type: none"> <li>- 8.30pm–5.00am (see Note 1)</li> </ul> </li> </ul> <p>Note 1: not in G or PG programs or sport starting at or continuing past 8.30pm. If the program continues past 10.30pm, this restriction ceases to apply.</p> <p>Note 2: see Clause 2.10.3 of the Code of Practice for time zone difference adjustment.</p>	Commercials which comply with the M classification criteria in Appendix 4, Section 4 of the Code of Practice.
MA – Mature Adult	“A”	<p><b>Suitable for viewing only by persons 15 and over.</b></p> <p>May be broadcast between 9.00pm and 5.00am on any day, except in G or PG programs or sport.</p> <ul style="list-style-type: none"> <li>• Starting at or continuing past 8.30pm</li> <li>• Starting before and continuing past 8.30pm</li> <li>• In a break preceding a program which starts at 8.30pm.</li> </ul> <p>If the program continues past 10.30pm, this restriction ceases to apply. Refer: Section 3.11, Code of Practice.</p>	Commercials which comply with the MA classification criteria in Appendix 4, Section 5 of the Code of Practice.

## *Appendix D: Quantitative questionnaire*

### Section A: Mandatory QMS requirements

#### Email introduction – Do not script, this will go in email invitation

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

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

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

#### Survey introduction – this should be the first page of the script

Thank you for agreeing to complete our new survey.

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

Thank you for your time and have a nice day.



## Section B: Individual project requirements

## Screener

## Q2 EMPLOY

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

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
o1	Market Research	→CLOSE
o2	An advertising agency	
o3	Any other organisation heavily involved with advertising in any way	
o4	The legal profession	→CONTINUE
o5	A company involved in banking or finance	
o6	Unsure	→CLOSE
o7	None of the above	→CONTINUE

## Q3 GENDER

*Q3 Please indicate your gender*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Male	→CHECK QUOTAS (INTERLOCKING WITH AGE) & CONTINUE
o2	Female	

## Q4 AUSTRALIAN RESIDENT

*Q4 Are you a permanent resident of Australia?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	→CONTINUE
o2	No	→CLOSE

## Q5 AGE

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

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Under 18	→CLOSE
o2	18-24 years	
o3	25-29 year	
o4	30-34 years	
o5	35-39 years	
o6	40-44 years	→CHECK QUOTAS (INTERLOCKING WITH GENDER) AND & CONTINUE
o7	45-49 years	
o8	50-54 years	
o9	55-59 years	
o10	45-59 years	
o11	60-64 years	
o12	65+ years	

Q6 STATE

Q6 Please indicate where you live.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	New South Wales	➔CHECK SOFT QUOTAS and SPREAD FOR STATE
o2	ACT	
o3	Victoria	
o4	Tasmania	
o5	Queensland	
o6	South Australia	
o7	Northern Territory	
o8	Western Australia	
o9	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.

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

Exploitative and Degrading (Section 2.2 AANA (Australian Association of National Advertisers) Code of Ethics)

DO NOT SHOW THIS TITLE IN ONLINE PROGRAMMING – TOPIC HAS TO REMAIN UNPROMPTED FOR EACH SECTION)

Ad	Description of ad	Medium
Ad 1.	Santa Fe Gold – I'm waiting	Billboard
Ad 2.	Metro Motorcycles	Print
Ad 3.	ACP Publishing – Zoo Facebook page	Internet – social
Ad 4.	Centrepont Tamworth – Double the Fun	Outdoor
Ad 5.	Bonds – Shop Your Shape	Outdoor
Ad 6.	Brierley Hose and Handling	TV
Ad 7.	Honey Birdette	Shop window display
Ad 8.	Lion – Stella Artois	Transport
Ad 9.	Tremonti jewellery- Legs	Cinema
Ad 10.	Want it now – woman on sofa	Transport
Ad 11.	Way Funky Funkita	Print
Ad 12.	Fosters VB Facebook page	Internet – social

