

Alcohol Beverages Advertising (and Packaging) Code Scheme.

Review of ABAC Code Decisions.

Final Report

Prepared for: Denita Wawn, Chair, The ABAC Scheme Ltd.

CBSR contacts: Corey Fisher, Managing Director & Rebecca Mar, Account Manager

Phone (02) 6249 8856

Email: Corey.Fisher@colmarbrunton.com; Rebecca.Mar@colmarbrunton.com

Issue date: 9 May 2013

www.cbr.com.au

Contents

1. Executive summary	3
1.1. Introduction and methodology	3
1.2. Key findings	3
2. Introduction.....	9
2.1. Background to the ABAC Scheme.....	9
2.2. Research aims	12
2.3. Research objectives.....	12
3. Methodology in brief.....	13
3.1. Interpreting this report.....	17
4. Detailed findings.....	19
4.1. Qualitative findings.....	19
4.2. Quantitative findings	23
4.3. Reactions to individual advertisements.....	27
4.4. Complaints procedures	63
4.5. Community perceptions of alcohol advertising	70
5. Sample profile.....	74
6. Appendix A: Technical notes.....	77
6.1. Research approach	77
6.2. Quantitative research approach.....	77
Sampling error.....	79
7. Appendix B: Advertisements (and packaging).....	81
8. Appendix C: Qualitative discussion guide	88
9. Appendix D: Quantitative questionnaire instrument.....	97

1. Executive summary

1.1. Introduction and methodology

Colmar Brunton Social Research (CBSR) was commissioned to undertake research exploring whether decisions made by the **Alcohol Beverages Advertising (and Packaging) Code (ABAC) Scheme Complaints Panel** regarding alcohol advertisements are in-line with the views of “a *reasonable person*”. The primary aim of the research was to understand how community standards aligned with regulatory decisions made by the Complaints Panel after the advertisement was broadcast and received a complaint.

The study will inform the Management Committee and Complaints Panel in its consideration of community complaints about advertising, and inform the Management Committee of the need for any review of The Code, its practices and/or procedures.

CBSR conducted 10 face-to-face focus groups with the general community in metropolitan and regional areas within Australia: Sydney, Melbourne, Perth, Bendigo and Toowoomba, testing 12 advertisements that were considered by the Complaints Panel. Groups were stratified on the basis of location, age and income, and there was a mix of gender within groups.

Following this, CBSR conducted an online survey of N=1,261 Australians. Quotas were used to ensure the sample was representative of the Australian population in terms of location, age and gender. The quantitative community perceptions research tested community reactions to **12 advertisements** that have been considered by the Complaints Panel. The approach used was similar to that employed by CBSR in research undertaken for the Advertising Standards Bureau in 2009, 2010 and 2012.

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

1.2. Key findings

Perceived acceptability of advertisements

In both the qualitative and quantitative stages, community reactions to 12 advertisements were obtained through a process of **unprompted** community reactions – whereby after viewing each advertisement, respondents recorded their initial reactions to the advertisement (and packaging) in terms of whether they believed the advertisement should be shown or not, and reasons for this. This opinion was based on reactions to the ad ‘BEFORE seeing The Code’. Respondents then read each relevant section of The Code and were asked whether they felt each advertisement should be permitted to be displayed/shown within the context of The Code (‘AFTER seeing The Code’). There was a high degree of consistency between the findings from the focus groups and the survey.

The advertisements that generated the main community concern in the focus groups are listed below. Often there were multiple concerns about why a particular advertisement should not be shown.

- Appealing to children and teenagers, and encouraging underage drinking (*Corona billboard, SKYY Vodka*);
- Offensive behaviour - including derogatory, sexist behaviour (*VB Facebook page, VB TV*);
- Aggressive, destructive (i.e. vandalism) or illegal behaviour (*Thirsty Camel, Little Creatures*);
- Use of alcohol to solve emotional problems (*Bottlemart, VB TV*);
- Excessive consumption of alcohol (*VB Facebook page*).

The survey findings revealed that prior to being exposed to The Code, Thirsty Camel (64%) and Little Creatures (49%) were the only ads considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable). However, SKYY Vodka (42%) was close to being considered unacceptable.

After being exposed to The Code, Thirsty Camel (67%), Little Creatures (52%), VB Real Beer (51%) SKYY Vodka (49%), Toohey's (45%) and VB Facebook (43%) ads were considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable). Although, in the case of the VB Facebook page and Tooheys ad, community reaction was very evenly split. In all cases, except for the Corona ad, the proportion of the general public believing each ad was unacceptable increased after reading the relevant section of The Code.

Table 1 over page displays the community reactions to each alcohol advertisement from the survey findings. The table displays the proportion of the general public who believed each ad should be permitted to be displayed/shown and the proportion who believed the ad should not be displayed/shown – both before and after reading the relevant section of The Code. The Complaints Panel determination for each advertisement is also shown in the table.

Overall informed community vote for an advertisement/packaging as acceptable (permitted to be shown/displayed) is represented in **green**, vote for unacceptable (not permitted to be shown/displayed) in **red**. Where reactions are not held by the majority these have been treated as mixed opinions. Community alignment with the Complaints Panel determination is represented in the far right column. Comparisons have been made with community reaction after seeing The Code and the Complaints Panel determination. Alignment is represented by the symbols of a tick (alignment), cross (no alignment) and a question mark (mixed reactions).

Table 1: Overall community reactions to each alcohol advertisement – survey findings

Advertisements	Community reactions to advertisements/packaging BEFORE seeing The Code		Community reactions to advertisements/packaging AFTER seeing The Code		Complaints Panel determination	Alignment
	Acceptable	Unacceptable	Acceptable	Unacceptable	Outcome of complaint	
Section A: Responsibility						
Corona Mexican sunset	73%	20%	76%	15%	Dismissed	✓
VB – Facebook page	58%	32%	40%	43%	Upheld	?
Thirsty Camel – Think Hump	27%	64%	24%	67%	Upheld	✓
Section B: Underage drinking						
Three Bears Wine	71%	16%	59%	28%	Upheld	X
Jack Daniels Honey	68%	17%	65%	20%	Dismissed	✓
SKYY Vodka – Lip gloss giveaway	46%	42%	40%	49%	Dismissed	X
Little Creatures	39%	49%	34%	52%	Upheld	✓
Section C: Change in mood						
Bottlemart – Empty fridge	61%	26%	47%	42%	Dismissed	✓
BWS – Happier Father’s Day	76%	16%	66%	24%	Upheld	X
VB – Real beer	51%	32%	36%	51%	Upheld	✓
Section D: Hazardous activity						
Tooheys – Beer economy	50%	34%	44%	45%	Dismissed	?
XXXX – Flying squid	70%	18%	49%	40%	Upheld	X

Q7A – Q18A. Do you believe the content of this advertisement is acceptable to display/show? (Single response)

Q7C – Q18C. Do you think the content of this advertisement should be permitted to be displayed/shown? (Single response). Base= All respondents (N=1,261)

Note: Community alignment (AFTER seeing The Code) with the Complaints Panel determination is represented by:

✓ = Community aligned with the Complaints Panel;

X = Community not aligned with the Complaints Panel; ? = Mixed community reaction.

Extent of Complaints Panel decisions matching informed community opinion - Quantitative findings

When comparing the Complaints Panel determinations against community opinions of the 12 ads, the survey results showed that opinions were not always aligned.

Of the 12 ads that were tested, the Complaints Panel:

- *Correctly dismissed* complaints against three ads that were deemed acceptable by the community (Corona, Jack Daniels Honey and Bottlemart ads);
- *Correctly upheld* complaints against three ads that were deemed unacceptable by the community (Thirsty Camel, Little Creatures and VB television ads);
- *Conservatively upheld* complaints against three ads that were deemed acceptable by the community (Three Bears wine label, BWS and XXXX ads);
- *Dismissed* a complaint against one ad that was deemed unacceptable by the community (SKYY Vodka);
- Community opinions for the VB Facebook and Tooheys ads were evenly split. The Complaints Panel upheld the complaint against the VB Facebook page and dismissed the complaint against the Tooheys ad.

Of the three advertisements that the Complaints Panel conservatively upheld complaints but were deemed acceptable by the community (Three Bears wine label, BWS and XXXX), the main reasons for perceived acceptability of the ads was 'the ads were considered to be inoffensive, not encouraging anything harmful or irresponsible, and adhering to guidelines'. The ads were seen to be 'not targeted toward children or would not be seen by children' (Three Bears), were considered 'humorous or funny' (XXXX), did 'not depict any alcohol consumption' (XXXX), and were considered to be 'a suitable medium for advertising specials and alcohol prices' (BWS).

The majority of all respondents considered the SKYY Vodka ad to be unacceptable, but was dismissed by the Complaints Panel. The main reasons for perceived unacceptability of the ad among the community were the belief that 'the placement of this ad is unacceptable (i.e. print) / could be seen by children & teenagers / could influence children or teens to drink' (28%), the 'lip gloss (product) does not relate to vodka' (23%), and 'the ad targets young women / encourages young women to drink' (14%).

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

When examining acceptability of the ads based on demographic factors (gender, age and education), across the 12 ads, only age showed consistent variations in acceptability between the age sub-groups. There was some consistency in acceptability also observed for gender.

Older members of the community (45+ years) were significantly more likely to consider 11 of the 12 ads to be unacceptable compared to 18-44 year olds. All ads except the VB Facebook ad were considered to be more unacceptable to 45+ year olds compared to 18-44 year olds.

Looking at gender, females were significantly more likely to consider six of the 12 ads to be unacceptable compared to males. The ads considered to be more unacceptable by females included: Three Bears wine, SKYY Vodka, Little Creatures, Bottlemart, Tooheys and XXXX.

Advertising complaints

Findings from the *qualitative focus groups* revealed that knowledge of alcohol advertising regulation was very low across all groups. There was no awareness of ABAC by participants in any groups and awareness of the Advertising Standards Bureau or Advertising Standards Board was limited. Awareness of ASB was typically limited to the name, and no further elaboration on its role or area of jurisdiction in advertising regulation. Some participants recalled seeing the ASB advertisements on late night television. No participants in the focus groups had made a complaint about an advertisement.

The survey found that if the general public was offended or concerned about an advertisement, the most common action taken was to 'change the channel/walk away/ignore the ad/not watch it again' (24%). The next most common action would be to 'do nothing' (19%). Those who would take action, would 'complain or report the offence in general or complain to the most appropriate authority' (13%). Eleven percent would 'contact the station the ad was broadcast on'. Spontaneous mention of 'complaining to the Advertising Standards Bureau (ASB)/Advertising Standards Board' was just 3% among the general public.

Overall, 69% of the general public were aware (prompted) that they could complain to the Advertising Standards Bureau if they had a complaint. In the last 12 months.

In the last 12 months, 66% of the general public had no concern or offence about advertising standards. Among those who did express concern, the highest rated concerns or offences about advertising in the last 12 months among the community was in relation to 'sex, sexuality and nudity' (16%), 'irresponsible alcohol consumption' (16%) and 'violence' (15%).

Among those concerned about advertising in the last 12 months, the vast majority (88%) had not actually made a formal complaint about advertising in this period. Those respondents who had made a complaint about advertising in the last 12 months (n=51), were more likely to complain to the Advertising Standards Bureau (33%), or the Advertising Standards Board (28%).

General community concern about alcohol advertising

Findings from the *qualitative focus groups* in terms of the quantity of alcohol beverage advertising over the last 10 years, revealed that reactions from participants were mixed. Some participants perceived there to be an increase in alcohol advertising over time, while other participants felt there was less or the same amount of alcohol advertising. There was consensus from participants that alcohol advertising had become more intelligent and subtle over the last 10 years, with more focus on image and lifestyle than actual consumption. This was seen to be due to the need for alcoholic beverage and marketing companies to balance differentiating their product in a highly competitive market, while adhering to the relevant constraints and restrictions.

The survey found that a third (31%) of respondents were not concerned (subtotal not very + not at all concerned) about the content of alcohol advertisements in general in Australia. A third of all respondents were neither concerned nor unconcerned (35%) and a third (34%) were concerned (subtotal extremely + moderately concerned).

Among those respondents who were concerned about the content of alcohol advertising in Australia (subtotal extremely + moderately concerned), the most common reason for the concern was 'alcohol advertising promotes alcohol consumption as the norm/can influence behaviour' (25%). This was followed by concern about 'alcohol advertising promotes irresponsible/dangerous drinking and behaviour' (24%).

Among all respondents, over half (53%) stated that the level of concern about the content of alcohol advertising in Australia over the last 10 years has remained the same. A third (31%) believed their level of concern had increased, and 5% believed their level of concern had decreased in the past 10 years.

In terms of the perceived amount of alcohol advertising in Australia over time, 42% of all respondents perceived there to be more alcohol advertising in Australia now compared to 10 years ago. Twenty percent perceived there to be the same amount of alcohol advertising now compared to 10 years ago and 16% believed there was less alcohol advertising now compared to 10 years ago.

2. Introduction

Colmar Brunton Social Research (CBSR) was commissioned to undertake research exploring whether decisions made by the **Alcohol Beverages Advertising (and Packaging) Code (ABAC) Scheme Complaints Panel** regarding alcohol advertisements were in-line with the views of “a reasonable person”.

In February 2013, CBSR conducted 10 face-to-face focus groups with the general community in metropolitan and regional areas within Australia: Sydney, Melbourne, Perth, Bendigo and Toowoomba, testing 12 advertisements that were considered by the Complaints Panel. Groups were stratified on the basis of location, age and income, and there was a mix of gender within groups.

Following this, CBSR conducted an online survey of N=1,261 respondents, representative of the Australian general public aged 18 years and over, and showed **12 advertisements** that have been considered by the Complaints Panel. Respondents were asked if they felt the advertisements were acceptable to be shown both before and after reading sections of The Code

This report presents the findings from the qualitative and quantitative phase of the research.

2.1. Background to the ABAC Scheme

Australia has a quasi-regulatory system for alcohol advertising whereby guidelines for advertising have been agreed by government, but are dealt with independently with costs borne by the alcohol industry.

The Alcohol Beverages Advertising (and Packaging) Code (ABAC) Scheme is central to the quasi-regulatory system for alcohol advertising in Australia. Forty one of the 50 largest alcohol advertisers are signatories to the Scheme. It comprises the Alcohol Beverages Advertising (and Packaging) Code (‘The Code’), the Pre-Vetting Service, and the complaints process, involving the Adjudication Panel and some collaboration with the Advertising Standards Bureau (ASB).

The ABAC Scheme is responsible for:

- **The Code:** First introduced in 1998, and subject to regular reviews – The Code was established to reflect community expectations, and changes in the media and advertising industries;
- **The Pre-Vetting Service:** A ‘user pays’ service which provides advertisers with advice on whether the proposed alcohol advertisements comply with The Code – prior to broadcast of the advertisement;
- **The ABAC Adjudication Panel:** Considers public complaints to alcohol advertisements that have been broadcast and fall within the remit of The Code.

The ABAC Management Committee, jointly funded by the Brewers Association of Australia and New Zealand (Brewers Association), the Distilled Spirits Industry Council of Australia (DSICA) and the

Winemakers' Federation of Australia (WFA), is responsible for the coordination of the national system of alcohol advertising self-regulation.

The Management Committee's role is to actively ensure the effectiveness of the quasi-regulatory system by managing and reviewing the operation of the ABAC Scheme; monitoring implementation of the Scheme; considering amendments to The Code; encouraging participation by industry members; and managing the Alcohol Advertising Pre-Vetting Service (AAPS).¹

The Code

The Code provides a framework for the alcohol industry to manage standards for alcohol advertising and packaging in Australia. Alcohol advertising is also required to comply with the Australian Association of National Advertisers' (AANA) Code of Ethics, and other Codes of Practice such as the Commercial Television Industry Code of Practice, The Codes for Commercial Radio, and the Outdoor Media Association Code of Ethics and Alcohol Guidelines.²

The Code was first established in 1998 and is subject to review regularly, receiving substantial changes in 2004.

The complaints process for alcohol advertising

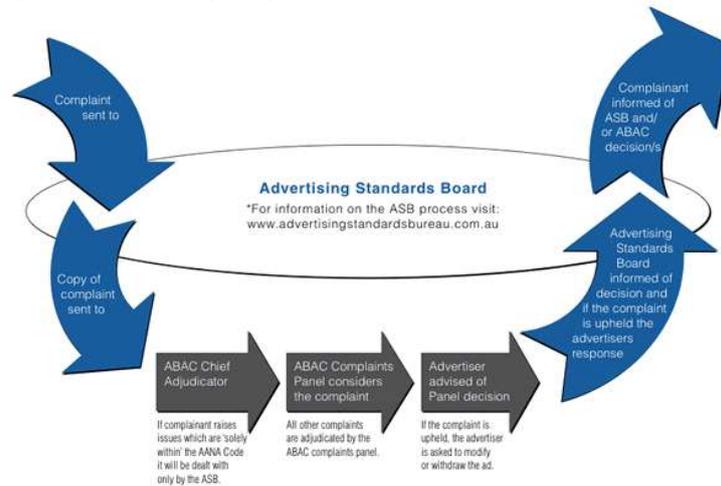
The process undertaken with regard to complaints for alcohol advertisements is as follows:

1. A complaint about an alcohol advertisement is first received by the Advertising Standard Bureau (ASB) who considers the advertisement under the AANA Code of Ethics, and then forwards all complaints relating to alcohol to the ABAC Chief Adjudicator, who refers complaints that raise ABAC Code issues to the Adjudication Panel (referred to as the Complaints Panel within this proposal).
2. The Complaints Panel considers the complaint in light of the relevant section of The Code and makes a decision of whether to dismiss the complaint (allowing the advertisement to continue to be broadcast / shown), or to uphold the complaint (discontinuing broadcasting of the advertisement until the advertisement is modified or withdrawn by the advertiser).
3. The Panel then reports its decision to the ABAC Management Committee, the ASB, the advertiser, and the complainant.
4. If upheld, the advertiser has the choice to respond to the Complaints Panel's decision and either modify the advertisement, or stop it from being broadcast altogether.

¹ The ABAC Scheme: [Rules and Procedures](#) document.

² [Alcohol Beverages Advertising \(and Packaging\) Code: Guidance Notes](#) document.

Figure 1: ABAC Complaint Management System



In 2011, 119 complaints in total were received regarding alcohol advertising, relating to 74 different advertising campaigns (compared to 87 received in 2010). Of these advertisements, 63 were considered under The Code (others were outside of the ABAC Scheme).³ A large proportion were noted to be in relation to non-signatories to the Scheme, and thus not exposed to the Pre-Vetting service (all of whom later removed/modified the advertisements that received complaints). In addition, there was an increase in the determinations relating to internet advertisements, including social media.

Research context

The overall research question was: *Do the determinations of the Complaints Panel align with the views of a reasonable person?* CBSR notes that The Code states:

*The conformity of an advertisement with this Code is to be assessed in terms of its probable impact upon a **reasonable person** within the class of persons to whom the advertisement is directed and other persons to whom the advertisement may be communicated, and taking its content as a whole.*

The following was noted from the Complaints Panel:

The concept of the “reasonable person” is borrowed from the traditions of the Australian common law system. Essentially, it means that an “objective” as opposed to a “subjective” test is to be applied. This means that what is important is not that a complainant personally formed a view about the advertisement, but whether a person who held the ideas, perceptions and attitudes common within the clear majority of the community would hold the same view.

In order to demonstrate and quantify this in the research, CBSR have applied this to mean the **majority of the general public** in representing what the overall community standard would be when deciding what advertisements are deemed acceptable or unacceptable to be broadcast / shown. In this way, CBSR can demonstrate where the similarities or discrepancies lie between decisions made by the Complaints Panel across a series of advertisements, and reasons and demographic trends/patterns behind this.

³ Management Committee of the ABAC Scheme. The ABAC Scheme: Annual Report, 2011.

2.2. Research aims

The primary aim of the research was to understand how community standards aligned with regulatory decisions made by the Complaints Panel after the advertisement was broadcast and received a complaint.

2.3. Research objectives

The research objectives were to explore:

- Community expectations of alcohol advertising and regulation of this in Australia;
- Community tolerance about levels of inappropriate use of alcohol and portrayal of alcohol consumption in advertising;
- Alignment of the Complaints Panel with the views of the Australian general public.

The research findings will:

- Inform the Management Committee and Complaints Panel in its consideration of community complaints about advertising;
- Provide evidence to Governments that the Scheme is meeting its objectives; and
- Inform the Management Committee of the need for any review of The Code, its practices and/or procedures.

3. Methodology in brief

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

- Stage 1: Scoping and selection of advertisements to test in qualitative and quantitative research stages.
- Stage 2: Qualitative face-to-face focus groups, testing 12 advertisements that have been considered by the Complaints Panel, in order to understand consumer values, reactions to specific advertisements and reasons behind reactions and ratings.
- Stage 3: Quantitative research with online survey.
- Stage 4: Analysis and reporting and presentation of findings.

The approach used was similar to that employed by CBSR in research undertaken for the Advertising Standards Bureau in 2009, 2010 and 2012.

Stage 1: Scoping and selection of advertisements

On 4 February 2013, a scoping meeting was held between stakeholders and the CBSR research team. During this meeting, the selection criteria for the specific advertisements to be included in each phase of the research were confirmed. Following this, 12 advertisements that were broadcast and received complaints (necessitating consideration by the Complaints Panel) were selected for the research.

Selection of advertisements

Selection of the advertisements was based on the following factors:

- The ads were more complex cases that did not clearly breach or were compliant with The Code.
- Representation of each of the **main clauses** in The Code under which alcohol advertisements are considered (by Complaints Panel). From recent adjudications, the majority of complaints received in response to alcohol advertisements have been in relation to clauses A – D, and it was determined that advertisements should be selected from these sections of The Code.

The Sections A-D of The Code in brief include:

- Responsibility:** Present a mature, balanced and responsible approach to the consumption of alcoholic beverages.
- Underage drinking:** Not have a strong or evident appeal to children or adolescents.
- Change in mood:** Not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment.
- Hazardous activities:** Not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity.

- A mix of advertisements for **different types of alcoholic beverages** advertised;
 - 7 Advertisements and/or packaging were tested for beer, wine, spirits, as well as alcohol retailers.
- A range of **mediums** on which the advertisement appears, such as television, radio, print, cinema, outdoor and social media;
 - 7 I.e. television, print (e.g. catalogue), outdoor billboard, social media (e.g. Facebook), cinema, and packaging (labels).
- **Outcome of the decision** made by the Complaints Panel;
 - 7 Within each section of The Code, a mix of complaints that have been upheld or dismissed by the Panel was assured.

The 12 advertisements selected are displayed in the table below and an example of each advertisement can be found in Appendix B⁴.

