
Research Report

Community perceptions of sex, sexuality and nudity in advertising

Produced for the Advertising Standards Bureau by

Colmar Brunton Social Research

June 2010



COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

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Printed in Australia

Published by the Advertising Standards Bureau
Level 2, 97 Northbourne Avenue, Turner, ACT, 2617

Advertising Standards Bureau

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CEO introduction

A fundamental element of the advertising self-regulation system is the necessity for the Advertising Standards Board to be in touch with community standards around advertising.

Since 2006 we have committed to a program of research which provides the Bureau and Board with information about community standards in advertising and the extent to which Board decisions reflect community standards.

In 2010 we identified sex, sexuality and nudity in advertising as an issue needing investigation. To this end, the Advertising Standards Bureau commissioned research into the community's perceptions of acceptability of sex, sexuality and nudity in advertising.

The research, conducted by Colmar Brunton Social Research, collected information about community tolerance and perceptions of the portrayal of sex, sexuality and nudity in advertising as well as the relevance of such advertising to the audience and programme time zones.

The research focused on 22 advertisements which the Board had considered over the past two years under Section 2.3 (sex, sexuality and nudity) of the AANA Code of Ethics.

Overall, results from the research show that Advertising Standards Board decisions regarding sex, sexuality and nudity in advertising are broadly aligned with the views of the community.

There were, however, some issues raised during the on-line survey and face-to-face focus groups that will provide useful information and guidance to the Advertising Standards Board in its deliberations on complaints regarding sex, sexuality and nudity in advertising. These issues will also be provided to AANA to assist with the review of the Code of Ethics.

Information about the concerns of those surveyed, reasons they did or did not complain, who they complained to and general awareness of the Advertising Standards Bureau was also collected.

In addition to this work on understanding the congruence between Board decisions and community standards, the Bureau is developing an overview and discussion of issues relating to the portrayal of women and men in advertising. This will be based on Advertising Standards Board determinations of these issues and will include information collected from this research.

I hope that the information included here, along with the proposed overview of Board determinations, is interesting and useful to advertisers in designing campaigns, to academics and to other people and organisations with an interest in advertising self-regulation.

Fiona Jolly
Chief Executive Officer

June 2010

Advertising Standards Bureau

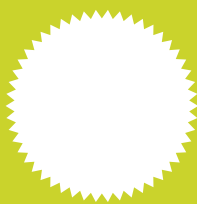
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Executive Summary

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Part 1

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1. *Executive summary*

1.1. Introduction

Colmar Brunton Social Research (CBSR) was commissioned by the Advertising Standards Bureau (ASB) to conduct research into community attitudes to depictions of and use of sex, sexuality and nudity (SSN) in advertising. This research builds on previous work exploring general community attitudes to advertising (2007) and a similar topic-specific study into violence in advertising (2009).

This research tested community reactions to 22 ads from TV, radio, print, outdoor and internet channels – 15 in a survey stage and 11 of these 15 plus seven further ads in a focus group stage. The study aimed to provide information through which the Advertising Standards Board (“Board”) will be able to better understand the perceptions and standards of the community in relation to SSN in advertising. The results will also be provided to the Australian Association of National Advertisers (AANA) to inform the regular work it undertakes in ensuring its codes are in line with prevailing community standards.

The research aims to explore and report on:

- Community perceptions of the portrayal of sex, sexuality and nudity in advertising with a particular focus on sexualisation of children and the medium in which an advertisement appears;
- Community perception about levels of inappropriate portrayal of sex, sexuality and nudity in advertising;
- Community tolerance of the portrayal of sex, sexuality and nudity in advertising.

The quantitative stage of the research involved an on-line survey of N=1207 members of CBSR's research panel. Quotas were used to ensure the sample was representative of the Australian population in terms of age, gender and educational achievement. Geographic participation approximated the national population distribution. People who had participated in previous ASB research were excluded.

Two focus groups were then conducted in Sydney with survey respondents who fell at the liberal or conservative ends of the spectrum in survey responses. These groups were each 1.5 hours in duration, and allowed further exploration of the factors people think about in considering the acceptability of SSN in advertising.

This report presents the findings of both the quantitative and qualitative stages of the research.

1.2. Key findings

Mapping community reactions to the 15 ads tested in the survey against Board decisions showed a similar pattern to that observed in the violence research: there was a general congruence in that the upheld complaints tended to be ads with higher levels of unacceptability, but there was no clear cut-off point or delineation.

Respondents' unacceptability ratings were spread over a wide and continuous range, without any obvious 'levels' emerging.

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

Advertisement	Format	Rating	% Unacceptable [Survey results]	Number of complaints	Outcome of complaint
Jamba Jizz	TV	PG	64%	10	Upheld
Mercury/Ian Jones	Outdoor		56%	1/2	Upheld
AMI Radio ad	Radio		55%	3	Dismissed
AMI Outdoor ad	Outdoor		48%	10	Dismissed
Jamba Lust Mobile	TV	S	48%	2	Dismissed
MUK	Outdoor		45%	2	Upheld
Guess	Outdoor		41%	9	Dismissed
Bonds	TV	W	37%	8	Dismissed
Brisbane Marketing	Internet		35%	1	Dismissed
Cartridge World	TV	M	30%	4	Dismissed
Sexpo	TV	M	28%	2	Dismissed
Simon De Winter	Outdoor		24%	1	Dismissed
Kraft Oreos	TV	G	23%	2	Dismissed
Lyndi J	Print		19%	1	Dismissed
Energetiks	Print		18%	N/A	N/A

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,207)\

Overall, responses from participants in the qualitative stage focus groups were consistent with what was seen and inferred from the quantitative stage. The most surprising observation was how consistent the views of the two groups were with each other given the quite different ratings each group gave to ads in the survey. This possibly shows how the impact of a group setting affects people, and also suggests that people view most ads in a conditional manner and as acceptable with some restriction. It suggests that:

- People generally find the acceptability of ads featuring SSN to be neither black nor white, but at the individual level have a tendency to fairly consistently come down on one side or the other; and
- In a mixed group context people may be more likely to consider SSN ads unacceptable than if they viewed the ads by themselves.

Comments made by the survey respondents who felt ads were unacceptable identified several key factors (in no definitive order, as this is based on qualitative analysis of the comments made only):

- Irrelevance** of nudity or sexual imagery to some products;
- Even where nudity and sexual imagery is relevant, being **too sexually explicit** to be appropriate in advertising;
- Issues of children's exposure were commonly raised, with specific themes including:
 - Material that children should not be exposed to as they could mimic it or be prompted to ask questions of their parents that are not desired;
 - Outdoor advertising in particular was identified as giving parents little control over what children saw. The one internet ad considered generated some similar comment;

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

- c. Concern that some children will be exposed to material even in M-timeslots. This included references to children watching after 8.30, but some also specifically identified the 12–3pm timeslot as a period when not all children were in school;
 - d. The use of younger models in ads creating negative body image issues for younger girls.
4. Reinforcement of **women as sexualised ‘objects’** through portrayal in sexualised ads.

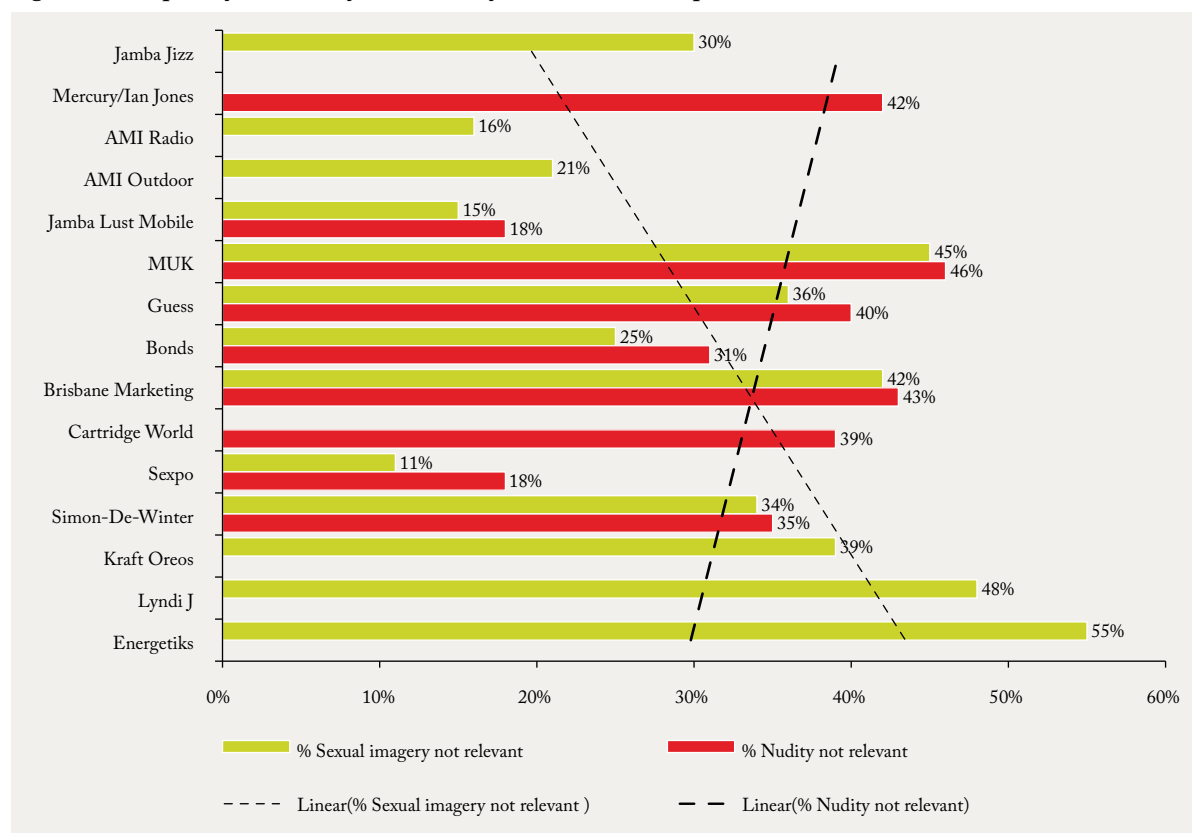
In the focus groups, these factors were largely confirmed. The concept of being too explicit was expanded to encompass cheapening sex and gratuitousness; and to the issue of ‘objectification’ they added concerns about unattainable body image reinforcement for both adults and younger girls.

In addition to these factors that contributed towards an ad being unacceptable, there were also mitigating factors which reduced or offset concern and contributed to an ad being acceptable. These are in addition to the obverse of the unacceptability issues, and cover:

1. Relevance and factual content: making otherwise unpalatable ads acceptable;
2. Humour: lightens the tone and reduces severity in a way that can make SSN more acceptable;
3. Artistic treatment: respondents were less sensitive to nudity in ads when the nudity was depicted in more of a neutral, natural or artistic manner without ‘loud’ sexual overtones and suggestiveness; and
4. Kid’s not ‘getting it’: when the sexual connotations were sufficiently subtle to go over the heads of children, they were less likely to be seen as unacceptable.

Participants in the groups were of the view that the code was, with one obvious exception, consistent with their own considerations. With the exception of product relevance, which was very widely considered a pertinent factor, all other considerations they were able to incorporate into the concept of ‘sensitivity to the audience or timezone’.

Figure E2: Perception of Relevance of SSN (ordered from least to most acceptable ads)



There is some suggestion that respondents were more sensitive to irrelevant nudity than they were to irrelevant sexual imagery.

Where both nudity and sexual imagery were tested in the same ad in the survey, in every case the nudity was seen as slightly less relevant of the two.

More importantly though, while there was a direct relationship seen between relevance of nudity and unacceptability, there was actually a *negative* relationship seen between the relevance of sexual imagery and the acceptability of the ad. That is, the more irrelevant any nudity was seen to be, the higher the chance an ad would be considered unacceptable. However, the most unacceptable ads were felt to have the most relevant sexual imagery. This suggests that relevance is a major factor in the impact of nudity, but for sexual imagery some other driving factor is at work – which appears to be explicitness and tastefulness.

The focus groups confirmed that while relevance of SSN is something that is pertinent to them, it is not sufficient once an ad gets beyond what they consider acceptable in terms of explicit content. Factual content, humour and artistic treatment can mitigate this to some extent – but not beyond a threshold level that appears to vary for individuals, and may become lower in a group context.

A number of ads were specifically included in the research to explore the issue of premature sexualisation of children. Participants in the groups were very sensitive to issues around sex and young people. In particular, they were concerned about the adoption of sexualised appearance and behaviours, and this was exacerbated by concerns about self esteem and unrealistic body image reinforced by advertising. However, the particular ads tested in the survey were found to have very low levels of unacceptability. It is possible that the higher levels of concern expressed in the group setting is a further example of how such group settings may influence individuals to respond more conservatively.

Some consistent differences in survey responses were seen based on demographics:

- Where gender differences existed, women were always more likely to think an ad was unacceptable. These tended to be around the mid-rated acceptable ads, and resulted in four ads where 50%+ of women found an ad unacceptable, while <50% of males found it unacceptable.
- Where age differences were seen, older people were more likely to find it unacceptable. These tended to be the ads with the highest levels of unacceptability, suggesting older people are especially sensitive at this end of the spectrum.
- The few educational differences all saw higher levels of unacceptability from more highly educated respondents. These tended to be amongst the most acceptable ads, but also those which related to possible sexualisation of children.

Analysis of complaints behaviour and awareness of the ASB showed no substantial differences from the 2009 violence research. There was a slight downwards movement in the awareness of the ASB from 67% to 63%. While this was statistically significant and requires some consideration, the relatively small move in real terms is probably only of real concern if it is a trend repeated in future measures or if it is supported by other corroborating observations.

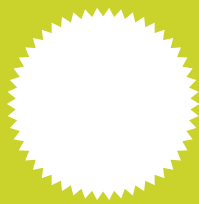
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Introduction

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Part 2

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2. Introduction

2.1. Background

The 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 Board provides a free public complaints service and considers complaints that are received through this service. Complaints about sex, sexuality and nudity in advertising are considered by the Board under Section 2.3 of the AANA Code of Ethics, which states:

“Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.”

The ASB commissioned Colmar Brunton Social Research (CBSR) to conduct research that will take a detailed look at community perceptions and standards applied to the portrayal of sex, sexuality and nudity in advertising; and provide an insight to the extent to which board decisions reflect community expectations.

This report presents the findings of this research. This research extends from previous research conducted on general community standards in 2007, and specifically into the area of violence in advertising in 2009.

2.2. Research aims

This research aimed to provide information by which the Board will be able to better understand the perceptions and standards of the community in relation to sex, sexuality and nudity in advertising. The results will also be fed into the regular work being undertaken by the AANA in ensuring its codes are in line with prevailing community standards.

2.3. Research objectives

The research aims to explore and report on:

- Community perceptions of the portrayal of sex, sexuality and nudity in advertising with a particular focus on sexualisation of children and the medium in which an advertisement appears;
- Community perception about levels of inappropriate portrayal of sex, sexuality and nudity in advertising;
- Community tolerance of the portrayal of sex, sexuality and nudity in advertising.

Research Report

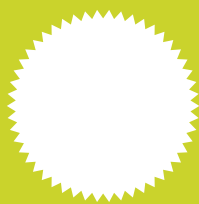
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Methodology

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Part 3

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3. Methodology

The following 4 stage approach was used for the research:

- Stage 1: Questionnaire development and testing
- Stage 2: Quantitative fieldwork and interim reporting
- Stage 3: Online focus groups with targeted respondents
- Stage 4: Analysis and reporting

Stage 1: Questionnaire development and testing

The quantitative questionnaire was developed in close consultation with the ASB and a Consultative Group. The design of the questionnaire took into account the need to cover all research objectives and follows a similar line of questioning to that used in the ASB general community standards survey in 2007, and the violence in advertising survey in 2009.

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

Stage 2: Quantitative fieldwork and interim reporting

As per previous similar surveys undertaken to gauge general community standards and perceptions of violence in advertising, an online survey methodology was employed. This allowed CBSR to show respondents visual and audio stimulus including television, radio, print, and outdoor advertising which were embedded in the survey. The ASB selected 15 ads to be tested in the survey. A summary of these is provided below.

Table 1a: Advertisements selected for study

Ad Name	Medium	CAD Rating	Complaint Outcome
Jamba jizz	TV	PG	Upheld
AMI	Outdoor	–	Dismissed
AMI	Radio	–	Dismissed
Sexpo	TV	M	Dismissed
Jamba Lust Mobile	TV	S	Dismissed
Brisbane Marketing	Internet	–	Dismissed
Simon De Winter	Outdoor	–	Dismissed
Bonds	TV	W	Dismissed
Guess	Outdoor	–	Dismissed
Mercury/Ian Jones	Outdoor	–	Upheld
MUK	Print	–	Upheld
Cartridge World	TV	M	Dismissed
Kraft Oreos	TV	G	Dismissed
Lyndi J	Print	–	Dismissed
Energetiks	Print	–	NA

CBSR emailed a random selection of n= 8037 Colmar Brunton survey panellists an invitation to complete the survey, of which n=1207 participated (15% response rate). Strict quota procedures were implemented to ensure the sample collected was representative of gender, age and education population statistics (please see Appendix A for a guide to how these quotas were calculated). Respondents' state or territory of residence was also monitored to ensure that a relatively representative proportion of the sample was obtained from each state or territory.

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

Stage 3: Qualitative focus groups with targeted respondents

Building on the learnings from the quantitative phase of the research, 2 focus groups were conducted with a sub-set of respondents to explore in-depth attitudes to SSN in advertising.

Whilst the quantitative research phase provided a solid understanding of respondents' unacceptability ratings of each ad (or the 'what'), that type of research is restricted in its ability to illuminate community members' rationale *behind* their feelings towards SSN and the unacceptability of each ad (ie: the 'why').

The aim of the qualitative research phase was to gain a deeper understanding of community perceptions and standards in relation to the acceptability of SSN in advertising, the factors which contribute to ads being seen as unacceptable, and how these standards and considerations are arrived at in relation to the relevant part of the Code.

Group design

The two focus groups were each 1.5 hours in length, conducted in Sydney with participants recruited based on their responses to the survey. The first group consisted of people identified as being more 'conservative' in their views towards SSN in advertising (ie: having deemed most of the tested ads to be unacceptable). The second group of participants were considered more 'liberal' in their views towards SSN in advertising (ie: having found most of the ads tested to be acceptable). Both groups ranged from individuals at the extremes of the spectrum through to those with a leaning in one direction or the other.

Table 1b: Ads reviewed in focus groups

Advertisement	Format	CAD Rating	Group(s) shown to
'Old' ads (from survey)			
Mercury/Ian Jones	Outdoor	–	Both
Jamba Jizz	TV	PG	Both
AMI Outdoor ad	Outdoor	–	Both
Jamba Lust Mobile	TV	S	Both
MUK	Outdoor	–	Both
Guess	Outdoor	–	Both
Bonds	TV	W	Both
Sexpo	TV	M	Both
Lyndi J	Print	–	Both
Energetiks	Print	–	Both
Kraft Oreos	TV	G	Both
'New' ads			
Love and Rockets	Outdoor (mobile)	–	'Liberal' only
Explicit club	Outdoor	–	Both
Aussie Bum	Outdoor	–	Both
Crazy domains	TV	M	'Liberal' only
Red Bull	TV	M	Both
Suzuki Grand Vitara	TV	G	Both
Big W	Catalogue	–	Both

Within the qualitative groups, participants evaluated up to 18 ads from TV, print, and outdoor channels; a proportion of which were drawn from the 15 ads tested against in the quantitative stage. Specifically, 11 of these ads were 'old', having already been assessed quantitatively. An additional 7 'new' ads (which had not been shown to participants within the current research) were also evaluated.

A number of the ads which respondents viewed were considered milder, more 'tame' in tone and likely to fall at the conservative end of the acceptability spectrum. Other more 'extreme' ads – which were likely to fall at the opposite or 'liberal' end of the spectrum – were also shown. The rationale behind this mixed approach to ad testing was to enable the tipping point for both groups (i.e. when acceptable becomes unacceptable) to be further explored.

Stage 4: Analysis and reporting

This report contains the results from both research stages.

How to interpret this report

Definitions

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

Table 2: Definitions

Term of abbreviation	Definition
ASB	Advertising Standards Bureau
SSN	Sexual Imagery, Sexual Reference, Sexualisation and Nudity
Board	Advertising Standards Board
AANA	Australian Association of National Advertisers
CAD	Commercials Advice (provided by Free TV)

Percentages and averages

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

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

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

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

Average ratings are rounded to one decimal place.

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

Sorting of results

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

Response to individual ads has been ordered from the general public's views 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 sex, state and region.

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

Tests of statistical significance

The Complaints Procedures section of this report compares results from this research study against the ASB Violence Research study undertaken in 2009. Where possible, differences are tested for statistical significance at the 95% confidence level.

In tables and graphs, the ↓ symbol represents a proportion that is significantly lower than others. Conversely, the ↑ symbol represents a proportion that is significantly higher than others.

Reliability

A raw sample of N=1207 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 are low (less than n=50), these are marked by an asterisk (*) in this report. These results should be interpreted with caution. Where sample sizes are very low (less than n=30), these results are not shown in this report.

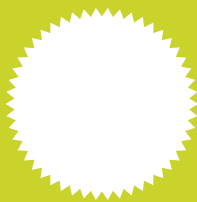
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Detailed findings

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Part 4

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4. Detailed findings

4.1. Overview of acceptability and relevance of SSN

Quantitative results (from the survey)

Perceptions of acceptability of SSN

Acceptability of ads is based on the proportion of the community who considered it acceptable to show ads based on the constraints of ratings. For example, showing a TV ad in an M rated timeslot is considered acceptable if the ad is actually M rated, but unacceptable if it has a lower rating (ie: if it is rated to be shown outside of M rated periods).

Table 3: Overall acceptability of each ad (ordered from least acceptable to most acceptable)

Advertisement	Format	Rating	% Unacceptable	Number of complaints	Outcome of complaint
Jamba Jizz	TV	PG	64%	10	Upheld
Mercury/Ian Jones	Outdoor		56%	1/2	Upheld
AMI Radio ad	Radio		55%	3	Dismissed
AMI Outdoor ad	Outdoor		48%	10	Dismissed
Jamba Lust Mobile	TV	S	48%	2	Dismissed
MUK	Outdoor		45%	2	Upheld
Guess	Outdoor		41%	9	Dismissed
Bonds	TV	W	37%	8	Dismissed
Brisbane Marketing	Internet		35%	1	Dismissed
Cartridge World	TV	M	30%	4	Dismissed
Sexpo	TV	M	28%	2	Dismissed
Simon De Winter	Outdoor		24%	1	Dismissed
Kraft Oreos	TV	G	23%	2	Dismissed
Lyndi J	Print		19%	1	Dismissed
Energetiks	Print		18%	N/A	N/A

Q23A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,207)

Of the 15 ads reviewed, only 3 were considered unacceptable (in their relevant time period) by more than 50% of respondents.

The outcomes of the Board's considerations were generally aligned with the community views. Of the 15 ads there were three where complaints were upheld, and these included the two most unacceptable ads to the community. The other upheld complaint was also amongst the less acceptable ads.