#### PLEASE RANDOMISE ADS 1-12 FOR EACH RESPONDENT

#### Q7. ACCEPTABLE: AD 1

SHOW AD 1: Santa Fe Gold – I'm waiting (Outdoor)

*Q7A. Do you believe it is acceptable to show this advertisement on an outdoor billboard?*

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

Q8.ACCEPTABLE: AD 2

SHOW AD 2– Metro Motorcycles (Print)

Q8A. 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 <b>acceptable</b> to show this ad in print	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this ad in print	
97	Don't Know	

Q9.ACCEPTABLE: AD 3

SHOW AD 3 – ACP Publishing – Zoo Facebook page (Internet)

Q9A. 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 <b>acceptable</b> to make this ad available on the Internet	→ CONTINUE
02	No, it is <b>not acceptable</b> to make this ad available on the Internet	
97	Don't Know	

Q10. ACCEPTABLE: AD 4

SHOW AD 4: Centrepont Tamworth – Double the Fun (Outdoor)

Q10A. Do you believe it is acceptable to show this advertisement on an outdoor billboard?

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

Q11. ACCEPTABLE: AD 5

SHOW AD 5: Bonds – Shop Your Shape (Outdoor)

Q11A. Do you believe it is acceptable to show this advertisement on an outdoor billboard?

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

## Q12.ACCEPTABLE: AD 6

SHOW AD 6: Brierley Hose and Handling (TV)

*Q12A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this ad on television at any time of the day	→CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this ad on television anytime except in pre-school and children's programs	
03	No, it is <b>not acceptable</b> to broadcast this ad on television at any time of the day	
97	Don't Know	

## Q13.ACCEPTABLE: AD 7

SHOW AD 7 – Honey Birdette (Shop window display)

*Q13A. Do you believe it is acceptable to show this advertisement as a shop window display?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to show this ad as a shop window display	→CONTINUE
02	No, it is <b>not acceptable</b> to show this ad as a shop window display	
97	Don't Know	

## Q14.ACCEPTABLE: AD 8

SHOW AD 8 – Lion – Stella Artois (Transport)

*Q14A Do you believe it is acceptable to show this advertisement on transport (e.g. on a bus or train)?*

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

## Q15.ACCEPTABLE: AD 9

SHOW AD 9: Tremonti jewellery- Legs (Cinema)

*Q15A. Do you believe it is acceptable to broadcast this advertisement at the cinema?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this ad at the cinema	→CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this ad 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 <b>acceptable</b> to broadcast this ad 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 <b>not acceptable</b> to broadcast this ad at any time at the cinema	
97	Don't Know	

Q16.ACCEPTABLE: AD 10

SHOW AD 10 – Want it now – woman on sofa (Transport)

Q16A Do you believe it is acceptable to show this advertisement on transport (e.g. on a bus or train)?

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

Q17.ACCEPTABLE: AD 11

SHOW AD 11 – Way Funky Funkita (Print)

Q17A 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 <b>acceptable</b> to show this ad in print	→ CONTINUE
02	No, it is <b>not acceptable</b> to show this ad in print	
97	Don't Know	

Q18.ACCEPTABLE: AD 12

SHOW AD 12 – Fosters VB Facebook page (Internet)

Q18A. 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 <b>acceptable</b> to make this ad available on the Internet	→ CONTINUE
02	No, it is <b>not acceptable</b> to make this ad available on the Internet	
97	Don't Know	

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

**Section 2.2 of The Code:**

Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

This section of The Code prohibits the objectification of men, women and children.

AANA Practice Note states that:

- In advertisements where images of children are used, sexual appeal is not acceptable and will always be regarded as exploitative and degrading. Advertisements must not state or imply that children are sexual beings and that ownership or enjoyment of the advertised product will enhance their sexuality. Children must not be portrayed in a manner which treats them as objects of sexual appeal.
- Not all images of people who are scantily clad will be unacceptable under this section. This section restricts the use of such images only if they are exploitative and degrading.
- Exploitative means clearly appearing to purposefully debase or abuse a person, or group of person, for the enjoyment of others, and lacking moral, artistic or other values.
- Degrading means lowering in character or quality a person or group of persons.