Table 2: Advertisements selected for review

Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Section A: Responsibility						
Corona Mexican sunset	Outdoor billboard	11 Jan 2013	Part 1 (a) Responsibility	Beer	Yes	Dismissed
VB – Facebook page	Social media	16 Aug 2012	Part 1 (a) (i) (iii)	Beer	No	Upheld
Thirsty Camel – Think Hump	TVC	16 May 2011	Part 1 (a) (i) (iii)	Retailer	No	Upheld
Section B: Underage drinking						
Three Bears Wine	Packaging / print	26 Nov 2011	Part 1&2 (a) (ii) (b)	Retailer / Wine (non-signatory)	No	Upheld
Jack Daniels Honey	YouTube	16 Aug 2012	Part 1 (a) (ii) (b)	Spirits	Yes	Dismissed
SKYY Vodka – Lip gloss giveaway	Print	23 Dec 2011	Part 1 (b)	Spirits (non-signatory)	No	Dismissed
Little Creatures	Cinema	11 July	Part 1 (a) (ii) (b)	Beer (non-signatory)	No	Upheld
Section C: Change in mood						
Bottlemart – Empty fridge	TVC	7 Dec 2012	Part 1 (c) (iii)	Retailer	Yes (in part)	Dismissed
BWS – Happier Father's Day	Print	28 Sept 2012	Part 1 (c)	Retailer	No	Upheld
VB – Real beer	TVC	28 Oct 2012	Part 1 (c) (iii)	Beer	Yes	Upheld
Section D: Hazardous activity						
Tooheys – Beer economy	TVC	28 Oct 2010	Part 1 (d)	Beer	Yes	Dismissed
XXXX – Flying squid	TVC	24 Dec 2010	Part 1 (d)	Beer	Yes	Upheld

⁴ Full determinations for each advertisement can be found at www.abac.org.au

Stage 2: Qualitative research

Ten face-to-face focus groups were conducted with the general community in metropolitan and regional areas within Australia: Melbourne, Sydney, Toowoomba, Perth and Bendigo, testing 12 advertisements that were considered by the Complaints Panel.

The structure of the groups is displayed in Table 3 below. Groups were stratified by age group, and income level (as a proxy for socio-economic status). Each group comprised people of different gender, and people from a non-English Speaking Background (NESB).

Table 3: Focus group structure

Group	Age-group	Income level	Location
Group 1	18-29 years	Lower income	Toowoomba
Group 2	18-29 years	Higher income	Melbourne
Group 3	30-44 years	Lower income	Sydney
Group 4	30-44 years	Higher income	Perth
Group 5	30-44 years	Mixed income	Bendigo
Group 6	45-59 years	Lower income	Perth
Group 7	45-59 years	Higher income	Sydney
Group 8	45-59 years	Mixed income	Toowoomba
Group 9	60+ years	Lower income	Melbourne
Group 10	60+ years	Higher income	Bendigo

All groups were conducted between 12 and 13 February 2013, and ran for 90 minutes on average. Participants received \$70 EFT to cover their time and travel costs.

A detailed discussion guide for the groups was developed in close consultation between CBSR, ABAC and stakeholders.

Stage 3: Quantitative research

Questionnaire development and testing

CBSR drafted the questionnaire in order to quantify the general public's perceptions and beliefs around alcohol advertising and their underlying values. In order to test the questionnaire CBSR undertook **expert review** and **skirmish testing** of the instrument internally⁵, followed by **cognitive interviewing** with a small sample of ten members of the general public.

⁵ Expert review is the process by which other expert researchers within CBSR are consulted regarding the questionnaire design. Skirmish is the technique whereby the questionnaire is 'tested out' on someone within the office or otherwise easily accessible, to check for any major issues before more formal testing commences.

Cognitive interviewing

Cognitive interviewing addresses the issue of 'hidden' problems with survey questions. During a cognitive interview, the interviewer asks the respondent to report not so much on what their answer to a draft question would be, but how they would come to their answer. For example, what meaning did they ascribe to the terms used and what context do they apply when considering their answer. Such knowledge of respondents' thought processes allows us to ensure that they understand the question the way the researcher intended.

CBSR conducted ten cognitive interviews with potential respondents from different sub-groups of the target population (e.g. people of different age groups, gender and education status). These interviews were conducted with respondents via telephone, and were approximately 30-45 minutes in duration.

The output from cognitive testing were incorporated into the questionnaire review and recommendations report from the expert review and skirmish testing, identifying any problematic questions and recommending specific modifications to address the issues raised.

Sampling and online fieldwork

The target audience for the quantitative research was the Australian population aged 18 years and over. The research sample was designed to ensure that a good representative sample of the Australian population was used for the research.

Quotas were set according to location, age and gender, to ensure a representation of the Australian population was surveyed. The quotas were developed in accordance with the most recent Residential Population Estimates collected by the ABS, 2012 (released quarterly).

Recruitment and fieldwork

The participants for this research were sourced from CBSR's 100% owned ISO accredited fieldwork company, Your Source. MyOpinions panel was used to complete the online survey.

- Fieldwork was conducted from 5 to 20 March 2013.
- Average interview length was 29 minutes.
- CBSR emailed an invitation to a random selection of n=20,588 survey panellists, of which N=1,261 participated (10% response rate⁶).

Stage 4: Analysis and reporting

This report contains the results from both the qualitative and quantitative research stages.

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

The advertisements can be found in Appendix B. The discussion guide and questionnaire instrument can be found in Appendix C and Appendix D.

⁶ Including completed surveys, screen out and quota full.

3.1. Interpreting this report

Definitions

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

Table 4: Definitions

Term of abbreviation	Definition
ASB	Advertising Standards Bureau
ABAC Scheme	Alcohol Beverages Advertising (and Packaging) Code Scheme
AANA	Australian Association of National Advertisers
The Code	Alcohol Beverages Advertising (and Packaging) Code
CBSR	Colmar Brunton Social Research

Note: Through-out the report, CBSR refer to “community standards”, “community perceptions” or “community expectations” in lieu of “views of a reasonable person”, and this represents the majority view of the general public.

Percentages and averages

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

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

Some survey questions asked respondents to give a rating from 0 to 10.

The classification used **concern** ratings as follows:

- a rating of 0-1 was classified as not at all concerned;
- a rating of 2-3 was classified as very concerned;
- a rating of 4-6 was classified as somewhat concerned;
- a rating of 7-8 was classified as moderately concerned; and
- a rating of 9-10 was classified as extremely concerned.

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 were sorted from most frequent response to least.

General public responses to individual ads have been placed in order of the most unacceptable ad relative to the time zone, to the least unacceptable ad relative to the time zone.

Weighting

The sample has been post-weighted according to state/territory, gender and age in order to ensure a statistically representative view of the Australian general public was obtained. For further details about weighting please see Appendix A: Technical Notes.

Tests of statistical significance

Significance testing has only been undertaken when comparing demographic sub-groups against each other. For example males vs. females, 18-44 year olds vs. 45+ year olds. Tests of statistical significance are displayed in the report as follows:

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

Where possible, differences were tested for statistical significance at the 95% confidence level.

Reliability

A raw sample of N=1,261 from the Australian population has an associated margin of error of +/-2.8%. This means we can be 95% confident that the true result in the population of interest is within +/-2.8% of the result that we have obtained from our sample.

Where sample sizes were low (less than n=30), these were marked by an asterisk (*) in this report. These results should be interpreted with caution.

4. Detailed findings

4.1. Qualitative findings

Overview of perceived acceptability of advertisements

Overall community reactions to 12 advertisements in the focus groups were obtained through a process of **unprompted** community reactions – whereby after viewing each advertisement, participants wrote down their initial reactions to the advertisement (and packaging) in terms of whether they believed the advertisement should be shown or not, and reasons for this. This was followed by **prompted** discussion of each advertisement and a public vote of whether the advertisement should be shown or not shown.

Community reactions to each advertisement through this process are outlined in the table below. The Complaints Panel determination for each advertisement is also displayed, however at this point participants had not been exposed to The Code and were making their own judgements about whether each advertisements should be shown or not.

Table 5: Overall community reactions to alcohol advertisements and packaging

Advertisements	Unprompted community reactions to advertisements/packaging		Prompted community reactions to advertisements/packaging			Complaints Panel determination
	Should BE shown	Should NOT be shown	Should BE shown	Should NOT be shown	Not sure	Outcome of complaint
Section A: Responsibility						
Corona Mexican sunset	57	15	59	15	0	Dismissed
VB – Facebook page	35	37	35	35	3	Upheld
Thirsty Camel – Think Hump	23	49	31	38	4	Upheld
Section B: Underage						
Three Bears Wine	61	10	58	15	0	Upheld
Jack Daniels Honey	61	10	65	8	0	Dismissed
SKYY Vodka – Lip gloss giveaway	36	35	38	26	9	Dismissed
Little Creatures	32	40	31	36	6	Upheld
Section C: Change in Mood						
Bottlemart – Empty fridge	49	23	52	21	1	Dismissed
BWS – Happier Father’s Day	62	10	64	9	0	Upheld
VB – Real beer	39	33	38	35	0	Upheld
Section D: Hazardous Activity						
Tooheys – Beer economy	57	15	58	14	1	Dismissed
XXXX – Flying squid	62	10	67	6	0	Upheld

Note: Overall community vote for advertisement/packaging ‘Should BE shown’ is represented in **green**; vote for ‘Should NOT be shown’ is represented in **red**. Split votes of less than 7-8 votes’ difference (i.e. roughly a group size) have been treated as a mixed opinion.

The advertisements that generated the main community concern in the focus groups are listed below. Often there were multiple concerns about why a particular advertisement should not be shown.

- Appealing to children and teenagers, and encouraging underage drinking (*Corona billboard, SKYY Vodka*);
- Offensive behaviour - including derogatory, sexist behaviour (*VB Facebook page, VB TV*);
- Aggressive, destructive (i.e. vandalism) or illegal behaviour (*Thirsty Camel, Little Creatures*);
- Use of alcohol to solve emotional problems (*Bottlemart, VB TV*);
- Excessive consumption of alcohol (*VB Facebook page*).

Informed community reactions to advertisements in the context of The Code

Informed community reactions to The Code were measured by first providing and discussing The Code. Following this discussion, participants considered each advertisement, whether it potentially breached any aspect of The Code and whether they felt each advertisement should be upheld (and the advertisement banned), or dismissed (and the advertisement continued) within the context of The Code.

When considering the principles of The Code, generally participants started to think more about social responsibility and the impact of the advertisements on the wider viewing public, rather than just their personal response. Participants moved from focusing on whether they were offended by the advertisement to a more considered view in light of The Code.

Among the 12 advertisements that were reviewed, informed opinions of the community **aligned** with the Complaints Panel for six advertisements. Informed community opinions *dismissed* complaints for the Corona, Jack Daniels Honey, Bottlemart, and Tooheys advertisements, which was in line with the decisions given by the Complaints Panel. Informed community reactions *upheld* complaints for Thirsty Camel and Little Creatures advertisements, which was in line with the decisions given by the Complaints Panel.

The advertisements for which community opinions were **not aligned** with the decisions given by the Complaints Panel were for the Three Bears Wine label, SKYY Vodka, BWS and XXXX advertisements. Opinions of the community were more liberal in relation to the Three Bears Wine label, BWS print and XXXX advertisements, compared to the Complaints Panel. However, the opinions of the community were more conservative in its reaction to the SKYY Vodka advertisement – upholding complaints against the advertisement in comparison to the Complaints Panel’s determination to dismiss complaints. Community opinions for the VB Facebook page and the VB TV advertisement were **mixed**. The advertisements were considered contentious enough to justify the Complaints Panel upholding the complaints.

Table 6 over page displays the informed community reactions to each alcohol advertisement in the context of The Code. The table also displays the Complaints Panel determination for each advertisement. Where community reactions and the Complaints Panel determinations were aligned, these have been displayed in the table in red or green.

Table 6: Informed community reactions to alcohol advertisements and packaging in the context of The Code

Advertisements	Community reactions to advertisements/packaging in light of The Code.			Complaints Panel determination	Alignment
	Uphold	Dismiss	Not sure	Outcome of complaint	
Section A: Responsibility					
Corona Mexican sunset	20	51	2	Dismissed	✓
VB – Facebook page	35	43	1	Upheld	?
Thirsty Camel – Think Hump	48	24	1	Upheld	✓
Section B: Underage					
Three Bears Wine	7	65	1	Upheld	X
Jack Daniels Honey	1	72	0	Dismissed	✓
SKYY Vodka – Lip gloss giveaway	49	23	1	Dismissed	X
Little Creatures	46	27	0	Upheld	✓
Section C: Change in Mood					
Bottlemart – Empty fridge	11	62	0	Dismissed	✓
BWS – Happier Father's Day	21	53	0	Upheld	X
VB – Real beer	39	34	0	Upheld	?
Section D: Hazardous Activity					
Tooheys – Beer economy	13	59	0	Dismissed	✓
XXXX – Flying squid	11	63	0	Upheld	X

Note: Overall informed community vote for advertisement/packaging to be 'Upheld' is represented in **green**; vote for 'Dismiss' is represented in **red**. Split votes of less than 7-8 votes' difference (i.e. roughly a group size) have been treated as a mixed opinion.

Note: Community alignment (AFTER seeing The Code) with the Complaints Panel determination is represented by:

✓ = Community aligned with the Complaints Panel;

X = Community not aligned with the Complaints Panel; ? = Mixed community reaction.

Consistent differences between sub-groups

In the *qualitative focus groups*, when deciding whether an advertisement was appropriate to show, participants' backgrounds and lifestyles often determined their level of conservatism. Parents in all groups were more concerned about the impact of alcohol advertisements on children.

In discussions about whether each advertisement should be shown or not shown, older participants tended to be more personal in their consideration and often responded on the basis of whether they were offended by the advertisement. Younger participants tended to be more considered in their reactions to the advertisements. They considered a wider range of issues, including children, social impacts, censorship.

4.2. Quantitative findings

Overview of perceived acceptability of advertisements

Community reactions to the **12 advertisements** that had been considered by the Complaints Panel were obtained through a two stage process. Following a viewing of each advertisement, respondents were firstly asked whether they thought the content of the ad was acceptable or not acceptable to display/show and the reasons for this. This opinion was based on reactions to the ad 'BEFORE seeing The Code'. Respondents then read each relevant section of The Code and were then asked whether they felt each advertisement should be permitted to be displayed/shown within the context of The Code ('AFTER seeing The Code').

Community reactions to each advertisement through this process are outlined in Table 7 below. The Complaints Panel determination for each advertisement is also displayed. Prior to being exposed to The Code, Thirsty Camel (64%) and Little Creatures (49%) were the only ads considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable). However, SKYY Vodka (42%) was close to being considered unacceptable.

After being exposed to The Code, Thirsty Camel (67%), Little Creatures (52%), VB Real Beer (51%) SKYY Vodka (49%), Toohey's (45%) and VB Facebook (43%) ads were considered unacceptable by the majority of respondents (i.e. more people found the ads unacceptable than acceptable). Although, in the case of the VB Facebook page and Tooheys ad, community reaction was very evenly split. In all cases, except for the Corona ad, the proportion of the general public believing each ad was unacceptable increased after reading the relevant section of The Code.

Table 7: Overall community reactions to each alcohol advertisement – survey findings

Advertisements	Community reactions to advertisements/packaging BEFORE seeing The Code		Community reactions to advertisements/packaging AFTER seeing The Code		Complaints Panel determination	Alignment
	Acceptable	Unacceptable	Acceptable	Unacceptable	Outcome of complaint	
Section A: Responsibility						
Corona Mexican sunset	73%	20%	76%	15%	Dismissed	✓
VB – Facebook page	58%	32%	40%	43%	Upheld	?
Thirsty Camel – Think Hump	27%	64%	24%	67%	Upheld	✓
Section B: Underage drinking						
Three Bears Wine	71%	16%	59%	28%	Upheld	X
Jack Daniels Honey	68%	17%	65%	20%	Dismissed	✓
SKYY Vodka – Lip gloss giveaway	46%	42%	40%	49%	Dismissed	X
Little Creatures	39%	49%	34%	52%	Upheld	✓
Section C: Change in mood						
Bottlemart – Empty fridge	61%	26%	47%	42%	Dismissed	✓
BWS – Happier Father’s Day	76%	16%	66%	24%	Upheld	X
VB – Real beer	51%	32%	36%	51%	Upheld	✓
Section D: Hazardous activity						
Tooheys – Beer economy	50%	34%	44%	45%	Dismissed	?
XXXX – Flying squid	70%	18%	49%	40%	Upheld	X

Q7A – Q18A. Do you believe the content of this advertisement is acceptable to display/show? (Single response)

Q7C – Q18C. Do you think the content of this advertisement should be permitted to be displayed/shown? (Single response).

Base= All respondents (N=1,261)

Note: Overall informed community vote for an advertisement/packaging as acceptable (permitted to be shown/displayed) is represented in **green**, vote for unacceptable (not permitted to be shown/displayed) in **red**. Where reactions are not held by the majority these have been treated as mixed opinions.

Note: Community alignment (AFTER seeing The Code) with the Complaints Panel determination is represented by:

✓ = Community aligned with the Complaints Panel;

X = Community not aligned with the Complaints Panel; ? = Mixed community reaction.

Extent of Complaints Panel decisions matching informed community opinion

Complaints against seven of the 12 ads were upheld by the Complaints Panel. When comparing the Complaints Panel determinations against community opinions of the 12 ads, the survey results showed that opinions were not always aligned.

Of the 12 ads that were tested, the Complaints Panel:

- *Correctly dismissed* complaints against three ads that were deemed acceptable by the community (Corona, Jack Daniels Honey and Bottlemart ads);
- *Correctly upheld* complaints against three ads that were deemed unacceptable by the community (Thirsty Camel, Little Creatures and VB television ads);
- *Conservatively upheld* complaints against three ads that were deemed acceptable by the community (Three Bears wine label, BWS and XXXX ads);
- *Dismissed* a complaint against one ad that was deemed unacceptable by the community (SKYY Vodka).
- Community opinions for the VB Facebook and Tooheys ads were evenly split. The Complaints Panel upheld the complaint against the VB Facebook page and dismissed the complaint against the Tooheys ad.

Table 7 above shows the proportion of the general public who believed the ad should be permitted to be displayed/shown and the proportion who believed the ad should not be displayed/shown after reading the relevant section of The Code. The table also displays the Complaints Panel determination for each advertisement.

In terms of making comparisons between community opinion and Complaint Panel's determination, community opinion has been interpreted as being aligned or not aligned with the Complaint Panel's decisions according to the majority vote; i.e. if the proportion of the community that feel the ad is unacceptable *outweighs* the proportion that feel it is acceptable⁷, an alignment would be found between the Complaints Panel decision and community opinion if the Complaints Panel's determination was one to uphold the complaint(s) to the ad. If the Complaints Panel dismissed complaints in such a scenario, we could interpret this as a lack of alignment between the decision and majority community opinion.

⁷ Majority vote is not always determined by 51% or more, as "Unsure" responses are included as a separate proportion.

Consistent differences between sub-groups

Acceptability of the ads based on demographic factors (gender, age and education) were examined and displayed in Table 8 below. Across all 12 ads, only age showed consistent variations in acceptability. There was some consistency in acceptability also observed for gender.

Older members of the community (45+ years) were significantly more likely to consider 11 of the 12 ads to be unacceptable compared to 18-44 year olds. All ads except the VB Facebook ad were considered to be more unacceptable to 45+ year olds compared to 18-44 year olds.

Looking at gender, females were significantly more likely to consider six of the 12 ads to be unacceptable compared to males. The ads considered to be more unacceptable by females included: Three Bears wine, SKYY Vodka, Little Creatures, Bottlemart, Tooheys and XXXX.

Examining the differences by education sub-groups, those with an education up to Year 12 (33%) were more likely to consider the Three Bears wine label to be unacceptable than those respondents with a university or postgraduate education (25%).

Table 8: Demographic variations in acceptability of each ad AFTER seeing The Code

Advertisements	% Unacceptable AFTER seeing The Code								
	Total (N=1,261)	Gender		Age (simplified)		Education			
		Male (n=637)	Female (n=624)	18-44 (n=617)	45+ (n=644)	Up to Year 12 (n=366)	VET (n=340)	Uni & post-grad (n=537)	Prefer not to answer (n=18*)
Section A: Responsibility									
Corona Mexican sunset	15%	15%	15%	10%↓	20%↑	14%	16%	15%	11%
VB – Facebook page	43%	41%	44%	40%	45%	41%	44%	43%	28%
Thirsty Camel – Think Hump	67%	64%	69%	59%↓	73%↑	63%	72%	67%	39%
Section B: Underage drinking									
Three Bears Wine	28%	22%↓	34%↑	23%↓	33%↑	33%↑	28%	25%↓	11%
Jack Daniels Honey	20%	20%	20%	10%↓	30%↑	20%	23%	19%	6%
SKYY Vodka – Lip gloss giveaway	49%	44%↓	55%↑	43%↓	55%↑	46%	54%	49%	33%
Little Creatures	52%	48%↓	56%↑	42%↓	62%↑	54%	55%	50%	49%
Section C: Change in mood									
Bottlemart – Empty fridge	42%	37%↓	47%↑	35%↓	49%↑	39%	43%	44%	33%
BWS – Happier Father's Day	24%	23%	26%	16%↓	32%↑	23%	26%	25%	0%
VB – Real beer	51%	48%	54%	41%↓	61%↑	48%	53%	51%	27%
Section D: Hazardous activity									
Tooheys – Beer economy	45%	38%↓	51%↑	35%↓	54%↑	42%	48%	45%	22%
XXXX – Flying squid	40%	36%↓	44%↑	36%↓	44%↑	36%	41%	43%	17%

Q7C – Q18C. Do you think the content of this advertisement should be permitted to be displayed/shown? (Single response). Base= All respondents (N=1,261)

4.3. Reactions to individual advertisements

In this section the results from each of the individual ads are broken down and discussed. Each section of The Code is presented and the ads relevant to breaching the considered under each section of The Code are discussed.

Sections in blue boxes are findings from the qualitative focus groups.

