

## Advertising Standards Bureau 2007

| <b>OUTCOME OF COMPLAINTS (No., by Complaint)</b> | <b>2004</b>  | <b>2005</b>  | <b>2006</b>  | <b>2007</b>  |
|--|--------------|--------------|--------------|--------------|
| Dismissed  | 1349         | 1753         | 2648         | 1730         |
| Upheld   | 55           | 94           | 164          | 280          |
| Withdrawn before board determination             | 236          | 139          | 20           | 15           |
| Outside Charter                                  | 656          | 970          | 1212         | 577          |
| <b>TOTAL</b>                                     | <b>2,296</b> | <b>2,956</b> | <b>4,044</b> | <b>2,602</b> |

| <b>BOARD DETERMINATIONS (No., by Advertisement)</b> | <b>2004</b> | <b>2005</b> | <b>2006</b> | <b>2007</b> |
|---|-------------|-------------|-------------|-------------|
| Withdrawn before board determination                | 20          | 33          | 13          | 5           |
| Upheld  | 8           | 14          | 28          | 36          |
| Dismissed   | 337         | 344         | 488         | 405         |
| <b>TOTAL</b>  | <b>365</b>  | <b>391</b>  | <b>529</b>  | <b>446</b>  |

| <b>GEOGRAPHIC SOURCE OF COMPLAINTS (%)</b> | <b>2004</b>    | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|--|----------------|----------------|----------------|----------------|
| NSW  | 38.20%         | 32.68%         | 36.77%         | 35.63%         |
| VIC  | 22.17%         | 21.19%         | 22.59%         | 20.18%         |
| QLD  | 16.16%         | 24.60%         | 17.01%         | 19.79%         |
| SA   | 7.10%          | 8.54%          | 10.08%         | 9.80%          |
| WA   | 8.84%          | 7.98%          | 7.84%          | 9.80%          |
| ACT  | 4.75%          | 2.47%          | 2.58%          | 2.50%          |
| TAS  | 1.92%          | 1.84%          | 2.31%          | 1.54%          |
| NT   | 0.83%          | 0.60%          | 0.84%          | 0.77%          |
| Abroad                                     | 0.04%          | 0.10%          | 0.00%          | 0.00%          |
| <b>TOTAL</b>                               | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

| <b>GENDER OF COMPLAINANTS (%)</b> | <b>2004</b>    | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|-----------------------------------|----------------|----------------|----------------|----------------|
| Couple                            | 2.61%          | 2.10%          | 1.35%          | 0.92%          |
| Unspecified                       | 2.70%          | 2.13%          | 1.45%          | 1.08%          |
| Male                              | 37.63%         | 38.08%         | 36.75%         | 32.67%         |
| Female                            | 57.06%         | 57.69%         | 60.45%         | 65.33%         |
| <b>TOTAL</b>                      | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

| <b>ISSUES ATTRACTING COMPLAINT (%)</b>            | <b>2004</b> | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|---|-------------|----------------|----------------|----------------|
| AANA Section 2.3 - Sex, sexuality and nudity      |             | 26.49%         | 22.23%         | 37.91%         |
| AANA Section 2.1 - Discrimination or vilification |             | 27.13%         | 23.25%         | 28.05%         |
| AANA Section 2.6 - Health and Safety              |             | 6.46%          | 9.70%          | 10.85%         |
| AANA Section 2.2 - Violence                       |             | 17.38%         | 18.01%         | 8.42%          |
| AANA Section 2.7 / FCAI Code                      |             | 3.38%          | 1.84%          | 4.91%          |
| Other   |             | 14.59%         | 14.69%         | 4.86%          |
| AANA Section 2.4 / Advertising to Children Code   |             | 0.20%          | 2.73%          | 2.95%          |
| AANA Section 2.5 - Language                       |             | 4.36%          | 7.55%          | 1.68%          |
| Food and Beverage Code                            |             | 0.00%          | 0.00%          | 0.37%          |
| <b>TOTAL</b>                                      |             | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

| <b>REASON COMPLAINTS FELL OUTSIDE CHARTER (No.)</b>      | <b>2004</b> | <b>2005</b> | <b>2006</b> | <b>2007</b> |
|--|-------------|-------------|-------------|-------------|
| Outside Section 2 - Other                                |             | 108         | 70          | 89          |
| Outside Section 2 - Broadcast timing                     |             | 104         | 118         | 60          |
| Not an advertisement - Product or service                |             | 29          | 92          | 58          |
| Within Section 1 - Misleading or deceptive               |             | 121         | 186         | 45          |
| Not an advertisement - Other                             |             | 21          | 48          | 44          |
| Other - Other  |             | 37          | 38          | 31          |
| Not an advertisement - TV and radio promotional material |             | 144         | 186         | 28          |
| Not an advertisement - Point of sale                     |             | 27          | 29          | 28          |
| Outside Section 2 - Political advertising                |             | 10          | 11          | 26          |
| Other - Insufficient information                         |             | 0           | 34          | 23          |
| Not an advertisement - Local advertising                 |             | 30          | 14          | 21          |
| Outside Section 2 - Dislike of advertising               |             | 30          | 25          | 19          |
| Other - Trivial complaint                                |             | 4           | 6           | 16          |
| Not an advertisement - Community service announcements   |             | 35          | 61          | 15          |

