Advertising Standards Bureau 2007

OUTCOME OF COMPLAINTS (No., by Complaint)	2004	2005	2006	2007
Dismissed	1349	1753	2648	1730
Upheld	55	94	164	280
Withdrawn before board determination	236	139	20	15
Outside Charter	656	970	1212	577
TOTAL	2,296	2,956	4,044	2,602
BOARD DETERMINATIONS (No., by Advertisement)	2004	2005	2006	2007
Withdrawn before board determination	20	33	13	5
Upheld	8	14	28	36
Dismissed	337	344	488	405
TOTAL	365	391	529	446
GEOGRAPHIC SOURCE OF COMPLAINTS (%)	2004	2005	2006	2007
NSW	38.20%	32.68%	36.77%	35.63%
VIC QLD	22.17% 16.16%	21.19% 24.60%	22.59% 17.01%	20.18% 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%
TOTAL	100.00%	100.00%	100.00%	100.00%
GENDER OF COMPLAINANTS (%)	2004	2005	2006	2007
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%
TOTAL	100.00%	100.00%	100.00%	100.00%
ISSUES ATTRACTING COMPLAINT (%)	2004	2005	2006	2007
AANA Section 2.3 - Sex, sexuality and nudity	200-1	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 AANA Section 2.5 - Language		0.20% 4.36%	2.73%	2.95% 1.68%
Food and Beverage Code		0.00%	7.55% 0.00%	0.37%
TOTAL		100.00%	100.00%	100.00%
REASON COMPLAINTS FELL OUTSIDE CHARTER (No.)	2004	2005	2006	2007
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 Outside Section 2 - Political advertising		27 10	29 11	28 26
Outside Section 2 - Political advertising Other - Insufficient information		10 0	11 34	23
Not an advertisement - Local advertising		30	34 14	23
Outside Section 2 - Dislike of advertising		30	25	19
Other - Trivial complaint		4	6	16
Not an advertisement - Community service announcements		35	61	15

Withdrawn/Discontinued - Other Specific industry code - Alcoholic Beverages code Not an advertisement - Internet Not an advertisement - Loudness of ads Within Section 1 - Legality Not an advertisement - Direct mail Within Section 1 - Business practices Within Section 1 - Misrepresentation Not an advertisement - Direct distribution to an individual Not an advertisement - Label directions Within Section 1 - Misleading claim about Australian country of origin/content Specific industry code - Therapeutic Goods code Within Section 1 - Tobacco Not an advertisement - Product name or logo Within Section 1 - Compliance with law Specific industry code - Weight Management code Not an advertisement - Informercial Outside Section 2 - Phone sex Within Section 1 - Harm to business Other - Insufficient information		73 13 3 30 71 1 19 6 1 11 2 0 1 3 5 15 2 1 0 0 13	126 43 2 39 12 11 11 6 6 5 5 1 8 5 4 2 1 1 1	13 12 12 11 11 6 3 1 1 1 1 1 1 0 0 0 0 0
TOTAL		970	1212	577
MEDIA ATTRACTING COMPLAINT (%)	2004	2005	2006	2007
· ·	2004	2005	2006	2007
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%
Other	0.00%	0.0076	0.0076	0.0076
TOTAL	100.00%	100.00%	100.00%	100.00%
PRODUCT CATEGORY ATTRACTING COMPLAINT (%)	2004	2005	2006	2007
PRODUCT CATEGORY ATTRACTING COMPLAINT (%)	2004	2005	2006	2007
Food and Beverages	2004	20.85%	28.14%	33.25%
Food and Beverages Professional services	2004	20.85% 2.56%	28.14% 5.61%	33.25% 10.77%
Food and Beverages Professional services Vehicles	2004	20.85%	28.14%	33.25%
Food and Beverages Professional services	2004	20.85% 2.56%	28.14% 5.61%	33.25% 10.77%
Food and Beverages Professional services Vehicles	2004	20.85% 2.56% 15.19%	28.14% 5.61% 8.37%	33.25% 10.77% 9.92%
Food and Beverages Professional services Vehicles House goods/services	2004	20.85% 2.56% 15.19% 11.18%	28.14% 5.61% 8.37% 2.15%	33.25% 10.77% 9.92% 6.03%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other	2004	20.85% 2.56% 15.19% 11.18% 2.91%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30%	33.25% 10.77% 9.92% 6.03% 5.78%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 3.09%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 3.09% 2.94%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44% 2.24%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44% 2.24%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44% 2.24% 2.24% 2.14%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.244% 2.24% 2.14% 2.04%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.244% 2.244% 2.24% 2.14% 2.04% 1.65%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 0.00% 3.46%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.244% 2.244% 2.14% 2.14% 1.65% 1.40%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 0.00% 3.46% 2.81%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.24% 2.24% 2.14% 2.04% 1.65% 1.40%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 0.00% 3.46%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.244% 2.244% 2.14% 2.14% 1.65% 1.40%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 0.00% 3.46% 2.81%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.24% 2.24% 2.14% 2.04% 1.65% 1.40%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL		20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.44% 2.244% 2.244% 2.144% 2.04% 1.65% 1.40% 1.30% 0.15%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL METHOD OF COMPLAINT (%)	2004	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85% 100.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09% 100.00%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.24% 2.24% 2.14% 2.04% 1.65% 1.40% 1.30% 0.15%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL METHOD OF COMPLAINT (%) E-mail	2004 69.95%	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85% 100.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09% 100.00%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.24% 2.14% 2.24% 1.65% 1.40% 1.30% 0.15%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL METHOD OF COMPLAINT (%) E-mail Post	2004 69.95% 25.96%	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85% 100.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09% 100.00%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.44% 2.24% 2.14% 2.04% 1.65% 1.40% 1.30% 0.15% 100.00%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL METHOD OF COMPLAINT (%) E-mail	2004 69.95%	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85% 100.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09% 100.00%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.24% 2.14% 2.24% 1.65% 1.40% 1.30% 0.15% 100.00%
Food and Beverages Professional services Vehicles House goods/services Restaurants Other Community Awareness Entertainment Toiletries Media Alcohol Insurance Clothing Telecommunications Leisure & Sport Mobile Phone/SMS Retail Health Products Finance/Investment Travel TOTAL METHOD OF COMPLAINT (%) E-mail Post	2004 69.95% 25.96%	20.85% 2.56% 15.19% 11.18% 2.91% 6.67% 8.02% 0.00% 5.26% 0.00% 7.07% 0.00% 6.22% 4.51% 1.45% 0.00% 3.46% 2.81% 1.85% 100.00%	28.14% 5.61% 8.37% 2.15% 1.17% 5.30% 12.29% 2.90% 2.86% 2.22% 3.14% 2.97% 4.31% 2.40% 1.73% 2.44% 1.17% 7.94% 1.80% 1.09% 100.00%	33.25% 10.77% 9.92% 6.03% 5.78% 3.94% 3.39% 2.94% 2.84% 2.244% 2.24% 2.14% 2.04% 1.65% 1.40% 1.30% 0.15% 100.00%