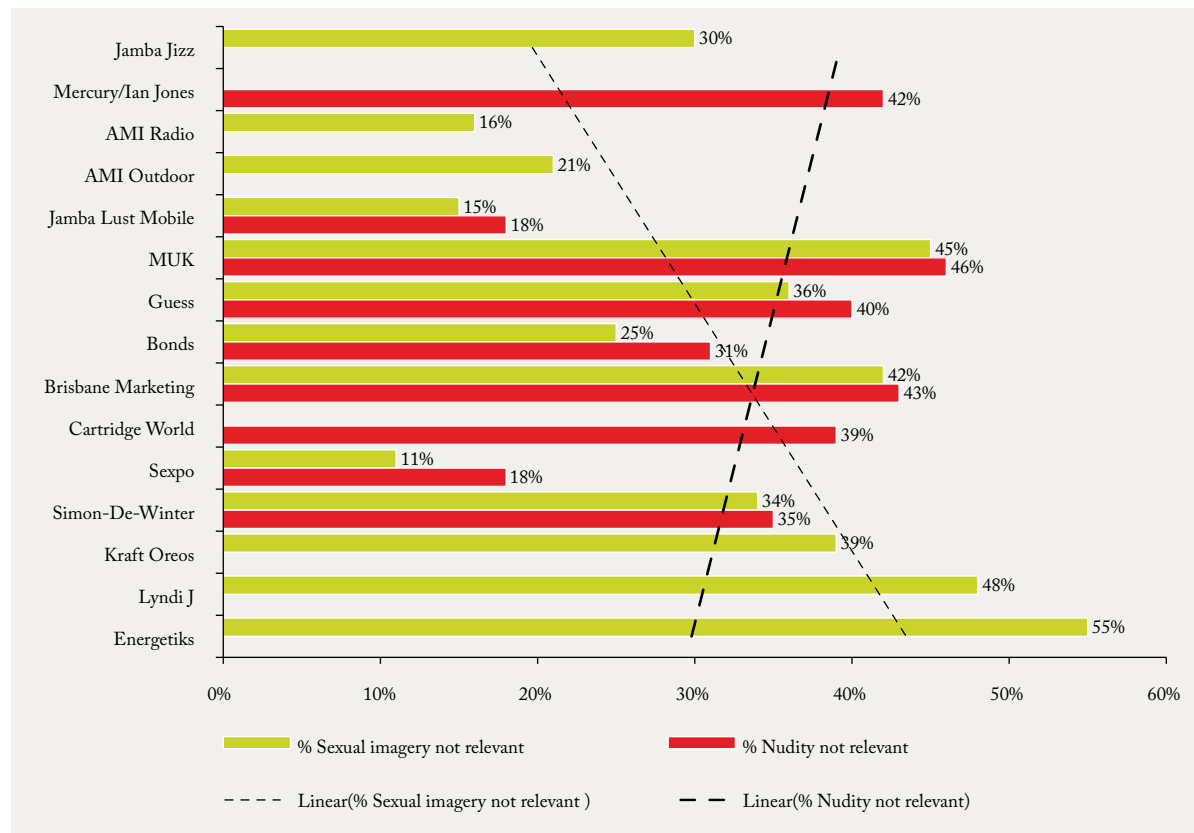
Perceptions of relevance of SSN

The perceived relevance of sexual imagery to the product being advertised appeared to have little impact on the acceptability of an ad. The small-dash trendline (---) in the chart below shows that amongst those people who felt an ad was not acceptable, the perceived relevance of sexual imagery decreases on average as acceptability increases (trendline moves to the right at the bottom of the chart). This suggests that the acceptability of an ad has little to do with the irrelevance of any sexual imagery.

The trendline for nudity (large dashes; — —) shows a different pattern, with a slight decrease in relevance being seen on average amongst the less acceptable ads (ie: the trendline moves to the right in the top half of the chart). This suggests that irrelevant nudity may contribute to perceptions that an ad is not acceptable.

In most ads which featured nudity as well as sexual references, respondents were slightly less likely to view nudity as relevant compared to the sexual references.

Figure 1: Perceptions of relevance of SSN (ordered from least to most acceptable ads)



Q13C – Q27C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad? (Base=Respondents who perceive advertisement to be unacceptable and sexual imagery/references and/or nudity not relevant to the product (disagree or strongly disagree); min n=212)

Extent of Board decisions matching community opinion

Table 4 below shows the relation of the Board's decisions to community opinion of the selected ads. Community opinion was based on the number of complaints received by the Board and the proportion of the general public considering the ad to be unacceptable relative to the time zone. Based on the selected ads, the decision of the Board has been largely congruent with opinions of the general public in relation to the acceptability of broadcasting the advertisements. However, there is no clear cut-off point between the outcome of the Board and community opinions.

The general public considerations of the Jamba Jizz television ad were most aligned with the Board's decision to uphold the complaints. This was based not only on the high number of community complaints received, but also on the 64% of the general public considering the ad to be unacceptable relative to the time zone.

In contrast, the general public was least aligned with the Board's decision to dismiss the AMI Radio ad complaint. Although there were a low number of complaints received, 55% of the general public considered the ad to be unacceptable relative to the time zone. This decision by the Board was less compatible with the community than the decision to uphold the MUK ad, where the proportion of the general public who considered the ad to be unacceptable relative to the time zone was lower (45%), in addition to a low number of complaints (n=2 complaints).

Table 4: Extent of Board decisions matching community opinion

	Number of complaints received	% of General public considering ad unacceptable relative to time zone	Outcome of complaint
Jamba Jizz	10	64%	Upheld
Mercury/Ian Jones	1/2	56%	Upheld
AMI Radio ad	3	55%	Dismissed
AMI Outdoor ad	10	48%	Dismissed
Jamba Lust Mobile	2	48%	Dismissed
MUK	2	45%	Upheld
Guess	9	41%	Dismissed
Bonds	8	37%	Dismissed
Brisbane Marketing	1	35%	Dismissed
Cartridge World	4	30%	Dismissed
Sexpo	2	28%	Dismissed
Simon De Winter	1	24%	Dismissed
Kraft Oreos	2	23%	Dismissed
Lyndi J	1	19%	Dismissed
Energetiks	N/A	18%	N/A

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,207)

Factors contributing to unacceptability of ads

The factors which contributed to ads being seen as unacceptable were (in no definitive order, as this is based only on qualitative analysis of the comments made)

1. **Irrelevance** of nudity or sexual imagery to some products;
2. Even where nudity and sexual imagery is relevant, being **too sexually explicit** to be appropriate in advertising;
3. Issues of **children's exposure** were commonly raised, with specific themes including:
 - a. Material that children should not be exposed to as they could mimic it or be prompted to ask questions of their parents that are not desired;
 - b. Outdoor advertising in particular was identified as giving parents little control over what children saw. The one internet ad considered generated some similar comment;

- c. Concern that some children will be exposed to material even in M-timeslots. This included references to children watching after 8.30, but some also specifically identified the 12–3pm timeslot as a period when not all children were in school;
 - d. The use of younger models in ads creating negative body image issues for younger girls.
4. Reinforcement of **women as sexualised ‘objects’** through portrayal in sexualised ads.

Consistent differences between groups

Most of this report focuses on the overall community level results. However, consistent differences based on demographic differences are of interest. The acceptability of ads based on age, gender and education was examined. Of these, both age and gender showed some consistent variations, but education showed few variations – though some consistency in those that were seen.

Where gender differences existed, women were always more likely to think an ad was unacceptable. Where age differences were seen, older people were more likely to find it unacceptable. The few educational differences all saw higher levels of unacceptability from more highly educated respondents.

While these patterns are interesting, it is also interesting where differences were seen. Age differences came out amongst the ads with the highest unacceptable ratings. Gender differences were more defined in the more moderate ads. In four ads where 50%+ of women found them unacceptable <50% of males found them unacceptable. The few educational differences were seen mostly amongst the ads with the lowest levels of unacceptability – but those with a particular emphasis on children.

Table 5: Demographic variations in acceptability of each ad

Advertisement	Total	Gender		Age (simplified)		% Unacceptable				
		Male	Female	18–44	45+	Yr 10	Yr 11–12	VET	Uni	Post-grad
Jamba Jizz	64%			↓57%	↑72%					
Mercury/Ian Jones	56%			↓47%	↑65%		↓48%			
AMI Radio ad	55%			↓50%	↑60%					
AMI Outdoor ad	48%	↓43%	↑54%	↓40%	↑57%					
Jamba Lust Mobile	48%	↓39%	↑58%							
MUK	45%	↓39%	↑51%							
Guess	41%	↓33%	↑50%	↓35%	↑48%		↓34%			↑56%
Bonds	37%									
Brisbane Marketing	35%	↓30%	↑40%	↓30%	↑40%					
Cartridge World	30%	↓20%	↑40%							
Sexpo	28%	↓20%	↑36%							
Simon De Winter	24%	↓19%	↑28%							
Kraft Oreos	23%					↓21%		↓21%	↑29%	↑26%
Lyndi J	19%					↓14%				
Energetiks	18%					↓13%				↑27%

Q13A – Q27A. Do you believe it is acceptable to broadcast this advertisement? Single Response (Base=All respondents; n=1,207)

Qualitative results (from the focus groups)

Summary

Overall, the qualitative stage was strongly consistent with what was seen and inferred from the quantitative stage. The most surprising observation was how consistent the views of the two groups were, given the quite different ratings each group gave to ads in the survey. This finding possibly shows how the impact of a group setting affects views, where individuals within the group can adjust their attitudes and beliefs in line with perceived social norms of the group. It also shows the possibility that people view most SSN in ads in a conditional manner and as acceptable within some level of restriction and suggests that:

- a) People generally find the acceptability of ads featuring SSN to be neither black nor white, but at the individual level have a tendency to come down on one side or the other fairly consistently; and
- b) In a mixed group context people may be more likely to consider SSN ads as unacceptable than if they viewed the ads by themselves.

The factors they were considering in determining the acceptability of ads were strongly consistent with what was identified from the explanatory comments of the survey. When presented with the specific code to which the Board refers, respondents generally felt that it was consistent with what they were considering anyway. They interpreted the concept of 'sensitivity to the audience' as encompassing the aspects that they were considering, and saw little discrepancy between the code and their considerations.

Perceptions of acceptability of SSN

When discussing the acceptability of advertising generally, a number of key themes emerged including: racism and discrimination, violence, nudity, sexism, coarse language, illegal activity and age inappropriate behaviour.

Most participants considered these factors to hold approximately similar weight in terms of acceptability for portrayal in advertising. Instances where the advertisement was depicting any of the above for the purpose of promoting more positive alternate attitudes and behaviours (e.g. community service announcements promoting awareness of domestic violence or positive sexual health behaviours) were identified as the only situations in which the use of these themes was considered acceptable in advertising.

Community reactions to ads tested vis-a-vis the Code

After a general discussion of SSN in advertising and consideration of some ads, participants were introduced to the code to which the Board refers when making decisions.

Section 2.3: This requires that *"advertising or marketing communications treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme timezone."*

Participants generally felt that it was consistent with what they were intuitively considering – they appeared to be able to interpret the concept of 'sensitivity' to cover the aspects that were important to them.

Gauging community reactions to the r8 ads tested based on the Code showed a similar pattern to that observed in the quantitative phase of the research. There was a general congruence in that the complaints upheld by the Board tended to be ads with higher levels of unacceptability observed in the groups (e.g. Jamba Jizz and Mercury / Jones). When respondents were asked to consider the acceptability of ads based specifically on the Code, respondents predicted with consensus that the outcomes of the Board's decisions would be generally aligned with their own views.

"I think they would be the same...it does say where appropriate, it covers the three areas that you look at"

The one point of contention with the Code that was identified uniformly across groups was the absence of any reference or consideration within the Code to the relevance of the SSN to the product advertised or target audience.

"I think they should have relevant audience AND product"

Defining what makes SSN in advertising unacceptable

Upon further inquiry regarding attitudes to SSN in advertising, respondents were largely congruent in identifying reasons for ads being considered unacceptable; and showed a similar pattern to that observed in the quantitative phase of the research.

Interestingly, although the two groups showed quite different patterns of responses about acceptability in the survey stage, in the focus groups they were more closely aligned, with many of the ads reviewed falling into an intermediate category. It seems possible that both groups view most ads in a conditional manner, but when forced some people are more likely to come down on the side of acceptability and some of the side of unacceptability, and it is this tendency that is reflected in the quantitative results.

In the qualitative setting a more intermediate position is possible, and both groups seem to have taken some advantage of this. It also seems that in the mixed-gender group setting the liberal group participants were somewhat less liberal than they were when doing individual evaluations of ads. It is plausible that this could happen, but it would require multiple observations to clarify whether this reflects a general tendency to be more conservative in such a setting or simply a characteristic of this particular group.

The key factors which were identified by respondents as contributing to ads being unacceptable were:

Irrelevance of nudity or sexual imagery

Across both liberal and conservative groups, the relevance of the SSN to the product advertised and the target audience was a key consideration for participants. In instances where the link between the SSN and the product advertised was unclear or absent (e.g. Jamba Jizz and Mercury / Jones), the ad was almost uniformly considered to be unacceptable.

"I'm confused, what are they selling...? It's a ring tone. It's not acceptable!"

"There's just no need. They're selling insurance."

"It's really down to what they are trying to sell, trying to sell shoes half naked...not necessary"

Overall a negative relationship between the relevance of sexual imagery and the acceptability of the ad was observed; participants being less sensitive towards SSN when nudity or sexual imagery was clearly relevant to the product advertised (e.g. Aussie Bum and Sexpo). In such instances the ad was more likely to be considered acceptable in restricted times or locations.

This is consistent with what was observed in the quantitative stage, and the one point of contention about how well the code reflected their own views on SSN in advertising.

Children's exposure to SSN

Although when considered within restricted times or locations most ads were considered acceptable, respondents were particularly and collectively sensitive to children's exposure to SSN. Across both focus groups, and regardless of whether they were themselves parents, respondents identified children's exposure to SSN as a key driver of ads' unacceptability across all formats.

The underlying concern relating to children's exposure to SSN was that such material either prompts children to ask questions of their parents that are not desired (and embarrassing), or that children exposed to the inappropriate SSN are at risk of mimicking or aspiring to the unacceptable SSN attitudes and behaviours depicted (e.g. risky and premature sexual behaviour, self esteem and body image issues, normalizing and desensitising women as sexualised 'objects'). This was seen as being consistent with the concept of 'sensitivity towards the audience' in the code.

Owing to the nature of outdoor advertising, parents were highly sensitive to SSN in this format given their lack of control over their child's exposure. Anecdotally, the internet and radio were seen to be mediums generating similar concerns in terms of parents' inability to govern exposure.

"Late at night and you get all the adult content, that's fine, the kids are in bed. But you might drive down the M4 and see a great billboard. It could be embarrassing if you're driving along in the car like that...Mummy, what's that?"

Although television was seen as the most appropriate channel for SSN in advertising, there was a strong and consistent concern that some children will be exposed to SSN material even in restricted timeslots because: children are watching television progressively later (commonly after 8.30pm), and children are increasingly viewing television without parental supervision. Moreover, even if children aren't watching television within adult timeslots, parents were sensitive to the fact that their child may still be exposed to unacceptable ads when recording and viewing late night movies or programmes. Anecdotally, most respondents appeared to view the onus of ensuring children are not exposed to unacceptable SSN in advertising as falling on the advertising industry rather than on parents.

"Say a late night movie gets recorded, maybe the ads should be shown after the movie. There's a risk that they'll be recorded"

Being too sexually explicit or sexually suggestive; cheapening sex

When discussing the acceptability of SSN in advertising it was clear that a core factor determining unacceptability was not so much about the level of nudity contained within the ad itself, but the sexually suggestive and gratuitous manner in which the SSN is portrayed; or, as respondents describe ads, as 'cheapening sex'.

"It's not so much the level [of nudity] but the suggestiveness" [Love and Rockets]

"It's tacky....crass...crude" [Jamba Jizz]

"The insinuation cheapens sex...Wanna MUK? is obvious" [MUK]

Respondents were especially sensitive to sexually suggestive SSN in advertising displayed in outdoor channels where such themes are likely to offend a wide range of people (e.g. children, elderly, religious groups) and when the SSN is seen to be irrelevant to the product advertised or target audience.

This is consistent with the quantitative stage, where it was observed that the relevance of sexual imagery to the product being sold was not related to the perceived acceptability of the ad.

Reinforcement of women as sexualised 'objects'

Another highly sensitive issue that was raised in discussions, and that respondents considered to be intertwined with the sexually suggestive nature of ads, was depicting women as sexual objects (e.g. Guess). Respondents were highly sensitive to ads which objectify women because in their view such ads reinforce and desensitise women as sexualised 'objects'. They believe that such ads portray women in this way to the broad community and are particularly concerned about the effect of such ads on developing and impressionable young women.

Again, ads which portray women as sexualised 'objects' were seen to put young females at risk of mimicking or aspiring to these unacceptable SSN attitudes and behaviours (e.g. risky and premature sexual behaviour, self esteem and body image issues). Respondents also tied this issue back to their concerns about children's exposure. While group participants did not explicitly state that the issue of objectification could be encompassed within the code via 'sensitivity', neither did they identify it as an area which was not able to be incorporated into this concept (as they did with product relevance).

The premature sexualisation of children

Respondents were unanimously sensitive to ads containing sexualised representations of teenagers and children, modelled on 'sexy' adults. The sexual innuendo and undertones within ads featuring and directed at young teenagers was also seen to be highly unacceptable (e.g. Energetiks). It is possible that, consistent with the hypothesised group effect of increased conservatism, the liberal group was more sensitive to this issue than they were in their survey responses.

Respondents spontaneously raised concerns that these age inappropriate depictions of females in advertising encourage children to adopt sexualised appearances and behaviour at too early an age.

For both conservative and liberal groups, this issue was of particular concern when unrealistic images of perfect bodied, glamorised older females were used to promote products targeted at younger females or children. These depictions were seen to put pressure on children to strive for unrealistic body shapes. Respondents expressed concern that such depictions could lead to negative body image and self-esteem issues for young females.

"The Bonds ad with the girls on the roller skates, they're all under 16...it's over sexualising young ones"

"It shows beautifully toned girls and that's not the norm" [Bonds]

Defining what makes SSN in advertising acceptable

The acceptability of SSN in advertising was identified as most heavily contingent upon relevance and the viewing audience. In addition, a number of themes were identified as contributing to an ad containing SSN being seen as acceptable beyond simply the reverse of those issues raised when considering the unacceptability of ads.

Tone and use of humour

SSN was generally considered acceptable in ads if the SSN depicted was not seen to be too sexually suggestive in tone or to be cheapening sex (e.g. AMI outdoor) – which is the reverse of the issues raised when considering the unacceptability of ads.

However, for some of the more liberal respondents, the use of humour in an ad can offset the unacceptability it might otherwise have. For example, the humour and animated format of the Red Bull ad was seen by some to lighten the tone and reduce the severity of the 'strip club' reference.

"Being in cartoon form it's more acceptable" [Red Bull]

Target audience

Ads containing SSN that respondents considered unlikely to be noticed by children (e.g. Oreo) were considered more acceptable in comparison to those with overt sexualised tones and imagery (e.g. Guess).

"Its adult humour...kids are unlikely to get it" [Oreo]

Relevance and factual content

For some more liberal respondents, SSN references targeted specifically to adults and in a more tasteful, factual manner (e.g. AMI) were also deemed to be a more acceptable form of SSN in advertising.

"If you look at it with the code there is nothing obscene, they just annoy me" [AMI]

Artistic look and feel

Similar to the effective use of humour in making SSN in advertising more acceptable, respondents were less sensitive to nudity in ads when the nudity is depicted in a neutral, natural or artistic manner without 'loud' sexual overtones and suggestiveness.

"This one you could see in an art gallery" [Aussie Bum]

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The table below summarises the factors that were considered by the groups in forming their views of each ad.

Table 6: Considerations for each of the ads

Quant.			Qualitative								
			Reasons to be unacceptable					Reasons for acceptability			
Advertisement	% unacceptable	Overall response	Irrelevance	Placement/children's exposure	Too explicit/ cheapen sex	Unrealistic/ objectifying bodies	Sexualisation of children	Relevance	Humour	Artistic	Kids won't understand it
'Old' ads											
Jamba Jizz	64%	✓*	X	X							
Mercury/Ian Jones	56%	✗	X	x	X					[x]	
AMI Outdoor ad	48%	✓*		X				X			
Jamba Lust Mobile	48%	✓*			X			X			
MUK	45%	✓*			X		x			X	
Guess	41%	✓*		X	X	X	X				
Bonds	37%	✓*				X					
Sexpo	28%	✓*			[X]			X		X	
Kraft Oreos	23%	✓									X
Lyndi J	19%	✓*					X				
Energetiks	18%	✓*					X				
'New' ads											
Love and Rockets	–	✗		X	X			x			
Explicit club	–	✓*		X	X			x			
Aussie Bum	–	✓*		X				x		X	
Crazy domains	–	✓*				[x]			X		
Red Bull	–	✓*		X					X		
Suzuki Grand Vitara	–	✓			[X]						
Big W	–	✓			[X]			X			

Overall response: ✓ Acceptable ✓* Conditionally acceptable × Unacceptable

Considerations: X = Major consideration x = minor consideration [X] = Opposite of this

4.2. Reactions to individual ads

In this section the results from each of the individual ads are broken down and discussed. Individual ads are presented in the same least-to-most acceptable order seen in the previous tables.

Sections in green boxes are comments from the focus groups.

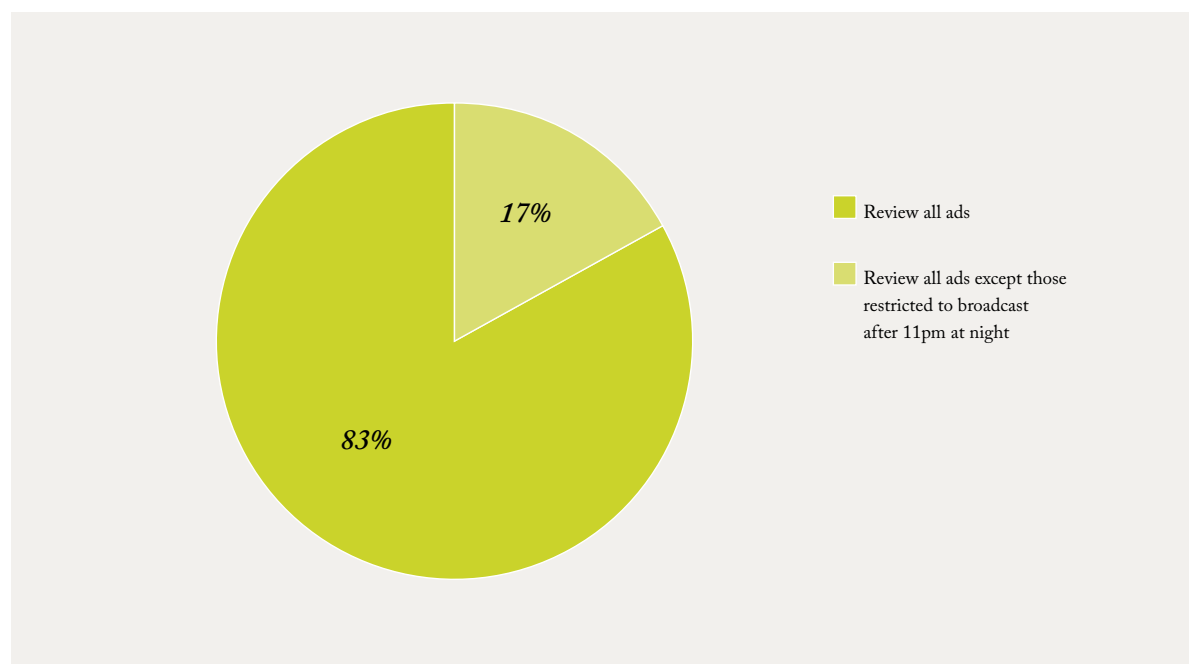
Willingness to review advertisements

Given the possibility that some respondents themselves may be offended by the content of some of the ads that were restricted to being broadcast after 11pm at night, respondents were given the opportunity to opt in or out of viewing these particular ads (in reality only the Jamba Lust Mobile ad).