[THESE NEXT 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.]

*Q19A. Thinking back to the Santa Fe Gold outdoor advertisement [SHOW SCREENSHOT OF AD 1: Santa Fe Gold – I’m waiting AD], and Section 2.2 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	

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

*Q19C (IF ACCEPTABLE CODE 01 AT Q19A): How come?*

**Q20A.** Thinking back to the *Metro Motorcycles* print advertisement [SHOW SCREENSHOT OF AD 2: *Metro Motorcycles AD*], and Section 2.2 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	

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

**Q20C** (IF ACCEPTABLE CODE 01 AT Q20A): How come?

**Q21A.** Thinking back to the *ZOO Facebook* internet advertisement [SHOW SCREENSHOT OF AD 3: *ACP Publishing – Zoo Facebook page AD*], and Section 2.2 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	

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

**Q21C** (IF ACCEPTABLE CODE 01 AT Q21A): How come?

**Q22A.** Thinking back to the *Double the Fun* outdoor advertisement [SHOW SCREENSHOT OF AD 4: *Centrepont Tamworth – Double the Fun AD*], and Section 2.2 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	

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



*Q22C (IF ACCEPTABLE CODE 01 AT Q22A): How come?*

*Q23A. Thinking back to the Bonds outdoor advertisement [SHOW SCREENSHOT OF AD 5: Bonds – Shop Your Shape AD], and Section 2.2 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	

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

*Q23C (IF ACCEPTABLE CODE 01 AT Q23A): How come?*

*Q24A. Thinking back to the Brierley Hose and Handling television advertisement [SHOW SCREENSHOT OF AD 6: Brierley Hose and Handling 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 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 continue to be shown on television, except in pre-school and children's programs	
03	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	

*Q24B. (IF UNACCEPTABLE CODE 03 AT Q24A): How come?*

*Q24C (IF ACCEPTABLE CODE 01 OR 02 AT Q24A): How come?*

Q25A. Thinking back to the Honey Birdette shop window display advertisement [SHOW SCREENSHOT OF AD 7: Honey Birdette AD], and Section 2.2 of The Code you just read, please indicate your response as to if the advertisement should continue to be as a shop window display.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the code, this ad should continue to be shown as a shop window display	➔CONTINUE
02	According to this section of the code, this ad should not continue to be shown as a shop window display	
97	Don't Know	

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

Q25C (IF ACCEPTABLE CODE 01 AT Q25A): How come?

Q26A. Thinking back to the Stella Artois advertisement [SHOW SCREENSHOT OF AD 8: Lion – Stella Artois AD], and Section 2.2 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	

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

Q26C (IF ACCEPTABLE CODE 01 AT Q26A): How come?

**Q27A. Thinking back to the Tremonti jewellery- Legs cinema advertisement [SHOW SCREENSHOT OF AD 9: Tremonti jewellery- Legs 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	

**Q27B. (IF UNACCEPTABLE CODE 04 AT Q27A): How come?**

**Q27C. (IF ACCEPTABLE CODE 01 OR 02 OR 03 AT Q27A): How come?**

**Q28A. Thinking back to the Want it now – woman on sofa advertisement [SHOW SCREENSHOT OF AD 10: Want it now – woman on sofa AD], and Section 2.2 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	

**Q28B. (IF UNACCEPTABLE CODE 02 AT Q28A): How come?**

**Q28C. (IF ACCEPTABLE CODE 01 AT Q28A): How come?**

Q29A. Thinking back to the Way Funky Funkita print advertisement [SHOW SCREENSHOT OF AD 11: Way Funky Funkita AD], and Section 2.2 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	

Q29B. (IF UNACCEPTABLE CODE 02 AT Q29A): How come?

Q29C (IF ACCEPTABLE CODE 01 AT Q29A): How come?

Q30A. Thinking back to the Fosters VB Facebook page internet advertisement [SHOW SCREENSHOT OF AD 12: Fosters VB Facebook page AD], and Section 2.2 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	

Q30B. (IF UNACCEPTABLE CODE 02 AT Q30A): How come?