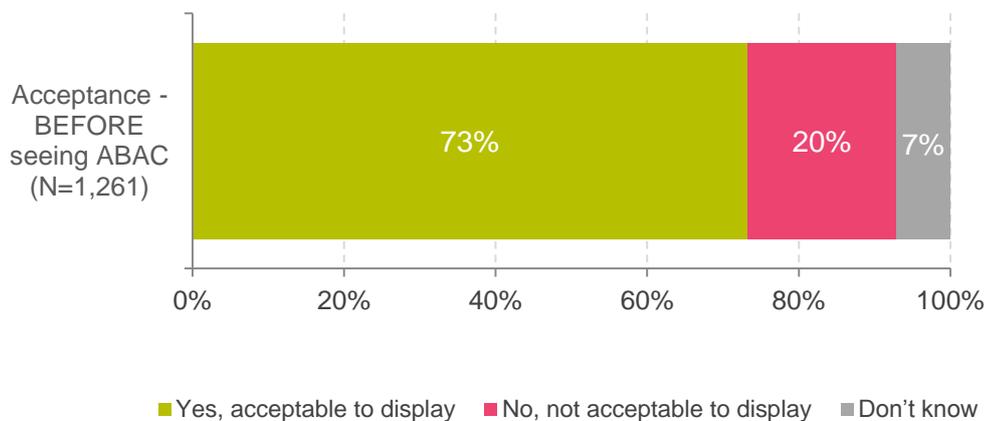
Section A of the Code: Responsibility

Corona Mexican Sunset	Format: Outdoor billboard	Complaint: Dismissed
------------------------------	---------------------------	----------------------

Perceptions of acceptability before seeing The Code

Complaints against the Corona billboard advertisement were dismissed by the Complaints Panel. The majority (73%) of all respondents believed the content of the ad was acceptable to display on an outdoor billboard. Twenty percent of all respondents felt the content of the ad was unacceptable to display on an outdoor billboard and 7% were unable to determine how they felt about the ad.

Figure 1: Corona outdoor billboard – Perceptions of acceptability before seeing The Code



Q7A. Do you believe the content of this advertisement is acceptable to display on an outdoor billboard? (Single response). Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was ‘the placement of this ad is unacceptable (i.e. billboard), could be seen by children / could influence children’ (34%).

Table 9: Corona outdoor billboard – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=247)
The placement of this ad is unacceptable (i.e. billboard) / could be seen by children / could influence children	34%
This ad shows young people drinking alcohol	29%
unacceptable - Alcohol advertising in general is unacceptable / should be banned	17%
Alcohol in general is harmful/it's a drug / encourages consumption & alcoholism	9%
This ad depicts irresponsible / harmful behaviour / drinking in open	8%
This ad glorifies alcohol consumption / makes drinking alcohol look "cool" / socially acceptable	7%
This ad is offensive in general	1%
Other	8%
Don't care / no interest	0%
Don't know / not sure	0%

Q7B. How come? (Open-ended)

Base= Respondents who considered the content of the Corona outdoor billboard ad was unacceptable to display (n=247)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'the ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible' (87%).

Table 10: Corona outdoor billboard – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=925)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible	87%
This ad will not affect or influence children to drink / not appeal to children / Placement is ok	6%
Other	8%
Ads can be easily ignored	0%
Don't care / no interest	0%
Don't know / not sure	1%

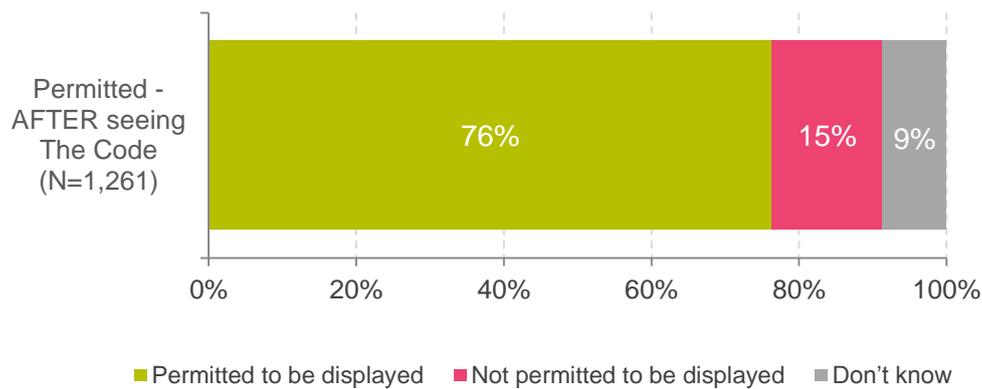
Q7B. How come? (Open-ended)

Base= Respondents who considered the content of the Corona outdoor billboard ad was acceptable to display (n=925)

Permitted to display advertisement after seeing The Code

Following a description of Section A of The Code – relating to Responsibility (present a mature, balanced and responsible approach to the consumption of alcoholic beverages), the research results found that community opinion was in line with the Complaints Panel, with 76% of all respondents believing the content of the Corona ad should be permitted to be displayed on an outdoor billboard. Fifteen percent of all respondents felt the content of the ad should not be permitted to be displayed on an outdoor billboard and 9% were unsure. In light of reading The Code, the overall perception of acceptability did not change from the reactions to the ad before seeing The Code.

Figure 2: Corona outdoor billboard – Permitted to be displayed after seeing The Code



Q7C. Now considering the Corona beer outdoor billboard advertisement, and Part a (i,iii & iv) of the Code you just read, do you think the content of this advertisement should be permitted to be displayed on an outdoor billboard? (Single response). Base= All respondents (N=1,261)

Informed community reactions to the Corona outdoor billboard after seeing The Code – from focus groups

The majority of participants still felt that complaints about the Corona billboard advertisement should be dismissed and the advertisement permitted, which aligned with the decision given by the Complaints Panel. In light of reading and understanding the various sections of The Code, the overall opinion of participants did not change from the prompted reactions to the advertisement.

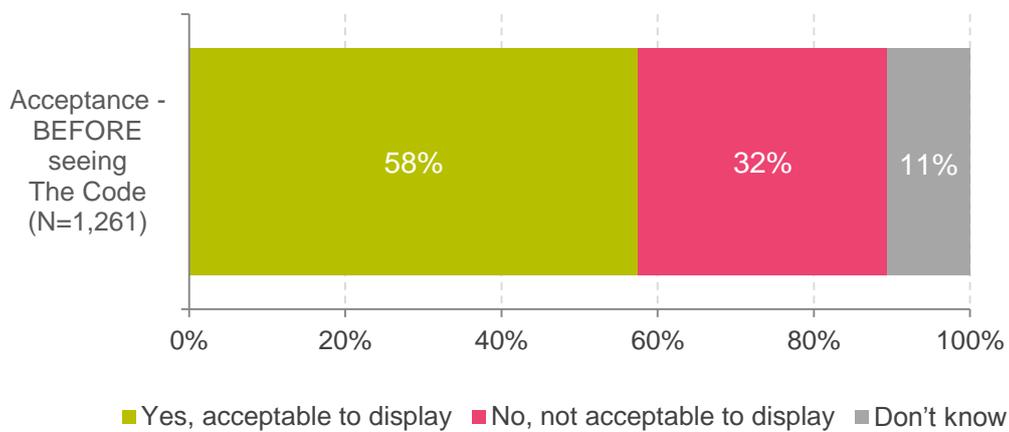
There were concerns, particularly amongst the older participants, relating to the safety of the people sitting on the cliff with alcoholic drinks (Part A); as well as the people in the advertisement being potentially too young (Part B). In general, the small number of participants who felt that there was a safety issue, felt that the complaint should be upheld and the advertisement banned. However, participants who felt that the age of the people in the advertisement was an issue, deemed this issue too weak (on its own) as the basis for banning the advertisement.

Many younger participants felt that complaints against this advertisement should be dismissed. Reasons underpinning this deliberation included the belief that the advertisement depicted responsible drinking insofar as the advertisement showed one alcoholic beverage per person, and socialising with friends rather than drinking alone.

Perceptions of acceptability before seeing The Code

Complaints against the VB Facebook page were upheld by the Complaints Panel. More than half (58%) of all respondents considered it acceptable to display the content of the official Victoria Bitter (VB) beer Facebook fan page. A third (32%) of all respondents felt it was not acceptable to display the content on Facebook and 11% were unable to determine how they felt about the content of the VB Facebook fan page.

Figure 3: VB Facebook page – Perceptions of acceptability before seeing The Code



Q8A. Do you believe it is acceptable to display this content on the official Victoria Bitter beer Facebook fan page? (Single response)
 Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was ‘the placement of this ad is unacceptable (i.e. Facebook) / could be seen by children / FB cannot control age restrictions’ (41%).

Table 11: VB Facebook page – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the Facebook page unacceptable (n=402)
The placement of this ad is unacceptable (i.e. Facebook) / could be seen by children / FB cannot control age restrictions	41%
Offensive language / swearing / derogatory or sexist comments	31%
This ad glorifies alcohol consumption / encourages drinking / excessive drinking	8%
This ad depicts irresponsible / harmful behaviour	6%
Alcohol advertising in general is unacceptable	5%
Don't like the use of social media for alcohol advertising	4%
This ad is offensive in general	4%
Shows nudity	3%
Other	12%
Don't care / no interest	0%
Don't know / not sure	1%

Q8B. How come? (Open-ended)

Base= Respondents who considered the content of the VB Facebook page was unacceptable to display (n=402)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was that 'the Facebook fan page has age restrictions / viewed only by 18+ years (adult) legal drinking age' (36%).

Table 12: VB Facebook page – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the Facebook page acceptable (n=726)
Facebook fan page has age restrictions / viewed only by 18+ years (adult) legal drinking age	36%
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible	28%
This type of content is fine on social media / FB is voluntary	9%
Other	28%
Don't care / no interest	0%
Don't know / not sure	1%

Q8B. How come? (Open-ended)

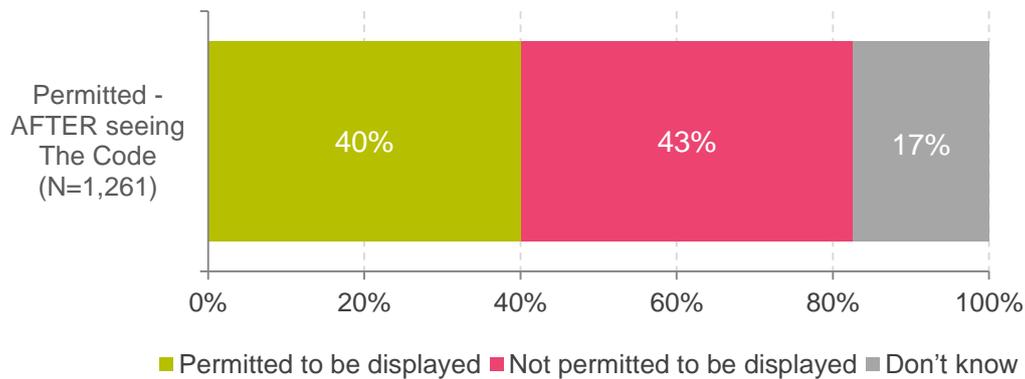
Base= Respondents who considered the content of the VB Facebook page was acceptable to display (n=726)

Permitted to display advertisement after seeing The Code

Following a description of Section A of The Code – relating to Responsibility, opinions of the community were divided in relation to permitting the content to be displayed on the VB Facebook fan page. Forty percent of all respondents believed the content should be permitted to be displayed on the VB Facebook page, whilst 43% believed it should not be permitted. The remaining 17% were unsure.

In light of reading The Code, community perceptions of the VB Facebook page changed, with a slight increase in the proportion of respondents not permitting the content to be displayed on the VB Facebook page (43%), compared to reactions prior to seeing The Code (32%).

Figure 4: VB Facebook page – Permitted to be displayed after seeing The Code



Q8C. Now considering the VB Facebook fan page, and Part a (i,iii & iv) of the Code you just read, do you think this content should be permitted to be displayed on the VB Facebook fan page? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the VB Facebook page after seeing The Code – from focus groups

The VB Facebook page received mixed responses in light of reading and understanding the various sections of The Code. The advertisement was considered contentious enough to justify the Complaints Panel upholding the complaints. The mixed response in participant opinions in relation to the advertisement did not change from the prompted reactions to the advertisement.

Those who expressed concern over the content on this page listed the following reasons which they felt may be in breach of The Code:

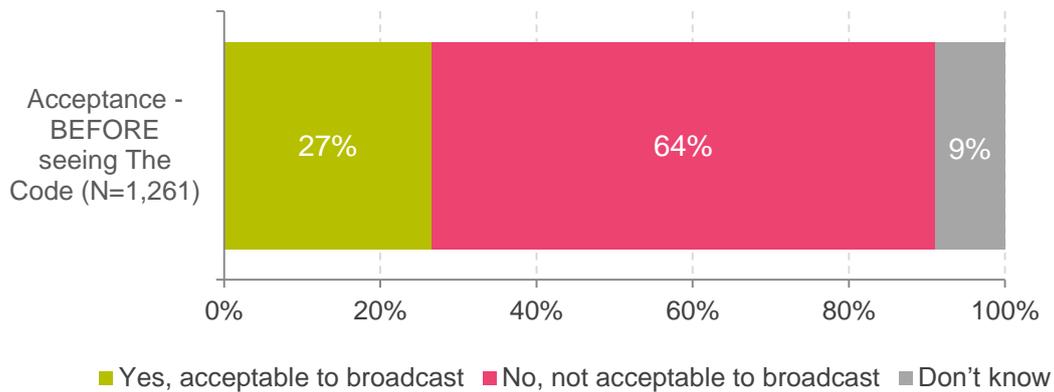
- Excessive consumption of alcohol (Section A);
- The lack of clothing was offensive (Section A);
- The advertisement shows a very large number of beers in front of only three people and is therefore suggesting irresponsible beer consumption (Section A);
- The suggestion that VB is necessary to have a good Australia Day is irresponsible (Section A);
- Age, as the people in the image look too young (Section B).

Participants who dismissed complaints about the VB Facebook page did so on the basis that the user comments and fan posted photo were not seen as the responsibility of VB (particularly among older participants) and did not therefore apply under The Code.

Perceptions of acceptability before seeing The Code

Complaints against the Thirsty Camel advertisement were upheld by the Complaints Panel. Sixty four percent of all respondents felt the content of the ad was unacceptable to broadcast on television. Twenty seven percent of all respondents considered the content of the ad acceptable to broadcast on television, and 9% were unable to determine how they felt about the ad.

Figure 5: Thirsty Camel – Perceptions of acceptability before seeing The Code



Q9A. Do you believe the content of this advertisement is acceptable to broadcast on television? (Single response)
 Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'the ad depicts irresponsible / illegal / harmful behaviour / could influence behaviour negatively / sexual meaning / Vandalism' (73%).

Table 13: Thirsty Camel – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=813)
This ad depicts irresponsible / illegal / harmful behaviour / could influence behaviour negatively / sexual meaning / Vandalism	73%
Sexual meaning / word 'hump' has sexual meaning	13%
The placement of this ad is unacceptable (i.e. television) / could be seen by children / could influence children	7%
Alcohol advertising in general is unacceptable / should be banned	3%
This ad is offensive in general	1%
This ad shows young people drinking alcohol / cannot be sure of ages of people in ad	1%
Alcohol in general is harmful / it's a drug / encourages consumption & alcoholism	1%
This ad glorifies alcohol consumption / makes drinking alcohol look "cool" / socially acceptable	1%
Other	8%
Don't care / no interest	0%
Don't know / not sure	0%

Q9B. How come? (Open-ended)

Base= Respondents who considered the content of the Thirsty Camel ad was unacceptable to broadcast (n=813)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible' (41%).

Table 14: Thirsty Camel – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=335)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible	41%
Its humorous / funny / entertaining	20%
This ad will not affect or influence children to drink / this ad will not be seen by children / ok during permitted times	12%
Innuendo / double meaning 'hump' is clever	9%
Other	26%
Don't care / no interest	1%
Don't know / not sure	0%

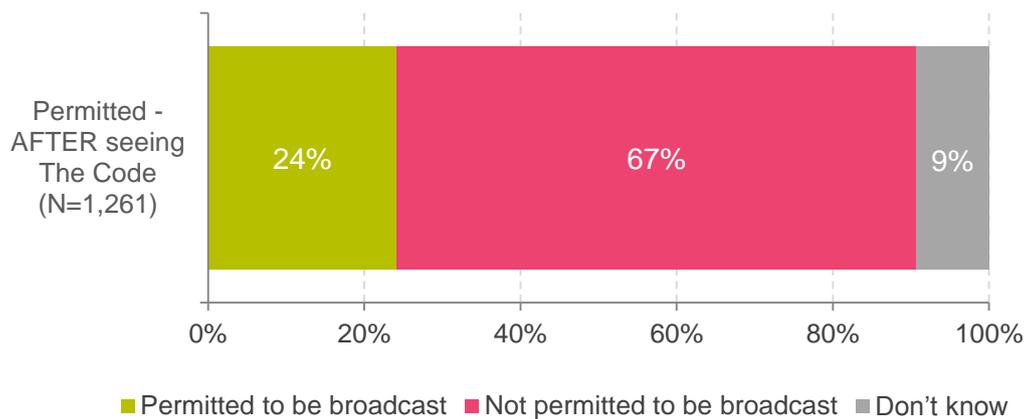
Q9B. How come? (Open-ended)

Base= Respondents who considered the content of the Thirsty Camel ad was acceptable to broadcast (n=335)

Permitted to display advertisement after seeing The Code

Following a description of Section A of The Code – relating to Responsibility, opinions of the community were in line with the Complaints Panel determination, with 67% of all respondents believing the content of the Thirsty Camel ad should not be permitted to be broadcast on television. A quarter (24%) of all respondents felt the ad was acceptable to broadcast on television and 9% were unsure. In light of reading The Code, the overall perception of acceptability did not change from the reactions to the ad before seeing The Code.

Figure 6: Thirsty Camel – Permitted to be displayed after seeing The Code



Q9C. Now considering the Thirsty Camel television advertisement, and Part a (i,iii & iv) of the Code you just read, do you think the content of this advertisement should be permitted to be broadcast on television during restricted times? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the Thirsty Camel ad after seeing The Code – from focus groups

The majority of participants felt that complaints about the Thirsty Camel advertisement should be upheld and the advertisement banned, which aligned with the decision given by the Complaints Panel. In light of reading and understanding the various sections of The Code, the overall opinion of participants did not change from the prompted reactions to not show the advertisement.

The issues with this advertisement included:

- The advertisement promotes vandalism and illegal / irresponsible conduct (Section A);
- The advertisement may appeal to young people, due to the depiction of immature behaviour (vandalism) which is often undertaken by younger people e.g. of student age (Section B);
- Some believed the people in the advertisement themselves may not be over 25 years (Section B).

Those who felt complaints against the advertisement should be dismissed, pointed out that there was no alcohol shown in the advertisement and therefore not in breach of The Code.

Section B of the Code: Underage drinking

Three Bears

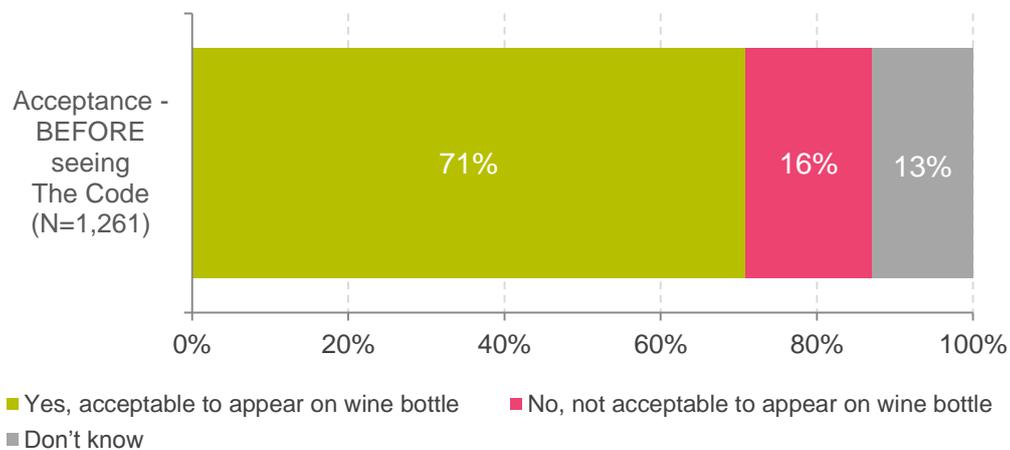
Format: Wine bottle label

Complaint: Upheld

Perceptions of acceptability before seeing The Code

Complaints against the Three Bears wine label were upheld by the Complaints Panel. The majority (71%) of all respondents considered the wine label acceptable to appear on a wine bottle. Only 16% of all respondents believed the wine label was not acceptable to appear on a wine bottle and 13% were unable to determine how they felt about the wine label.

Figure 7: Three Bears – Perceptions of acceptability before seeing The Code



Q10A. Do you believe this wine label is acceptable to appear on a wine bottle? (Single response)
Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'the label is appealing to children / use of fairy tale / use of cartoon images' (79%).

Table 15: Three Bears – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=203)
The label is appealing to children / use of fairy tale / use of cartoon images	79%
Alcohol advertising in general is unacceptable / should be banned	2%
Other	17%
Don't care / no interest	1%
Don't know / not sure	1%

Q10B. How come? (Open-ended)

Base= Respondents who considered the content of the Three Bears wine label was acceptable to display on a wine bottle (n=203)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this label is not offensive / no issue with label / not encouraging anything harmful or irresponsible' (50%).

Table 16: Three Bears – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=895)
This label is not offensive / no issue with label / not encouraging anything harmful or irresponsible	50%
The label is not targeted towards children / children will not buy or drink the wine	5%
Other	44%
Don't care / no interest	0%
Don't know / not sure	1%

Q10B. How come? (Open-ended)

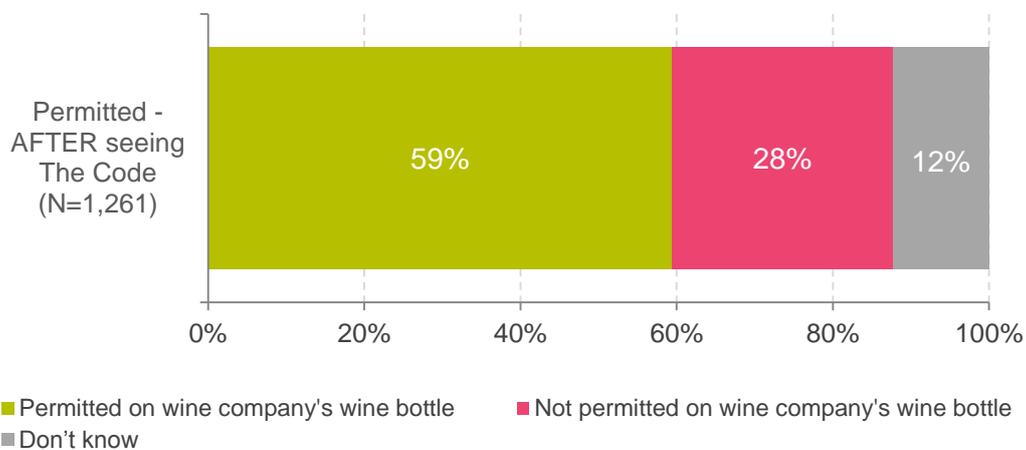
Base= Respondents who considered the content of the Three Bears wine label was acceptable to display on a wine bottle (n=895)

Permitted to display advertisement after seeing The Code

Following a description of Section B of The Code – relating to Underage Drinking (not have a strong or evident appeal to children or adolescents), community opinions were not in line with the Complaints Panels, with 59% of all respondents believing the wine label should be permitted on a wine company's wine bottle. Twenty eight percent of all respondents believed the wine label should not be permitted on a wine company's wine bottle, and 12% of respondents remained unsure.