83% of all general public respondents indicated that they would like to review all the ads, while 17% indicated that they would like to review all ads except those restricted to broadcast after 11pm at night (M rated). Hence, the sample sizes in the report are lower for the Jamba Lust Mobile.

Of those who opted not to view the M rated advertisements (17%), this group consisted of slightly more females (20%) than males (13%), and a significantly higher proportion of respondents who speak another language other than English at home (28%).

Figure 2: Reviewing advertisements



Q12AA. When providing your opinion about ads, would you prefer to...?
Single Response (Base= All respondents, n=1,207)

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Jamba Jizz

Case number – 83/09

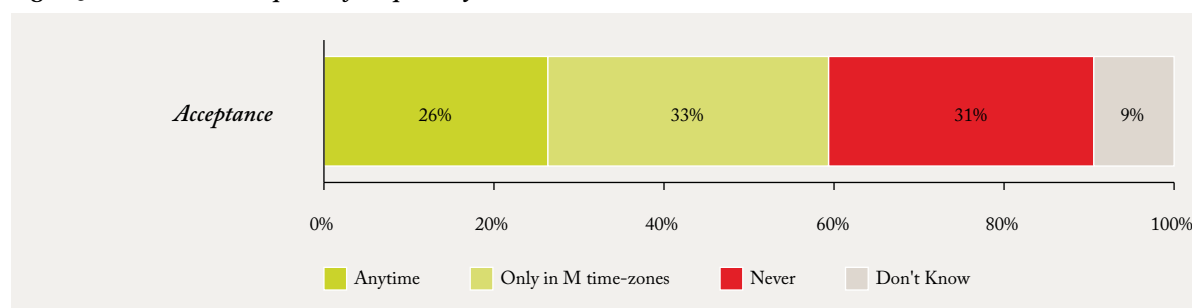
Rated: PG

Format: TV

Complaint: Upheld

Complaints against the PG rated Jamba Jizz TV ad were upheld by the board. The research results suggest that this outcome was in line with community views, with 64% of respondents indicating that it was not acceptable to show outside of M Rated time periods. However, 59% of respondents felt that the ad was acceptable to play in M rated times. Only 9% of respondents were not able to determine how they felt about this ad.

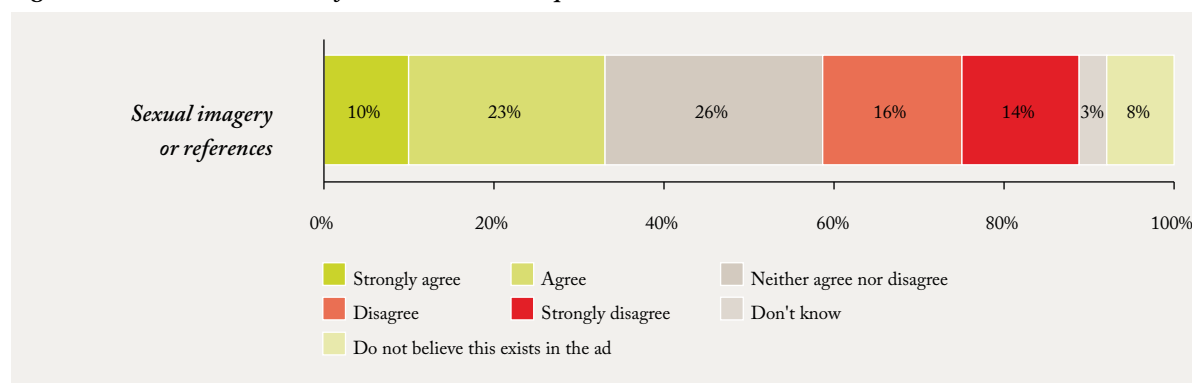
Figure 3: Jamba Jizz – Perceptions of acceptability



Q13A. Do you believe it is acceptable to broadcast this advertisement on TV? Single Response
(Base=All respondents, n=1,207)

Of those people who felt that the ad was not acceptable for unrestricted exposure on TV, only a third (33%) agreed that the sexual imagery or references in the ad were relevant to the advertised product. A similar proportion (30%) disagreed. Of the rest, 26% neither agreed nor disagreed and 3% didn't know – while 8% didn't think that the ad contained sexual imagery or references.

Figure 4: Jamba Jizz – Relevance of SSN to the advertised product



Q13C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response. (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q13A, respondents; n=782)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

Analysis of the comments made about why the ad is not acceptable to show or to only show at certain times, shows a clear set of concerns from both groups. The farting ringtone ad was considered crass, rude and immature, and while it wasn't sexual and some found it humorous, it was considered likely that children would mimic it. The "jizz in my pants" ringtone was considered strongly sexual and inappropriate in times when children could view it. Children viewing was an issue even for those who would not consider it acceptable in an M rated time. *"The flatulence part is irrelevant, it is a joke. But the Jizz in my pants' is HIGHLY offensive! If my ten year old son heard that, he'd sing it".*

On first discussion the Jamba Jizz ad was considered completely unacceptable for most even at restricted times. The core SSN theme and 'Jizz in my pants' lyrics were found to be not only irrelevant to the ring-tone product advertised, but extremely crude and distasteful. On further consideration though, most agreed the ad was suitable at S-rated restricted times, but there remained concern that even when shown in the M-timeslot, teenagers would be exposed to the ad.

"I just thought it was in bad taste the whole thing"

In the focus groups the Jamba Jizz ad was considered acceptable in restricted times.

Mercury/Ian Jones

Case numbers – 408/09 & 411/09

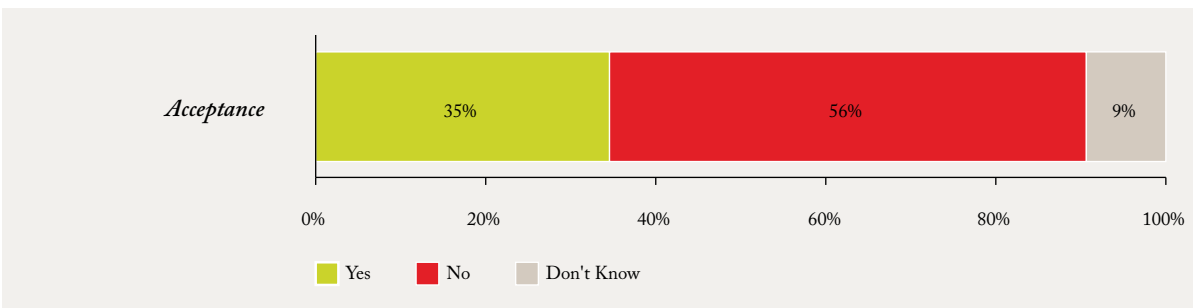
Rated: –

Format: Outdoor

Complaint: Upheld

Complaints against these outdoor billboard ads were upheld by the board. The research again suggests that this was in line with community views, with 56% of respondents indicating that it was not acceptable to show the ads on an outdoor billboard. Around one-in-three (35%) respondents felt that the ads were acceptable to show on a billboard, and a further 9% of respondents were not able to determine how they felt about these ads.

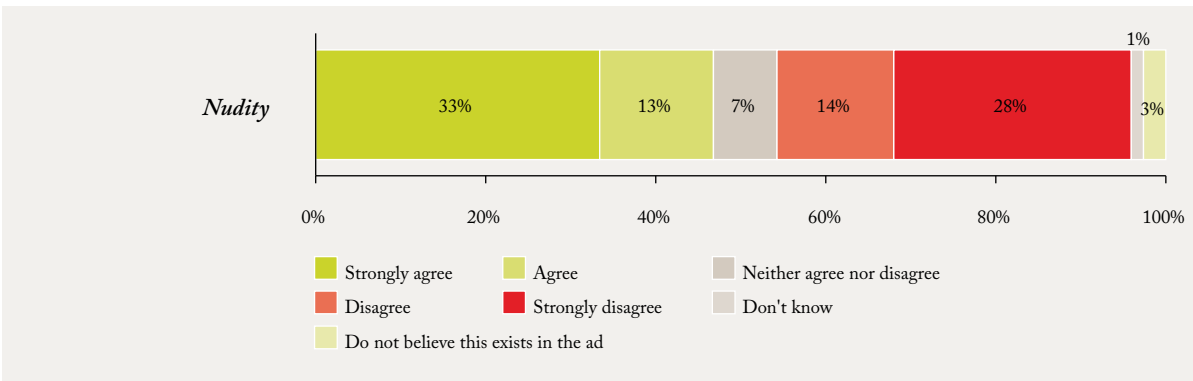
Figure 5: Mercury/Ian Jones – Perceptions of acceptability



Q22A. Do you believe it is acceptable to show this advertisement on an outside billboard? Single Response
(Base=All respondents; n=1,207)

Of those respondents who felt the ads were not acceptable to show on an outdoor billboard, 46% agreed that the sexual imagery or references in the ads were relevant to the advertised products. A similar proportion (42%) disagreed. A further 7% neither agreed nor disagreed and 1% didn't know. 3% didn't think that the ads contained sexual imagery or references.

Figure 6: Mercury/Ian Jones – Relevance of SSN to the advertised product



Q22C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 in Q22A, respondents; n=686)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

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Analysis of the comments revealed that people felt strongly about the display of male nudity in these ads. The images evoked negative emotional responses, with adjectives including horrible, crude, disgusting, distasteful, and unattractive. There was confusion from some about the connection between the image of the naked man and the product advertised (insurance broker) and many did not see the use of nudity as necessary at all. The overwhelming majority saw the ads as inappropriate for an outdoor billboard, which can be viewed by everyone including children. Some comments even cited the danger of the billboard in distracting motorists on the road.

Similar to Jamba Jizz, these outdoor / billboard ads were considered unacceptable by the majority of group participants. Respondents were sensitive to the nudity depicted because it was seen to be unnecessary (although relevant to the 'cover your assets' tag) and the complete nudity and brash pose was confusing. Upon further exploration respondents agreed that the nudity would be more acceptable if the pose depicted was more 'civilized' (similar to the natural stance in the Aussie Bum ad).

The unacceptability of the ads was exacerbated by their outdoor format which was seen to be 'disrespectful to the standards of others' and meaning parents would be unable to control their children's exposure to the ads.

"I just think that pose is vulgar"

"Could just be showing his butt, that wouldn't be so offensive to me"

In the focus groups the Mercury/Ian Jones ads were considered not acceptable.

AMI radio

Case number – 459/09

Rated:

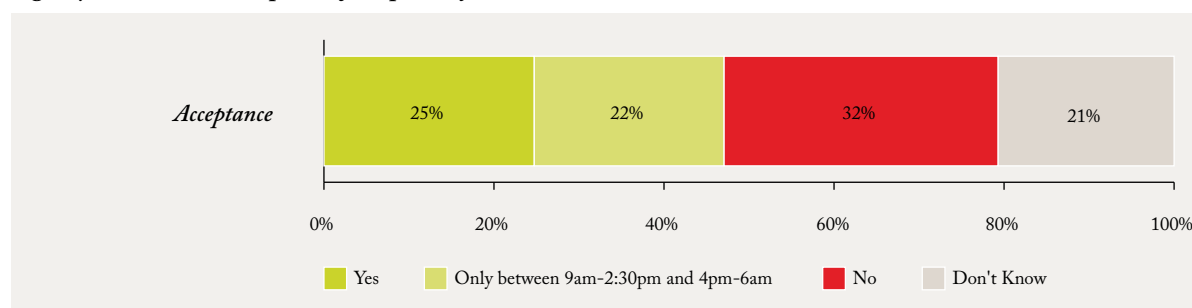
Format: Radio

Complaint: Dismissed

Complaints against the AMI radio ad were dismissed by the board. 54% of respondents indicated that this ad was not acceptable to be broadcast outside of the times 9am–2.30pm and 4pm–6pm, and 32% thought it was not acceptable at all. 47% believed the ad was acceptable to play in restricted time zones.

21% of respondents were not able to determine how they felt about this ad – the highest of any ad tested.

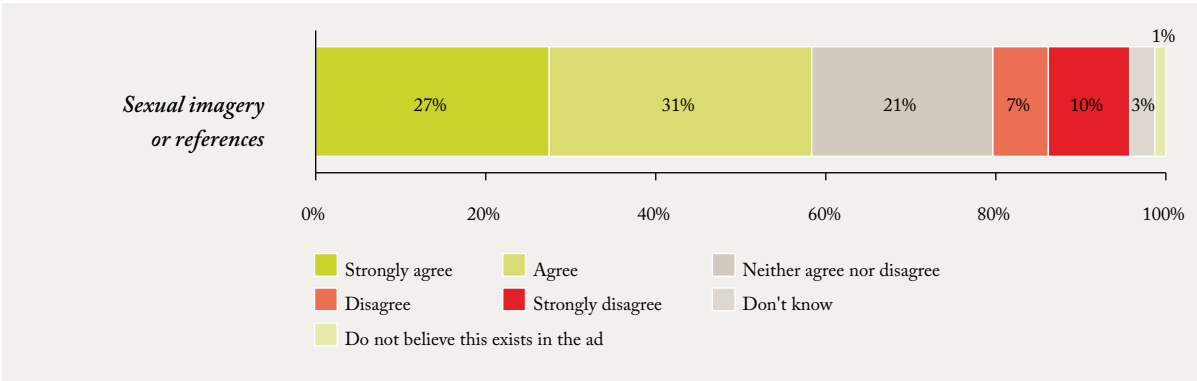
Figure 7: AMI radio – Perceptions of acceptability



Q15A. Do you believe it is acceptable to broadcast this advertisement on the radio? Single Response
(Base=All respondents; n=1,207)

Of those who felt the ad was not acceptable for unrestricted exposure on radio, the majority of respondents (58%) agreed the sexual imagery or references in the ad were relevant to the advertised product. Only 17% disagreed. Of the rest, 21% neither agreed nor disagreed and 3% didn't know. A further 1% didn't believe the ad contained sexual imagery or references.

Figure 8: AMI radio – Relevance of SSN to the advertised product



Q15C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q15A, respondents; n=665)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

Analysis of the comments made about why the ad is not acceptable to broadcast on radio at any time revealed concern about children hearing the ad at any time of day. Many believed the ad was inappropriate and unacceptable for children to be exposed to, particularly without warning or parental guidance through radio broadcast. Analysis of verbatim comments by those who believed the ad was acceptable to broadcast in restricted times only showed that the main reason for this view was the explicit adult, sexual themes of the ad. Many considered the ad to be too sexually suggestive for children to hear and would prompt them to ask questions of their parents. Some respondents acknowledged that in restricted times children would be at school and hence not able to hear the ad, but many believed that children should not be able to hear about adult sexual issues on the radio.

AMI outdoor
Case number – 419/09

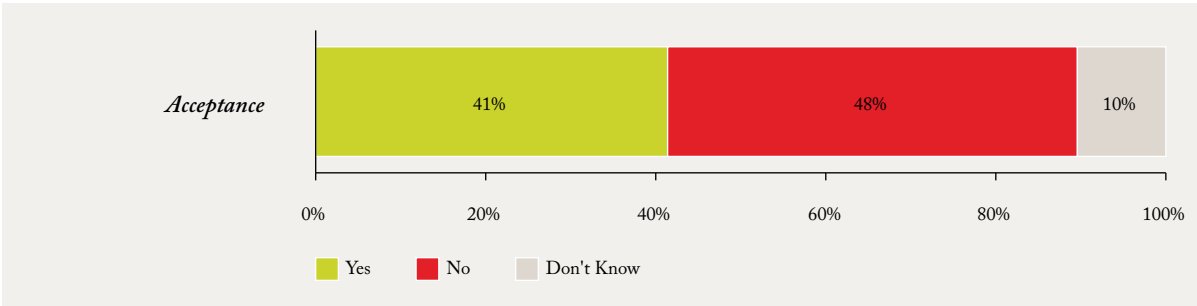
Rated:

Format: Outdoor

Complaint: Dismissed

In line with the AMI radio ad, complaints against the AMI outdoor billboard ad were also dismissed by the board. The proportion of respondents indicating that the ad was not acceptable to show on an outside billboard (48%) outweighed the proportion of respondents who considered the ad acceptable (41%). A further 10% of respondents were not able to determine how they felt about this ad.

Figure 9: AMI outdoor – Perceptions of acceptability

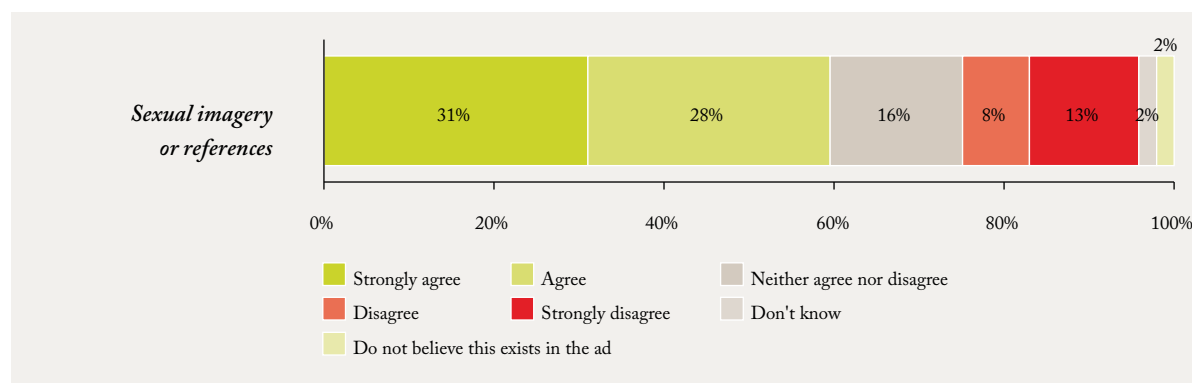


Q14A. Do you believe it is acceptable to show this ad on an outside billboard? Single Response
(Base=All respondents; n=1,207)

Of those respondents who felt the ad was not acceptable to show on an outdoor billboard, 59% agreed that the sexual imagery or references in the ad were relevant to the advertised product, whilst only 21% disagreed. A further 16% neither agreed nor disagreed and 2% didn't know. 2% didn't think that the ad contained sexual imagery or references.

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Figure 10: AMI Outdoor – Relevance of SSN to the advertised product



Q14C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
 Single Response. (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q14A, respondents; n=589)
 Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

A review of the verbatim comments revealed the biggest concern among the community who considered the ad to be unacceptable to show on a billboard was that it was not suitable for children to view. Many believed the ad was for a medical problem that children didn't need to be exposed to and was a private matter for men. Comments focused on the embarrassment of seeing the ad in public and the view that the subject should be handled with discretion and targeted to relevant audiences through appropriate sources (eg. men's magazines, doctors' clinics). Many were concerned that outdoor billboards are able to be seen by all members of the public and there is no ability to shield them from children.

Opinions were mixed regarding the acceptability of the AMI outdoor ad. Whilst the ad did not contain any graphic depictions of SSN, some respondents found the sensitive nature of the topic addressed, confronting and therefore offensive. Also the ad was seen to put pressure on parents to explain the message and or product to their children.

"It's not overly offensive but... do we need this chucked in front of us...I really think do you need to have that shoved in your face? Maybe in a men's magazine"

For others, the fact that the ad related to a genuine medical condition legitimised the SSN and made the ad more acceptable.

In the focus groups the AMI Outdoor ad was considered acceptable in restricted locations.

Jamba Lust Mobile

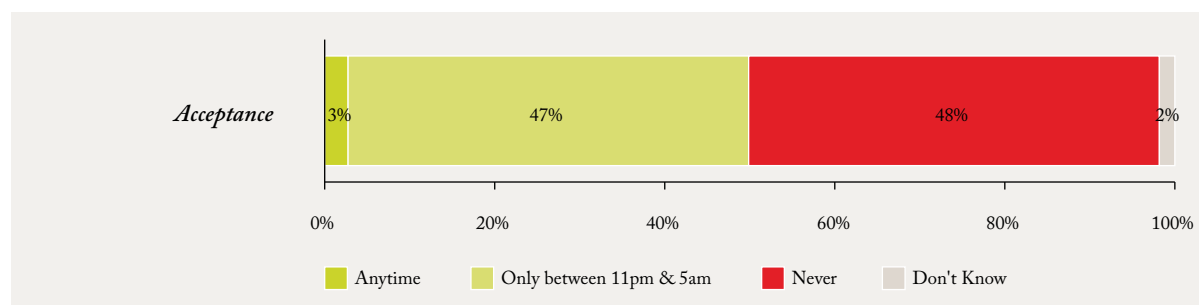
Case number – 135/09

Rated: S

Format: TV

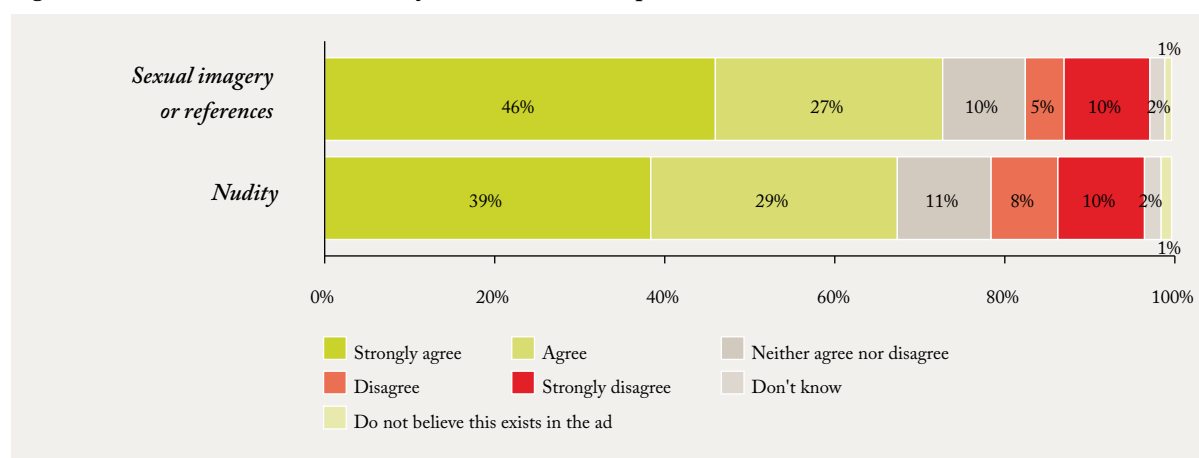
Complaint: Dismissed

Complaints against the S rated Jamba Lust Mobile TV ad were dismissed by the board. Nearly half (48%) of all respondents indicated that the ad was not acceptable to show at any time, and a further 47% believed the ad was acceptable to show only between 11pm and 5am. Only 3% of respondents felt that the ad was acceptable at any time, and 2 % were not able to determine how they felt about this ad.

Figure 11: Jamba Lust Mobile – Perceptions of acceptability

Q17A. Do you believe it is acceptable to broadcast this advertisement on TV? Single Response
(Base=All respondents; n=1,007)

Of those who believed the ad was not acceptable for unrestricted exposure on TV, the majority (73%) agreed that the sexual imagery or references were relevant to the product being advertised, whilst 15% disagreed. Similarly, 68% agreed that the nudity used in the ad was relevant to the advertised product, and only 18% disagreed.

Figure 12: Jamba Lust Mobile – Relevance of SSN to the advertised product

Q17C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response. (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q17A, respondents; n=963)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

An examination of the verbatim comments among those who perceived the ad to be unacceptable to broadcast on TV at any time of day showed that the ad was deemed to be pornographic and therefore not at all acceptable for the public to see. The majority believed the ad was too sexually explicit and considered it to be offensive, cheap, disgusting, sleazy and a basic strip-show. Many comments were about the broader social issues of the ad, such as its encouragement of sexual deviants and the exploitation of women as sex objects.