Q30C (IF ACCEPTABLE CODE 01 AT Q30A): How come?

## Section D: Complaints procedures

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

*Q31. If you had a complaint about the standards of paid advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to?*

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

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Advertising Standards Bureau	→ SKIP TO Q33
02	Advertising Claims Board	
03	Free TV	
04	The TV / Radio station where you saw / heard the advert	
05	The newspaper / magazine where the advert was printed	
06	Other (specify)	
07	Don't know (SR ONLY)	
99	None / there's nowhere to complain to (SR ONLY)	→ CONTINUE

IF DON'T MENTION ADVERTISING STANDARDS BUREAU (Q31=NOT 01) ASK Q32.

*Q32. Are you aware that you can complain to the Advertising Standards Bureau?*

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

*Q33. In the last 12 months have you been concerned or offended about paid advertising standards in relation to any of the following?*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Language	→ CONTINUE
02	Discrimination	
03	Use of sexual appeal in a manner that is exploitative and degrading	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Concern for children	
96	Other (specify)	→ SKIP TO SECTION E
97	None of these	

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q33=01-07). OTHERS SKIP TO SECTION E

**Q34. In the last 12 months have you made a formal complaint about paid advertising standards in relation to any of the following?**

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Language	→ CONTINUE
02	Discrimination	
03	Use of sexual appeal in a manner that is exploitative and degrading	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Concern for children	
96	Other (specify)	→ SKIP TO Q36
97	Not made a complaint	

ASK THOSE WHO HAVE MADE A COMPLAINT ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q34=01-07). OTHERS SKIP TO SECTION E

**Q35. Which organisation(s) did you complain to?**

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

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING BUT HAVE NOT MADE COMPLAINT (Q33=01-07 AND Q34=97). OTHERS SKIP TO SECTION E

**Q36. For what reasons did you not make a complaint?**

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

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, use of sexual appeal in a manner that is exploitative and degrading, 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.

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

Q37 AGREE CODE OF ETHICS SECTION 2.1

**Section 2.1 of The Code:**

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

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Strongly agree	→CONTINUE
o2	Slightly agree	
o3	Neither agree or disagree	
o4	Slightly disagree	
o5	Strongly disagree	
97	Don't Know	

Q38 AGREE CODE OF ETHICS SECTION 2.2

**Section 2.2 of The Code:**

Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Strongly agree	→CONTINUE
o2	Slightly agree	
o3	Neither agree or disagree	
o4	Slightly disagree	
o5	Strongly disagree	
97	Don't Know	

**Q39 AGREE CODE OF ETHICS SECTION 2.3**

**Section 2.3 of The Code:**

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

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

**Q40 AGREE CODE OF ETHICS SECTION 2.4**

**Section 2.4 of The Code:**

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

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

**Q41 AGREE CODE OF ETHICS SECTION 2.5**

**Section 2.5 of The Code:**

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

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



Q42 AGREE CODE OF ETHICS SECTION 2.6

Section 2.6 of The Code:

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

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

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.

Q50 LOTE

Q50 Do you speak a language other than English at home?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→CONTINUE
02	No, English only	→SKIP TO Q52
99	I prefer not to answer	

Q51 LANGUAGE

Q51. What languages do you speak?

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Northern European languages	→CONTINUE
02	Southern European languages	
03	Eastern European Languages	
04	Southwest and Central Asian languages	
05	Southern Asian languages	
06	Southeast Asian languages	
07	Eastern Asian languages	
08	Australian Indigenous languages	
96	Other languages	
99	I prefer not to answer	

## Q52 EDUCATION

Q52. 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	Certificate level	
04	Advanced Diploma and Diploma	
05	Tertiary education (Bachelors degree)	
06	Graduate Diploma and Graduate Certificate	
07	Post-graduate education (Masters or PhD)	
96	Other (specify)	
99	I prefer not to answer	

## Q53 CHILDREN

Q53 Do you have any children?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ SKIP TO Q55