|  |            |             |            |
|--|------------|-------------|------------|
| Not an advertisement - Program content or programming                          | 73         | 126         | 13         |
| Withdrawn/Discontinued - Other   | 13         | 43          | 12         |
| Specific industry code - Alcoholic Beverages code                              | 3          | 2           | 12         |
| Not an advertisement - Internet  | 30         | 39          | 11         |
| Not an advertisement - Loudness of ads   | 71         | 12          | 11         |
| Within Section 1 - Legality  | 1          | 11          | 6          |
| Not an advertisement - Direct mail   | 19         | 11          | 3          |
| Within Section 1 - Business practices  | 6          | 6           | 1          |
| Within Section 1 - Misrepresentation   | 1          | 6           | 1          |
| Not an advertisement - Direct distribution to an individual                    | 11         | 5           | 1          |
| Not an advertisement - Label directions  | 2          | 5           | 1          |
| Within Section 1 - Misleading claim about Australian country of origin/content | 0          | 5           | 1          |
| Specific industry code - Therapeutic Goods code                                | 1          | 1           | 1          |
| Within Section 1 - Tobacco   | 3          | 8           | 0          |
| Not an advertisement - Product name or logo                                    | 5          | 5           | 0          |
| Within Section 1 - Compliance with law   | 15         | 4           | 0          |
| Specific industry code - Weight Management code                                | 2          | 2           | 0          |
| Not an advertisement - Informercial  | 1          | 1           | 0          |
| Outside Section 2 - Phone sex  | 0          | 1           | 0          |
| Within Section 1 - Harm to business  | 0          | 1           | 0          |
| Other - Insufficient information   | 13         | 0           | 0          |
| <b>TOTAL</b>   | <b>970</b> | <b>1212</b> | <b>577</b> |

| <b>MEDIA ATTRACTING COMPLAINT (%)</b> | <b>2004</b>    | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|---------------------------------------|----------------|----------------|----------------|----------------|
| TV                                    | 85.33%         | 84.81%         | 85.81%         | 75.10%         |
| Outdoor                               | 6.28%          | 6.67%          | 3.67%          | 12.80%         |
| Print                                 | 5.47%          | 4.76%          | 3.85%          | 4.08%          |
| Cinema                                | 0.50%          | 0.60%          | 0.42%          | 2.46%          |
| Radio                                 | 1.74%          | 2.11%          | 4.10%          | 2.36%          |
| Transport                             | 0.62%          | 0.45%          | 1.73%          | 1.62%          |
| Internet                              | 0.00%          | 0.00%          | 0.25%          | 1.13%          |
| Pay TV                                | 0.00%          | 0.25%          | 0.18%          | 0.44%          |
| Multiple Media                        | 0.06%          | 0.35%          | 0.00%          | 0.00%          |
| Other                                 | 0.00%          | 0.00%          | 0.00%          | 0.00%          |
| <b>TOTAL</b>                          | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

| <b>PRODUCT CATEGORY ATTRACTING COMPLAINT (%)</b> | <b>2004</b> | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|--|-------------|----------------|----------------|----------------|
| Food and Beverages                               |             | 20.85%         | 28.14%         | 33.25%         |
| Professional services                            |             | 2.56%          | 5.61%          | 10.77%         |
| Vehicles   |             | 15.19%         | 8.37%          | 9.92%          |
| House goods/services                             |             | 11.18%         | 2.15%          | 6.03%          |
| Restaurants                                      |             | 2.91%          | 1.17%          | 5.78%          |
| Other  |             | 6.67%          | 5.30%          | 3.94%          |
| Community Awareness                              |             | 8.02%          | 12.29%         | 3.39%          |
| Entertainment                                    |             | 0.00%          | 2.90%          | 3.09%          |
| Toiletries                                       |             | 5.26%          | 2.86%          | 2.94%          |
| Media  |             | 0.00%          | 2.22%          | 2.84%          |
| Alcohol  |             | 7.07%          | 3.14%          | 2.44%          |
| Insurance  |             | 0.00%          | 2.97%          | 2.44%          |
| Clothing   |             | 6.22%          | 4.31%          | 2.24%          |
| Telecommunications                               |             | 4.51%          | 2.40%          | 2.24%          |
| Leisure & Sport                                  |             | 1.45%          | 1.73%          | 2.14%          |
| Mobile Phone/SMS                                 |             | 0.00%          | 2.44%          | 2.04%          |
| Retail   |             | 0.00%          | 1.17%          | 1.65%          |
| Health Products                                  |             | 3.46%          | 7.94%          | 1.40%          |
| Finance/Investment                               |             | 2.81%          | 1.80%          | 1.30%          |
| Travel   |             | 1.85%          | 1.09%          | 0.15%          |
| <b>TOTAL</b>                                     |             | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |

| <b>METHOD OF COMPLAINT (%)</b> | <b>2004</b>    | <b>2005</b>    | <b>2006</b>    | <b>2007</b>    |
|--------------------------------|----------------|----------------|----------------|----------------|
| E-mail                         | 69.95%         | 73.08%         | 82.71%         | 84.05%         |
| Post                           | 25.96%         | 22.36%         | 14.47%         | 13.87%         |
| Fax                            | 4.09%          | 4.56%          | 2.82%          | 2.08%          |
| <b>TOTAL</b>                   | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> | <b>100.00%</b> |