Jamba Lust Mobile was by far the most confronting of all the ads evaluated (although this ad was only shown to the Liberal group). However when considered in direct reference to the Code, the ad was considered acceptable within S-rated restricted times by a minority. The level of SSN and overt sexual suggestive tone of the ad meant that for most it was considered unacceptable. Whilst the SSN within the ad was acknowledged as being relevant to the product advertised and target audience, respondents felt it would be more acceptable for the ad to be shown on the internet.

"I just don't think that kind of thing is necessary"

"It's just pornographic"

Opinion of the Jamba Lust Mobile ad was divided in the focus groups. It was not universally considered unacceptable in light of the code and its S rating, but was evidently at the extreme end of what could be acceptable.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

MUK

Case number – 404/09

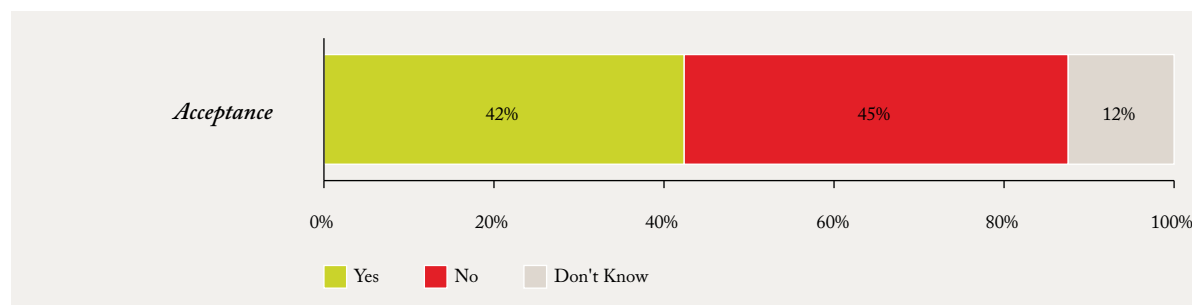
Rated: –

Format: Print

Complaint: Upheld

Complaints against the MUK print ad were upheld by the board. 45% of respondents indicated that it was not acceptable to show in print. However, a similar proportion of respondents (42%) believed the ad was acceptable, and 12% of respondents were not able to determine how they felt about this ad.

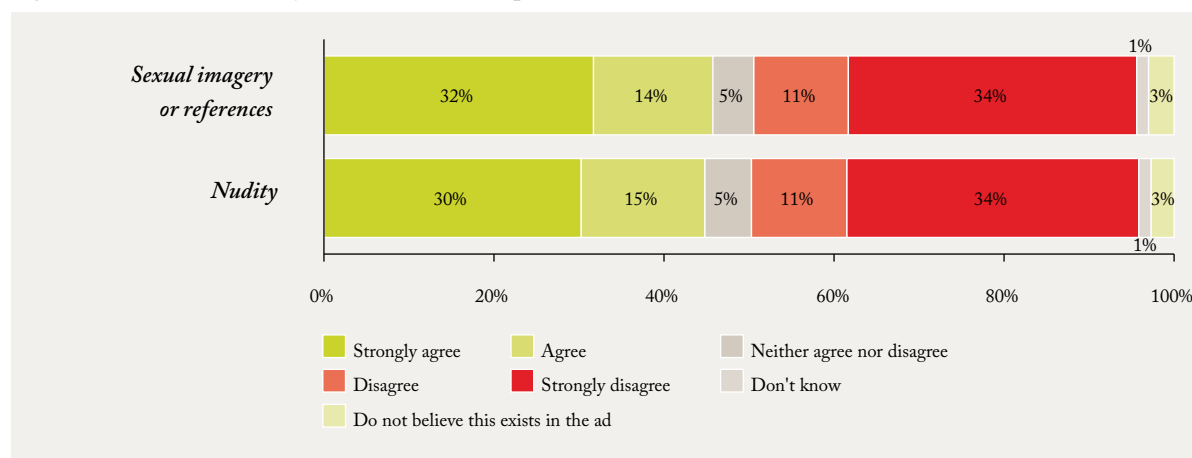
Figure 13: MUK – Perceptions of acceptability



Q23A. This ad is for a brand of hair care products and would be seen as a poster in a salon. Do you believe it is acceptable to show this advertisement in print (eg. posters in salons / newspaper / magazines)? Single Response
(Base=All respondents; n=1207)

Of those respondents who felt the ad was not acceptable to show in print, 46% agreed that the sexual imagery or references in the ad were relevant to the advertised product and a similar proportion (44%) disagreed. Opinions on the relevance of the use of nudity to the advertised product were similar.

Figure 14: MUK – Relevance of SSN to the advertised product



Q23C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 in Q23A, respondents; n=548)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

An examination of the comments revealed that the most common reason for considering the ad to be unacceptable was the lack of association between the image of the man half-naked and the advertised product. Respondents did not see any similarity between the image and hair-care products. Many felt the image was completely mis-leading and therefore just selling sex. Many considered the ad to be too raunchy and pornographic, and unnecessary, for example “we don’t need to see naked men advertising hair products when nudity has nothing to do with your hair”. Comments also centred on the name MUK and its sexually suggestive play on words. Several members of the public commented that the wording was inappropriate and cheap.

Respondents were divided over the acceptability of the MUK ad. A proportion of respondents who felt that ‘wanna MUK’ was completely unacceptable, cheapened sex and promoted irresponsible sexualised values and potentially premature sexual behaviour by younger consumers.

“If you know what MUK rhymes with you’re already half way there... It cheapens sex and doesn’t display the right attitudes”

Another portion of respondents felt that the ad was acceptable given the nude imagery not being overly offensive in comparison to other SSN imagery depicted within the current research (e.g. Guess and Explicit) and shown in contemporary media more generally. The imagery was also considered more acceptable to these people given its subtle, more natural and somewhat artistic tones; with many not considering the pose depicted to be overly sexually suggestive.

“I was ok with it. You get artwork in similar pose”

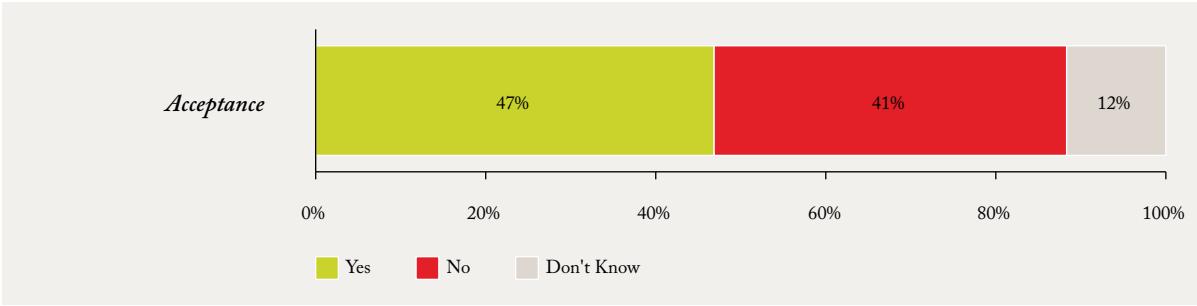
“It’s suggestive, but artistic”

In the focus groups the MUK ad was considered acceptable in restricted locations.

Guess Case number – 190/09	Rated: –	Format: Outdoor	Complaint: Dismissed
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Complaints against the Guess outdoor ad were dismissed by the board. 41% of survey respondents indicated that it was not acceptable to show on an outdoor billboard. However, a slightly higher proportion of respondents (47%) believed the ad was acceptable to show on an outdoor billboard, and 12% were not able to determine how they felt about this ad.

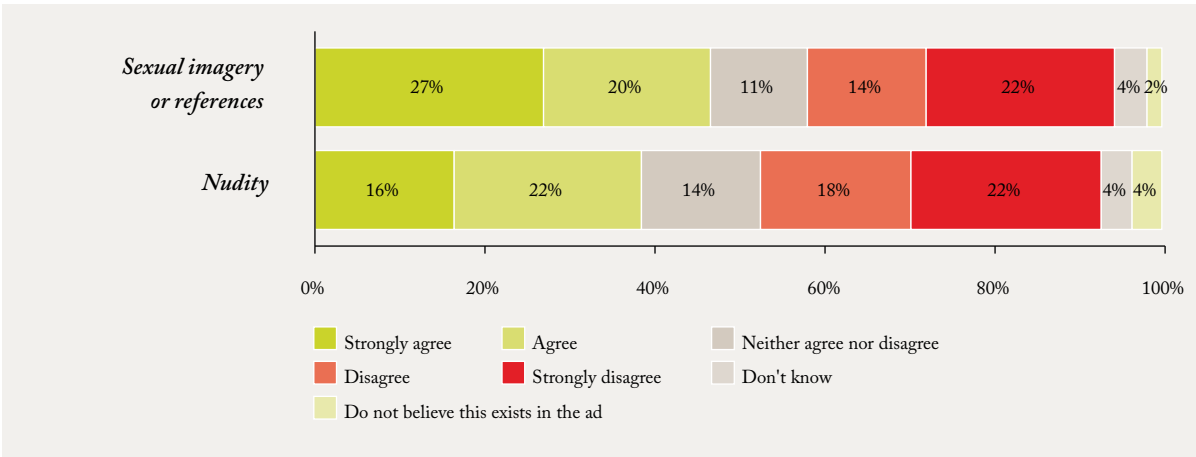
Figure 15: Guess – Perceptions of acceptability



Q21A. Do you believe it is acceptable to show this advertisement on an outside billboard? Single Response
(Base=All respondents; n=1,207)

Among those respondents who felt the ad was not acceptable to show on an outdoor billboard, the proportion of the community who agreed (47%) that the sexual imagery or references were relevant to the advertised product outweighed the proportion of those who disagreed (36%). Agreement that the nudity used in the ad was relevant to the advertised product was slightly lower (38%), with 40% disagreeing.

Figure 16: Guess – Relevance of SSN to the advertised product



Q21C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 in Q21A, respondents; n=505)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

Analysis of the comments made about why the ad is not acceptable revealed that those respondents believed the images were too sexual in nature for ads in public spaces with a typically wide audience. Public billboards were seen as an advertising medium that cannot be censored by time zones for viewing and by parents for their children. Many comments centred on the level of nudity in the image and particularly the positioning of the women, which promoted very strong sexual themes. Many felt the ad was using sex to promote its product, and there was an overwhelming belief that the image of the ‘scantily clad’ women did not connect with the advertised product (handbags).

Overall whilst the Guess ad was seen to be acceptable within some print formats (e.g. magazines), for many it was considered unacceptable for outdoor advertising given its sexually suggestive tones and depictions which were seen to objectify women.

“I think that’s very sexually explicit. Her on her knees...draws you straight to her crotch”

Respondents were also sensitive to the message the ad sends out to the community and in particular young women, with the glamorised and unrealistic female shown being linked in their minds to body image issues amongst younger females.

“I think it comes back to body image and stereotypes”

In the focus groups the Guess ad was considered acceptable in restricted locations.

Bonds

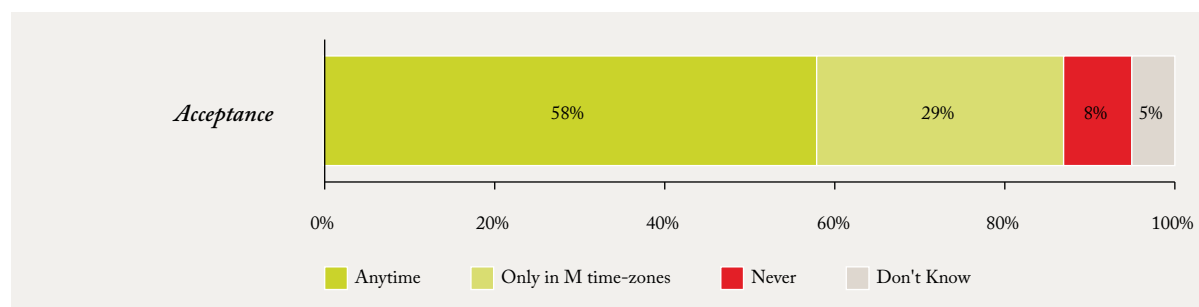
Case number – 382/09

Rated: W

Format: TV

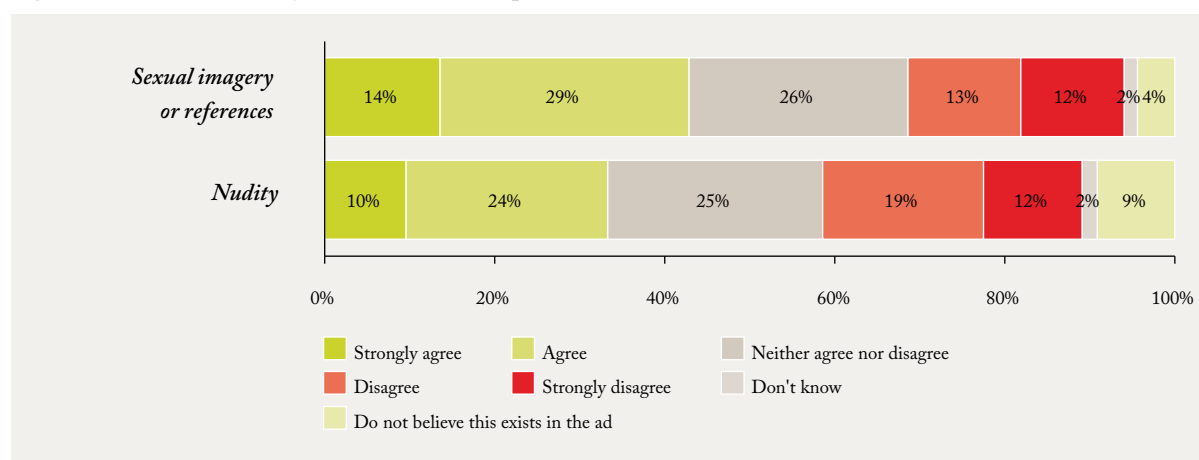
Complaint: Dismissed

Complaints against the W rated Bonds TV ad were dismissed by the board. 37% of all respondents indicated that the ad was not acceptable to show outside of M rated time zones, but 58% considered the ad acceptable at any time. Only 8% of respondents believed the ad was not acceptable to show at any time and 5% were not able to determine how they felt about this ad.

Figure 17: Bonds – Perceptions of acceptability

Q2oA. Do you believe it is acceptable to broadcast this advertisement on the TV? Single Response
(Base=All respondents; n=1,207)

Of those community members who felt that the ad was not acceptable for unrestricted exposure on TV, 43% agreed that the sexual imagery or references were relevant to the advertised product. Only a quarter (25%) disagreed. Of the rest, 26% neither agreed nor disagreed and 2% didn't know. In contrast, only a third (34%) of respondents agreed that the nudity used in the ad was relevant to the product. A similar proportion (31%) disagreed, whilst a quarter (25%) neither agreed nor disagreed.

Figure 18: Bonds – Relevance of SSN to the advertised product

Q2oC. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q2oA, respondents; n=451)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Review of the comments from those who considered the ad to be unacceptable to broadcast at any time indicate the main objection was the idea of young women roller-skating in their underwear for a Bonds ad campaign to sell underwear. Many saw this as an unnecessary way to advertise the product and reflected the values of the Bonds brand in using teenage girls wearing very little. Some concerns were about the unrealistic and impractical theme of the ad, in terms of women roller-skating in order to sell underwear. Other concerns were in relation to the sexualisation of young women and objectification of women and the ad was viewed as 'shocking' and showing 'too much flesh' and over use of nudity. There were a number of comments about the ad looking "like a porn movie from the 1970's".

Among those who believed the ad was acceptable to broadcast only in M rated time zones, there were mixed comments. Some saw the ad as cheeky, fun and harmless, whilst others viewed the ad as rude, sexy and raunchy. These respondents evidently considered the ad to be suitable to show on TV at M rated time zones, when children could not watch women in their underwear.

Although not considered to contain inappropriate sexual connotations, the Bonds ad was considered acceptable only within restricted times due to its unrealistic depiction of females. The revealing nature of the older females in bikinis and the fact that the ad was seen to target younger teenage girls was seen to promote distorted body image ideals.

"There wasn't any sexual connotations there...no guys leering at them"

"If you were a 25 year old woman you wouldn't find that appealing. It's more for the 13 year olds, and that goes back to body type issues"

"The skimpiness of it – I don't think that is necessary"

In the focus groups the Bonds ad was considered acceptable at restricted times.

Brisbane Marketing
Case number – 285/09

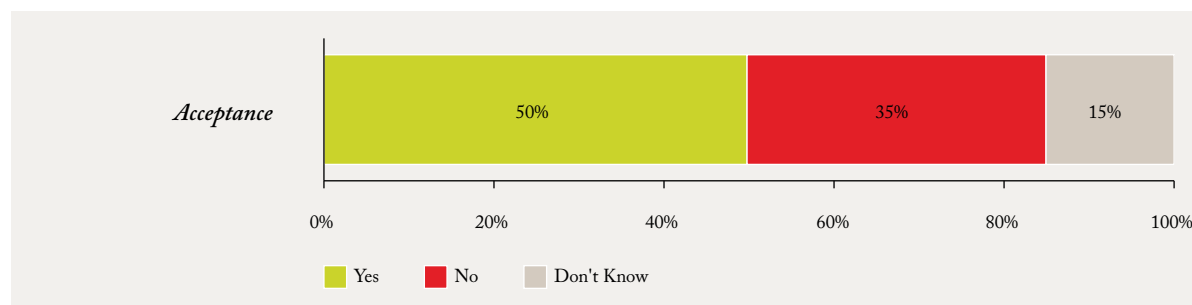
Rated: –

Format: Internet

Complaint: Dismissed

Complaints against the Brisbane Marketing internet ad were dismissed by the board. Only 35% of respondents felt the ad was not acceptable to be broadcast on the internet. 50% of respondents believed the ad was acceptable to show on the internet, with 15% of respondents not able to determine how they felt about this ad.

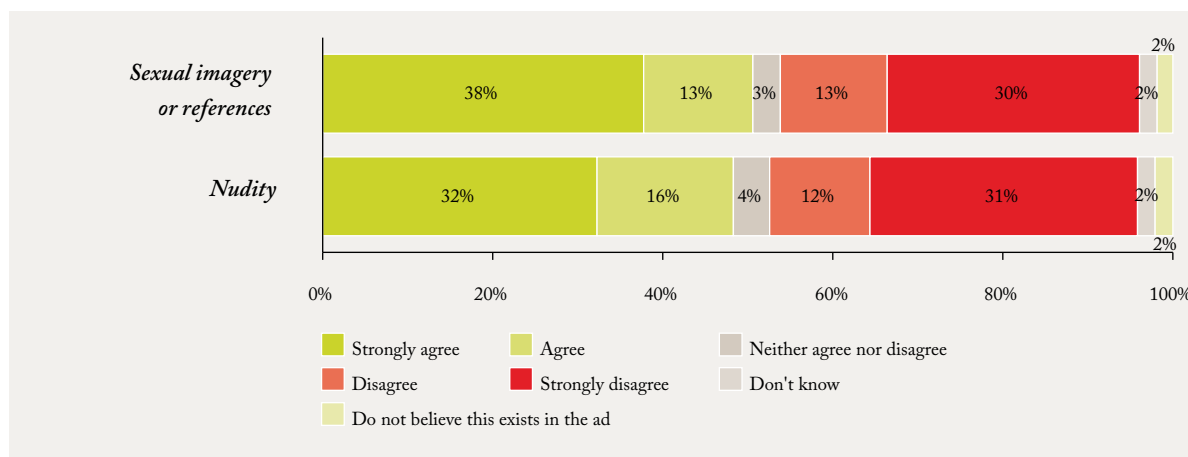
Figure 19: Brisbane Marketing – Perceptions of acceptability



Q18A. Do you believe it is acceptable to broadcast this advertisement on the Internet? Single Response
(Base=All respondents; n=1,207)

Of the community members who felt the ad was unacceptable to be broadcast on the internet, half (51%) agreed that the sexual imagery or references in the ad were relevant to the advertised product. A lower proportion (43%) disagreed. Similarly, almost half (48%) agreed that the use of nudity was relevant to the advertised product and one third (33%) disagreed.

Figure 20: Brisbane Marketing – Relevance of SSN to the advertised product



Q18C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q18A, respondents; n=429)

Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

Analysis of the comments about why the ad is not acceptable to show on the internet revealed that these respondents considered the ad to be confusing and not relevant to the product. Many comments were focused on the incongruous image of the nude looking couple on a swing and the slogan 'Winter Weekends – when couples huddle together'. Many did not see the relevance of using a sexual image to advertise weekend getaways. A majority saw the image as unnecessarily near nudity, pornographic, vulgar, disgusting, bondage, erotic sexual positions, provocative. Another concern was showing the ad on the Internet, which is accessible to everyone, including children.

Cartridge World
Case number – 315/08

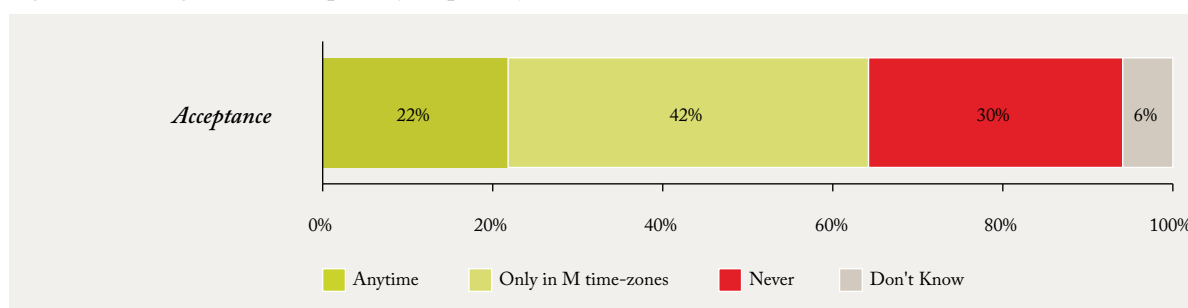
Rated: M

Format: TV

Complaint: Dismissed

Complaints against the M rated Cartridge World TV ad were dismissed by the board. Only 30% of respondents thought that the ad was not acceptable to show at any time, with 64% who felt the ad was acceptable to play in M rated time periods. Only 6% were not able to determine how they felt about this ad.

Figure 21: Cartridge World – Perceptions of acceptability

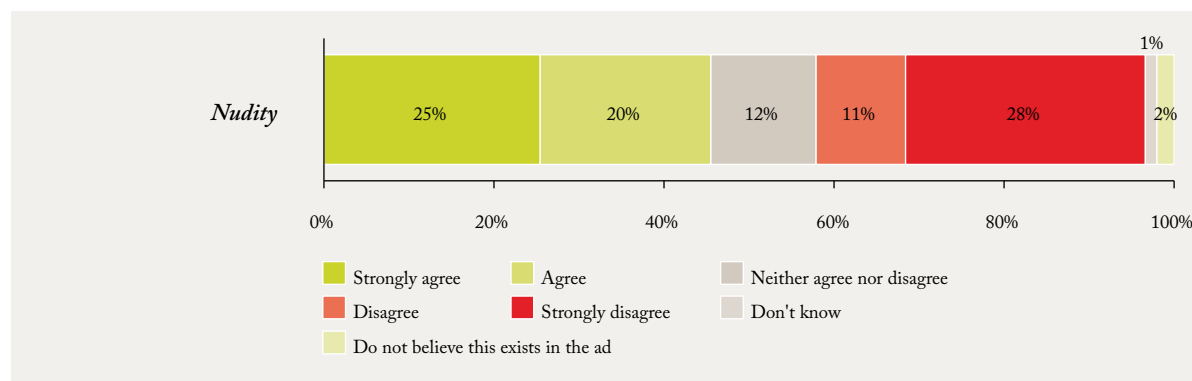


Q24A. Do you believe it is acceptable to broadcast this advertisement on TV? Single Response

(Base=All respondents; n=1,207)

Of those who felt the ad was not acceptable for unrestricted exposure on TV, 45% agreed that the use of nudity in the ad was relevant to the advertised product. A lower proportion (39%) disagreed that the use of nudity was relevant to the advertised product. Of the rest, 12% neither agreed nor disagreed.