## Q54 AGE OF CHILDREN

Q54. 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	

## Q55 INCOME

Q55 Including all Government benefits, 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 - \$150,000	
09	\$150,001 - \$200,000	
10	\$200,001 - \$250,000	
11	\$250,001 or more	
12	No income	
13	Negative income	
97	Don't know	
99	I prefer not to answer	

Q56. COMPLAINT

Q56. Have you ever made a formal complaint about advertising?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE → SKIP TO Q58
02	No	
97	Don't Know	

Q57. COMPLAINT\_ASB

Q57. Have you ever made a formal complaint about advertising to the Advertising Standards Bureau?

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

ASK ALL.

Q58. How unimportant or important do you feel the role of the Advertising Standards Bureau is?

SELECT ONE RESPONSE ONLY

Extremely unimportant											Extremely important	Don't know
(1)	2	3	4	5	6	7	8	9	(10)		(97)	

And finally...

Q59. What would encourage you to make a complaint to the Advertising Standards Bureau?

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

## Section G: 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.

### Q59 QUALITATIVE RESEARCH PHASE

*Q58 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 Social Research on behalf of the Advertising Standards Bureau (ASB).

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.

Thank you for your opinions.

Please click SUBMIT to send your responses

## *Appendix E: Qualitative discussion guide*

### Introduction [5 mins]

- Name
- What do for work
- Favourite recent ad

### Part 1: General discussion of what makes advertising using 'sexual appeal in a manner which is exploitative and degrading' acceptable or unacceptable. [10 mins]

Today we are going to be talking about the use of sexual appeal in advertising.....

- What does it mean to use sexual appeal in advertising?
  - What are the different ways sexual appeal is used in advertising?
- When is it OK to use sexual appeal in advertising? PROBE IN DEPTH.
  - In what situations or in what circumstances is using sexual appeal in advertising acceptable to us?
- When is it NOT OK to use sexual appeal in advertising? PROBE IN DEPTH.
- In what situations or in what circumstances is using sexual appeal in advertising NOT acceptable to us?

## Part 2: Discussion of The Code [20 mins]

The Advertising Standards Bureau – the ASB – is the organisation to whom complaints about advertising are directed. When the ASB reviews an ad in response to a complaint, the 20 member Board considers whether the ad complies with the relevant part of the Code of Ethics. If in the Board's view it does not comply, then the ad cannot continue to be used – whatever the medium, tv, radio, print, billboard, internet...

The part of the code that relates to the use of sexual appeal in advertising is:

Section 2.2. Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.

- What are our initial reactions to this aspect of The Code?
- Is it too strong, too weak or about right? How come?
- What is our interpretation of what this means? Is it clear to us?
- What does exploitative mean to us?
- What does degrading mean to us?

You all participated in a survey we ran regarding the using of sexual appeal in advertising. During the survey we showed you a series of ads, like this one **(SHOW 2-3 ADS WHERE THE % OF DON'T KNOWS INCREASED AFTER SEEING THE CODE)**.

Before we showed people The Code x% said the ad was unacceptable, x% said the ad was acceptable and x% said don't know. After we showed people The Code, x% said the ad was unacceptable, x% said the ad was acceptable and x% said don't know. There was a large increase in the percentage of people that said don't know.

- Ask participants to explain why some people found an ad acceptable, some didn't and some weren't sure.
- Why do you think there was an increase in the percentage of people that said don't know after they saw The Code? PROBE.

### SCHEDULE OF ADS TO SHOW

Ad	Medium	CAD	Community reaction to advertisement BEFORE seeing The Code			Community reaction to advertisement AFTER seeing The Code		
			Acceptable relative to time zone	Unacceptable relative to time zone	Don't know	Acceptable relative to time zone	Unacceptable relative to time zone	Don't know
Centrepont Tamworth – Double the fun	Outdoor	N/A	28%	68%	5%	21%	61%	18%
Honey Birdette	Shop window display	N/A	40%	54%	5%	32%	50%	19%
Brierley Hose and Handling	TV	G	82%	14%	4%	64%	20%	16%

## Part 3: Social Media [15 mins]

Now I'd like to talk to you about the use of social media as advertising, such as advertiser Facebook pages.