In light of reading The Code, community perceptions of the Three Bears wine label changed, with an increase in the proportion of respondents not permitting the content to be displayed on a wine label (16%), compared to reactions prior to seeing The Code (28%).

Figure 8: Three Bears – Permitted to be displayed after seeing The Code



Q10C. Now considering the Three Bears wine label, and Part a (i) and b (i-iii) of the Code you just read, do you think this wine label should be permitted on the wine company's wine bottle? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the Three Bears wine label after seeing The Code – from focus groups

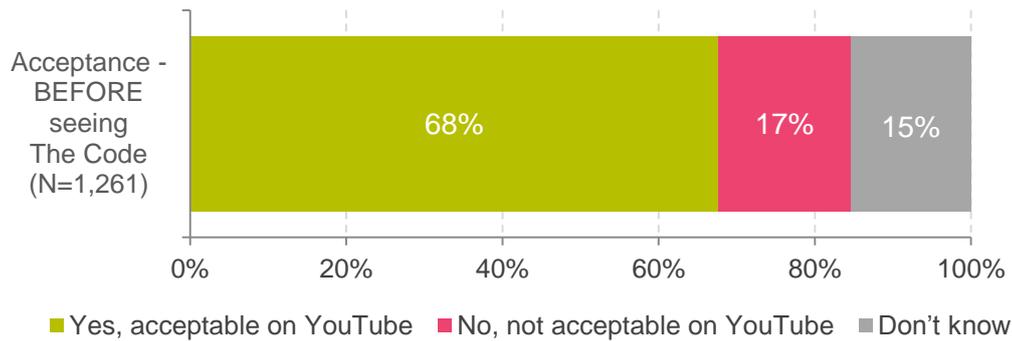
The majority of participants felt that complaints about the Three Bears Wine label should be dismissed and the advertisement permitted, which did not align with the determination given by the Complaints Panel to uphold complaints. In light of reading and understanding the various sections of The Code, the overall opinion about the Three Bears Wine label did not change from the prompted reactions of participants.

The reference on the wine label was felt to be childish. While some respondents felt it had possibly breached Section B of The Code by being appealing to children, it was not believed to be targeting children directly, having no “strong or evident appeal to children”.

Perceptions of acceptability before seeing The Code

Complaints against the Jack Daniels Honey advertisement were dismissed by the Complaints Panel. The majority (68%) of all respondents considered the content of the ad acceptable on YouTube. Only 17% of all respondents felt the content of the ad was not acceptable on YouTube and 15% of all respondents were unable to determine how they felt about the ad.

Figure 9: Jack Daniels Honey – Perceptions of acceptability before seeing The Code



Q11A. Do you believe the content of this advertisement is acceptable to make available on YouTube?
 (Single response)
 Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was ‘the placement of this ad is unacceptable (i.e. YouTube) / could be seen by children / could influence children’ (35%).

Table 17: Jack Daniels Honey – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=214)
The placement of this ad is unacceptable (i.e. YouTube) / could be seen by children / could influence children	35%
This ad depicts irresponsible / violent / harmful behaviour / could influence behaviour negatively	12%
This ad glorifies alcohol consumption / implies alcohol will make you invincible, fearless, strong	9%
Alcohol advertising in general is unacceptable	7%
Other	38%
Don't care / no interest	0%
Don't know / not sure	2%

Q11B. How come? (Open-ended)
 Base= Respondents who considered the content of the Jack Daniels Honey ad was unacceptable to broadcast (n=214)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was ‘this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible’ (55%).

Table 18: Jack Daniels Honey – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=853)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible	55%
This ad does not depict alcohol consumption / barely shows alcohol / no humans shown	13%
Placement on YouTube is appropriate	8%
This ad will not affect or influence children to drink / not be seen by children	4%
Its humorous / funny / entertaining	3%
Other	25%
Don't care / no interest	1%
Don't know / not sure	2%

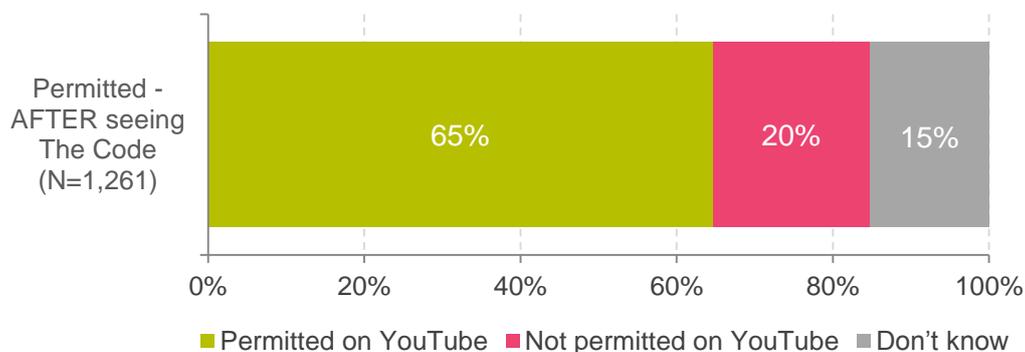
Q11B. How come? (Open-ended)

Base= Respondents who considered the content of the Jack Daniels Honey ad was acceptable to broadcast (n=853)

Permitted to display advertisement after seeing The Code

Following a description of Section B of The Code – relating to Underage Drinking, the research results suggested that community opinions were in line with the Complaints Panel, with 65% of all respondents believing the content of the Jack Daniels Honey ad should be permitted on YouTube. Twenty percent of all respondents felt the content of the ad should not be permitted on YouTube and 15% remained unsure. In light of reading The Code, the overall perception of acceptability did not change from the reactions to the ad before seeing The Code.

Figure 10: Jack Daniels Honey – Permitted to be displayed after seeing The Code



Q11C. Now considering the Jack Daniels Honey YouTube advertisement, and Part a (i) and b (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted on YouTube? (Single response). Base= All respondents (N=1,261)

Informed community reactions to the Jack Daniels Honey ad after seeing The Code – from focus groups

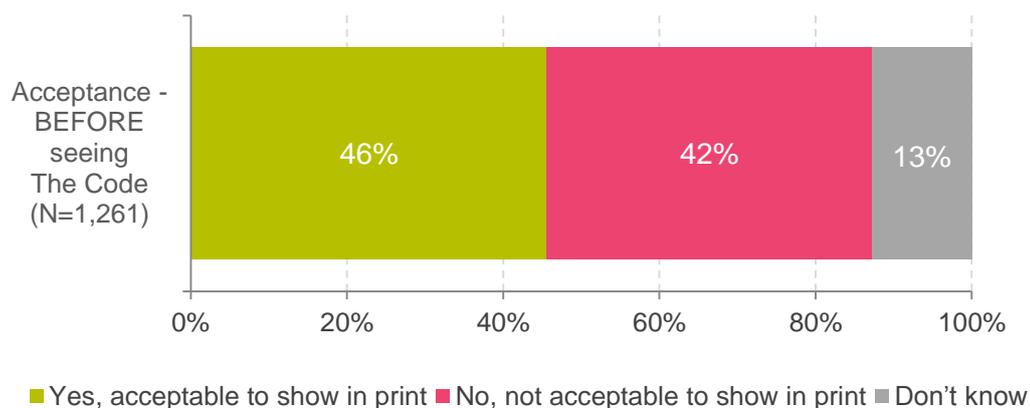
Participants unanimously felt that complaints about the Jack Daniels Honey advertisement should be dismissed and the advertisement continued, which was in line with the determination given by the Complaints Panel. In light of reading and understanding the various sections of The Code, the overall opinion of participants did not change from the prompted reactions to the advertisement

The key reasons behind this, was the advertisement was seen to have no appeal to children. The majority of participants could not come up with a reason why it should be complained about both before and after reading The Code.

Perceptions of acceptability before seeing The Code

Complaints against the SKYY Vodka print advertisement were dismissed by the Complaints Panel. Community opinions about the advertisement were divided, with 46% of all respondents believing the content of the ad was acceptable to show in print. Forty two percent of all respondents felt the content of the ad was not acceptable to show in print and 13% of all respondents were unable to determine how they felt about the ad.

Figure 11: SKYY Vodka – Perceptions of acceptability before seeing The Code



Q12A. Do you believe the content of this advertisement is acceptable to show in print (e.g. posters /newspapers/magazines)? (Single response)
Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'the placement of this ad is unacceptable (i.e. print) / could be seen by children & teenagers / could influence children or teens to drink' (28%) and 'lip gloss (product) does not relate to vodka' (23%) and 'the ad targets young women / encourages young women to drink' (14%).

Table 19: SKYY Vodka – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=523)
The placement of this ad is unacceptable (i.e. print) / could be seen by children & teenagers / could influence children or teens to drink	28%
Lip gloss (product) does not relate to vodka	23%
The ad targets young women / encourages young women to drink	14%
This ad is offensive in general	12%
Free gifts should not be offered with alcohol	11%
This ad promotes underage drinking / excessive consumption	6%
Alcohol advertising in general is unacceptable	3%
This ad glorifies alcohol consumption / links alcohol and physical appearance / socially acceptable	1%
Other	2%
Don't care / no interest	1%
Don't know / not sure	1%

Q12B. How come? (Open-ended)

Base= Respondents who considered the content of the SKYY Vodka ad was unacceptable in print (n=523)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible' (58%).

Table 20: SKYY Vodka – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=577)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible	58%
Advertising free gift with purchase is harmless / bonus with purchase are good	21%
This ad will not affect or influence children or young girls to drink / not appeal to children / targeted towards adults or 18+	6%
This ad does not promote alcohol / excessive consumption	3%
Other	9%
Don't care / no interest	1%
Don't know / not sure	1%

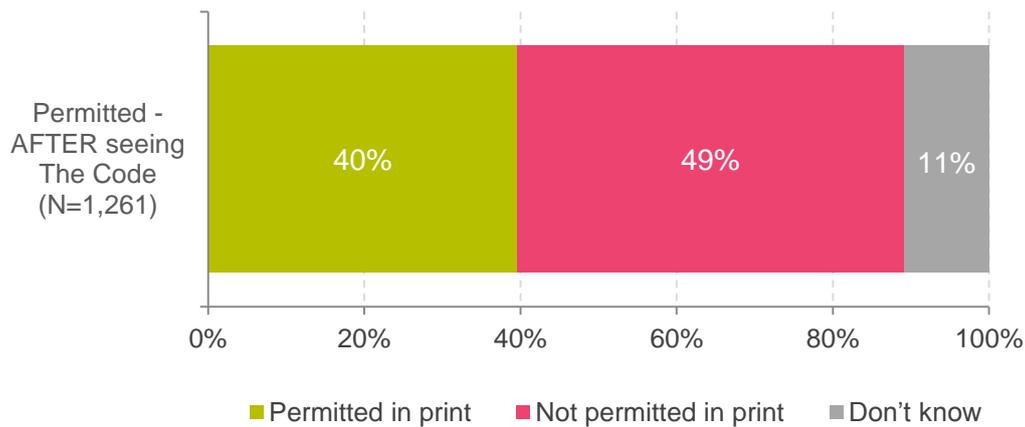
Q12B. How come? (Open-ended)

Base= Respondents who considered the content of the SKYY Vodka ad was acceptable in print (n=577)

Permitted to display advertisement after seeing The Code

Following a description of Section B of The Code – relating to Underage Drinking, community opinions continued to be divided in relation to the SKYY Vodka ad. Forty percent of all respondents felt the content of the ad should be permitted in print, whilst 49% believed the content of the ad should not be permitted in print. The remaining 11% were unsure. In light of reading The Code, the overall perception of acceptability shifted from the reactions to the ad before seeing The Code, with the majority not permitting the ad after seeing The Code.

Figure 12: SKYY Vodka – Permitted to be displayed after seeing The Code



Q12C. Now considering the SKYY Vodka Print advertisement, and Part a (i) and b (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted in print (e.g. posters /newspapers/magazines)? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the SKYY Vodka ad after seeing The Code – from focus groups

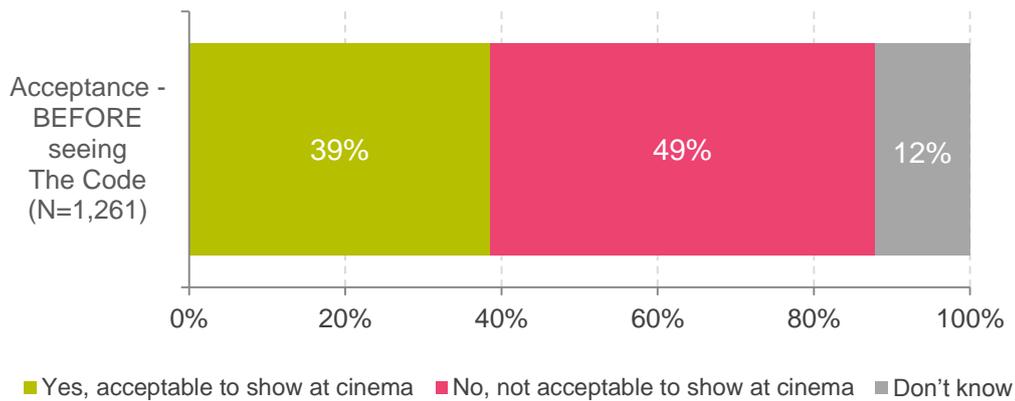
The majority of participants felt that complaints against the SKYY Vodka advertisement should be upheld and the advertisement banned. This reaction was in contrast to the determination given by the Complaints Panel. In light of reading and understanding The Code, the reactions of participants to the SKYY Vodka advertisement changed from the prompted reactions to the advertisement. The majority voted to show the advertisement (prompted reaction) during discussion, changing to the majority upholding complaints against the advertisement in light of The Code.

The majority believed it had breached Section B of The Code as the lip gloss was considered to be appealing to children and underage adolescents, and could be the sole reason for choosing to buy this alcohol product. A second reason held by participants was the ad was believed to directly target young females and could be promoting binge drinking to this demographic.

Perceptions of acceptability before seeing The Code

Complaints against the Little Creatures cinema advertisement were upheld by the Complaints Panel. Nearly half (49%) of all respondents considered the content of the ad unacceptable to show at the cinema, whilst 39% considered the content of the ad acceptable to show at the cinema. Twelve percent of all respondents were unable to determine how they felt about the ad.

Figure 13: Little Creatures – Perceptions of acceptability before seeing The Code



Q13A. Do you believe the content of this advertisement is acceptable to show at the cinema? (Single response)
 Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was ‘this ad depicts / promotes irresponsible, harmful behaviour / violence, destruction, aggression/could influence behaviour negatively’ (45%).

Table 21: Little Creatures – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=621)
This ad depicts / promotes irresponsible, harmful behaviour / violence, destruction, aggression/could influence behaviour negatively	45%
The placement of this ad is unacceptable (i.e. cinema before M15+ movies) / could be seen by children & teenagers / could influence children or teens to drink	16%
The ad shows children toys, playing/childish themes/appeal to children/targeted to children	12%
This ad glorifies alcohol consumption / makes drinking alcohol look "cool" / socially acceptable	3%
Alcohol advertising in general is unacceptable	3%
This ad is offensive in general	1%
Other	26%
Don't care / no interest	0%
Don't know / not sure	0%

Q13B. How come? (Open-ended)

Base= Respondents who considered the content of the Little Creatures ad was unacceptable to show at eh cinema (n=621)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (43%).

Table 22: Little Creatures – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=487)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	43%
This ad is shown in cinema with MA15+ restriction / not be seen by children or teenagers/not aimed at children or teenagers	20%
Its humorous / funny / entertaining	17%
This ad does not depict alcohol consumption / barely shows alcohol	5%
Other	0%
Don't care / no interest	0%
Don't know / not sure	1%

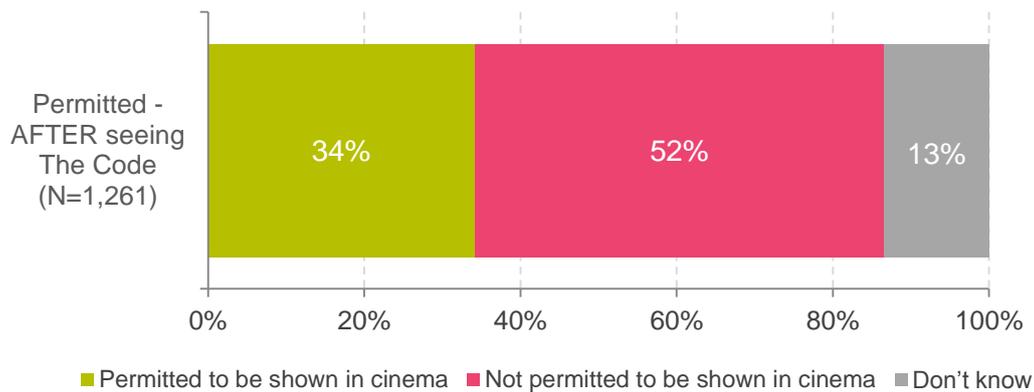
Q13B. How come? (Open-ended)

Base= Respondents who considered the content of the Little Creatures ad was acceptable to show at eh cinema (n=487)

Permitted to display advertisement after seeing The Code

Following a description of Section B of The Code – relating to Underage Drinking, community opinions on whether the content of the ad should be permitted to be shown at the cinema were in line with the Complaints Panel. Over half (52%) of all respondents felt the content of the ad should not be permitted to be shown at the cinema. Over a third (34%) believed the content of the ad should be permitted to be shown at the cinema, and 13% remained unsure. In light of reading The Code, the overall perception of acceptability did not change from the reactions to the ad before seeing The Code.

Figure 14: Little Creatures – Permitted to be displayed after seeing The Code



Q13C. Now considering the Little Creatures Cinema advertisement, and Part a (i) and b (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted to be shown at the cinema? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the Little Creatures ad after seeing The Code – from focus groups

The majority of participants felt that complaints against the Little Creatures advertisement should be upheld and the advertisement banned. This community reaction aligned with the decision given by the Complaints Panel. Prompted reactions of participants to the Little Creatures advertisement were mixed, however in light of reading and understanding The Code participants predominantly voted for complaints against the Little Creatures advertisement to be upheld.

The key reasons behind this was the use of toys potentially having appeal to children (Section B), violence portrayed in the advertisement (Section A), as well as the depiction of what was felt to be antisocial behaviour. One group of higher income 18-29 year olds disagreed and felt this advertisement should continue to be shown as they did not perceive it to be in breach of The Code.

Section C of the Code: Change in mood

Bottlemart

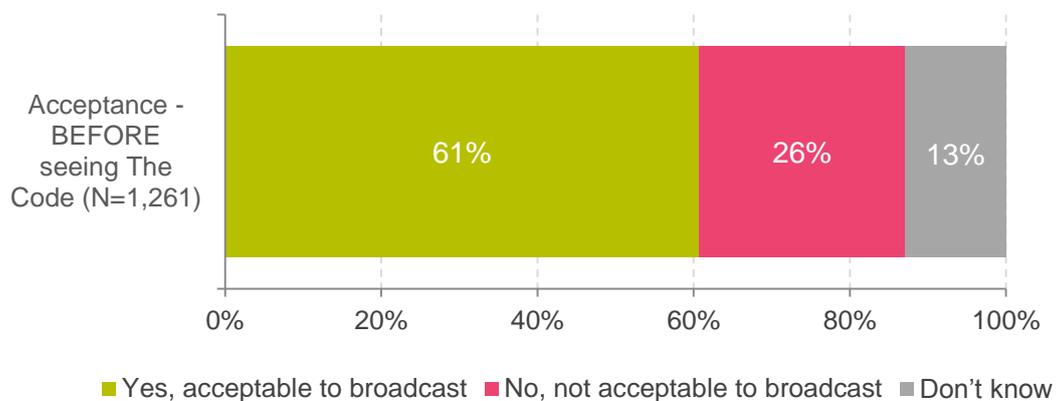
Format: TV

Complaint: Dismissed

Perceptions of acceptability before seeing The Code

Complaints against the Bottlemart advertisement were dismissed by the Complaints Panel. Sixty one percent of all respondents felt the content of the ad was acceptable to broadcast on television. A quarter (26%) of all respondents believed the content of the ad was not acceptable to broadcast on television and 13% of all respondents were unable to determine how they felt about the ad.

Figure 15: Bottlemart – Perceptions of acceptability before seeing The Code



Q14A. Do you believe the content of this advertisement is acceptable to broadcast on television? (Single response)

Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'this ad depicts drinking will solve problems / drink when its bad times' (55%).

Table 23: Bottlemart – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=332)
This ad depicts drinking will solve problems / drink when its bad times	55%
This ad depicts / promotes irresponsible / excessive alcohol consumption / binge drinking	8%
Alcohol advertising in general is unacceptable	5%
The placement of this ad is unacceptable (i.e. television) / could be seen by children & teenagers / could influence children or teens to drink	4%
This ad is offensive in general	3%
Other	24%
Don't care / no interest	0%
Don't know / not sure	1%

Q14B. How come? (Open-ended)

Base= Respondents who considered the content of the Bottlemart ad was unacceptable to broadcast (n=332)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (62%).

Table 24: Bottlemart – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=766)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	62%
Its humorous / funny / entertaining	14%
This ad does not depict alcohol consumption / barely shows alcohol	9%
This ad will not affect or influence children to drink / not appeal to children	5%
Other	17%
Don't care / no interest	1%
Don't know / not sure	2%

Q14B. How come? (Open-ended)

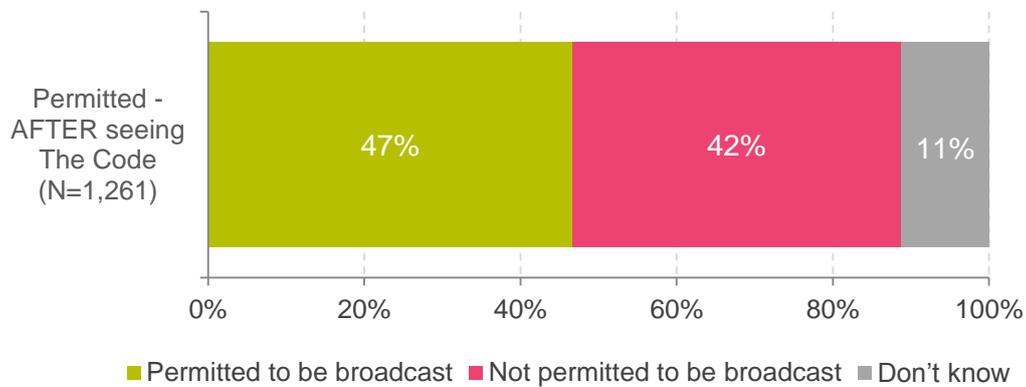
Base= Respondents who considered the content of the Bottlemart ad was acceptable to broadcast (n=766)

Permitted to display advertisement after seeing The Code

Following a description of Section C of The Code – relating to Change in Mood (not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment), community opinions about the ad became more divided. Forty seven percent of all respondents felt the content of the ad should be permitted to be broadcast on television during restricted times, whilst 42% felt it should not be permitted. The remaining 11% were unsure.