Figure 22: Cartridge World – Relevance of SSN to the advertised product

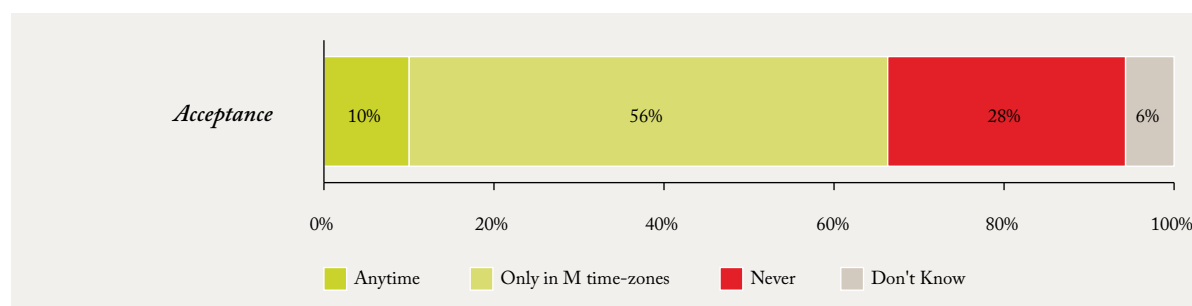


Q24C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
 Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q24A, respondents; n=876)
 Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

A review of the verbatim comments made by those who felt the ad was unacceptable to broadcast at any time revealed that the main reason was the “cheap and nasty” use of nudity to sell a common product that everyone uses (print cartridges). Many believed the ad was in poor taste, childish, inappropriate and offensive and some thought it would actually damage the reputation of the company to use nudity in their advertising in this way. Other concerns were about the degrading, and demeaning way that the ad objectified women as sex objects. Concerns about children watching the advertisement after the M rated viewing time of 8.30pm was also raised by members of the public. Among those who felt the ad was acceptable to broadcast only during M rated time zones, the majority found the ad to be harmless, not offensive to adults and not explicit, but not suitable for children to view.

Complaints against the M rated Sexpo TV ad were dismissed by the board. Less than one third (28%) of all respondents thought the ad was not acceptable to show at any time, with 66% who felt the ad was acceptable to play in M rated time periods. Only 6% of respondents were not able to determine how they felt about this ad.

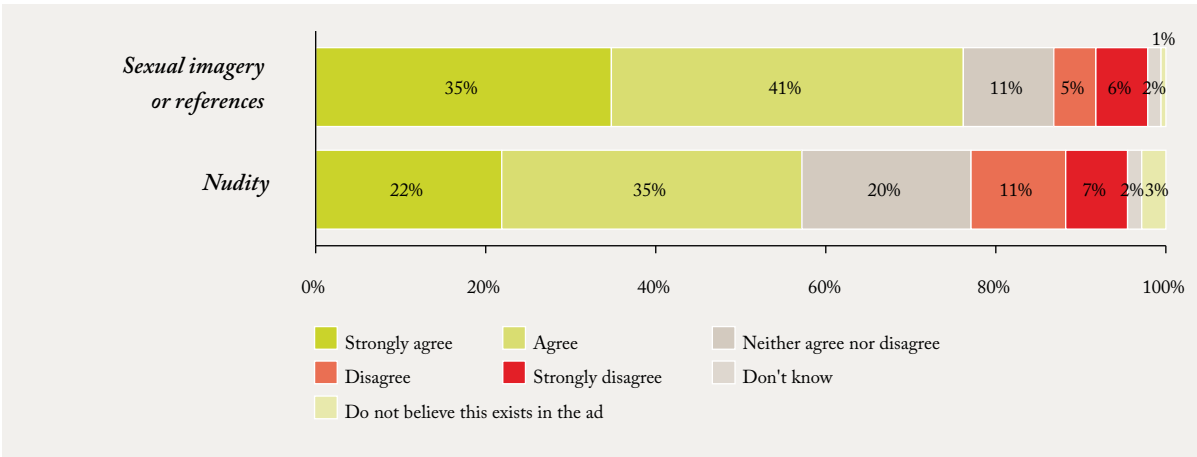
Figure 23: Sexpo – Perceptions of acceptability



Q26A. Do you believe it is acceptable to broadcast this advertisement on TV? Single Response
 (Base=All respondents; n=1,207)

Of those people who felt that the ad was not acceptable for unrestricted exposure on TV, a high proportion (76%) agreed that the sexual imagery or references in the ad were relevant to the advertised product. Only 11% of respondents disagreed. Fewer, but still more than half (57%) agreed that the use of nudity in the ad was relevant, and only 18% believed the use of nudity in the ad was not relevant.

Figure 24: Sexpo – Relevance of SSN to the advertised product



Q16C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q16A, respondents; n=1022)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

<i>Sexpo</i> Case number – 275/09	Rated: M	Format: TV	Complaint: Dismissed
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Verbatim comments from those who thought the ad was not acceptable at all suggested they found the ad too sexually explicit and too graphic for many viewers, particularly children and teenagers. Many believed the M rated time zones did not take into account that children could still be watching during the times – especially 12pm to 3pm – but believed children should not be able to view this type of advertisement. Other reasons for the perception of the ad as unacceptable to broadcast at any time of day were centred on the sexual offensiveness and inappropriateness of the advertisement. Several respondents commented that it made them uncomfortable, while others felt the ad was degrading to women and did not like the display of women's bodies.

Among the group who felt the ad was acceptable only in M rated time zones, the main reason was the recognition that Sexpo was an event for adults (18 years plus) and advertising for the event should only be broadcast during adult viewing times and not when children could see it. The general consensus among this group was that the ad was not offensive or graphic or showed real nudity, but its content was focused on adult sexual themes due to the nature of the event it advertised.

Within restricted times the Sexpo ad was considered acceptable by the vast majority. The SSN contained in the ad was seen as relevant and not overly suggested.

“As long as it’s the right time”

“The level of skin was appropriate for the product”

In the focus groups the Sexpo ad was considered acceptable at restricted times.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Simon De Winter
Case number – 475/09

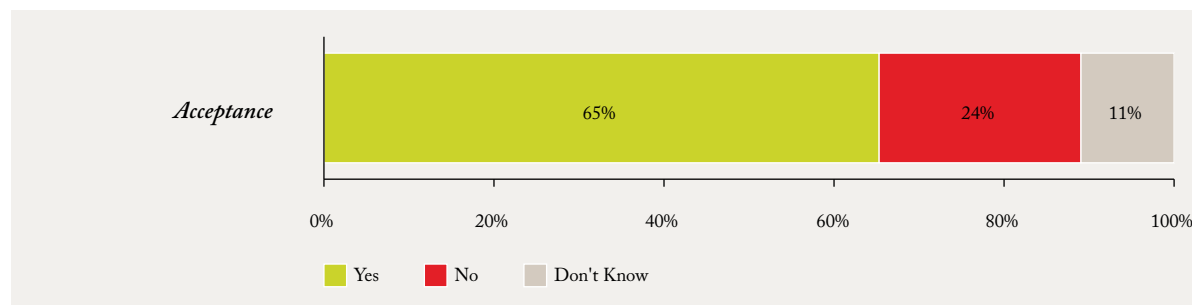
Rated: –

Format: Outdoor

Complaint: Dismissed

Complaints against the Simon De Winter outdoor ad were dismissed by the board. Only 24% of respondents felt it was not acceptable to show the ad on an outside billboard. 65% of respondents believed the ad was acceptable, with 11% unable to determine how they felt about this ad.

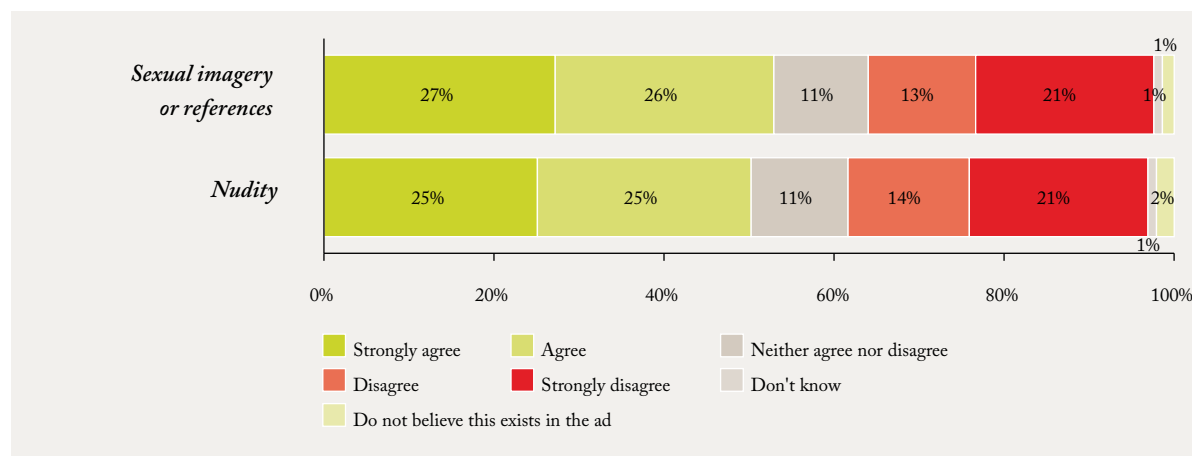
Figure 25: Simon De Winter– Perceptions of acceptability



Q19A. Do you believe it is acceptable to show this advertisement on an outside billboard? Single Response
(Base=All respondents; n=1,207)

Of those people who felt that the ad was not acceptable to show on an outdoor billboard, the proportion who agreed that the sexual imagery or references in the ad were relevant to the advertised product outweighed the proportion who disagreed (53% vs 34%). A similar view was taken by the general public of the relevance of nudity to the advertised product. Half of the respondents (50%) agreed that the use of nudity was relevant to the advertised product, whilst 35% disagreed.

Figure 26: Simon De Winter – Relevance of SSN to the advertised product



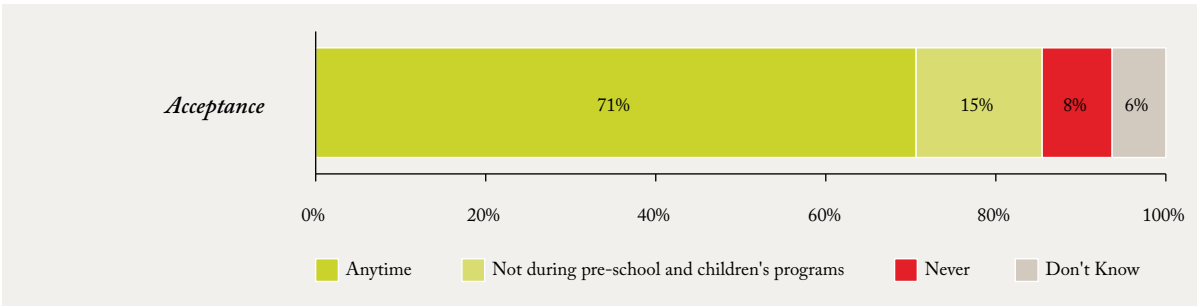
Q19C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable code 2 in Q19A, respondents; n=291)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

Analysis of the comments made about why the ad is not acceptable to show on a billboard showed that for many it was that they felt the nudity in the ad was inappropriate. The topless and therefore half naked women in the ad were considered unnecessary even for an underwear ad, “it is advertising Kayser pants, therefore why is it necessary to have the models topless?”. Many took offence to the use of nudity as sexual exploitation of women, and some also believed that the ad reinforced the wrong body image among young girls. Some comments were in relation to more appropriate locations to display underwear ads, such as women’s magazines, in-store displays etc, rather than in public spaces.

<i>Kraft Oreos</i> Case number – 437/09	Rated: G	Format: TV	Complaint: Dismissed
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Complaints against the G rated Kraft Oreos TV ad were dismissed by the board. The results suggest that opinions of the board were in line with the views of the community, with only 23% of respondents considering the ad to be unacceptable to show outside pre-school and children's programs. However, the majority (71%) considered the ad to be acceptable to show in pre-school and children's programs.

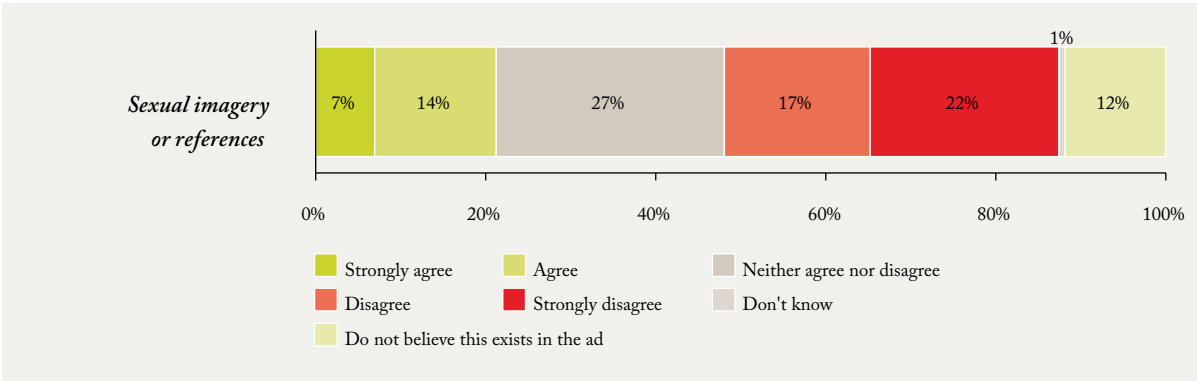
Figure 27: Kraft Oreos – Perceptions of acceptability



Q25A. Do you believe it is acceptable to broadcast this advertisement on TV? Single Response
(Base=All respondents; n=1,207)

Of those people who felt that the ad was not acceptable for unrestricted exposure on TV, only 21% agreed that the sexual imagery or references in the ad were relevant to the advertised product. In contrast, 39% disagreed, and a further 27% neither agreed nor disagreed. 12% did not believe sexual imagery or references existed in the ad.

Figure 28: Kraft Oreos – Relevance of SSN to the advertised product



Q25C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q25A, respondents; n=279)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

The majority of viewers described the ad as 'innocent', 'funny', 'normal school kid behaviour', 'harmless', 'cute', and 'cheeky'. The main concern amongst this group with broadcasting this ad during pre-school and children's program times was due to advertising junk food or sweets to children.

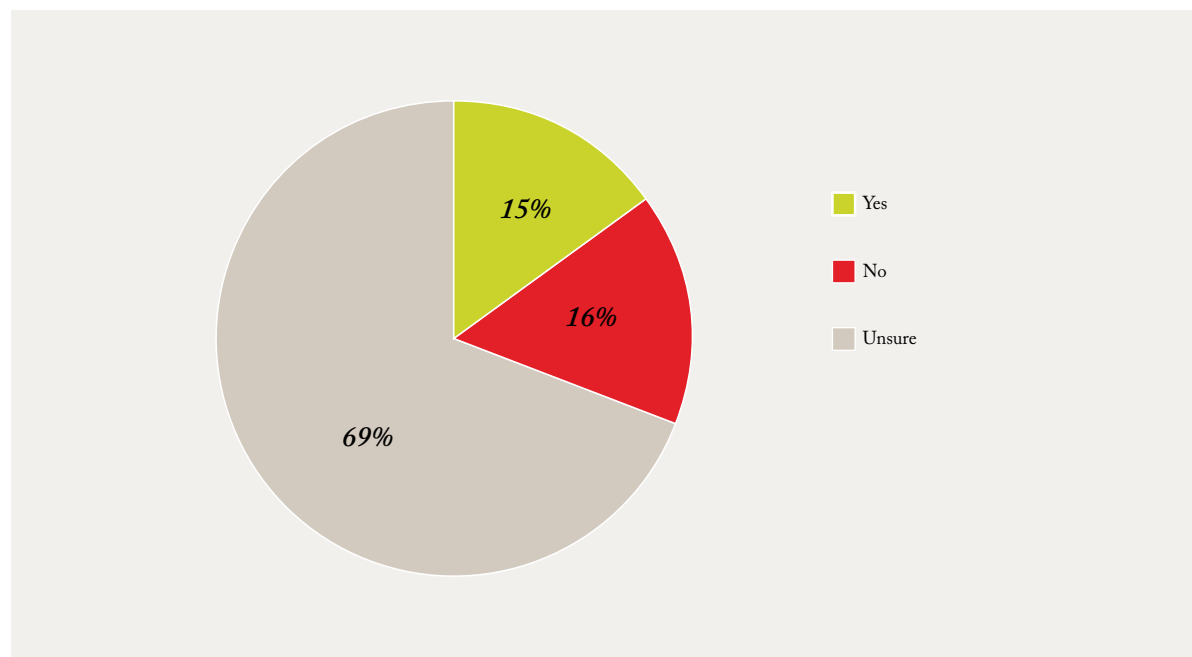
A review of the verbatim comments revealed that of those who felt the ad was unacceptable to show at any time, the main reason was the inappropriate introduction of sexual themes in advertising products aimed at children. Many comments from this group were in relation to 'child exploitation' and the 'sexualisation of children'. Other concerns were in relation to the treatment of young girls as sexual objects and some found the ad to be degrading and objectifying women. Other concerns were about the message that the ad sent in terms of 'bullying', 'stigmatising others', 'discrimination', teaching negative stereotypes of boys and girls and relationships and teaching bad behaviour to children.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Among those who considered the ad to be acceptable to broadcast at any time of day except in pre-school and children's programs, the comments revealed that many did not take offence to the ad, or saw it as overly sexual, for example *"it is fairly innocent, that is pretty normal talk for kids going back many years"*.

Perceptions of the inappropriate sexualisation of young people in the Oreos ad were not held by the majority of the community, with 69% not agreeing that the ad inappropriately sexualises young people. 16% agreed (the lowest of the three ads where this issue was explicitly considered), whilst 15% were unsure.

Figure 29: Kraft Oreos – Perceptions of inappropriate sexualisation of young people



Q25D. Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people? Single Response (Base=All respondents; n=1,207)

The SSN within Kraft Oreos ad was considered acceptable. What little references there were to adult themes and the sexualisation of women were seen to be very mild, largely mirroring the reality of child's play and likely to go unnoticed by children viewing the ad.

"Don't know how many children would see that [the sexual themes]"

"It's the kinda game kids play"

In the focus groups the Kraft Oreos ad was considered acceptable without restriction.

Lyndi J

Case number – 17/09

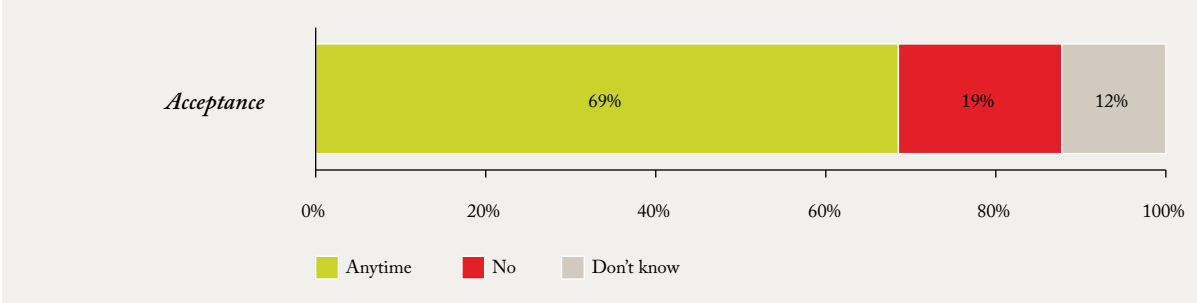
Rated: –

Format: Print

Complaint: Dismissed

Complaints against the Lyndi J print ad were dismissed by the board. Only 19% of respondents thought that it was not acceptable to show the ad in print form (newspapers, magazines), while most (69%) believed the ad was acceptable and 12% of respondents were not able to determine how they felt about this ad.

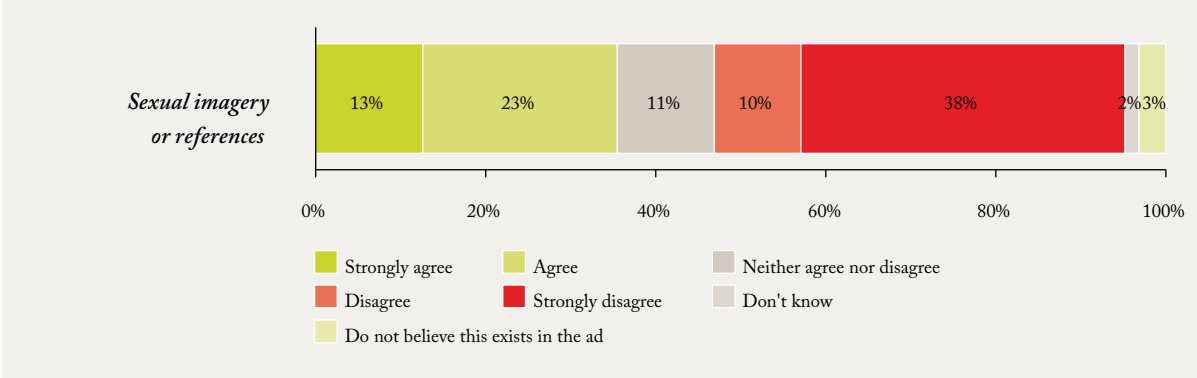
Figure 30: Lyndi J – Perceptions of acceptability



Q26A. Do you believe it is acceptable to show this advertisement in print (eg. newspapers / magazines)? Single Response
(Base=All respondents; n=1,207)

Of those people who felt that the ad was not acceptable to show in print form, the proportion who disagreed (48%) that the sexual imagery or references in the ad were relevant to the advertised product outweighed the proportion who agreed (36%). Of the remainder, 11% neither agreed nor disagreed, 2% didn't know and 3% did not believe sexual imagery or references existed in the ad.

Figure 31: Lyndi J – Relevance of SSN to the advertised product



Q26C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q26A, respondents; n=229)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

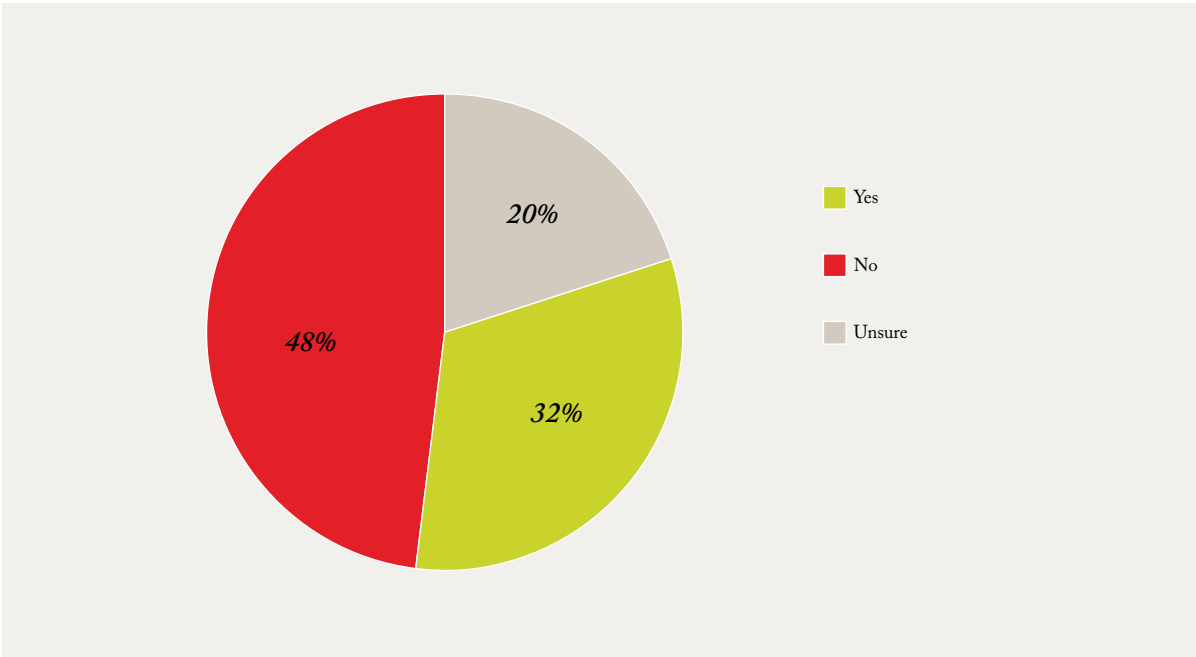
Analysis of the comments made about why the ad is not acceptable to show in print revealed that the main concern amongst this group was the sexualisation of young girls in advertising. The overwhelming comments focused on the age of the girls in the ad and their inappropriate sexual pose/postures. The provocative posture of the young girls and their attempt to make young children look like grown adults or sexy women, was deemed inappropriate. The factors that contributed to these comments included the young girl's stance, tight clothing, and make-up. Some comments included "kids should not be seen as sexual, let kids be kids and not exploited by commercialism" and "it's trying to make her look grown up and sexualising her and she is far too young for that".