- What do we think about the acceptability of social media ads?
  - PROBE: is there any issue with these ads that is different to the ones we looked at before?
    - Is there any issue with these ads that is different to the more traditional mediums for ads (eg. TV, print)?
  - PROBE: Is it the restricted audience or the fact that they have to go looking for the ad, or something else?
- Does a Facebook pages constitute advertising?
  - What about comments posted by users/members?
  - What about pictures posted by users/members?
  - Are these the responsibility of the advertiser?
- How do age restrictions impact acceptability? (i.e. have to be 18 or over to enter the FB page)

During the online survey you participated in earlier this month, we showed you these ads (**SHOW ZOO FACEBOOK THEN VB FACEBOOK ADS**)

The results for the ZOO Facebook ad and the VB Facebook ad were as follows:

Before we showed people The Code x% said the ad was unacceptable, x% said the ad was acceptable and x% said don't know. After we showed people The Code, x% said the ad was unacceptable, x% said the ad was acceptable and x% said don't know. There was a large increase in the percentage of people that said don't know.

- Ask participants to explain why some people found the ad acceptable, some didn't and some weren't sure.
- Why do you think there was an increase in the percentage of people that said don't know after they saw The Code? PROBE.

## SCHEDULE OF ADS TO SHOW

Ad	Community reaction to advertisement BEFORE seeing The Code			Community reaction to advertisement AFTER seeing The Code		
	Acceptable relative to time zone	Unacceptable relative to time zone	Don't know	Acceptable relative to time zone	Unacceptable relative to time zone	Don't know
Zoo Facebook page	48%	46%	6%	36%	44%	21%
Fosters VB Facebook page	48%	41%	11%	41%	36%	23%

Now I'd like to look at a few other ads that you will not have seen before.....

## SCHEDULE OF ADS TO SHOW

Ad	Medium
ShearEwe woman being sheared	Internet – social media
Wicked Campers – Women are like bars	Internet – social media

- What do we think about the acceptability of these social media ads?
  - Is there any issue with these ads that is different to the more traditional mediums for ads (eg. TV, print)?
- How do these ads relate to the Code that the ASB uses?
- Should social media advertisements be covered under the Code by the ASB?

## Part 4: Sexualisation of children [15 mins]

Now I'd like to talk about the use of children in advertising....

- When is it OK to use children in advertising?
  - What is acceptable?
- When is it NOT OK to use children in advertising?
  - When isn't it acceptable?
- How does this relate to the Code that the ASB uses?

Again, during the online survey you participated in earlier this month, we showed you this ad (**SHOW WAY FUNKY FUNKITA AD**)

Before we showed people The Code 32% said the ad was unacceptable, 61% said the ad was acceptable and 7% said don't know. After we showed people The Code, 45% said the ad was unacceptable, 40% said the ad was acceptable and 15% said don't know. There was a large increase in the percentage of people that said don't know.

## SCHEDULE OF ADS TO SHOW

Ad	Medium	Community reaction to advertisement BEFORE seeing The Code			Community reaction to advertisement AFTER seeing The Code		
		Acceptable relative to time zone	Unacceptable relative to time zone	Don't know	Acceptable relative to time zone	Unacceptable relative to time zone	Don't know
Way Funky Funkita	Print	61%	32%	7%	40%	45%	15%

- Ask participants to explain who some people found it acceptable, some didn't and some weren't sure.
- How do we feel about the way children are shown in this ad?

Now I'd like to look at an ad that you will not have seen before.....



SCHEDULE OF AD TO SHOW

Ad	Medium
Kotton Kandy	Internet

- What is your initial reaction to ad?
- Is it acceptable? Is it not?
  - How come?

How do we feel about the way children are shown in this ad?

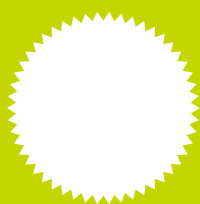
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