In light of reading The Code, community perceptions of the Bottlemart ad slightly changed, with a decline in the proportion of respondents permitting the content to be broadcast (47%), compared to reactions prior to seeing The Code (61%). However, the majority permitted the ad to be broadcast both before and after seeing The Code.

Figure 16: Bottlemart – Permitted to be displayed after seeing The Code



Q14C. Now considering the Bottlemart television advertisement, and Part c (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted to be broadcast on television during restricted times? (Single response)

Base= All respondents (N=1,261)

Informed community reactions to the Bottlemart ad after seeing The Code – from focus groups

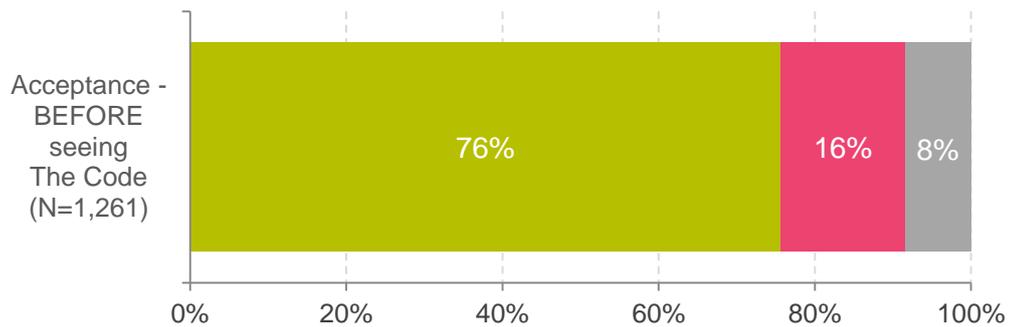
Among participants, there was an almost unanimous decision that complaints against the Bottlemart advertisement should be dismissed and the advertisement continued to be shown. This community reaction aligned with the decision given by the Complaints Panel. In light of reading and understanding The Code, the overall opinion of participants did not change from the prompted reactions to the advertisement.

The primary reason behind this decision, was that there was no alcohol featuring in the advertisement so was not felt to be in breach of The Code. For the few participants who felt the complaints should be upheld, this was on the basis of a potential breach of Section C due to the inference of the man being happy he could go out and get drunk with his friends after his wife leaving him.

Perceptions of acceptability before seeing The Code

Complaints against the BWS print advertisement were upheld by the Complaints Panel. The majority (76%) of all respondents believed the content of the ad was acceptable to show in print. Only 16% of all respondents felt the content of the ad was not acceptable to show in print and the remaining 8% of all respondents were unable to determine how they felt about the ad.

Figure 17: BWS – Perceptions of acceptability before seeing The Code



■ Yes, acceptable to show in print ■ No, not acceptable to show in print ■ Don't know

Q15A. Do you believe the content of this advertisement is acceptable to show in print (e.g. posters /newspapers/magazines)? (Single response)
Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'discounts and offers encourage more purchases of alcohol / encourage excessive drinking' (41%).

Table 25: BWS – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=200)
Discounts and offers encourage more purchases of alcohol / encourage excessive drinking	41%
The placement of this ad is unacceptable (i.e. print) / could be seen by children & teenagers / could influence children or teens to drink or buy alcohol	26%
The ad shows that you need alcohol to be happy / 'happier father's day' /	14%
Alcohol advertising in general is unacceptable	5%
This ad is offensive in general	1%
Other	11%
Don't care / no interest	1%
Don't know / not sure	1%

Q15B. How come? (Open-ended)

Base= Respondents who considered the content of the BWS ad was unacceptable in print (n=200)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (63%).

Table 26: BWS – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=955)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	63%
Advertising or promoting specials/sales/prices / print media suitable	18%
This ad will not affect or influence children to drink / not appeal to children / targeted towards adults or 18+	13%
This ad does not encourage excessive consumption or promote drinking	2%
Other	3%
Don't care / no interest	1%
Don't know / not sure	1%

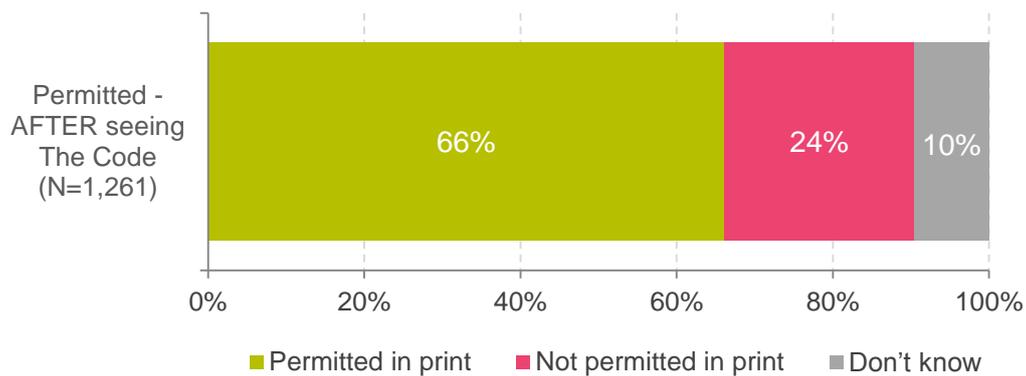
Q15B. How come? (Open-ended)

Base= Respondents who considered the content of the BWS ad was acceptable in print (n=955)

Permitted to display advertisement after seeing The Code

Following a description of Section C of The Code – relating to Change in Mood, the research results suggested that opinions of the Complaints Panel were not fully in line with the views of the community. The majority (66%) of all respondents felt the content of the ad should be permitted to be shown in print. A quarter (24%) believed the content of the ad should not be permitted to be shown in print and 10% were unsure. In light of reading The Code, the overall perception of acceptability did not change from the reactions to the ad before seeing The Code.

Figure 18: BWS – Permitted to be displayed after seeing The Code



Q15C. Now considering the BWS print advertisement, and Part c (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted to be shown in print? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the BWS ad after seeing The Code – from focus groups

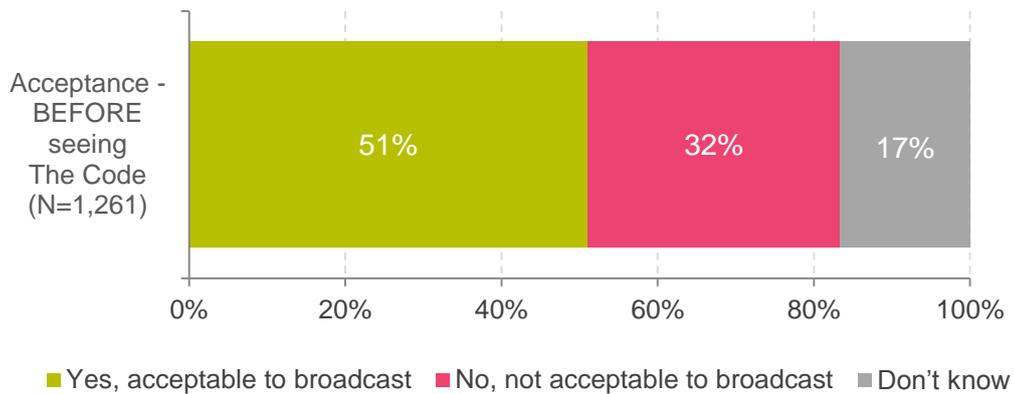
Participants predominantly voted for complaints against the BWS print advertisement to be dismissed and the advertisement continued in light of The Code. This community decision was in contrast to the decision to uphold the complaint by the Complaints Panel. The overall opinion of participants did not change from the prompted reactions to the advertisement.

Participants felt that although there may be possible appeal to children (referencing gifts for Father's Day); a therapeutic benefit (alcohol leading to a "Happier Father's Day"); and promotion of irresponsible drinking (via the deals offered), the advertisement was not offensive enough or in blatant breach of any section of The Code.

Perceptions of acceptability before seeing The Code

Complaints against the VB television advertisement were upheld by the Complaints Panel. More than half (51%) of all respondents believed the content of the ad was acceptable to broadcast on television. A third (32%) of all respondents felt the content of the ad was not acceptable to broadcast on television and 17% of all respondents were unable to determine how they felt about the ad.

Figure 19: VB Television – Perceptions of acceptability before seeing The Code



Q16A. Do you believe the content of this advertisement is acceptable to broadcast on television? (Single response)
 Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was ‘this ad depicts drinking will solve problems or depression/ beer will make you feel better’ (14%).

Table 27: VB Television – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=408)
This ad depicts drinking will solve problems or depression/ beer will make you feel better	14%
Suggests only way to be manly is to drink beer / sexist / homophobic	6%
This ad glorifies alcohol consumption / drinking makes you healthier or stronger / socially acceptable	6%
This ad depicts / promotes irresponsible / illegal / harmful behaviour / could influence behaviour negatively	4%
The placement of this ad is unacceptable (i.e. television) / could be seen by children & teenagers / could influence children or teens to drink	4%
This ad is offensive in general	3%
Alcohol advertising in general is unacceptable	1%
Other	23%
Don't care / no interest	0%
Don't know / not sure	2%

Q16B. How come? (Open-ended)

Base= Respondents who considered the content of VB television ad was acceptable to broadcast (n=408)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (35%).

Table 28: VB Television – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=645)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	35%
Its humorous / funny / entertaining	8%
This ad shown is shown in adult viewing hours/ not be seen by children / not affect or influence children to drink	3%
This ad does not depict alcohol consumption / barely shows alcohol	2%
Other	13%
Don't care / no interest	0%
Don't know / not sure	1%

Q16B. How come? (Open-ended)

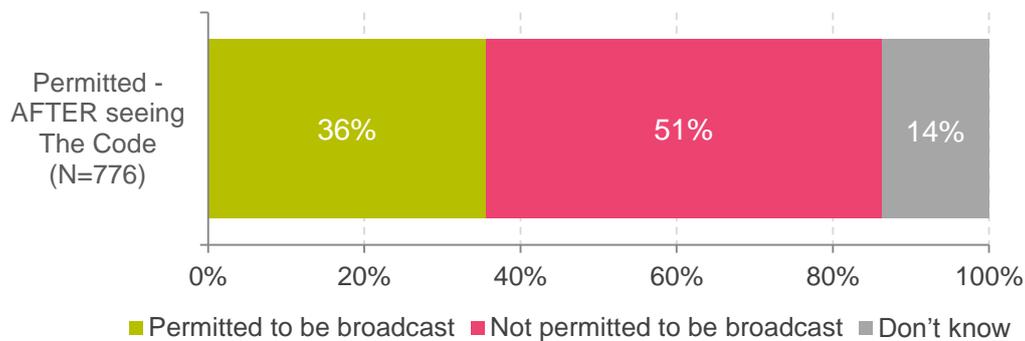
Base= Respondents who considered the content of VB television ad was acceptable to broadcast (n=645)

Permitted to display advertisement after seeing The Code

Following a description of Section C of The Code – relating to Change in Mood, the survey results suggested that opinions of the Complaints Panel were not fully in line with the views of the community. Over half (51%) of all respondents believed the content of the VB television ad should not be permitted to be broadcast on television during restricted times. Thirty six percent of all respondents felt the ad should be permitted to be broadcast on television during restricted times, whilst 14% were unsure.

In light of reading The Code, community perceptions of the VB television ad changed, with an increase in the proportion of respondents not permitting the content to be broadcast (51%), compared to reactions prior to seeing The Code (32%).

Figure 20: VB Television – Permitted to be displayed after seeing The Code



Q16C. Now considering the VB television advertisement, and Part c (i-iii) of the Code you just read, do you think the content of this advertisement should be permitted to be broadcast on television during restricted times? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the VB television ad after seeing The Code – from focus groups

The VB television advertisement received very mixed responses in light of reading and understanding the various sections of The Code. The advertisement was considered contentious enough to justify the Complaints Panel upholding the complaints. The mixed response in participant opinions in relation to the advertisement did not change from the prompted reactions to the advertisement.

Many participants felt the advertisement should be banned for the following reasons:

- The advertisement portrays an improvement in mood linked directly to the beer (Section C);
- The advertisement suggests that to be socially accepted you have to drink VB (Section C);
- The advertisement may have indirect but dangerous impacts on young people (e.g. possibly bullying) as it suggests that metro-sexuality or homosexuality (or being a female) is undesirable (Section A);
- A minority felt the advertisement depicts irresponsible drinking - excessive (2 cocktails) (Section A).

However, many participants (mostly younger groups) voted for the complaint to be dismissed and the advertisement continued. They found it harder to recognise the breach of Section C of The Code; and instead could see linkages to irresponsible drinking and recreational sport (i.e. the man on the bike).

Section D of the Code: Hazardous activities

Tooheys

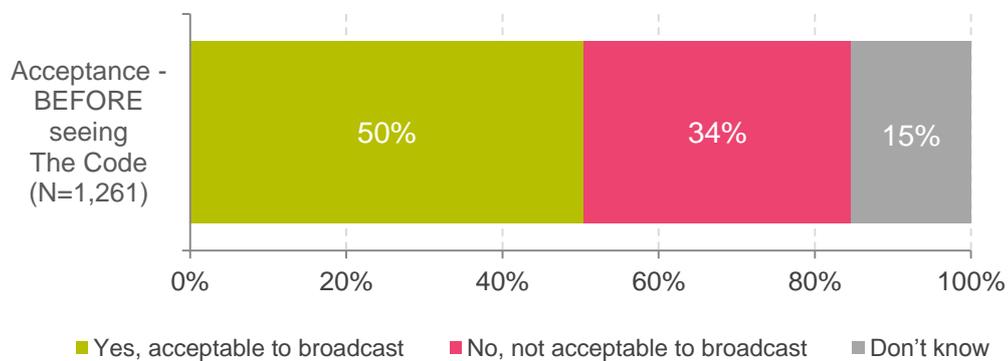
Format: TV

Complaint: Dismissed

Perceptions of acceptability before seeing The Code

Complaints against the Tooheys advertisement were dismissed by the Complaints Panel. Half (50%) of all respondents considered the content of the ad to be acceptable to broadcast on television. Thirty four percent of all respondents felt the content of the ad was not acceptable to broadcast on television and the remaining 15% of all respondents were unsure how they felt about the ad.

Figure 21: Tooheys – Perceptions of acceptability before seeing The Code



Q17A. Do you believe the content of this advertisement is acceptable to broadcast on television? (Single response)
Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'promotes alcohol as a reward / economic value of beer / beer as currency' (25%).

Table 29: Tooheys – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=432)
Promotes alcohol as a reward / economic value of beer / beer as currency	25%
Promotes drinking / excessive consumption of alcohol	20%
This ad depicts hazardous activity / alcohol should not be associated with swimming or operating machinery/boats	11%
This ad depicts / promotes irresponsible / illegal / harmful behaviour / could influence drinking behaviour negatively	9%
This ad is offensive in general / breaches the code	3%
Alcohol advertising in general is unacceptable	2%
The placement of this ad is unacceptable (i.e. television) / could be seen by children & teenagers / could influence children or teens to drink	2%
Other	31%
Don't care / no interest	0%
Don't know / not sure	0%

Q17B. How come? (Open-ended)

Base= Respondents who considered the content of the Tooheys ad was unacceptable to broadcast (n=432)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (49%).

Table 30: Tooheys – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=637)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	49%
Its humorous / funny / entertaining	19%
This ad does not depict alcohol consumption / irresponsible consumption / barely shows alcohol	6%
This ad shown is shown in adult viewing hours/ not be seen by children / not affect or influence children to drink	3%
Other	25%
Don't care / no interest	1%
Don't know / not sure	2%

Q17B. How come? (Open-ended)

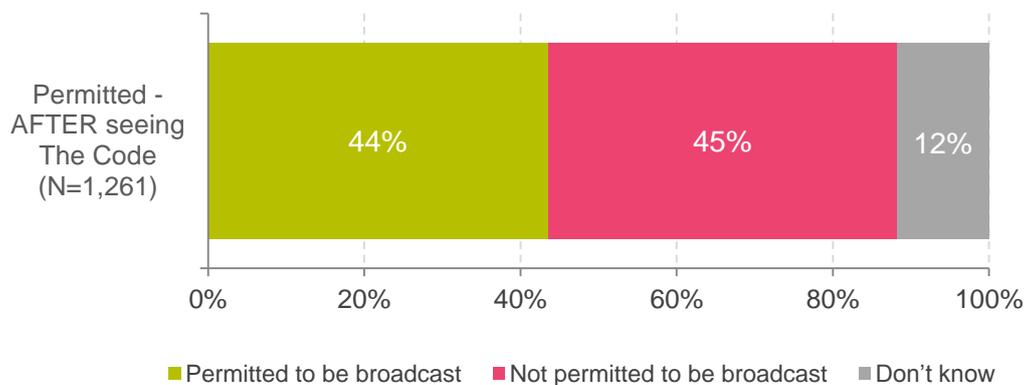
Base= Respondents who considered the content of the Tooheys ad was acceptable to broadcast (n=637)

Permitted to display advertisement after seeing The Code

Following a description of Section D of The Code – relating to Hazardous Activities (not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity), community opinions became more divided in relation to the Tooheys ad. Forty four percent of all respondents felt the content of the ad should be permitted to be broadcast on television during restricted times, whilst 45% believed it should not be permitted. The remaining 12% were unsure.

In light of reading The Code, community perceptions of the Tooheys ad changed, with a decline in the proportion of respondents permitting the content to be broadcast (44%), compared to reactions prior to seeing The Code (50%).

Figure 22: Tooheys – Permitted to be displayed after seeing The Code



Q17C. Now considering the Tooheys television advertisement, and Part d (i & ii) of the Code you just read, do you think the content of this advertisement should be permitted to be broadcast on television during restricted times? (Single response). Base= All respondents (N=1,261)

Informed community reactions to the Tooheys ad after seeing The Code – from focus groups

The majority of participants felt that complaints against the Tooheys advertisement should be dismissed and the advertisement continued to be shown. This community reaction aligned with the decision given by the Complaints Panel. The overall opinion of participants did not change from the prompted reactions to the advertisement.

Participants predominantly felt that complaints should be dismissed as there is no alcohol consumption depicted in the advertisement. Those who felt that the complaints should be upheld stated that this was due to the links with operating machinery (i.e. the boat); and drinking during water sports, as well as encouraging irresponsible alcohol consumption (i.e. with the transaction of 50 cases of beer).

XXXX

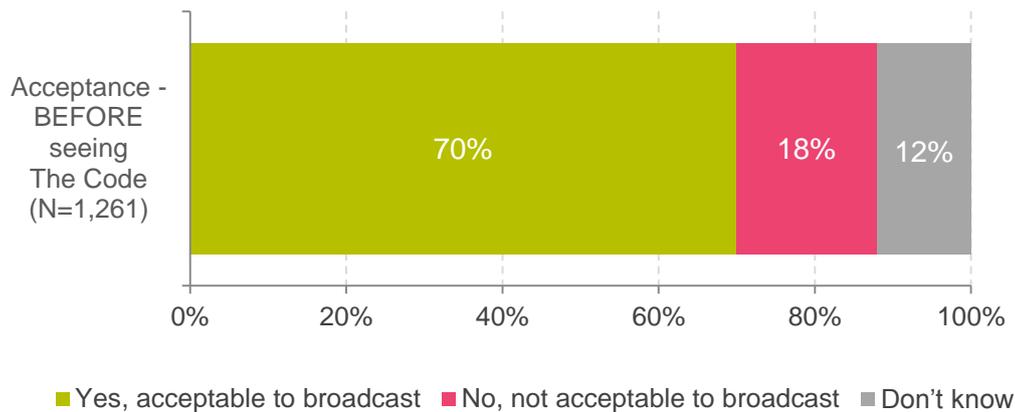
Format: TV

Complaint: Upheld

Perceptions of acceptability before seeing The Code

Complaints against the XXXX advertisement were upheld by the Complaints Panel. The majority (70%) of all respondents considered the content of the ad to be acceptable to broadcast on television. Only 18% of all respondents felt the ad was not acceptable to broadcast on television and 12% were unsure how they felt in relation to the ad.

Figure 23: XXXX – Perceptions of acceptability before seeing The Code



Q18A. Do you believe the content of this advertisement is acceptable to broadcast on television? (Single response)
Base= All respondents (N=1,261)

Reasons for perceived unacceptability

Among those who considered the ad to be unacceptable, the main reason for perceived unacceptability was 'this ad depicts / promotes irresponsible / illegal / harmful behaviour / could influence behaviour negatively' (29%).

Table 31: XXXX – Reasons for perceived unacceptability

Unacceptable	Community perceptions of those who considered the ad unacceptable (n=225)
This ad depicts / promotes irresponsible / illegal / harmful behaviour / could influence behaviour negatively	29%
The placement of this ad is unacceptable (i.e. television) / could be seen by children & teenagers / could influence children or teens to drink	19%
This ad depicts hazardous activity / alcohol should not be associated with swimming or operating machinery	8%
Shows cruelty to animals	8%
Alcohol advertising in general is unacceptable	5%
This ad glorifies alcohol consumption / makes drinking alcohol look "cool" / socially acceptable / success / gives strength	3%
This ad is offensive in general / breaches the code	3%
Other	21%
Don't care / no interest	0%
Don't know / not sure	0%

Q18B. How come? (Open-ended)

Base= Respondents who considered the content of the XXXX ad was unacceptable to broadcast (n=225)

Reasons for perceived acceptability

Among those who considered the ad to be acceptable, the main reason for perceived acceptability was 'this ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines' (51%).