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

The ad also evoked some emotional responses from respondents who perceived the ad to be unacceptable to publish in print, such as ‘not nice’, ‘too suggestive’ and ‘wrong’. Other concerns were about the incorrect body image message that the ad portrayed. Many comments were about the harmful impact of advertising girls to be overly sexual at a young, impressionable age, for example, “because these types of ads do a great deal to hurt young girls and their body image issues” and “it gives the wrong message to girls to be accepted – sexual, slim”.

Overall, one third of respondents (32%) agreed that the ad inappropriately sexualises young people, whilst 20% were unsure.

Figure 32: Lyndi J– Perceptions of inappropriate sexualisation of young people



Q26D. Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people? Single Response (Base=All respondents; n=1,207)

Both Lyndi J and Energetiks were considered to lack sensitivity to their audience (i.e. children) given their sexually suggestive tones, catalogue format, and age inappropriate ‘sexy’ and ‘provocative’ poses modelled on adult behaviour. Respondents were very sensitive to the fact that these and similar ads within the media could contribute to the premature sexualisation of children.

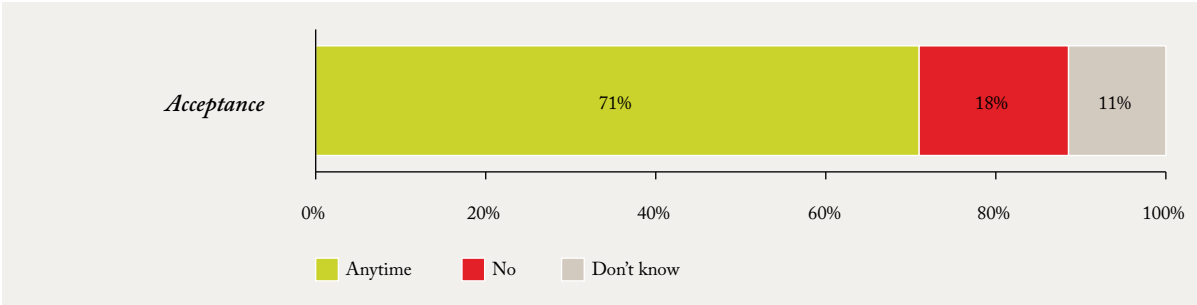
“Provocative stance, it’s not so much the clothes”

In the focus groups the Lyndi J and Energetiks ads were considered acceptable in restricted locations.

<i>Energetiks</i>	Rated: –	Format: Print	Complaint: N/A
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There had been no complaints against the Energetiks print ad, but it was included in the study to get some proactive data about an example of a style of advertising which has prompted some negative comment from interest groups which has been reflected in the media. Only 18% of respondents felt that it was not acceptable to show this ad in print form (newspapers, magazines). The majority (71%) of respondents believed the ad was acceptable, and 11% of respondents were not able to determine how they felt about this ad.

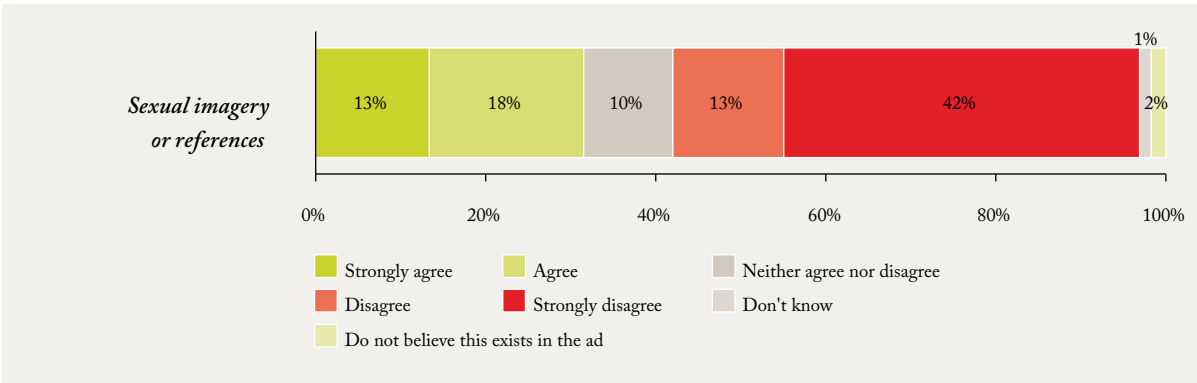
Figure 33: Energetiks – Perceptions of acceptability



Q27A. Do you believe it is acceptable to show this advertisement in print (eg. newspapers / magazines)? Single Response (Base=All respondents; n=1,207)

Of those respondents who felt that the ad was not acceptable to show in print form, the proportion who disagreed (55%) that the sexual imagery or references in the ad were relevant to the advertised product outweighed the proportion who agreed (31%). Of the remainder, 10% neither agreed nor disagreed, 1% didn't know and 2% did not believe sexual imagery or references existed in the ad.

Figure 34: Energetiks – Relevance of SSN to the advertised product



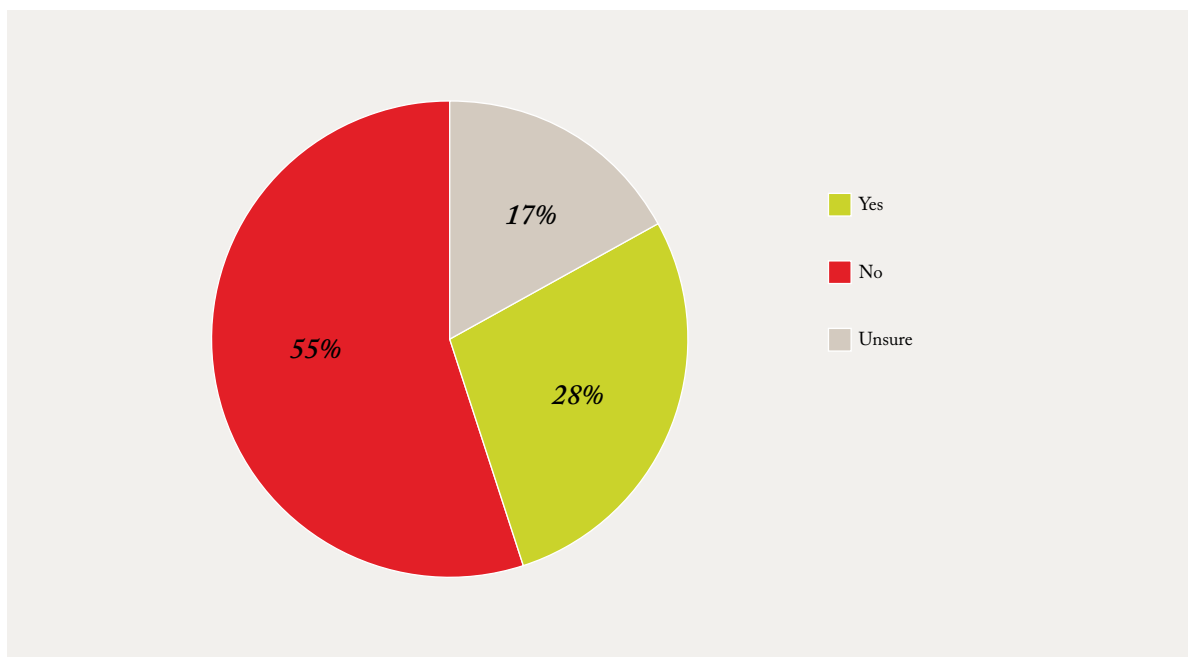
Q27C. To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?
Single Response (Base=Respondents who believe ad is unacceptable codes 2 & 3 in Q27A, respondents; n=212)
Scale: 1=Strongly agree to 5=Strongly disagree; do not believe this exists in the ad, Don't know.

A review of the comments from respondents who did not think the add was acceptable, revealed a similar view among the community as the Lyndi J ad in the sexualisation of children in advertising. Among this group a common view was that the ad promoted the exploitation of children in advertising, by using children to pose in provocative, sexual poses that replicate adults, for example “*children should not be used in provocative sexual poses. It is close to child exploitation*”. Many comments were that the girls in the ad were too young to be dressing in a revealing way, and posing with a pout and in a provocative manner. Many believed that both girls in the ad were posing in a sexual, provocative way, but more were concerned with the younger girl at the front of the ad.

Other concerns were related to the negative body image that the ad promotes among older girls trying to look like adults, such as “*young girl being made to look like a model and sexual symbol in clothing which is not appropriate for her age. No wonder girls have image problems*”.

55% of respondents did not feel that there was inappropriate sexualisation of young people in the Energetiks print ad. A similar proportion to the Lyndi J ad did though, with a little less than a third (28%) who agreed that it was inappropriate. 17% were unsure.

Figure 35: Enegetiks– Perceptions of inappropriate sexualisation of young people



Q27D. Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people? Single Response (Base=All respondents; n=1,207)

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Both Lyndi J and Energetiks were considered to lack sensitivity to their audience (i.e. children) given their sexually suggestive tones, catalogue format, and age inappropriate ‘sexy’ and ‘provocative’ poses modelled on adult behaviour. Respondents were very sensitive to the fact that these and similar ads within the media could contribute to the premature sexualisation of children.

“Provocative stance, it’s not so much the clothes”

In the focus groups the Lyndi J and Energetiks ads were considered acceptable in restricted locations.

Ads only reviewed in the focus groups

Love and rockets [Outdoor / mobile] Case number – 51/10

The vast majority of group participants deemed Love and Rockets to be unacceptable given its overt sexual connotations and the lack of sensitivity inherent in its outdoor mobile format. For a minority of men the ad was seen to be appropriate in restricted on-premise locations. This ad was evaluated by the Liberal group only.

“Rocket, it implies penetration, it’s overly sexual for public forums”

In the focus groups the Love & Rockets ad was considered not acceptable.

Explicit club [Outdoor] Case number – 38/10

By virtue of the provocative pose depicted, the adult only product advertised and outdoor format, the SSN within Explicit 'gentlemen's club' ad was considered unacceptable. Its outdoor location was considered likely to distract drivers; with on-premise locations and men's magazines considered as more sensitive channels for the ad to reach its relevant audience.

"Not so much the level [of nudity], it's the suggestiveness"

In the focus groups the Explicit Club ad was considered acceptable in restricted locations.

Aussie Bum [Outdoor] Case number – 31/09

The nudity within the Aussie Bum ad was considered acceptable but not in the outdoor format. Whilst the level of SSN or nudity within the ad was similar to Mercury/Jones (which were unanimously considered unacceptable), the nudity was more relevant to the product advertised and was seen to be depicted in a more tasteful, somewhat artistic and natural manner.

"The last one [Mercury / Jones] was disgusting...this one you could see in an art gallery"

In the focus groups the Aussie Bum ad was considered acceptable in restricted locations.

Crazy Domains [TV] Case number – 24/10

Although only evaluated by the Liberal group, Crazy Domains was considered acceptable within restricted M-rated viewing times. Although the level of SSN and nudity depicted was seen to be similar to other ads, the comedic value of the ad made the sexual themes less likely to objectify women and more light-hearted.

"There was no excessive nudity, it's M rated so it'll be shown at night"

"It was funny, you could see him daydreaming"

In the focus groups the Crazy Domains ad was considered acceptable in restricted times.

Red Bull [TV] Case number – 123/10

Respondents were polarised in opinion regarding the acceptability of this ad. For some the humorous tone and animated form of the ad made the SSN content or reference to strip clubs and children acceptable. For other more conservative respondents the concept of the ad promoting strip clubs to children was seen as unacceptable.

"It did have the strip club, so I don't think it's for children"

"Certainly with the red bull under the code, it's not appropriate then as they are trying to sell it to a child, so in restrictive times"

In the focus groups the Red Bull ad was considered acceptable in restricted times.

Suzuki Grand Vitara [TV] Case number – 340/09

The Suzuki Grand Vitara ad was unanimously considered acceptable without restriction. Most respondents were unable to identify any SSN themes within the ad other than the female at the conclusion of the ad sitting on the bonnet of the car. The fact that she was shown in her bikini did not offend and was seen to be appropriate given the beach environment and overall theme of the ad.

"A snap shot of a normal life... it happens every day"

In the focus groups the Suzuki Grand Vitara ad was considered acceptable without restriction.

Woolworths Big W [Catalogue] Case number – 121/10

The SSN themes within the Big W ad were considered mild if not absent and appropriate to the product advertised. Overall the ad was deemed acceptable without restriction.

In the focus groups the Woolworths Big W ad was considered acceptable without restriction.

4.3. Complaints procedures

The data in this section is compared against the general public sample from the 2009 violence in advertising research, which used an identical methodology and set of questions.

Awareness of complaints organisations

Spontaneous awareness of the Advertising Standards Bureau as a complaints organisation was high.

Of the general public in the sexuality study, 63% were aware that they could complain to the Advertising Standards Bureau if they had a complaint about paid advertising in relation to language, discrimination, concern for children, violence, sex, sexuality, nudity or health and safety.

A statistically significant higher proportion of the general public from the violence study nominated the Advertising Standards Bureau as the organisation they could complain to (67%), compared to the sexuality study sample (63%). However, unless this trend was observed over a longer period and / or with a greater magnitude, it is not suggesting a major change in awareness.

Table 7: Spontaneous awareness of complaints organisations

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

Q7. If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisation are you aware of that you could complain to? By paid advertising I mean television, radio, outdoor advertising, newspaper, magazine and online advertising. Multiple Response

(Base=All Respondents; Sexuality research study n=1,207, Violence research study n=1,195)

28% of respondents in the survey who did not spontaneously mention the ASB as a place they could make a complaint indicated were aware that they could complain to the ASB when directly prompted.

In total, 73% were either spontaneously aware or aware when prompted.

Concern about advertising standards

There was little difference in the levels or reasons for concern about advertising standards between the 2010 SSN sample and the 2009 Violence sample. In the 2010 sample 60% of respondents had not had any concern about advertising standards. SSN (22%) was the main area of concern, as it was in 2009 (26%).

Table 8: Incidence of having been concerned about paid advertising standards among total of general public sample

Organisations	General Public Sample: Sexuality (2010) n=1,207	General Public Sample: Violence (2009) n=1,195
Language	11%↓	14%↑
Discrimination	7%	7%
Concern for children	14%	14%
Violence	14%	13%
Sex, sexuality or nudity	22%↓	26%↑
Health and Safety	7%	6%
Other	4%	3%
None of these	60%	58%

Q9. 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; Sexuality research study n=1,207; Violence research study n=1,195)

Topic of complaints made

Among those respondents who were concerned about paid advertising in the last 12 months, the vast majority had not made a complaint about advertising standards in the last 12 months (86%).

Of the 14% who had made a complaint (6% of the total sample), there was no dominant focus .

Again, the pattern of results was very similar to 2009.

Table 9: Topic of complaint made in the last 12 months among those who were concerned about paid advertising in the last 12 months

Organisations	General Public Sample: Sexuality (2010) n=492	General Public Sample: Violence (2009) n=501
Language	4%	2%
Discrimination	3%↑	1%↓
Concern for children	5%	3%
Violence	3%	2%
Sex, sexuality or nudity	7%	5%
Health and Safety	2%	1%
Other	0%↓	1%↑
Not made a complaint	86%	90%

Q10. 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 (Q9=codes 1-7); Sexuality research study n=492, Violence research study n=501)

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Organisation to which complaint was made

Among those respondents who had made a complaint about paid advertising in the last 12 months (n=66 people in the 2010 sample), they were more likely to go to the media source (TV station, or radio station) with their complaint. Only one-in-four (26%) made their complaint to the Advertising Standards Bureau.

Again, given the small sample sizes involved, the pattern of results was similar to 2009.

Table 10: Organisation to which complaint was made, among those who made a complaint about paid advertising in the last 12 months

Organisations	General Public Sample: Sexuality (2010) n=66	General Public Sample: Violence (2009) n=48
Advertising Standards Board	26%	31%
Advertising Claims Board	15%	–
Advertising Standards Bureau	17%	8%
Free TV	30%↑	15%↓
The TV/radio station where you saw/heard the advert	24%↓	48%↑
The newspaper/magazine where the advert was printed	10%	10%
Other	13%	6%
Don't know	11%	8%

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

(Base=Respondents who have made a complaint about paid advertising in the last 12 months (Q10=codes 1–7)); Sexuality research study n=66, Violence research study n=48)

Reasons for choosing to not make a complaint

For those who had a concern but had not made a complaint (34% of all respondents), the most common reason for not complaining was the belief that nothing would happen and therefore it was not worth complaining (39%). Perceptions of a bureaucratic process and apathy were also key barriers.

This was similar to views expressed in the 2009 violence research.

Table 11: Reasons for choosing to not make a complaint

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

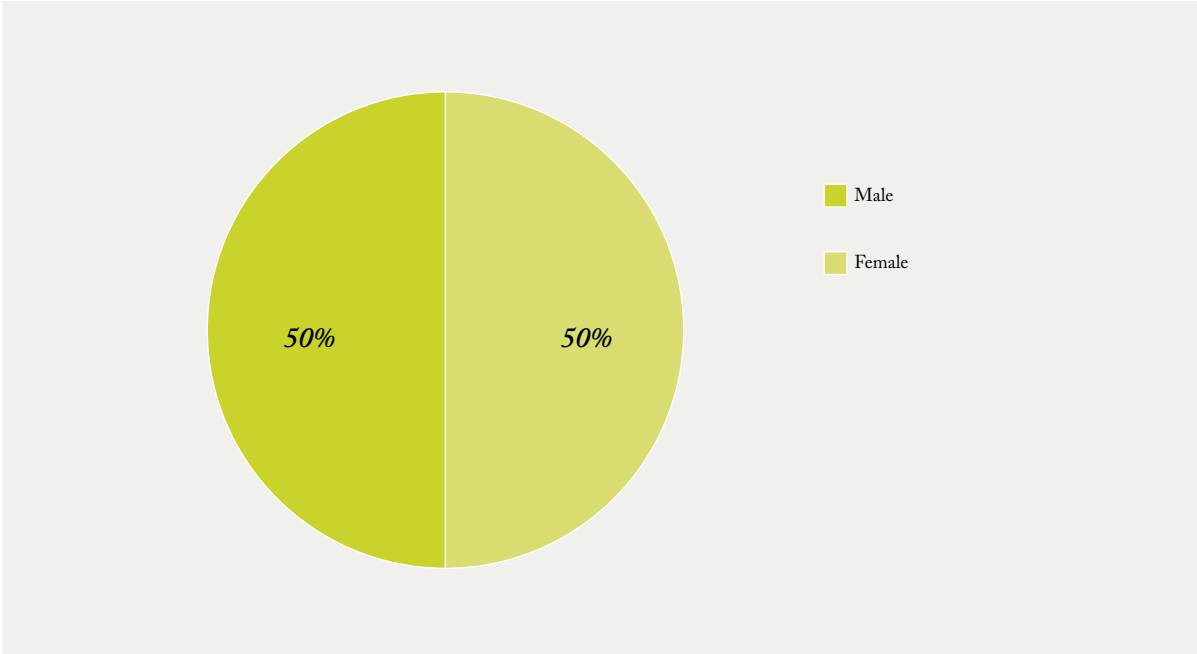
Q12. For what reasons did you not make a complaint? Multiple Response

(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)); Sexuality research study n=426, Violence research study n=453)

4.4. Demographics

Gender

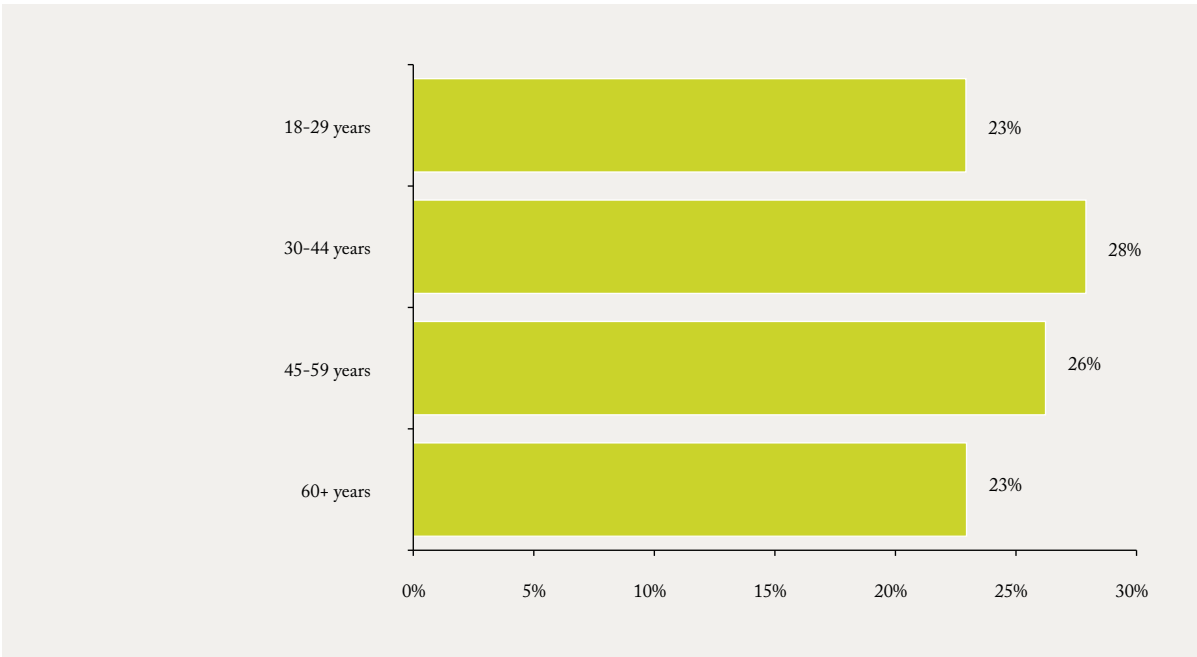
Figure 36: Gender



Q3. Please indicate your gender? Single Response
(Base=All Respondents; n=1,207)

