

Tasmania

Mediums attracting complaints 2013

	Tas	Aust
TV	57.8%	62.1%
Billboard	24.1%	9.6%
Internet	2.4%	5.5%
Print	1.2%	4.5%
Pay TV	1.2%	3.5%
Transport	1.2%	3.5%
Poster	0%	2.1%
Radio	0%	3.6%
Social	0%	1.9%
Outdoor	9.6%	1.6%
Cinema	0%	0.8%
Mail	0%	0.7%
Other	2.4%	0.7%

83

complaints from Tas made in 2013

30%

of complainants were aged 40-54

57%

of complaints were about discrimination or vilification

24%

of complaints were about sex, sexuality and nudity

54%

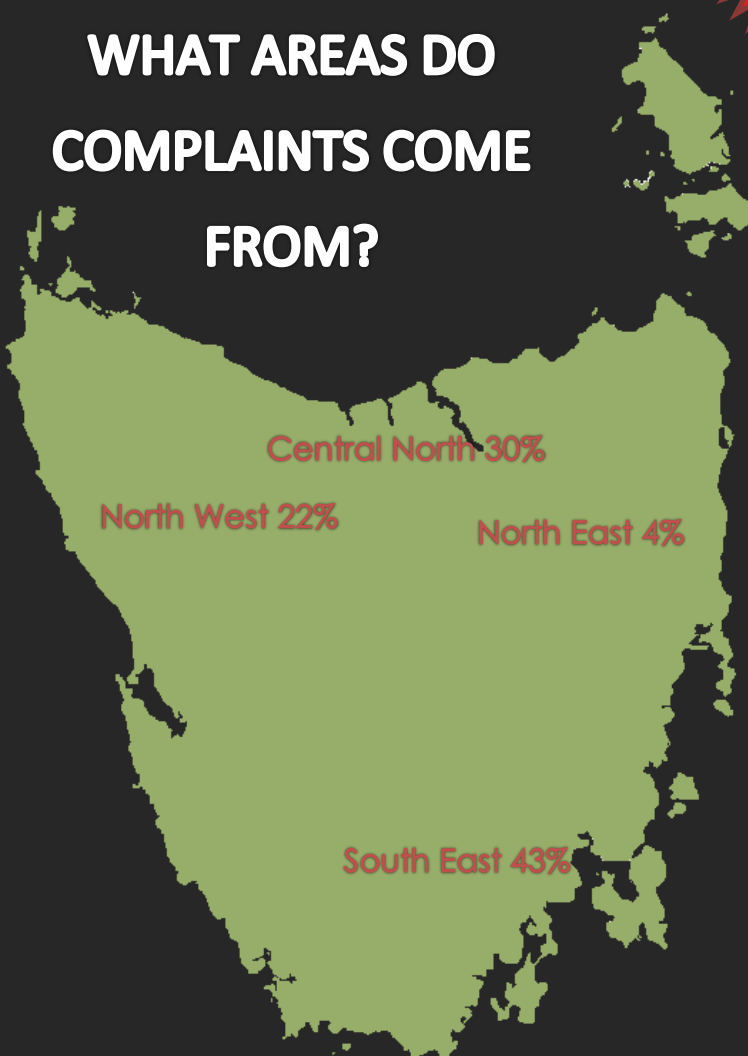
of complainants were female



99%

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

WHAT AREAS DO COMPLAINTS COME FROM?



Where complaints came from in Tas 2013

Hobart	36.1%
Launceston	19.3%
Wynard	10.8%
Burnie	4.8%



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