Table 32: XXXX – Reasons for perceived acceptability

Acceptable	Community perceptions of those who considered the ad acceptable (n=883)
This ad is not offensive / no issue with ad / not encouraging anything harmful or irresponsible / adheres to guidelines	51%
Its humorous / funny / entertaining	18%
This ad does not depict alcohol consumption / irresponsible consumption / barely shows alcohol	11%
This ad shown is shown in adult viewing hours/ not be seen by children / not affect or influence children to drink	3%
Other	15%
Don't care / no interest	0%
Don't know / not sure	2%

Q18B. How come? (Open-ended)

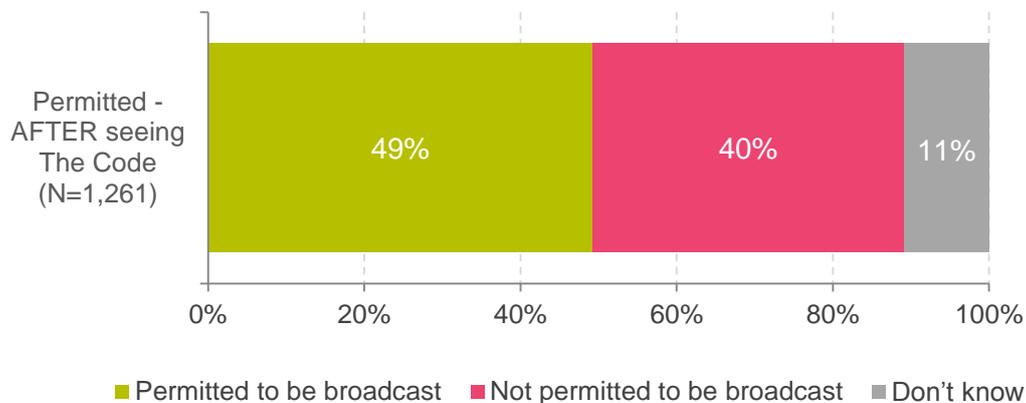
Base= Respondents who considered the content of the XXXX ad was acceptable to broadcast (n=883)

Permitted to display advertisement after seeing The Code

Following a description of Section D of The Code – relating to Hazardous Activities, community opinions became more divided in relation to the XXXX ad and were not fully in line with the views of the Complaints Panel. Nearly half (49%) of all respondents felt the content of the ad should be permitted to be broadcast on television during restricted times. Forty percent of all respondents believed the content of the ad should be permitted, and the remaining 11% of all respondents were unsure.

In light of reading The Code, community perceptions of the XXXX ad changed, with an increase in the proportion of respondents not permitting the content to be broadcast (40%), compared to reactions prior to seeing The Code (18%).

Figure 24: XXXX – Permitted to be displayed after seeing The Code



Q18C. Now considering the XXXX television advertisement, and Part d (i & ii) of the Code you just read, do you think the content of this advertisement should be permitted to be broadcast on television during restricted times? (Single response)
Base= All respondents (N=1,261)

Informed community reactions to the XXXX ad after seeing The Code – from focus groups

The majority of participants felt that complaints against the XXXX advertisement should be dismissed and the advertisement continued to be shown. This community reaction was in contrast to the decision to uphold complaints by the Complaints Panel. The overall opinion of participants did not change from the prompted reactions to the advertisement.

Section D of The Code prompted debate around the alcohol content of beer and the link to driving - (“Advertisements for alcohol beverages must not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity...”).

Subtlety was picked up by some who noted there was no depiction of alcohol consumption while driving, and as a result the overall perception was that there was no section of The Code that this advertisement was in breach of.

4.4. Complaints procedures

The Advertising Standards Bureau provides a free public service in resolving complaints about advertising. The Advertising Standards Board provides determinations on complaints about most forms of advertising in relation to issues including the use of language, the discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality and nudity, and health and safety.

Unprompted awareness of complaints procedures

All respondents were asked to describe the actions they would take if offended by or concerned about an advertisement (unprompted actions). The most common action taken was to 'change the channel/walk away/ignore the ad/not watch it again' (24%). The next most common action would be to 'do nothing' (19%). Those who would take action, would 'complain or report the offence in general or complain to the most appropriate authority' (13%). Eleven percent would 'contact the station the ad was broadcast on'. Spontaneous mention of 'complaining to the Advertising Standards Bureau (ASB)/Advertising Standards Board' was just 3% among the general public.

Table 33: Unprompted actions resulting from offense at advertising

Actions taken	Total community perceptions (N=1,261)
Change the channel/walk away/ignore ad/not watch it again	24%
Do nothing	19%
Complain/report (general), complain to appropriate authorities (general)	13%
Contact the station ad is broadcast on	11%
Contact the company/advertiser	6%
Discuss with family/friends	5%
Avoid buying the product	5%
Complain to Advertising Standards Bureau (ASB)/Advertising Standards Board	3%
Write to Australian Communication Media Authority (ACMA)/Broadcasting Authority	3%
Contact the ACCC or Ombudsman	3%
Search on the internet for contact details of appropriate complaints organisation	2%
Post feedback via social media (e.g. Facebook)	1%
Other	11%
Don't know/unsure	6%

Q19A. If you were offended by or concerned about an advertisement, what would you do? (Multiple response)

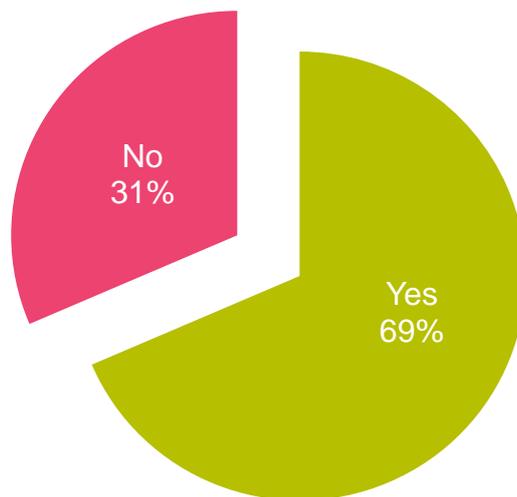
Base= All respondents (N=1,261)

In line with the *qualitative focus group findings*, knowledge of alcohol advertising regulation was very low across all groups. There was no awareness of ABAC by participants in any groups. Awareness of the Advertising Standards Bureau or Advertising Standards Board was limited. Awareness of ASB was typically limited to the name, and no further elaboration on its role or area of jurisdiction in advertising regulation. Some participants recalled seeing the ASB advertisements on late night television. No participants in any of the focus groups had made a complaint about an advertisement.

Prompted awareness of complaints procedures

Among all respondents, prompted awareness of the Advertising Standards Bureau (ASB) was high, with 69% aware that they could complain to the ASB.

Figure 25: Prompted awareness that can complain to ASB



Q19B. Are you aware that you can complain to the Advertising Standards Bureau? (Single response)
Base= All respondents (N=1,261)

Concern or offence about advertising standards (in last 12 months)

Among all respondents, 66% had no concern or offence about advertising standards in the last 12 months. Among those who did express concern, the highest rated concerns or offences about advertising in the last 12 months among the community was in relation to 'sex, sexuality and nudity' (16%), 'irresponsible alcohol consumption' (16%) and 'violence' (15%).

Table 34: Incidence of having been concerned or offended about advertising over past 12 months

Concern	Total community perceptions (N=1,261)
Sex, sexuality or nudity	16%
Irresponsible alcohol consumption	16%
Violence	15%
Promotion of underage drinking or appeal of alcohol advertising to children	13%
Concern for children	13%
Depiction of a change in mood resulting from alcohol consumption	12%
Language	11%
Hazardous activity (e.g. operation of a motor vehicle) and consumption of alcohol	11%
Discrimination	9%
Health and Safety	8%
Don't pay attention to ads/no comment	1%
None of these	66%
Other	3%

Q20. In the last 12 months have you been concerned or offended about advertising standards in relation to any of the following? (Multiple response)
Base= All respondents (N=1,261)

Complaints about advertising standards (in last 12 months)

Among those concerned about advertising in the last 12 months, the vast majority (88%) had not actually made a formal complaint about advertising in this period. Of those who had made a complaint, the topic of complaint was varied across all sections of the ASB and ABAC.

Table 35: Incidence of making a complaint about advertising over past 12 months, among those who were concerned about advertising in the last 12 months

Topic of complaint	Community perceptions of those concerned (n=435)
I have not made a complaint in the last 12 months	88%
Sex, sexuality or nudity	4%
Concern for children	3%
Irresponsible alcohol consumption	3%
Health and Safety	3%
Hazardous activity (e.g. operation of a motor vehicle) and consumption of alcohol	3%
Violence	3%
Discrimination	2%
Promotion of underage drinking or appeal of alcohol advertising to children	2%
Language	2%
Depiction of a change in mood resulting from alcohol consumption	2%
Other	1%

Q21. In the last 12 months have you made a formal complaint about an advertisement in relation to any of the following? (Multiple response)

Base= Respondents who have been concerned about advertising in the last 12 months (n=435)

Organisation to which complaint was made (in last 12 months)

Those respondents who had made a complaint about advertising in the last 12 months (n=51), were more likely to complain to the Advertising Standards Bureau (33%), or the Advertising Standards Board (28%).

Table 36: Organisation complained to, among those who had made a complaint about advertising in the last 12 months

Organisation	Community perceptions who have made a complaint (n=51)
Advertising Standards Bureau	33%
Advertising Standards Board	28%
Free TV	24%
The TV / Radio station where you saw / heard the advert	22%
The Alcohol Beverages and Packaging Code (ABAC) Scheme	18%
The newspaper / magazine where the advert was printed	8%
Advertising Claims Board	6%
Other	10%
Don't know	15%

Q22. Which organisation(s) did you complain to? (Multiple response)

Base= Respondents who have made a complaint about advertising in the last 12 months (n=51)

Reasons for not making a complaint

Among those respondents who had a concern about advertising but had not made a complaint, the most common reason for not complaining was the belief that ‘nothing would happen and therefore it was not worth complaining’ (42%). Perceptions that the ‘process of complaining is too bureaucratic’ (24%), or they were ‘too lazy / couldn’t be bothered’ (20%) were also key barriers in not making a complaint.

Table 37: Reasons for not making a complaint

Reason did not complain	Community perceptions who have NOT made a complaint (n=384)
Nothing would happen / not worth complaining	42%
Process of complaining is too bureaucratic	24%
Too lazy / couldn’t be bothered	20%
Didn’t know who to complain to	19%
Didn’t know how to complain	16%
Too complicated / complex	15%
The concern wasn’t serious enough to warrant a complaint	2%
Wasn’t offended enough/others may not be offended	2%
Other	9%
Don’t know	11%

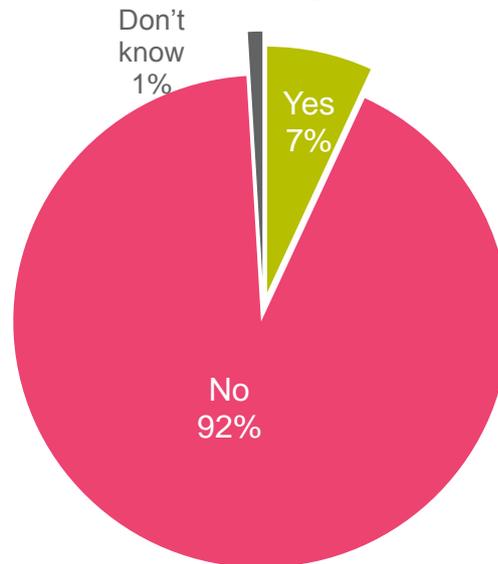
Q23. For what reasons did you not make a complaint? (Multiple response)

Base= Respondents who have been concerned about paid advertising but have not made a complaint
(n=384)

Making a formal complaint about advertising

Among all respondents, the incidence of having ever made a formal complaint about advertising was low (7% of the community).

Figure 26: Ever made a formal complaint about advertising

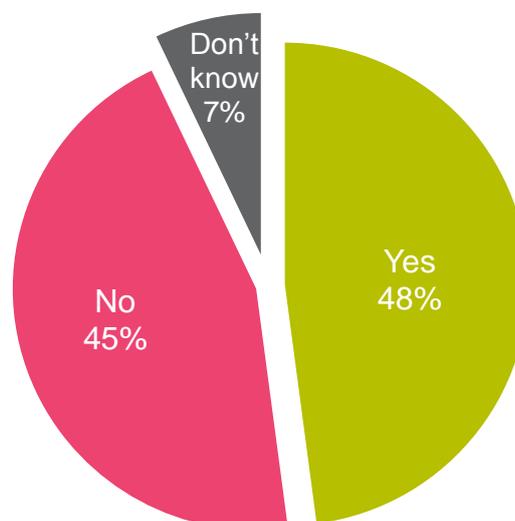


Q32. Have you ever made a formal complaint about advertising? (Single response)
Base= All respondents (N=1,261)

Making a formal complaint about advertising to the ASB

Among those who had ever made a formal complaint about advertising (n=86), nearly half (48%) stated they had made a complaint to the Advertising Standards Board.

Figure 27: Ever made a formal complaint about advertising to ASB

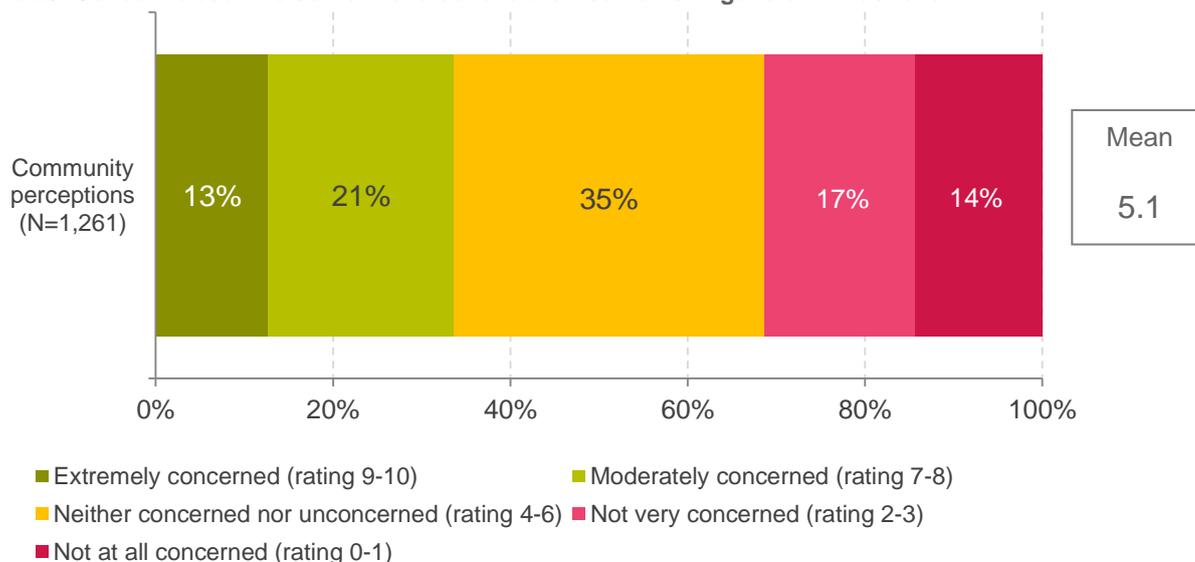


Q33. Have you ever made a formal complaint about advertising to the Advertising Standards Board? (Single response)
Base= Respondents who have made a formal complaint about advertising (n=86)

4.5. Community perceptions of alcohol advertising

Among all respondents, a third (31%) were not concerned (subtotal not very + not at all concerned) about the content of alcohol advertisements in general in Australia. A third of all respondents were neither concerned nor unconcerned (35%) and a third (34%) were concerned (subtotal extremely + moderately concerned).

Figure 28: Concern about the content of alcohol advertisements in general in Australia



Q24A. How concerned are you about the content of alcohol advertisements in general in Australia? Using a scale of 0-10, where 0 is not at all concerned, and 10 is extremely concerned (Single response)
Base= All respondents (N=1,261)

Reasons for concern about content of alcohol advertising in Australia

Among those respondents who were concerned about the content of alcohol advertising in Australia (subtotal extremely + moderately concerned), the most common reason for the concern was 'alcohol advertising promotes alcohol consumption as the norm/can influence behaviour' (25%) or (12% of the total). This was followed by concern about 'alcohol advertising promotes irresponsible/dangerous drinking and behaviour' (24%) or (10% of the total).

Among those respondents who were not concerned about the content of alcohol advertising in Australia (subtotal not very + not at all concerned), 45% had 'no concern in general/ads didn't bother them and seemed reasonable' (23% of the total). A further 15% or (10% of the total) 'didn't notice the alcohol ads' and 'didn't think that alcohol consumption was influenced by alcohol advertising' (12%) or (4% of the total).

Table 38: Reasons for concern about alcohol advertising – among those with high concern

Reasons for high concern (rating 7-10 out of 10)	Community perceptions of those with high concern about alcohol advertising (n=422)
Alcohol advertising promotes alcohol consumption as the norm / can influence behaviour	25%
Alcohol advertising promotes irresponsible / dangerous drinking and behaviour	24%
Concerned about alcohol consumption in general (no reference to advertising)	16%
Alcohol advertising is too frequent / too many	15%
Don't care / no interest	5%
Don't tend to notice alcohol ads	2%
Alcohol advertising should not be associated with sport	1%
Other	10%
Don't know	3%

Q24A. How concerned are you about the content of alcohol advertisements in general in Australia? Using a scale of 0-10, where 0 is not at all concerned, and 10 is extremely concerned (Single response)

Q24B. How come?

Base= Respondents who gave a rating of 7-10 out of 10 for Q24A – concern about content of alcohol advertising (n=422)

Table 39: Reasons for concern about alcohol advertising – among those with low concern

Reasons for low concern (0-3 out of 10)	Community perceptions of those with low concern about alcohol advertising (n=397)
No concern (general) / don't tend to bother me / seem reasonable	45%
Don't tend to notice alcohol ads	15%
Don't think that alcohol consumption is influenced by alcohol advertising	12%
Alcohol ads generally tend to adhere to standards	6%
People should take responsibility for their own choices and actions	6%
Concerned about alcohol consumption in general - no ref to advertising	2%
Don't care / no interest	2%
Alcohol advertising is not too frequent	1%
Alcohol ads have always existed	0%
Other	12%
Don't know	1%

Q24A. How concerned are you about the content of alcohol advertisements in general in Australia? Using a scale of 0-10, where 0 is not at all concerned, and 10 is extremely concerned (Single response)

Q24B. How come?

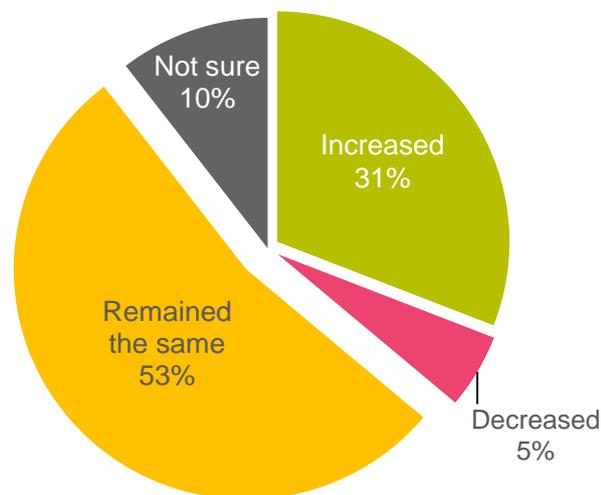
Base= Respondents who gave a rating of 0-3 out of 10 for Q24A – concern about content of alcohol advertising (n=397)

Level of concern over time in relation to the content of alcohol advertising in Australia

All respondents were asked whether their level of concern about the content of alcohol advertising has increased, decreased or remained the same over the past 10 years. Over half (53%) stated that their level of concern about the content of alcohol advertising in Australia has remained the same. A third (31%) believed their level of concern had increased, and only 5% believed their level of concern had decreased in the past 10 years.

The profile of those who believed the level of concern in relation to the content of alcohol advertising in Australia had increased tended to be females compared to males. They also tended to be older (aged 60+ years) and had children.

Figure 29: Concern over time in relation to the content of alcohol advertisements in Australia



Q25. Has your level of concern about the content of alcohol advertisements increased, decreased, or remained the same over the past 10 years? (Single response)
Base= All respondents (N=1,261)

Results from the *qualitative focus groups* revealed that:

Overall, participants were not particularly concerned about alcohol advertising in general. However, there were some for whom **concern** had increased and for others it had decreased over time. Several participants, particularly older age-groups with children believed their concern for alcohol advertising has increased in the past few years, and they linked this to the real or perceived increase in problem-drinking, particularly among young people. This attitude was associated with the perceived party and dancing culture of young people today.

Perceived amount of alcohol advertising in Australia over time

Among all respondents, 42% perceived there to be more alcohol advertising in Australia now compared to 10 years ago. Twenty percent perceived there to be the same amount of alcohol advertising now compared to 10 years ago and 16% believed there was less alcohol advertising now compared to 10 years ago.

Table 40: Perceived amount of alcohol advertising in Australia over time

	Total community perceptions (N=1,261)
There is more alcohol advertising now compared to 10 years ago	42%
There is about the same amount of alcohol advertising now compared to 10 years ago	20%
There is less alcohol advertising now compared to 10 years ago	16%
Not sure	23%
Total	100%

Q26. Do you think there is more, less, or the same amount of alcohol advertising now, compared to 10 years ago? (Single response)
Base= All respondents (N=1,261)

Results from the qualitative focus groups revealed that:

In terms of the quantity of alcohol beverage advertising over the last 10 years, the reactions from participants were mixed. Some participants perceived there to be an increase in alcohol advertising over time, as a result of an increase in imported alcohol beverages, resulting in a much larger range of alcohol beverages available in Australia over time, and due to their heightened concern over the perceived influence of alcohol advertising on children and underage drinking.

Other participants felt there was less or the same amount of alcohol advertising due to increased restrictions and changes in the nature and content of alcohol advertising itself. Some younger participants raised issues of restrictions in online advertising and advertising at sporting events for alcohol producers.

There was consensus from participants that alcohol advertising had become more intelligent and subtle over the last 10 years, with more focus on image, lifestyle and humour than actual consumption. This was seen to be due to the need for alcoholic beverage and marketing companies to balance differentiating their product in a highly competitive market, while adhering to the relevant constraints and restrictions.