Age

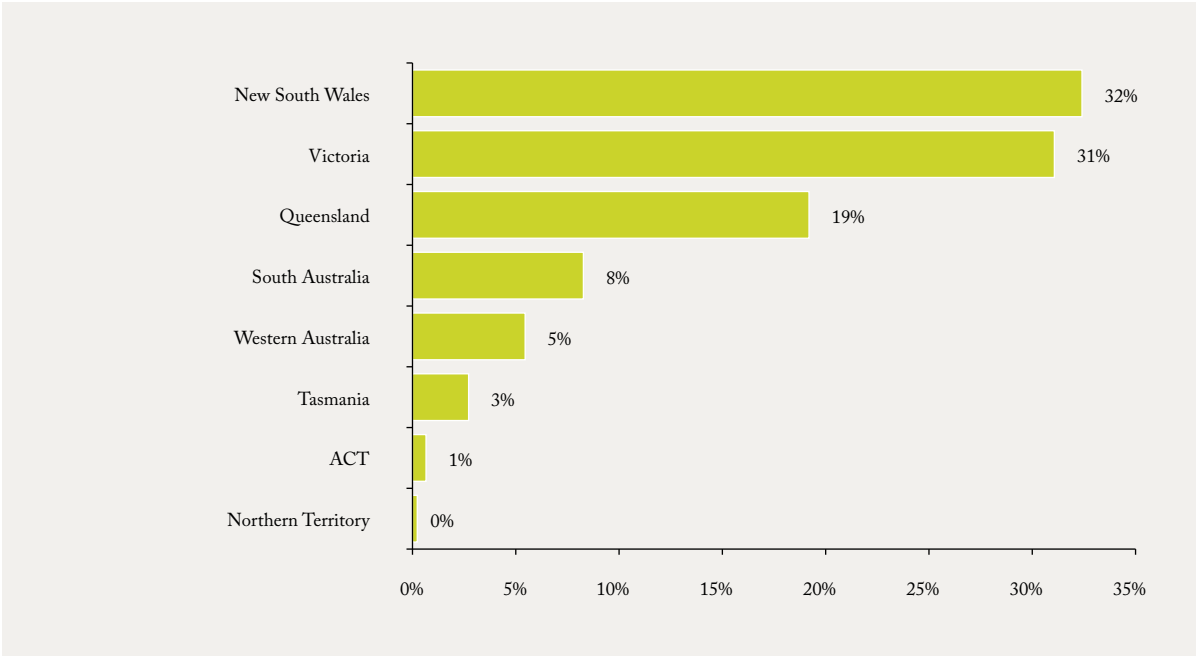
Figure 37: Age



Q5. Please indicate which of the following age groups you fall into? Single Response
(Base=All Respondents; n=1,207)

State of origin

Figure 38: State of origin



Q6. Please indicate where you live? Single Response
(Base=All Respondents; n=1,207)

Metropolitan vs regional area

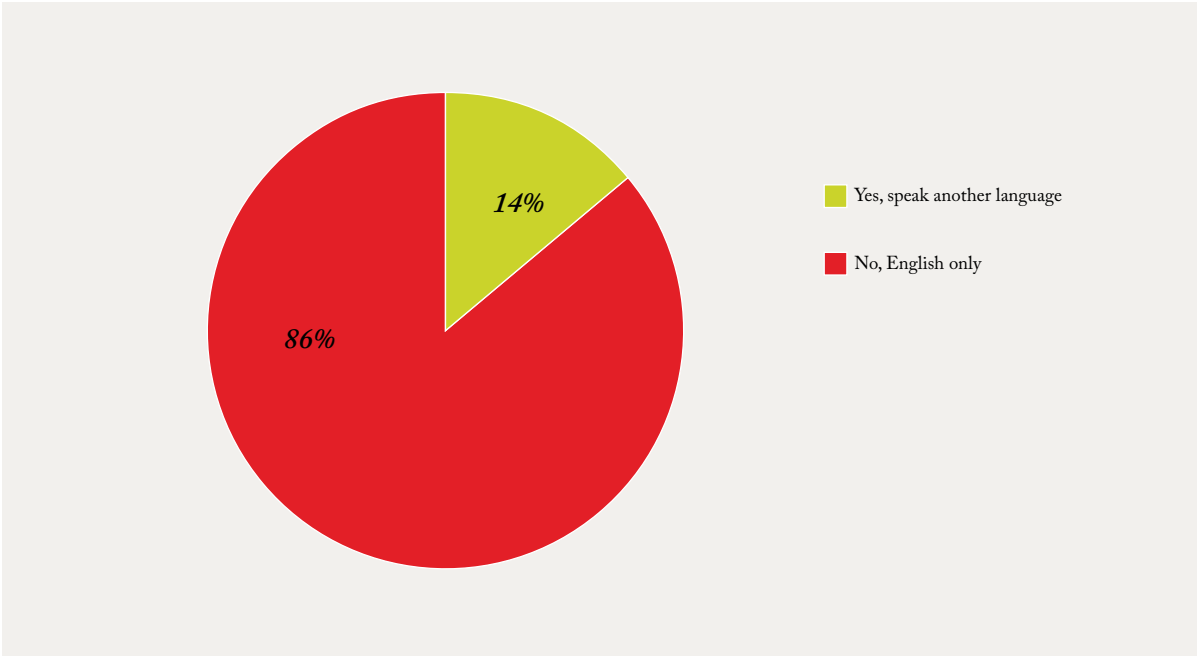
Table 12: Metropolitan vs regional area

State	Total n=1,207	Metro n=484	Regional n=359
New South Wales	32%	31%	36%
Victoria	31%	35%	22%↓
Queensland	19%	16%↓	28%↑
South Australia	8%	10%	5%↓
Western Australia	5%	6%	4%
Tasmania	3%	2%	5%
ACT	1%	1%	0%↓
Northern Territory	0%	0%	1%

Q6B. Do you live in the metropolitan area of a capital city? Single Response
(Base=All Respondents; n=1,207)

Language spoken at home

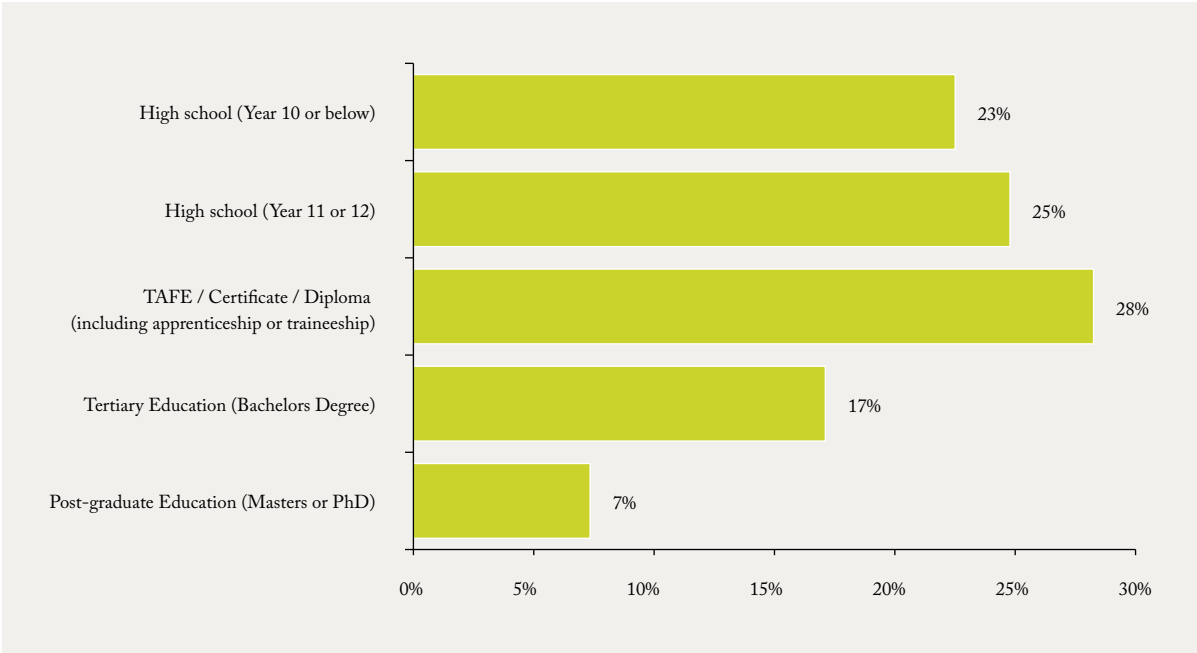
Figure 39: Language spoken at home



Q28. Do you speak a language other than English at home? Single Response
(Base=All Respondents; n=1,207)

Highest qualification

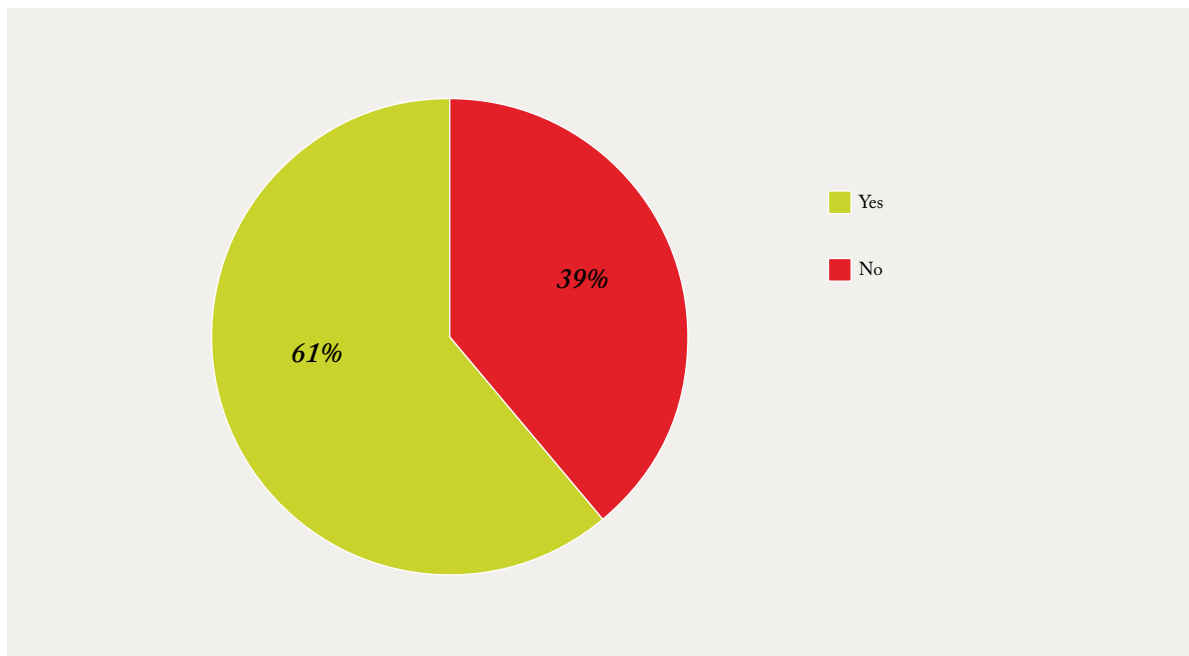
Figure 40: Highest qualification



Q29. What is the highest level of education you have attained? Single Response
(Base=All Respondents; n=1,207)

Children in household

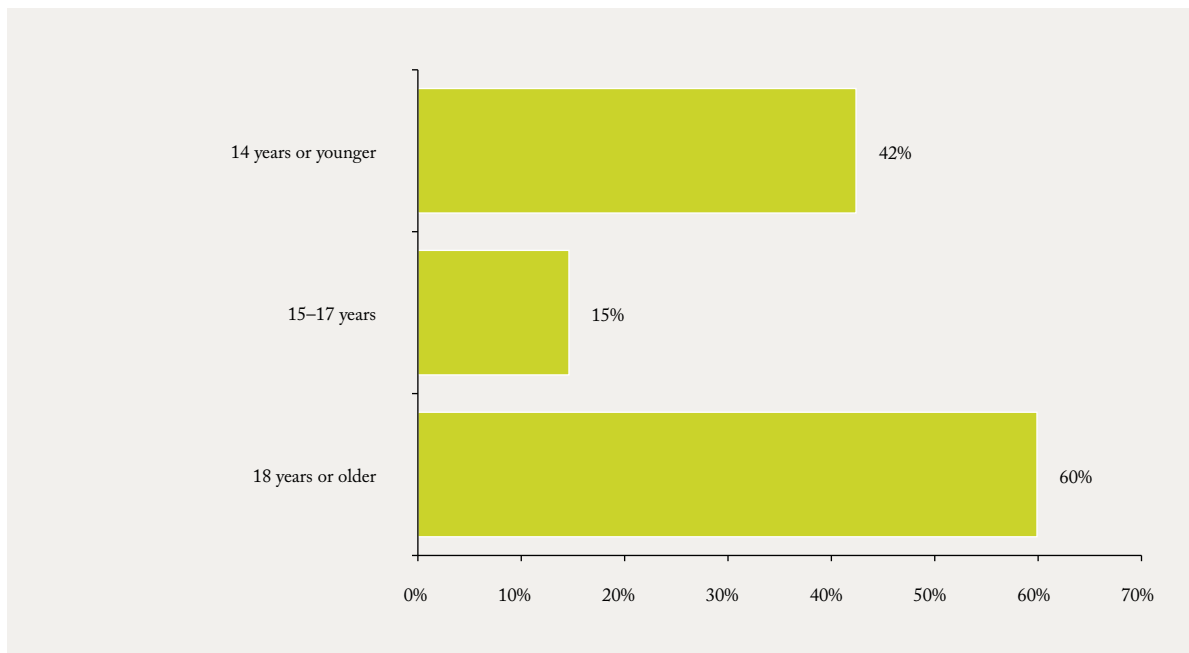
Figure 41: Children in household



Q30. Do you have any children? Single Response
(Base=All Respondents; n=1,207)

Ages of children

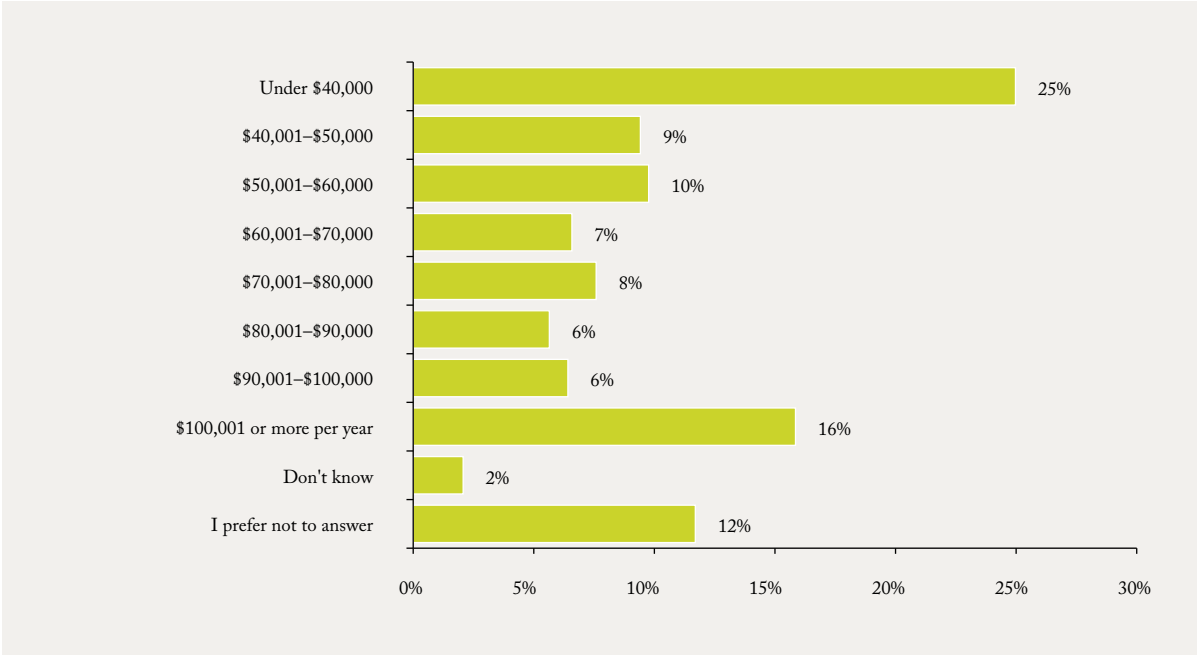
Figure 42: Ages of children



Q31. And what ages are they? Multiple Response
(Base=All respondents who have children; n=749)

Annual household income before tax

Figure 43: Annual household income before tax



Q32. Including all pensions and allowances, what is your household's annual gross income before tax from all sources? Single Response
(Base=All Respondents; n=1,207)

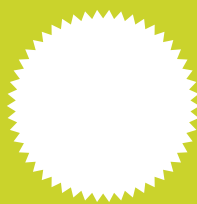
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Ratios

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Part 5

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5. Ratios

In the 2009 Violence in advertising, a number of ratios were calculated; of complaint numbers to unacceptability and across media types. These ratios did not reveal any strong patterns, but they are replicated here for reference.

Ratio of complaints to incidence of considering the ad unacceptable in time zone

The table below provides the ratio of the number of complaints to the potential number of the general public who considered the ad to be unacceptable. A number of factors have been taken into account in calculating this ratio.

Information on the calculation of the ratio and assumptions can be found in Appendix B.

The different mediums of the ads means there is a high degree of variation in the population exposed to each ad. For example, the number of people who are exposed to a national TV campaign is vastly different from the number of people who were potentially exposed to the Lyndi J ad in a magazine. Obviously the extent of exposure impacts on the size of the population that is potentially impacted by the ad and therefore able to make a complaint. In order to account for this difference, we have made some basic assumptions about the various population sizes.

Table 13: Ratio of complaints to incidence of considering the ad unacceptable in time zone

	Number of complaints received	Average number of complaints per 100,000 potential viewers	% of General public considering ad unacceptable relative to time zone	Outcome of complaint
Jamba Jizz	10	0.046	64%	Upheld
Mercury/Ian Jones	1/2	0.714	56%	Upheld
AMI Radio ad	3	0.092	55%	Dismissed
AMI Outdoor ad	10	2.304	48%	Dismissed
Jamba Lust Mobile	2	0.009	48%	Dismissed
MUK	2	0.461	45%	Upheld
Guess	9	2.074	41%	Dismissed
Bonds	8	0.037	37%	Dismissed
Brisbane Marketing	1	0.008	35%	Dismissed
Cartridge World	4	0.022	30%	Dismissed
Sexpo	2	0.091	28%	Dismissed
Simon De Winter	1	0.926	24%	Dismissed
Kraft Oreos	2	0.009	23%	Dismissed
Lyndi J	1	0.230	19%	Dismissed
Energetiks	N/A	N/A	18%	N/A

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Ratio of complaints to incidence of considering the ad unacceptable by type of media

While it might be expected that the broader the reach of the advertising channel, the higher would be the number of people offended, interestingly this is not necessarily reflected in the number of complaints received. For example billboards have a relatively low frequency of client exposure in comparison to other forms of media, but billboards seem to attract a higher number of complaints per head.

Table 14: Ratio of complaints to incidence of considering the ad unacceptable by type of media

	Average number of complaints received (2010 tested ads)	Average number of complaints per 100,000 potential viewers	% of general public considering ad unacceptable relative to time zone	Incidence of Complaint being upheld
Television (Total)	4.67	0.022	38%	1 of 6
Television (National)	5.2	0.024	40%	1 of 5
Television (State)	2	0.091	28%	0 of 1
Radio	3	0.092	55%	0 of 1
Outside billboard (Total)	5.5	1.267	42%	1 of 4
Outside billboard (National)	9.5	2.189	45%	0 of 2
Outside billboard (State)	1.5	1.071	40%	1 of 2
Internet*	1	0.008	35%	0 of 1
Print	1.5	0.346	27%	1 of 2

* single example only

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Appendix A: Technical notes

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Part 6

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6. *Appendix A: Technical notes*

Research approach

The research was split into four key stages:

1. Questionnaire development and testing;
2. Quantitative Fieldwork;
3. Online focus groups with targeted respondents; and
4. Analysis and Reporting.

Final questionnaire attached in Appendix C.

Quantitative research approach

An online research methodology was used to administer the survey.

The sample for the survey consisted of general public participants who were selected randomly from the Colmar Brunton online panel.

The following sections discuss the quantitative survey methodology.

Scope of the survey

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

- A total 1,207 respondents were included;
- Only persons aged 18 years and over were allowed to respond to the survey;
- Permanent residents from regional and metropolitan areas of Australia were allowed to respond;
- Persons of varied cultural, ethnic and socioeconomic backgrounds were included in the study;
- A cross section of consumers of varying education levels responded to the survey;

Persons who have participated in research for the ASB in the last 18 months were not allowed to respond.

Fieldwork

Fieldwork for the survey was conducted between 17th February and 1st March 2010.

- The final response rate is the number of interviews completed as a proportion of eligible members. Thus the final response rate for the survey was 15%.
- The average length of the survey was as 25.59 minutes (Median 19.02 minutes).

Quotas and weighting

- Fieldwork quotas were set based on Gender, Age and Education.
- 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 15: Quotas and sample achievement

Target respondent	Target Quota	Sample Achievement
Male – 18–29 years – High school (Year 10 or below)	13	8
Male – 18–29 years – High school (Year 11 or 12)	52	38
Male – 18–29 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	40	38
Male – 18–29 years – Tertiary Education (Bachelors Degree)	26	30
Male – 18–29 years – Post-graduate Education (Masters or PhD)	7	7
Female – 18–29 years – High school (Year 10 or below)	16	16
Female – 18–29 years – High school (Year 11 or 12)	54	54
Female – 18–29 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	29	29
Female – 18–29 years – Tertiary Education (Bachelors Degree)	31	31
Female – 18–29 years – Post-graduate Education (Masters or PhD)	7	7
Male – 30–44 years – High school (Year 10 or below)	30	30
Male – 30–44 years – High school (Year 11 or 12)	38	38
Male – 30–44 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	58	58
Male – 30–44 years – Tertiary Education (Bachelors Degree)	29	29
Male – 30–44 years – Post-graduate Education (Masters or PhD)	14	17
Female – 30–44 years – High school (Year 10 or below)	34	34
Female – 30–44 years – High school (Year 11 or 12)	41	41
Female – 30–44 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	45	45
Female – 30–44 years – Tertiary Education (Bachelors Degree)	35	35
Female – 30–44 years – Post-graduate Education (Masters or PhD)	14	16
Male – 45–59 years – High school (Year 10 or below)	37	37
Male – 45–59 years – High school (Year 11 or 12)	31	32
Male – 45–59 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	53	55
Male – 45–59 years – Tertiary Education (Bachelors Degree)	22	24
Male – 45–59 years – Post-graduate Education (Masters or PhD)	13	13
Female – 45–59 years – High school (Year 10 or below)	41	42
Female – 45–59 years – High school (Year 11 or 12)	34	35
Female – 45–59 years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	41	46
Female – 45–59 years – Tertiary Education (Bachelors Degree)	27	28
Female – 45–59 years – Post-graduate Education (Masters or PhD)	13	13
Male – 60+ years – High school (Year 10 or below)	48	48
Male – 60+ years – High school (Year 11 or 12)	21	24
Male – 60+ years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	45	53
Male – 60+ years – Tertiary Education (Bachelors Degree)	14	15

Target respondent	Target Quota	Sample Achievement
Male – 60+ years – Post-graduate Education (Masters or PhD)	10	10
Female – 60+ years – High school (Year 10 or below)	50	51
Female – 60+ years – High school (Year 11 or 12)	23	25
Female – 60+ years – TAFE / Certificate / Diploma (including apprenticeship or traineeship)	34	36
Female – 60+ years – Tertiary Education (Bachelors Degree)	19	21
Female – 60+ years – Post-graduate Education (Masters or PhD)	10	11

Why do researchers weight data?

The raw data from the survey is biased and therefore it would be misleading to use it as a basis of coming to an understanding about the topic at hand. For example, if the sample has a greater proportion of female respondents than male respondents and female respondents have different views than male respondents, reporting on raw data would lead to a bias towards what females do or think.

Weighting the data overcomes this problem because it ensures that the results are representative of the target population.

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

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 1207 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%, ie it is between 47.2% and 52.8%.