5. Sample profile

Age and gender

Table 41: Age and gender

	Total community perceptions (N=1,261)	Male (n=637)	Female (n=624)
18-29 years	23%	23%	22%
30-44 years	26%	26%	27%
45-64 years	26%	26%	26%
65 years +	25%	25%	25%
Total	100%	100%	100%

Q3 Please indicate your gender (Single response)

Q4 Please indicate which of the following age groups you fall into (Single response)

Base= All respondents (N=1,261) – unweighted data

State/Territory

Table 42: State/Territory

	Total community perceptions (N=1,261)	Metropolitan (n=897)	Regional/rural (n=364)
New South Wales	32%	31%	33%
ACT	1%	1%	0%
Victoria	25%	28%	16%
Tasmania	3%	2%	4%
Queensland	20%	16%	31%
South Australia	7%	8%	5%
Northern Territory	1%	1%	2%
Western Australia	11%	12%	8%
Total	100%	100%	100%

Q5 Please indicate where you live. (Single response)

Q6 Do you live in the metropolitan area of a capital city? (Single response)

Base= All respondents (N=1,261) – unweighted data

Language other than English

Table 43: Language other than English spoken at home

	Total community perceptions (N=1,261)
Speaks English only at home	79%
Speaks language/s other than English at home	19%
Prefer not to answer	1%
Total	100%

Q27. Do you speak a language other than English at home? (Single response)
Base= All respondents (N=1,261) – unweighted data

Children

Table 44: Children and age of children

	Total community perceptions (N=1,261)
14 years or younger	21%
15-17 years	8%
18 years or older	35%
Does not have children	44%

Q29. Do you have any children? (Single response)
Q30. What ages are they? (Multiple response)
Base= All respondents (N=1,261) – unweighted data

Highest level of education

Table 45: Highest level of education achieved

	Total community perceptions (N=1,261)
High school (Year 10 or below)	10%
High school (Year 11 or 12)	19%
TAFE / Certificate / Diploma (including apprenticeship or traineeship)	27%
Tertiary Education (Bachelors Degree)	30%
Post-graduate Education (Masters or PhD)	13%
I prefer not to answer	1%
Total	100%

Q28. What is the highest level of education you have attained? (Single response)
Base= All respondents (N=1,261) – unweighted data

Total household income

Table 46: Total household income

	Total community perceptions (N=1,261)
\$1-\$399 per week (\$1-\$20,799 per year)	7%
\$400-\$799 per week (\$20,800-\$41,599 per year)	17%
\$800-\$1,199 per week (\$41,600-\$62,399 per year)	13%
\$1,200-\$1,599 per week (\$62,400-\$83,199 per year)	11%
\$1,600-\$1,999 per week (\$83,200-\$103,999 per year)	13%
\$2,000-\$2,999 per week (\$104,000-\$155,999 per year)	12%
\$3,000-\$3,999 per week (\$156,000-\$207,999 per year)	5%
\$4,000-\$4,999 per week (\$208,000-\$259,999 per year)	1%
\$5,000 or more per week (\$260,000 or more per year)	2%
No income	1%
Negative income	0%
I prefer not to answer	18%
Total	100%

Q31. What is the total of all wages/salaries, Government benefits, pensions, allowances and other income that YOUR HOUSEHOLD usually receives (Gross – before tax and superannuation deductions)? (Single response)
Base= All respondents (N=1,261) – unweighted data

6. Appendix A: Technical notes

6.1. Research approach

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

- Stage 1: Scoping and selection of advertisements to test in the qualitative and quantitative research stages.
- Stage 2: Qualitative face-to-face focus groups, testing 12 advertisements that have been considered by the Complaints Panel, in order to understand consumer values, reactions to specific advertisements and reasons behind reactions and ratings.
- Stage 3: Quantitative research with online survey.
- Stage 4: Analysis, reporting and presentation of findings.

6.2. Quantitative research approach

An online research methodology was used to administer the survey.

The sample for the survey consisted of general public participants who were selected randomly from CBSR's 100% owned ISO accredited fieldwork company, Your Source. MyOpinions panel was used to complete the online survey.

The following sections discuss the quantitative survey methodology in detail.

Scope of the survey

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

- A total of **1,261** 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.

Fieldwork

Fieldwork for the survey was conducted between 5 to 20 March 2013.

- Average interview length was 29 minutes.
- CBSR emailed an invitation to a random selection of n=20,588 survey panellists, of which N=1,261 participated (10% response rate⁸).

Quotas and Weighting

- Fieldwork quotas were set based on state/territory, gender and age.
- Any variations between sample achievement and quotas (which were reflective of population statistics) have been adjusted for by post-weighting the sample.

Table 47: Target quotas, sample achieved and population figures

Target respondent	Target quota	Sample achievement	Population
NSW/ACT 18-29 year old males	45	46	654,301
NSW/ACT 30-49 year old males	71	74	1,052,336
NSW/ACT 50-69 year old males	57	62	868,954
NSW/ACT 70 or more males	22	23	341,402
NSW/ACT 18-29 year old females	43	44	637,467
NSW/ACT 30-49 year old females	71	73	1,068,899
NSW/ACT 50-69 year old females	58	60	886,612
NSW/ACT 70 or more females	29	29	431,163
VIC/TAS 18-29 year old males	39	39	542,068
VIC/TAS 30-49 year old males	59	60	848,430
VIC/TAS 50-69 year old males	46	50	681,740
VIC/TAS 70 or more males	19	21	271,250
VIC/TAS 18-29 year old females	37	39	525,924
VIC/TAS 30-49 year old females	61	64	867,194
VIC/TAS 50-69 year old females	49	51	706,972
VIC/TAS 70 or more females	23	23	343,872
SA/NT 18-29 year old males	12	10	164,788
SA/NT 30-49 year old males	17	19	256,902
SA/NT 50-69 year old males	16	19	221,197
SA/NT 70 or more males	6	9	85,661
SA/NT 18-29 year old females	11	11	155,260
SA/NT 30-49 year old females	17	18	253,669
SA/NT 50-69 year old females	15	15	225,571

⁸ Including completed surveys, screen out and quota full.

Target respondent	Target quota	Sample achievement	Population
SA/NT 70 or more females	7	8	109,875
WA 18-29 year old males	16	21	229,728
WA 30-49 year old males	24	25	354,137
WA 50-69 year old males	18	23	266,604
WA 70 or more males	6	6	89,685
WA 18-29 year old females	14	16	212,502
WA 30-49 year old females	23	23	342,167
WA 50-69 year old females	17	17	265,976
WA 70 or more females	7	7	111,663
QLD 18-29 year old males	29	31	396,420
QLD 30-49 year old males	44	44	627,031
QLD 50-69 year old males	36	40	511,278
QLD 70 or more males	13	15	182,116
QLD 18-29 year old females	28	28	387,951
QLD 30-49 year old females	45	46	635,962
QLD 50-69 year old females	35	37	515,754
QLD 70 or more females	15	15	219,096
Total	1,200	1,261	17,549,577

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.

Sampling error

All surveys are subject to errors. There are two main types of errors: sampling errors and non-sampling errors.

Sampling error

The sampling error is the error that arises because not every single member of the population was included in the survey. If different demographic or attitudinal groups are included in the sample in a different proportion to their incidence rate in the population, the sample can be skewed and unrepresentative. CBSR randomly samples to minimise the likelihood of this happening.

Naturally it is simply not feasible to survey the whole population to avoid this type of error. One can, however, estimate how big this error component is, using statistical theory. This theory indicates that

with a sample of 1,000 people from a population of 100,000 people or more, the maximum margin of sampling error on an estimate of a proportion is 3.1%.

The way this can be interpreted is as follows in an example. The survey results estimate that 50% of respondents consider an ad to be acceptable. The maximum margin of error on this estimate of 50% from a sample of N=1,261 from the Australian population is $\pm 2.8\%$. Hence, one can be 95% confident that the actual proportion of people in the population that consider the ad acceptable is 50% +/- 2.8%, i.e. it is between 47.2% and 52.8%.

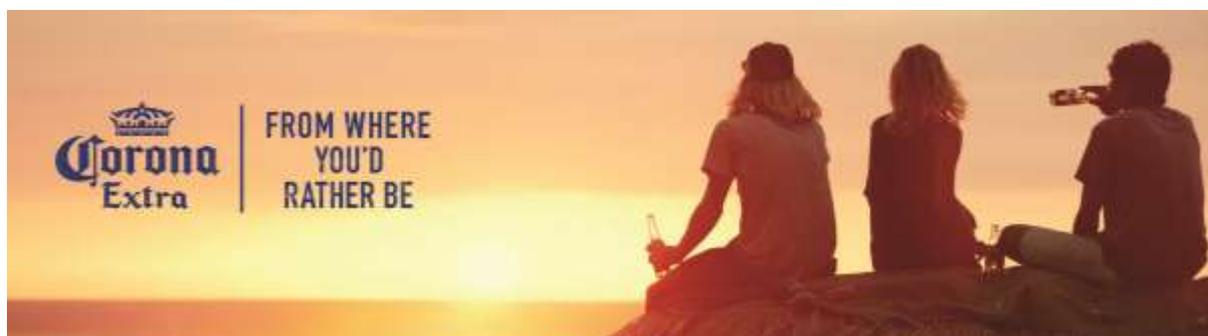
Non-sampling error

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

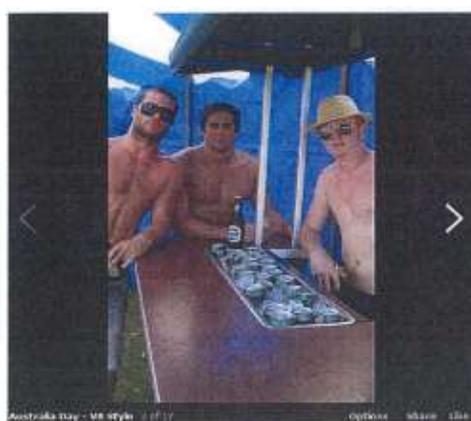
Every attempt has been made to minimise the non-sampling error in this study. For example, use of an on-line survey reduces the errors of interviewers transcribing comments, but relies on respondents typing skills. Some types of error are out of the control of the researcher. In particular, the study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

7. Appendix B: Advertisements (and packaging).

Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Corona Mexican sunset	Outdoor	11 Jan 2013	Part 1 (a) Responsibility	Beer	Yes	Dismissed



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
VB – Facebook page	Social media	16 Aug 2012	Part 1 (a) (i) (iii)	Beer	No	Upheld



House Rules

Monday, March 5, 2012

This is your Fan Page and we encourage you to leave comments, photos, videos, and links here. However, we will review all comments and will remove any that are inappropriate or offensive. Please note that VB does not condone the use of profanities or offensive language and any content that contains this language will automatically be removed.

Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Thirsty Camel – Think Hump	TVC	16 May 2011	Part 1 (a) (i) (iii)	Retailer	No	Upheld



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Three Bears Wine	Packaging /print	26 Nov 2011	Part 1&2 (a) (ii) (b)	Retailer / Wine (non-signatory)	No	Upheld



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Jack Daniels Honey	YouTube	16 Aug 2012	Part 1 (a) (ii) (b)	Spirits	Yes	Dismissed



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
SKYY Vodka – Lip gloss giveaway	Print	23 Dec 2011	Part 1 (b)	Spirits (non-signatory)	No	Dismissed



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Little Creatures	Cinema	11 July	Part 1 (a) (ii) (b)	Beer (non-signatory)	No	Upheld



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Bottlemart – Empty fridge	TVC	7 Dec 2012	Part 1 (c) (iii)	Retailer	Yes (in part)	Dismissed



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
BWS – Happier Father's Day	Print	28 Sept 2012	Part 1 (c)	Retailer	No	Upheld

BWS liquor Woolworths

30% OFF ALL WINE^A
When you buy 6 or more bottles

HAPPIER FATHER'S DAY
Sunday 30 September
Catalogue out now

700ml \$50 each SAVE \$17
Carnegie Scotch Whisky Co. Highland Juice Whisky

2 CASES \$76 each SAVE \$10.00
VINTAGE EXTRA DRY V&V

\$45 each SAVE \$10.00
BONUS BUBBLES

\$40 each SAVE \$6
Stella Artois Beck's

BUY ONE FOR YOU & ONE FOR DAD
SPRIT COMBO BOTH FOR \$72

Buy any ONE of these **Popular** & any ONE of these **Premium**

These GREAT SPECIALS available at BWS and Woolworths Liquor stores

savings
Woolworths
Liquor

BWS: Visit bws.com.au Call 1300 138 207* Woolworths Liquor: Visit woolworths.com.au Call 1300 767 969*

Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
VB – Real beer	TVC	28 Oct 2012	Part 1 (c) (iii)	Beer	Yes	Upheld



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
Tooheys – Beer economy	TVC	28 Oct 2010	Part 1 (d)	Beer	Yes	Dismissed



Advertisement	Medium	Date	ABAC Code	Alcohol category	Pre-vetted	Outcome of complaint
XXXX – Flying squid	TVC	24 Dec 2010	Part 1 (d)	Beer	Yes	Upheld



8. Appendix C: Qualitative discussion guide

REVIEW OF ALCOHOL BEVERAGES ADVERTISING (AND PACKAGING) CODE (ABAC) DECISIONS

DISCUSSION GUIDE – APPROVED

NOTE TO MODERATORS: *We don't want to disclose to participants who the client is or what the subject matter is (aside from saying it is about watching a series of advertisements and giving our opinions) until the end of the group. If asked, state: "I'll be happy to discuss this information with you at the end of the session."*

Required information:

- Today we'll be watching some ads and talking about our opinions of each.
- The session will last for 90 minutes, and at the end you'll receive an EFT card with \$70 cash on it.
- All responses will be kept confidential and your responses will remain anonymous.
- We are audio / video recording this evening's session but these tapes will be used for transcription purposes only.
- **IF NECESSARY:** There is a client viewing this session (*1 in Melbourne, 1 in Sydney*), but if they recognise anyone here this evening they will step out of the room and not view the group.
- House-keeping – mobiles off, toilet locations, food and drink.
- We have a lot to get through in this session tonight – does anyone have any questions before we start?

Ice breaker – 5 mins

Before we start, let's introduce ourselves, and tell the group what we did on the weekend.

Unprompted community reactions to ads and packaging

This will give us initial and unbiased personal views towards each ad.

15 mins – just over a minute each ad

To begin with we're going to look at **12 ads**. Some are TV ads, some are outdoor or print ads, some are on social media or the internet, and some are packaging.

We will look at each one, and then *before we talk about it* we are going to write down **whether we feel the ad should be allowed to be shown or whether the ad should not be allowed to be shown**, and the **reason we feel this way**.

Please don't talk about it until everyone has finished writing. Then we will move on to the next ad.

SHOW / DEMONSTRATE EACH AD CONCEPT (ROTATE ORDER) – GO QUICKLY!

*ASK PARTICIPANTS TO RECORD THEIR RATINGS ON SELF-COMplete FOR **SHOULD / SHOULD NOT BE SHOWN AND REASONS***

Prompted community reactions to alcohol advertisements and packaging

This will allow us to draw out any social desirability bias or influence of other group members.

15 mins – just over a minute each ad

REVISIT EACH AD BRIEFLY

- Who feels this ad should be shown? Should not be shown? – **VERY IMPORTANT: RECORD SHOW OF HANDS FOR EACH AD – USE PDF FLASH CARDS / REMINDERS OF ADS**

a. How come?

Ad	Should be shown # participants	Should not be shown # participants
1 – Corona – Billboard		
2 – VB – Facebook page		
3 – Thirsty Camel – TV		
4 – Three Bears Wine – Wine label		
5 – Jack Daniels Honey – YouTube		
6 – SKYY Vodka – Print		
7 – Little Creatures – Cinema		
8 – Bottlemart – TV		
9 – BWS – Print		
10 – VB – TV		
11 – Tooheys – TV		
12 – XXXX – TV		

Community perspectives of alcohol advertising standards and knowledge of regulation

This will seek discussion about the criteria individuals use to determine the appropriateness of alcohol ads. Issues around content (regulated by ABAC) and placement / medium of advertising (not regulated by ABAC) may be discussed in this section.

15 mins

- In general, how do we decide whether an ad should be shown or not?
- What types of alcohol beverage ads do we feel should or should not be shown?
- Who decides what alcohol beverage ads can be shown or not shown?
- What are all the things we feel should be taken into account when deciding which alcohol beverage ads should be shown?
- Have we ever made a complaint about alcohol advertising / packaging?
 - b. Who to?
 - c. For what reasons?
 - d. What happened?
 - e. Have we ever heard of the Alcohol Beverages Advertising (and Packaging) Code?
 - f. Have we ever heard of the Advertising Standards Board?

Reactions to Code

15 mins

This will seek impressions of the ABAC

***NOTE TO MODERATORS:** This next section we've inserted to ensure the conversations from here on in don't revolve around parts of ads that participants may object to, but do not relate to the ABAC.*

HAND OUT PARTICIPANT INFORMATION SHEET 1 AND READ OUT:

I'm now going to read you some information about the complaints process for alcohol advertising.

All consumer complaints about ALL advertising are accepted by the **Advertising Standards Bureau (ASB)** via email, letter or fax with no costs to the consumer.

Complaints about *alcohol advertising or packaging* are forwarded to the **Alcoholic Beverages Advertising Code (ABAC) Complaints Panel** for consideration under the ABAC.

The ABAC Scheme regulates ads (and alcohol packaging) with regard to:	The ASB regulates ads with regard to:
Responsible consumption / misuse or abuse of alcohol	Violence
Under-age consumption of alcohol, appeal to children or adolescents, or depiction of children or adolescents (under the age of 25 years) as adults in alcohol ads	Sex, sexuality and nudity
Change in mood or environment as a result of consumption of alcohol	Discrimination
Hazardous activities, including operation of vehicles, engagement in any sport	Health and safety Strong language

We are now going to have a look at sections of the Alcohol Beverages Advertising (and Packaging) Code and discuss whether we agree or disagree with each part of The Code and the reasons we feel this way.

HAND OUT PARTICIPANT INFORMATION SHEET 2 WITH CODE SECTIONS.

BRIEF DISCUSSION OF EACH SECTION OF THE CODE – ASK FOLLOWING QUESTIONS FOR EACH OF THE FOUR SECTIONS OF THE CODE (a – d) – ROTATE ORDER

- Do we agree or disagree with Section [x] of The Code? How come?
- What are the good things?
- What are the bad things?
- Is there anything missing?

Community reactions to ads in light of Code

This will seek prompted discussion about individuals' ratings for each of the ads in light of The Code

20 mins – just over a minute and a half each ad

REMINDE PARTICIPANTS OF EACH AD AND ASK FOLLOWING QUESTIONS FOR EACH – ROTATE ORDER – USE PDF FLASH CARDS / REMINDERS OF ADS

- Which sections of The Code might this ad not comply with?
- What are all the reasons a complaint may be upheld against this ad?
- What are all the reasons a complaint may be dismissed against this ad?
- **TAKE A VOTE** – Should the complaint be upheld or not? **VERY IMPORTANT: RECORD SHOW OF HANDS**
 - a. How come? Does the ad comply/not comply?

Ad	Complaint should be upheld (ad banned) # participants	Complaint should be dismissed (ad continued) # participants
1 – Corona – Billboard		
2 – VB – Facebook page		
3 – Thirsty Camel – TV		
4 – Three Bears Wine – Wine label		
5 – Jack Daniels Honey – YouTube		
6 – SKYY Vodka – Print		
7 – Little Creatures – Cinema		
8 – Bottlemart – TV		
9 – BWS – Print		
10 – VB – TV		
11 – Tooheys – TV		
12 – XXXX – TV		

Community concern re alcohol advertising

This will capture changing levels of concern / conservatism towards alcohol advertising

5 mins

- Has our level of concern about alcohol advertising / packaging increased / decreased / stayed the same over the past few years?
 - a. How come?
 - b. Do we think there is more, the same, or less alcohol advertising now, compared to 10 years ago?
- What impact, if any, do we think alcohol advertising has?

Thank you and close.

This research has been conducted on behalf of the Alcohol Beverages Advertising (and Packaging) Code (ABAC) Scheme to explore community expectations of alcohol advertising and regulation in Australia. Findings will inform the ABAC Management Committee and Complaints Panel in its consideration of community complaints about alcohol advertising.

PARTICIPANT INFORMATION SHEET 1

INFORMATION ABOUT THE ADVERTISING STANDARDS BOARD AND THE ALCOHOLIC BEVERAGES ADVERTISING CODE SCHEME

All consumer complaints about advertising are accepted by the **Advertising Standards Bureau (ASB)** via email, letter or fax with no costs to the consumer.

Complaints about *alcohol advertising or packaging* are forwarded to the **Alcoholic Beverages Advertising Code (ABAC) Complaints Panel** for consideration under the ABAC.

The ABAC Scheme regulates ads (and alcohol packaging) with regard to:	The ASB regulates ads with regard to:
Responsible consumption / misuse or abuse of alcohol	Violence
Under-age consumption of alcohol, appeal to children or adolescents, or depiction of children or adolescents (under the age of 25 years) as adults in alcohol ads	Sex, sexuality and nudity
Change in mood or environment as a result of consumption of alcohol	Discrimination
Hazardous activities, including operation of vehicles, engagement in any sport	Health and safety Strong language

PARTICIPANT INFORMATION SHEET 2

ALCOHOL BEVERAGES ADVERTISING (AND PACKAGING) CODE – EXCERPTS

Advertisements and packaging for alcohol beverages must –

a) present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly –

- i) must not encourage excessive consumption or abuse of alcohol;
- ii) must not encourage under-age drinking;
- iii) must not promote offensive behaviour, or the excessive consumption, misuse or abuse of alcohol beverages;
- iv) must only depict the responsible and moderate consumption of alcohol beverages;

b) not have a strong or evident appeal to children or adolescents and, accordingly –

- i) adults appearing in advertisements must be over 25 years of age and be clearly depicted as adults;
- ii) children and adolescents may only appear in advertisements in natural situations (e.g. family barbecue, licensed family restaurant) and where there is no implication that the depicted children and adolescents will consume or serve alcohol beverages; and
- iii) adults under the age of 25 years may only appear as part of a natural crowd or background scene;

c) not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly –

i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;

ii) if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement; and

iii) must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;

d) not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity and, accordingly –

i) any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices; and

ii) any claim concerning safe consumption of low alcohol beverages must be demonstrably accurate.

9. Appendix D: Quantitative questionnaire instrument

SECTION A: MANDATORY QMS REQUIREMENTS

EMAIL INTRODUCTION – DO NOT SCRIPT, THIS WILL GO IN EMAIL INVITATION

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

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

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

SURVEY INTRODUCTION – THIS SHOULD BE THE FIRST PAGE OF THE SCRIPT

Thank you for agreeing to complete our new survey.

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

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

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 are currently employed or have been employed by any of the following in the last 10 years? *Select as many as apply.*

CODE		SEQUENCE INSTRUCTION
01	Market Research	→ CLOSE
02	An advertising agency	
03	Any other organisation heavily involved with advertising in any way	
04	The legal profession	→ CONTINUE
05	A company involved in banking or finance	
06	Unsure	→ CLOSE
97	None of the above	→ CONTINUE

Q3 GENDER

Q3 Please indicate your gender (SR):

CODE		SEQUENCE INSTRUCTION
01	Male	→ CHECK QUOTAS (INTERLOCKING WITH AGE) & CONTINUE
02	Female	

Q4 AGE

Q4 Please indicate which of the following age groups you fall into (SR)

CODE		SEQUENCE INSTRUCTION
01	Under 18	→ CLOSE
02	18-24 years	→ CHECK QUOTAS (INTERLOCKING AGE, GENDER, LOCATION) AND & CONTINUE
03	25-29 years	
04	30-34 years	
05	35-39 years	
06	40-44 years	

07	45-49 years	
08	50-54 years	
09	55-59 years	
10	60-64 years	
11	65-69 years	
12	70+ years	
99	I prefer not to answer	ABORT

Q5 STATE

Q5 Please indicate where you live. (SR)

CODE		SEQUENCE INSTRUCTION
01	New South Wales	→CHECK QUOTAS (INTERLOCKING AGE, GENDER, LOCATION) AND & CONTINUE
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

Q6 METRO

Q6 Do you live in the metropolitan area of a capital city? (SR)

CODE	
01	Yes
02	No

IF UNSUCCESSFUL

Unfortunately for this particular survey, we need responses from people who fit a specific criteria.