Non-sampling error

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

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

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Appendix B: Complaint representation – calculation of ratio

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Part 7

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7. Appendix B: Complaint representation – calculation of ratio

The rating and relevant time zone of the ad has also been taken into account. Where an ad had general play exposure (i.e. was rated “W”, “PG” or “G”), those who considered the ad to be unacceptable at any time plus those who considered the ad to be acceptable only in “M” time zones have been grouped as considering the ad to be unacceptable. Where an ad was classified as “M”, only those who considered it unacceptable at any time have been taken as considering the ad as unacceptable.

We have used these population estimates to calculate a ‘normalised’ incidence of complaints per a potential population of 100,000, as this provides an even base for comparison between ads. This has provided us with a comparable measure of how many people potentially considered the ad offensive to every complaint actually made across ads from different mediums and different geographic areas.

The following shows how the ratio of complaints to offended general public was calculated, using the Jamba Jizz ad as an example:

- National TV campaign so a potential viewing population of 21.7 million
- 10 complaints were received
- Ratio of complaints to population is 10 : 21,700,000
- To calculate the number of complaints per 100,000 viewing population: $10 \text{ complaints} / 21.7 \text{ million} \times 100,000 = 0.046 \text{ complaints per } 100,000 \text{ viewers.}$

Assumptions:

- For a nation-wide campaign and for state based TV campaigns we have used a rounded number based on the population of the relevant area.
- For those that are on radio we have assumed a 15% exposure within the relevant population. This is based on experience with testing awareness of campaigns over many years and with many clients.
- Similarly, we have assumed that 2% of the relevant population might be exposed to print media and to outdoor billboards.
- We have assumed that internet is based on 72% of 8 million households with the internet.

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Appendix C: Quantitative questionnaire

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Part 8

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8. Appendix C: Quantitative questionnaire

Section A: Mandatory QMS Requirements

Introduction

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

The purpose of this research is to understand community expectations around the depiction of sex and nudity in advertising. There is nothing too explicit in the survey, but it does include some ads 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.

We are contacting people from the Colmar Brunton Online Panel.

The survey will take approximately 15 minutes to complete and you will need to complete the survey by 12 noon [insert date] to earn [insert number of zoints] zoints.

Q1. INTRO

Q1. *Are you interested in participating?*

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

IF YES AT Q1

Thank you for agreeing to complete our new survey.

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

PART 8

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

Please contact [INSERT NAME OF COLMAR BRUNTON ONLINE TEAM PERSON]
on [INSERT PHONE NUMBER] if you experience any technical difficulties in completing the survey.

IF NO AT Q1

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
97	None of the above	→CONTINUE

Q3. GENDER

Q3. *Please indicate your gender*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Male	→ CHECK QUOTAS & 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
99	I prefer not to answer	

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q5. AGE

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

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Under 18	→CLOSE
02	18–29 years	→CHECK QUOTAS & CONTINUE
03	30–44 years	
04	45–59 years	
05	60+ years	
99	I prefer not to answer	→ CLOSE

MOVE EDUCATION QUESTION (Q29) TO HERE IF REQUIRED FOR QUOTA MANAGEMENT PURPOSES

Q6. STATE

Q6. Please indicate where you live.

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	New South Wales	→CHECK QUOTAS FOR STATE
02	ACT	
03	Victoria	
04	Tasmania	
05	Queensland	
06	South Australia	
07	Northern Territory	
08	Western Australia	
09	I do not currently live in Australia	→ CLOSE
99	I prefer not to answer	

Q6B. METRO

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

CODE	SELECT ONE RESPONSE ONLY
01	Yes
02	No

IF UNSUCCESSFUL

Unfortunately for this particular survey, we need responses from people who fit a specific criteria. Your My Zone account has now been credited with 50 Zoints. Thank you for your participation and we will contact you again shortly for another OpinionsPaid survey!

Regards, OpinionsPaid.com

Advertising Standards Bureau

IF SUCCESSFUL, CONTINUE

Section C: Complaints Procedures

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

- Q7.** *If you had a complaint about the standards of paid advertising in relation to language, discrimination, concern for your children, violence, sex, sexuality, nudity or health and safety, which organisations are you aware of that you could complain to? By paid advertising I mean television, radio, outdoor advertising, newspaper, magazine and online advertising.*

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
01	Advertising Standards Bureau	→SKIP TO Q9
02	Advertising Claims Board	→CONTINUE
03	Free TV	
04	The TV / Radio station where you saw / heard the advert	
05	The newspaper / magazine where the advert was printed	
96	Other (specify)	
97	Don't know (SR ONLY)	
99	None / there's no where to complain to (SR ONLY)	

IF DON'T MENTION ADVERTISING STANDARDS BUREAU (Q7=NOT 01) ASK Q8.

- Q8.** *Are you aware that you can complain to the Advertising Standards Bureau?*

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

- Q9.** *In the last 12 months have you been concerned or offended about paid advertising standards in relation to any of the following:*

CODE	READ OUT (MR)	SEQUENCE INSTRUCTION
01	Language	→CONTINUE
02	Discrimination	
03	Concern for children	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Other (specify)	
97	None of these	→SKIP TO Q13

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q9=01-07).
OTHERS SKIP TO SECTION D

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q10. In the last 12 months have you made a formal complaint about paid advertising standards in relation to any of the following:

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

ASK THOSE WHO HAVE MADE A COMPLAINT ABOUT PAID ADVERTISING IN THE LAST 12 MONTHS (Q10=01-07). OTHERS SKIP TO SECTION D

Q11. Which organisation(s) did you complain to? MULTIPLE RESPONSE –

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
01	Advertising Standards Board	→SKIP TO Q13
02	Advertising Claims Board	→SKIP TO Q13
03	Advertising Standards Bureau	→SKIP TO Q13
04	Free TV	→SKIP TO Q13
05	The TV / Radio station where you saw / heard the advert	→SKIP TO Q13
06	The newspaper / magazine where the advert was printed	→SKIP TO Q13
96	Other (specify)	→SKIP TO Q13
97	Don't know	→SKIP TO Q13

ASK THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING BUT HAVE NOT MADE COMPLAINT (Q09=01-07 AND Q10=97). OTHERS SKIP TO SECTION D

Q12. For what reasons did you not make a complaint? MULTIPLE RESPONSE

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

CODE	DO NOT READ (MR)	SEQUENCE INSTRUCTION
96	Other (specify)	→CONTINUE
97	Don't know	→CONTINUE

Section D: 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.

Because of their topic or content, some of these ads are restricted to being broadcast later at night.

Q12AA. When providing your opinion about ads, would you prefer to...?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Review all the ads	CONTINUE, SHOW ALL ADS
02	Review all ads EXCEPT those which are restricted to being broadcast after 11pm at night	CONTINUE BUT DO NOT SHOW JAMBA LUST QTNS (Q17A – Q17C)

Ads to be shown in this section:

- Ad 1 – Jamba jizz (TV)
- Ad 2 – AMI (Outdoor)
- Ad 3 – AMI (Radio)
- Ad 4 – Sexpo (TV)
- Ad 5 – Jamba Lust Mobile (TV)
- Ad 6 – Brisbane Marketing (Internet)
- Ad 7 – Simon De Winter (Outdoor)
- Ad 8 – Bonds (TV)
- Ad 9 – Guess (Outdoor)
- Ad 10 – Mercury/Ian Jones (Outdoor)
- Ad 11 – MUK (Print)
- Ad 12 – Cartridge World (TV)
- Ad 13 – Kraft Oreos (TV)
- Ad 14 – Lyndi J (Print)
- Ad 15 – Energetiks (Print)

PLEASE RANDOMISE ADS 1–12 FOR EACH RESPONDENT

AD 13 (KRAFT OREOS), AD 14 (LYNDI J) AND AD 15 (ENERGETIKS) ARE TO BE SHOWN AS THE LAST THREE FOR EACH RESPONDENT [THESE RELATE TO THE SEXUALISATION OF CHILDREN]. PLEASE ROTATE AD 13, 14 & 15 SO THAT EQUAL PROPORTIONS OF RESPONDENTS SEE EACH AD FIRST.

INCLUDE VARIABLE IN DATA FILE THAT INDICATES WHICH OF 13 / 14 / 15 IS VIEWED FIRST.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q13. ACCEPTABLE: AD 1

SHOW AD 1 Jamba jizz (TV)

Q13A. Do you believe it is acceptable to broadcast this advertisement on the TV?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	Yes, it is acceptable to broadcast this, but only after 8.30pm and between 12 midday and 3pm (M rated time zones)	
03	No, it is not acceptable to broadcast this at any time.	
97	Don't Know	

Q13B. (IF UNACCEPTABLE CODES 02 & 03 IN Q13A): How come?

Q13C. (IF UNACCEPTABLE CODES 02 & 03 IN Q13A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Sexual imagery or references	1	2	3	4	5	98	97

Q14. ACCEPTABLE: AD 2

SHOW AD 2- AMI (Outdoor)

Q14A. Do you believe it is acceptable to show this ad on an outside billboard?

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

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

Q14C. (IF UNACCEPTABLE CODES 02 & 03 IN Q14A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Sexual imagery or references	1	2	3	4	5	98	97

Q15. ACCEPTABLE: AD 3

SHOW AD 3 – AMI (Radio)

Q15A. Do you believe it is acceptable to broadcast this advertisement on the radio?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	Yes – but only between 9am–2.30pm and 4pm–6am	
03	No	
97	Don't Know	

Q15B. (IF UNACCEPTABLE CODES 02 & 03 AT Q15A): How come?

Q15C. (IF UNACCEPTABLE CODES 02 & 03 IN Q15A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Sexual imagery or references	1	2	3	4	5	98	97

Q16. ACCEPTABLE: AD 4

SHOW AD 4 – Sexpo (TV)

Q16A. Do you believe it is acceptable to broadcast this advertisement on the TV?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	Yes, it is acceptable to broadcast this, but only after 8.30pm and between 12 midday and 3pm (M rated time zones)	
03	No, it is not acceptable to broadcast this at any time.	
97	Don't Know	

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q16B. (IF UNACCEPTABLE CODES 02 & 03 AT Q16A): How come?

--

Q16C. (IF UNACCEPTABLE CODES 02 & 03 IN Q16A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q17. ACCEPTABLE: AD 5

SHOW AD 5 – Jamba Lust Mobile (TV)

Q17A. Do you believe it is acceptable to broadcast this advertisement on the TV?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	Yes, it is acceptable to broadcast this, but only between 11pm and 5am	
03	No, it is not acceptable to broadcast this at any time of the day.	
97	Don't Know	

Q17B. (IF UNACCEPTABLE CODES 02 & 03 AT Q17A): How come?

--

Q17C. (IF UNACCEPTABLE CODES 02 & 03 IN Q17A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q18. ACCEPTABLE: AD 6

SHOW AD 6– Brisbane Marketing (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	→ CONTINUE
02	No	
97	Don't Know	

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

Q18C. (IF UNACCEPTABLE CODES 02 & 03 IN Q18A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q19. ACCEPTABLE: AD 7

SHOW AD 7– Simon De Winter (Outdoor)

Q19A. Do you believe it is acceptable to show this ad on an outside billboard?

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

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

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q19C. (IF UNACCEPTABLE CODE 02 IN Q19A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q20. ACCEPTABLE: AD 8

SHOW AD 8— Bonds (TV)

Q20A. Do you believe it is acceptable to broadcast this advertisement on the TV?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	Yes, it is acceptable to broadcast this, but only after 8.30pm and between 12 midday and 3pm (M rated time zones)	
03	No, it is not acceptable to broadcast this at any time.	
97	Don't Know	

Q20B. (IF UNACCEPTABLE CODES 02 & 03 AT Q20A): How come?

Q20C. (UNACCEPTABLE CODES 02 & 03 IN Q20A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q21. ACCEPTABLE: AD 9

SHOW AD 9 – Guess (Outdoor)

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

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

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

Q21C. (IF UNACCEPTABLE CODE 02 IN Q21A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q22. ACCEPTABLE: AD 10

SHOW AD 10 – Mercury/Ian Jones (Outdoor)

Q22A. Do you believe it is acceptable to show this ad on an outside billboard?

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

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

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q22C. (IF UNACCEPTABLE CODE 02 IN Q22A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97

Q23. ACCEPTABLE: AD 11

SHOW AD 11 – MUK (Print)

Q23A. This ad is for a brand of hair care products and would be seen as a poster in a salon. Do you believe it is acceptable to show this advertisement in print (e.g. posters in salons / newspapers / magazines)?

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

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

Q23C. (IF UNACCEPTABLE CODE 02 IN Q23A): To what extent do you agree or disagree that the following are relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97
Sexual imagery or references	1	2	3	4	5	98	97

Q24. ACCEPTABLE: AD 12

SHOW AD 12 – Cartridge World (TV)

Q24A. Do you believe it is acceptable to broadcast this advertisement on the TV?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this at any time of the day	→ CONTINUE
02	Yes, it is acceptable to broadcast this, but only after 8.30pm and between 12 midday and 3pm (M rated time zones)	
03	No, it is not acceptable to broadcast this at any time.	
97	Don't Know	

Q24B. (IF UNACCEPTABLE CODES 02 & 03 AT Q24A): How come?

Q24C. (UNACCEPTABLE CODES 02 & 03 IN Q24A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97

Q25. ACCEPTABLE: AD 13

SHOW AD 13 – Kraft Oreos (TV)

Q25A Do you believe it is acceptable to broadcast this advertisement on the TV?

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

Q25B. (IF UNACCEPTABLE CODES 02 & 03 AT Q25A): How come?

Q25C. (IF UNACCEPTABLE CODES 02 & 03 IN Q25A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Nudity	1	2	3	4	5	98	97

Q25D. (ASK ALL) Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people?

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

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q26. ACCEPTABLE: AD 14

SHOW AD 14 – Lyndi J (Print)

Q26A. Do you believe it is acceptable to show this advertisement in print (e.g. newspapers / magazines)?

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

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

Q26C. (IF UNACCEPTABLE CODES 02 & 03 IN Q26A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Sexual imagery or references	1	2	3	4	5	98	97

Q26D. (ASK ALL) Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people?

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

Q27. ACCEPTABLE: AD 15

SHOW AD 15 – Energetiks (Print)

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

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

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

Q27C. (IF UNACCEPTABLE CODES 02 & 03 IN Q27A): To what extent do you agree or disagree that the following is relevant to the product being advertised in this ad?

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	DO NOT BELIEVE THIS EXISTS IN THIS AD	DON'T KNOW
Sexual imagery or references	1	2	3	4	5	98	97

Q27D. (ASK ALL) Do you feel that this ad seeks to inappropriately sexualise young people – either through promoting the development of an inappropriate sexual identity or the inappropriate promotion of physical sex appeal of young people?

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

Section G: 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.

Q28. LOTE

Q28. Do you speak a language other than English at home?

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

Q29. EDUCATION

Q29. What is the highest level of education you have attained?

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

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Q30. CHILDREN

Q30. *Do you have any children?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ SKIP TO Q32

Q31. AGE OF CHILDREN

Q31. *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	

Q32. INCOME

Q32. *Including all pensions and allowances, what is your household's annual gross income before tax from all sources?
Just an estimate is fine.*

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

Q33. COMPLAINT

Q33. *Have you ever made a formal complaint about advertising?*

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

Q34. COMPLAINT

Q34. *And finally, have you ever made a formal complaint about advertising to the Advertising Standards Board?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	→ CONTINUE
o2	No	
97	Don't Know	

Section H: Mandatory QMS Requirements

CONCLUSION

Congratulations, you have completed the survey. Your My Zone account has now been credited with [insert number of zoints] zoints.

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.

Q98. PANEL

Q98. *Would you be interested in taking part in paid research including group discussions, in depth interviews, product testing or other on-line surveys?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	→ CONTINUE
o2	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.

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

FINAL CLOSE/TERMINATION

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

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

Don't forget to take a look at the Zoints Shop catalogue to see what you can purchase with your Zoints.

Thank you for your opinions.

Please click SUBMIT to send your responses to Colmar Brunton and complete your Zoints creditation.

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Appendix D – Focus group discussion guide

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Part 9

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9. Appendix D – Focus group discussion guide

Objectives and background

Overall objective: To understand what makes an ad acceptable or unacceptable, allowing the Board to have a clear understanding of what community expectations of acceptability are likely to be.

The Board makes adjudications under the Code of Ethics, the relevant part of which is:

Section 2.3: “Advertising or marketing communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.”

Specific objectives:

- Confirm / refine / explore the list of factors which contribute to an ad being unacceptable identified from the quantitative stage (see discussion below).
- What makes an ad acceptable – is it just the absence / reverse of the factors that make them unacceptable, or is it different somehow?
- How do different groups in the community come to their views – age and gender differences were observed in the survey, but does this reflect different decision making processes, or just different tolerances within the same process?

Methodology and approach

Two focus groups will be conducted with participants recruited based on their responses to a previous quantitative stage. One of the groups will be with people who are ‘liberal’ in their views (ie: found most of the tested ads acceptable). The other group will be with people who were ‘conservative’ in their views (ie: found most of the tested ads unacceptable).

In the quantitative stage it was found that older people seemed to have less tolerance for SSN in advertising, and women also seemed to be more likely to find an ad unacceptable (especially those in the middle of the range of acceptability). One objective here will be to see if they are the same factors at work with these groups, but with different tolerances; or different factors.

The quantitative stage identified a number of reasons which were identified by people who found ads unacceptable:

- Irrelevance of nudity – the code doesn’t refer to the relevance of SSN to the product or to the theme of the ad → if making an adjudication based on the code, does their view of an ad change?

- Irrelevance of sexual imagery (the quantitative stage suggested that these are a little different) – as above for relevance of nudity.
- Going beyond the limit of being too explicit – this is a factor which is relevant to making a judgement under section 2.3 of the code, as it relates to being ‘sensitive to the relevant audience/timezone’.
- Children’s exposure risk – this is also relevant in terms of being sensitive to the audience and timezone, and several areas of issue were identified in the survey responses:
 - Mimicry / modelling
 - Outdoor / internet as being harder to prevent children seeing
 - Children viewing M timeslots / parental guidance and control
 - Body image issues for young girls / adults
- Impact of portraying people as sex objects (especially for females) – this is not strictly relevant to this section of the code; it is an interesting topic and some observations on this topic could be valuable, but ultimately unless it comes back to “being sensitive to the audience” it is not relevant in any decision about the acceptability of an ad in relation to this section of the code.

Reasons for deciding that an ad was acceptable were not explored qualitatively. We want to find out if there is more to acceptability than just ‘the absence or reverse of reasons for unacceptability’. Are people considering different things? Or just applying different thresholds / parameters?

The approach will be to show respondents some of the same ads they have already seen, and some new ones that are at the more ‘tame’ end of the spectrum for the conservative group and the more ‘extreme’ end of the spectrum for the liberal group. Observe what falls either side of the line for them, and explore why.

Structure:

- 1) General unprompted discussion – what makes SSN acceptable or unacceptable
- 2) Review ½ ads – discuss acceptability
- 3) Discuss code and what it requires in decisions
 - a) How does this change what we talked about
 - b) Does it cause us to change our minds on any previously viewed ads
- 4) View remaining ads – discuss acceptability
 - a) Is what we are considering now different from the start
- 5) Look at ads relating to sexualisation of children
- 6) Discussion of the influence of the identified issues from the quantitative stage (if not already covered)

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Guide

Intro [5 mins]

- Name
- What do for work
- Favourite recent ad

Part 1: General discussion of acceptability of SSN in advertising [10 mins]

Today we are going to be talking about the use of nudity and sexual imagery or references in advertising.

- 1a. When we think about what might make an ad unacceptable to us, how important is sex and nudity compared to other things?
- 1b. What makes the use of sex or nudity in advertising unacceptable to us?
- 1c. What makes the use of sex or nudity in advertising OK to us?

Part 2: Review of first batch of ads [20 mins]

Now we are going to have a look at a few ads – some of these you might have seen in the survey we did before, some will be new ones.

FOR EACH AD:

2a. Is this ad...

- (1) Acceptable to be shown / used without restriction
- (2) Acceptable to be shown / used in restricted times [as per ratings]
- (3) Not Acceptable to be shown / used at any time

2b. How come? MODERATOR LINK DISCUSSION TO THEMES IDENTIFIED IN PART 1

SCHEDULE OF ADS TO SHOW:

Bonds	Old	37% unaccept	TV	Rated W
Suzuki Grand Vitara	New		TV	
Jamba Jizz	Old	64% unaccept	TV	Rated PG
Explicit club	New	?	Outdoor	
Sexpo	Old	28% unaccept	TV	Rated M
Mercury / Jones	Old	56% unaccept	Outdoor	

Part 3: Discussion of code [15 mins]

The Advertising Standards Board is the organisation to whom complaints about advertising are directed. When the Board reviews an ad in response to a complaint, the Board considers whether the ad complies with the relevant part of the Code. If in the Board's view it does not comply, then the ad will be taken off. The part of the code that relates to sex and nudity is:

Section 2.3: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.”

- 3a. Is this any different from what we discussed at the start of the group?
- 3b. If the Board is making decisions based on this part of the code, would we expect their decisions to match our own?
- 3c. Does this change our view about any of the ads we just looked at?

IF YES: How come?

Advertising Standards Bureau

PART 9

Part 4: Review second batch of ads [20 mins]

FOR EACH AD:

4a. Thinking specifically about the code we just talked about, is this ad...

- (1) Acceptable to be shown / used without restriction
- (2) Acceptable to be shown / used in restricted times [as per ratings]
- (3) Not Acceptable to be shown / used at any time

4b. How come? MODERATOR LINK DISCUSSION TO CODE DISCUSSED IN PART 3

4c. Is our judgement different for having talked about the code than it would have been at the start of the discussion tonight?

SCHEDULE OF ADS TO SHOW [* optional to suit group mood]:

Guess	Old	41% unaccept	Outdoor	
Deep Spring	New	?	Outdoor / press [tbc]	
AMI outdoor	Old	48% unaccept	Outdoor	
Simplot Chiko Roll*	New	Tame	Outdoor / press [tbc]	
Aussie Bum + Coke Pump New	Similar to Jones	Outdoor / press [tbc]		
Dominos Pizza	New	Sexual imagery	Outdoor / press [tbc]	
Dreams	New	Risque	Outdoor	(WARN)
Love and Rockets [8 + 11]* New	?	Outdoor mobile		
Jamba Lust	Old	48% unaccept	TV	Rated S (WARN)
Crazy domains*	New	Risque	TV	
MUK*	Old	45% unaccept	In salons	
Brisbane marketing*	Old	35% unaccept	Internet	

Part 5: Sexualisation of children [10 mins]

Now I'd like to look at a few other ads quickly. I'll show you five ads, and I'd like you to rate them on your form as we go, and then we'll talk about them all at the end. SHOW:

Kraft Oreos
Lyndi J
Energetiks
Red Bull
Big W

5a. What do we think about the acceptability of these ads?

PROBE: is there any issue with these ads that is different from the ones we looked at before?

5b. IF NOT RAISED IN 5A: How do we feel about the way children are shown in these ads?

5c. How does this relate to the code that the ASB uses?

COMMUNITY PERCEPTIONS OF SEX, SEXUALITY AND NUDITY IN ADVERTISING

Part 6: Factors influencing acceptability [10 mins]

To finish off our discussion tonight, after looking at all these ads I'd like to go back to where we started and talk generally again about what makes ads acceptable or not to us.

- 6a. If we were making decisions guided by the code – what are the main factors that we would be thinking about?
- 6b. Are they different from what we were thinking at the start of the night?
- 6c. How do we decide when an ad “goes too far”?

PROBE: What should happen if people disagree about what is “going too far”?

MODERATOR NOTE: MAY FIND A BETTER PHRASE THAN “GO TOO FAR” IN THE GROUPS