Thank you for your participation and we will contact you again shortly for another OpinionsPaid survey!

Regards
OpinionsPaid.com

IF SUCCESSFUL, CONTINUE

SECTION C: COMMUNITY REACTIONS TO ADS

Now we are going to look at some 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 ACCEPTABLE 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.

You may need to use the scrolling tool to view some of the advertisements.

If you need to navigate through the survey, please use the 'Back' and 'Next' buttons underneath the questions. **Do not use the browser back buttons if you need to navigate.**

Ads to be shown in this section:

1. Responsibility:

	Advertisement	Description	Media
1	Corona billboard	Three people on a platform watching a sunset in Mexico	Outdoor
2	VB Facebook	User-generated comments on VB Facebook page	Social media
3	Thirsty Camel TV	People engaging in vandalism	TVC

2. Underage:

4	Three Bears Wine Label	3 cartoon style bears on a label	Wine label
5	Jack Daniels Honey YouTube	Digital animation featuring a bee	YouTube
6	SKKY Vodka Print	Lip gloss giveaway in an advertisement	Print
7	Little Creatures Cinema	Use of toy figures and common household items and the game scenario that is created	Cinema

3. Change in mood:

8	Bottlemart TV	Man's partner leaves him but he is happy to see she has left the fridge	TVC
9	BWS Print	Happier Father's day tagline	Print
10	VB TV	BBQ scenario where man is given beer to cope with a situation	TVC

4. Hazardous activities:

11	Tooheys TV	Man shown cleaning a boat both in and out of the water in exchange for beer	TVC
12	XXXX TV	Men shown on a fishing trip drinking beer and assisting with moving a vehicle	TVC

PART 1 (A) OF CODE: RESPONSIBILITY (DO NOT SHOW THIS TITLE IN ONLINE PROGRAMMING – TOPIC HAS TO REMAIN UNPROMPTED FOR EACH SECTION)

PLEASE RANDOMISE ADS 1-3 FOR EACH RESPONDENT

Q7. ACCEPTABLE: AD 1

Please consider the content of this ad.

SHOW Ad 1 Corona billboard

Alcohol advertisements are permitted to be shown on outdoor billboards as long as they are not within a 150m sight line of a primary or secondary school.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q7A. Do you believe **the content of this advertisement is acceptable** to display on an outdoor billboard? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to display this on an outdoor billboard	→ CONTINUE
02	No, it is not acceptable to display this on an outdoor billboard	
97	Don't Know	

Q7B. How come?

Q8.ACCEPTABLE: AD 2

Please consider the content of this Facebook page.

SHOW Ad 2 VB Facebook

The VB Facebook fan page is restricted to fans aged 18 years of age and over. Fans or visitors to the page are required to declare that they are 18 years of age or over before they are permitted to enter and view the content of the page.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q8A. Do you believe it is acceptable to display **this content** on the official Victoria Bitter beer Facebook fan page? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to display this content on the Victoria Bitter Facebook fan page	→ CONTINUE
02	No, it is not acceptable to display this content on the Victoria Bitter Facebook fan page	
97	Don't Know	

Q8B. How come?

Q9.ACCEPTABLE: AD 3

Please consider the content of this ad.

SHOW Ad 3 Thirsty Camel TV

Alcohol advertisements are permitted on television between 8:30pm and 5:30am every night, between midday and 3pm weekdays, and during live sporting events on weekends and public holidays.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q9A. Do you believe **the content of this advertisement is acceptable** to broadcast on television? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television	→ CONTINUE
02	No, it is not acceptable to broadcast this on television	
97	Don't Know	

Q9B. How come?

PLACE THIS NEXT TEXT ABOVE EACH OF THE NEXT THREE QUESTIONS: Q7C, Q8C, Q9C

Please read the section of the Alcohol Beverages Advertising (and Packaging) Code below.

Advertisements for alcohol beverages must

- a) present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly
 - i) must not encourage excessive consumption or abuse of alcohol;
 - iii) must not promote offensive behaviour, or the excessive consumption, misuse or abuse of alcohol beverages;
 - iv) must only depict the responsible and moderate consumption of alcohol beverages;

[THESE NEXT THREE QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE

INCLUDE OPTIONS FOR EACH AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

DISPLAY SECTION OF THE CODE ABOVE EACH AD IMAGE.

[SHOW SMALLER IMAGE OF Ad 1 Corona billboard]

Q7C. Now considering the **Corona beer outdoor billboard advertisement**, and **Part a (i,iii & iv) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be displayed on an outdoor billboard? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be displayed on an outdoor billboard	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be displayed on an outdoor billboard	
97	Don't Know	

[SHOW SMALLER IMAGE OF Ad 2 VB Facebook]

Q8C. Now considering the **VB Facebook fan page**, and **Part a (i,iii & iv) of the Code** you just read, do you think **this content should be permitted** to be displayed on the VB Facebook fan page? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this content should be permitted to be displayed on the VB Facebook fan page	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be displayed on the VB Facebook fan page	
97	Don't Know	

[SHOW STILL FRAME OF Ad 3 Thirsty Camel television]

Q9C. Now considering the **Thirsty Camel television advertisement**, and **Part a (i,iii & iv) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be broadcast on television during the permitted programming times? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be broadcast on television during the permitted programming times	
97	Don't Know	

PART 1 (B) OF CODE: UNDERAGE (DO NOT SHOW THIS TITLE IN ONLINE PROGRAMMING)

PLEASE RANDOMISE ADS 4-7 FOR EACH RESPONDENT

Q10.ACCEPTABLE: AD 4

Please consider the content of this ad.

SHOW Ad 4 Three Bears Wine Label

Q10A. Do you believe this wine label is **acceptable** to appear on a wine bottle? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, this wine label is acceptable to appear on a wine bottle	→ CONTINUE
02	No, this wine label is not acceptable to appear on a wine bottle	
97	Don't Know	

Q10B. How come?

Q11.ACCEPTABLE: AD 5

Please consider the content of this ad.

SHOW Ad 5 Jack Daniels Honey YouTube

Q11A. Do you believe **the content of this advertisement is acceptable** to make available on YouTube? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to make this available on YouTube	→ CONTINUE
02	No, it is not acceptable to make this available on YouTube	
97	Don't Know	

Q11B. How come?

Q12. ACCEPTABLE: AD 6

Please consider the content of this ad.

SHOW Ad 6 SKYY Vodka Print

Q12A. Do you believe **the content of this advertisement is acceptable** to show in print (e.g. posters /newspapers/magazines)? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this in print	→ CONTINUE
02	No, it is not acceptable to show this in print	
97	Don't Know	

Q12B. How come?

Q13.ACCEPTABLE: AD 7

Please consider the content of this ad.

SHOW Ad 7 Little Creatures Cinema

Alcohol advertisements are permitted to be shown at the cinema before movies rated M15+ or higher.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q13A. Do you believe **the content of this advertisement is acceptable** to show at the cinema? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this at the cinema	→ CONTINUE
02	No, it is not acceptable to show this at the cinema	
97	Don't Know	

Q13B. How come?

PLACE THIS NEXT TEXT ABOVE EACH OF THE NEXT FOUR QUESTIONS: Q10C, Q11C, Q12C, Q13C

Please read the section of the Alcohol Beverages Advertising (and Packaging) Code below.

Advertisements for alcohol beverages must

- a) present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly
 - ii) must not encourage under-age drinking;
- b) not have a strong or evident appeal to children or adolescents and, accordingly
 - i) adults appearing in advertisements must be over 25 years of age and be clearly depicted as adults;
 - ii) children and adolescents may only appear in advertisements in natural situations (e.g. family barbecue, licensed family restaurant) and where there is no implication that the depicted children and adolescents will consume or serve alcohol beverages; and
 - iii) adults under the age of 25 years may only appear as part of a natural crowd or background scene

[THESE NEXT FOUR QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

DISPLAY SECTION OF THE CODE ABOVE EACH AD IMAGE.

[SHOW SMALLER IMAGE OF Ad 4 Three Bears Wine Label]

Q10C. Now considering the **Three Bears wine label**, and **Part a (i) and b (i-iii) of the Code** you just read, do you think this wine label **should be permitted** on the wine company's wine bottle? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this label should be permitted on the wine company's wine bottle	→ CONTINUE
02	According to this section of the Code, this label should not be permitted on the wine company's wine bottle	
97	Don't Know	

[SHOW STILL FRAME OF Ad 5 Jack Daniels Honey YouTube]

Q11C. Now considering the **Jack Daniels Honey YouTube advertisement**, and **Part a (i) and b (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** on YouTube? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted on YouTube	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted on YouTube	
97	Don't Know	

[SHOW SMALLER IMAGE OF Ad 6 SKYY Vodka print]

Q12C. Now considering the **SKYY Vodka Print advertisement**, and **Part a (i) and b (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** in print (e.g. posters /newspapers/magazines)? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted in print	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted in print	
97	Don't Know	

[SHOW STILL FRAME OF Ad 7 Little Creatures Cinema]

Q13C. Now considering the **Little Creatures Cinema advertisement**, and **Part a (i) and b (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be shown at the cinema? (SR)

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be shown at the cinema	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be shown at the cinema	
97	Don't Know	

Part 1 (C) OF THE CODE – CHANGE IN MOOD (DO NOT SHOW TITLE OF SECTION IN PROGRAMMED ONLINE SURVEY)

PLEASE RANDOMISE ADS 8-10 FOR EACH RESPONDENT

Q14. ACCEPTABLE: AD 8

Please consider the content of this ad.

SHOW Ad 8 Bottlemart TV

Alcohol advertisements are permitted on television between 8:30pm and 5:30am every night, between midday and 3pm weekdays, and during live sporting events on weekends and public holidays.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q14A. Do you believe **the content of this advertisement is acceptable** to broadcast on television?
(SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television	→ CONTINUE
02	No, it is not acceptable to broadcast this on television	
97	Don't Know	

Q14B. How come?

Q15. ACCEPTABLE: AD 9

Please consider the content of this ad.

SHOW Ad 9 BWS Print

Q15A. Do you believe **the content of this advertisement is acceptable** to show in print (e.g. posters /newspapers/magazines)? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to show this in print	→ CONTINUE
02	No, it is not acceptable to show this in print	
97	Don't Know	

Q15B. How come?

Q16.ACCEPTABLE: AD 10

Please consider the content of this ad.

SHOW Ad 10 VB TV

Alcohol advertisements are permitted on television between 8:30pm and 5:30am every night, between midday and 3pm weekdays, and during live sporting events on weekends and public holidays.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q16A. Do you believe **the content of this advertisement is acceptable** to broadcast on television?
(SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, it is acceptable to broadcast this on television	→ CONTINUE
02	No, it is not acceptable to broadcast this on television	
97	Don't Know	

Q16B. How come?

PLACE THIS NEXT TEXT ABOVE EACH OF THE NEXT THREE QUESTIONS: Q14C, Q15C, Q16C

Please read the section of the Alcohol Beverages Advertising (and Packaging) Code below.

Advertisements for alcohol beverages must

c) not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly –

i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;

ii) if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement; and

iii) must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;

[THESE NEXT THREE QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.

INCLUDE OPTIONS FOR EACH AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

DISPLAY SECTION OF THE CODE ABOVE EACH AD IMAGE.

[SHOW STILL FRAME OF Ad 8 Bottlemart TV]

Q14C. Now considering the **Bottlemart television advertisement**, and **Part c (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be broadcast on television during the permitted programming times? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be broadcast on television during the permitted programming times	
97	Don't Know	

[SHOW SMALLER IMAGE OF Ad 9 BWS print]

Q15C. Now considering the **BWS print advertisement**, and **Part c (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be shown in print? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be shown in print	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be shown in print	
97	Don't Know	

[SHOW STILL FRAME OF Ad 10 VB TV]

Q16C. Now considering the **VB television advertisement**, and **Part c (i-iii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be broadcast on television during the permitted programming times? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted be broadcast on television during the permitted programming times	
97	Don't Know	

Part D of the Code – HAZARDOUS ACTIVITIES (PLS DON'T DISPLAY TITLE OF SECTION IN PROGRAMMED ONLINE SURVEY)

PLEASE RANDOMISE ADS 11-12 FOR EACH RESPONDENT

Q17.ACCEPTABLE: AD 11

Please consider the content of this ad.

SHOW Ad 11 Tooheys TV

Alcohol advertisements are permitted on television between 8:30pm and 5:30am every night, between midday and 3pm weekdays, and during live sporting events on weekends and public holidays.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q17A. Do you believe **the content of this advertisement is acceptable** to broadcast on television?
(SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, this is acceptable to broadcast on television	→ CONTINUE
02	No, this is not acceptable to broadcast on television	
97	Don't Know	

Q17B. How come?

Q18.ACCEPTABLE: AD 12

Please consider the content of this ad.

SHOW Ad 12 XXXX TV

Alcohol advertisements are permitted on television between 8:30pm and 5:30am every night, between midday and 3pm weekdays, and during live sporting events on weekends and public holidays.

PLEASE DISPLAY BOX BELOW TO THE SIDE OF THE QUESTION OR BENEATH QUESTION

Q18A. Do you believe **the content of this advertisement is acceptable** to broadcast on television?
(SR)

CODE		SEQUENCE INSTRUCTION
01	Yes, this is acceptable to broadcast on television	➔ CONTINUE
02	No, this is not acceptable broadcast on television	
97	Don't Know	

Q18B. How come?

PLACE THIS NEXT TEXT ABOVE EACH OF THE NEXT TWO QUESTIONS: Q17C, Q18C

Please read the section of the Alcohol Beverages Advertising (and Packaging) Code below.

Advertisements for alcohol beverages must

- d) not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity and, accordingly
 - i) any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices; and
 - ii) any claim concerning safe consumption of low alcohol beverages must be demonstrably accurate;

[THESE NEXT TWO QUESTIONS CORRESPOND TO THE QUESTIONS ABOVE. PLEASE PRESENT THESE QUESTIONS IN SAME ORDER AS RANDOMISED ORDER OF ADVERTISEMENTS SHOWN ABOVE.]

INCLUDE OPTIONS FOR EACH AD TO BE SHOWN / PLAYED IN FULL AGAIN – NEXT TO RELEVANT QUESTION REGARDING EACH AD BELOW.]

DISPLAY SECTION OF THE CODE ABOVE EACH AD IMAGE.

[SHOW STILL FRAME OF Ad 11 Tooheys TV],

Q17C. Now considering the **Tooheys television advertisement** and **Part d (i & ii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be broadcast on television during the permitted programming times? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be broadcast on television during the permitted programming times	
97	Don't Know	

[SHOW STILL FRAME OF Ad 12 XXXX TV]

Q18C. Now considering the **XXXX television advertisement**, and **Part d (i & ii) of the Code** you just read, do you think **the content of this advertisement should be permitted** to be broadcast on television during the permitted programming times? (SR)

CODE		SEQUENCE INSTRUCTION
01	According to this section of the Code, this ad should be permitted to be broadcast on television during the permitted programming times	→ CONTINUE
02	According to this section of the Code, this ad should not be permitted to be broadcast on television during the permitted programming times	
97	Don't Know	

SECTION D: COMPLAINTS PROCEDURES

Q19A. UNPROMPTED AWARENESS OF COMPLAINTS BODY

Q19A. If you were offended by or concerned about an advertisement, what would you do?

--

Q19B. PROMPTED AWARENESS OF ASB

Q19B. Are you aware that you can complain to the Advertising Standards Bureau? (SR)

CODE		SEQUENCE INSTRUCTION
01	Yes	→CONTINUE
02	No	→CONTINUE

Q20. RECENT CONCERN OVER ADVERTISING

Q20. In the last 12 months have you been concerned or offended about advertising standards in relation to any of the following? (MR) *RANDOMISE*

Please select as many as apply

CODE		SEQUENCE INSTRUCTION
01	Language	→CONTINUE
02	Discrimination	
03	Concern for children	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Irresponsible alcohol consumption	
08	Promotion of underage drinking or appeal of alcohol advertising to children	
09	Depiction of a change in mood resulting from alcohol consumption	
10	Hazardous activity (e.g. operation of a motor vehicle) and consumption of alcohol	
96	Other (specify)	→SKIP TO Q24A
97	None of these	

ASK Q21 OF THOSE WHO HAVE BEEN CONCERNED ABOUT ADVERTISING IN THE LAST 12 MONTHS (Q20=01-10 or 96). OTHERS SKIP TO Q24A

Q21. RECENTLY MADE A COMPLAINT

Q21. In the last 12 months have you made a formal complaint about an advertisement in relation to any of the following? (MR) *RANDOMISE*

Please select as many as apply

CODE		SEQUENCE INSTRUCTION
01	Language	→ CONTINUE
02	Discrimination	
03	Concern for children	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Irresponsible alcohol consumption	
08	Promotion of underage drinking or appeal of alcohol advertising to children	
09	Depiction of a change in mood resulting from alcohol consumption	
10	Hazardous activity (e.g. operation of a motor vehicle) and consumption of alcohol	
96	Other (specify)	→ SKIP TO Q24A
97	I have not made a complaint in the last 12 months	

ASK Q22 OF THOSE WHO HAVE MADE A COMPLAINT ABOUT ADVERTISING IN THE LAST 12 MONTHS (Q21=01-10 or 96). OTHERS SKIP TO Q24A

Q22 COMPLAINT TO ORGANISATION

Q22. Which organisation(s) did you complain to? (MR) *RANDOMISE*

Please select as many as apply

CODE		SEQUENCE INSTRUCTION
01	Advertising Standards Board	→ SKIP TO Q24A
02	Advertising Claims Board	
03	Advertising Standards Bureau	
04	Free TV	
05	The TV / Radio station where you saw / heard the advert	
06	The newspaper / magazine where the advert was printed	
07	The Alcohol Beverages and Packaging Code (ABAC) Scheme	
96	Other (specify)	
97	Don't know	

ASK Q23 OF THOSE WHO HAVE BEEN CONCERNED ABOUT PAID ADVERTISING BUT HAVE NOT MADE COMPLAINT (Q20=01-10,96 AND Q21=97). OTHERS SKIP TO Q24A

Q23. REASONS FOR NO COMPLAINT

Q23. For what reasons did you not make a complaint? (MR)

Please select as many as apply

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

Q24A CONCERN OVER ALCOHOL ADVERTISING IN GENERAL

Q24A. On a scale of 0-10, where 0 is not at all concerned, and 10 is extremely concerned, how concerned are you about **the content of alcohol advertisements** in general in Australia?

	Enter rating 0-10
--	-------------------

Q24B. REASON FOR CONCERN

Q24B. How come?

--

Q25 CONCERN OVER ALCOHOL ADVERTISING OVER TIME

Q25. Has your level of concern about **the content of alcohol advertisements** increased, decreased, or remained the same over the past 10 years?

CODE		SEQUENCE INSTRUCTION
01	Increased	→CONTINUE
02	Decreased	→CONTINUE
03	Remained the same	→CONTINUE
04	Not sure	→CONTINUE

Q26 PERCEIVED AMOUNT OF ALCOHOL ADVERTISING

Q26. Do you think there is more, less, or the same amount of alcohol advertising now, compared to 10 years ago?

CODE		SEQUENCE INSTRUCTION
01	There is more alcohol advertising now compared to 10 years ago	→ CONTINUE
02	There is less alcohol advertising now compared to 10 years ago	→ CONTINUE
03	There is about the same amount of alcohol advertising now compared to 10 years ago	→ CONTINUE
04	Not sure	→ CONTINUE

SECTION E: 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.

Q27 LOTE

Q27. Do you speak a language other than English at home?

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

Q28 EDUCATION

Q28. What is the highest level of education you have attained?

CODE		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	

Q29 CHILDREN

Q29. Do you have any children?

CODE		SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ SKIP TO Q31

Q30 AGE OF CHILDREN

Q30. 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	

Q31 INCOME

Q31. What is the total of all wages/salaries, Government benefits, pensions, allowances and other income that YOUR HOUSEHOLD usually receives (Gross – before tax and superannuation deductions)? [SR]

Code		Instruction
1	\$1-\$399 per week (\$1-\$20,799 per year)	Continue
2	\$400-\$799 per week (\$20,800-\$41,599 per year)	
3	\$800-\$1,199 per week (\$41,600-\$62,399 per year)	
4	\$1,200-\$1,599 per week (\$62,400-\$83,199 per year)	
5	\$1,600-\$1,999 per week(\$83,200-\$103,999 per year)	
6	\$2,000-\$2,999 per week (\$104,000-\$155,999 per year)	
7	\$3,000-\$3,999 per week (\$156,000-\$207,999 per year)	
8	\$4,000-\$4,999 per week (\$208,000-\$259,999 per year)	
9	\$5,000 or more per week (\$260,000 or more per year)	
10	No income	
11	Negative income	
99	I prefer not to answer	

Q32 COMPLAINT

Q32. Have you **ever** made a formal complaint about advertising?

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

Q33 COMPLAINT

Q33. And finally, have you **ever** made a formal complaint about advertising to the Advertising Standards Board?

CODE		SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	
97	Don't Know	

SECTION F: MANDATORY QMS REQUIREMENTS

CONCLUSION

That's the end of the survey. As this is market research, it is carried out in compliance with the Privacy Act and the Market & Social Research Code of Professional Behaviour, and the information you provided will be used only for research purposes.

Your answers will be combined with those of other participants to help our client in their decision making. We are conducting this research project on behalf of the Alcohol Beverages Advertising Code Scheme.

Q34 QUALITATIVE RESEARCH PHASE

Q34. Would you be interested in taking part in paid research including online group discussions, regarding a similar topic to this?

CODE		SEQUENCE INSTRUCTION
01	Yes	→ CONTINUE
02	No	→ CLOSE

Q99 PERSONAL DETAILS

Q99 What is your name and contact details so that we can contact you for this reason?

Please include area code, no spaces or dashes and a leading zero.

NAME: _____

HOME PHONE NUMBER: _____

WORK PHONE NUMBER: _____

Someone from Colmar Brunton may be in touch with you regarding this. Please be assured that your name and phone numbers for participation in future paid research will not be stored in conjunction with your responses to this survey.

FINAL CLOSE / TERMINATION

Again, thank you for your patience in answering these questions. This research has been conducted by Colmar Brunton on behalf of the Alcohol Beverages Advertising (and Packaging) Code (ABAC) Scheme to explore community expectations of alcohol advertising and regulation in Australia.

You can find out more about the ABAC Scheme by visiting the ABAC website at www.abac.org.au.

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@yrsource.com

Thank you for your opinions.

Please click SUBMIT to send your responses to Your Source.

Colmar Brunton Social Research

Po Box 7007

YARRALUMLA ACT 2600

Ph. (02) 6249 8566

FAX. (02) 6249 8588

ACN No: 003 748 981

ABN No: 22 003 748 981

This document takes into account the particular instructions and requirements of our Client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.