



Community Standards Research

Prepared for the ABAC Scheme
Limited (ABAC)

August 2021



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The letters 'JWS' are rendered in a large, bold, sans-serif font. The interior of the letters is filled with a dark blue, space-themed pattern of glowing white and light blue lines and dots, resembling a network or a star map. The background of the slide is white.

Background, objectives and methodology



Background

The ABAC Scheme Limited (ABAC) is responsible for overseeing alcohol marketing standards. Its objective is to contribute to the responsible use of alcohol by promoting marketing consistent with community standards. These standards are set out in the ABAC Responsible Alcohol Marketing Code (the Code) guidelines which apply to all marketing communications in Australia (with a few specified exceptions).

A central tenet of ABAC's remit is to ensure industry practices and outputs are consistent with prevailing community expectations and social norms. ABAC has a strong record of being more conservative than the community it serves. It prides itself on these high standards and is committed to maintaining them.

Compliance with a Code standard is assessed by the ABAC Adjudication Panel (Panel) placing itself in the shoes of a 'reasonable person', where a 'reasonable person' reflects the values, opinions and life experiences common in a majority of the community.

ABAC commissioned independent research to understand current public perceptions of alcohol marketing, and whether Panel decisions align with the 'reasonable person'. The research tested a sample of advertisements and packaging that had been subject to public complaints to ABAC and Panel consideration to

identify whether or not a majority of the community found them to be acceptable on an unprompted basis, and also whether a majority of the community agreed or disagreed with the Panel's assessment of whether or not the marketing was consistent with the Code and where inconsistent, their level of concern. It also explored public sentiment towards advertising standards and lodgement of complaints, both in general and pertaining to the promotion of alcohol.



Research objectives

The specific research objectives were to establish:

- **Whether content standards for alcohol marketing in the Code align** with community expectations of alcohol marketing.
- **Whether the ABAC Adjudication Panel decisions about alcohol marketing communications align** with the views of a 'reasonable person' as defined in the Code.
- **The extent to which the community is aware of Ad Standards** as an avenue for complaints about marketing communications, and if they are even aware that they can make a complaint about advertising.
- **The level of concern** people have about alcohol advertising and the nature of any concerns.
- **The prevalence and nature of complaints about alcohol advertising** and, conversely, why complaints are not made.



Research methodology

Cognitive testing Focus group

- Cognitive testing of the questionnaire was conducted with a focus group of eight people from varying socio-economic backgrounds and a mix of locations.
- The objectives of the cognitive testing were to ensure the survey questions were clear, unambiguous, understood as intended, that the pre-coded responses offered were adequate and that the survey overall was fit-for-purpose.
- Participants were required to complete the programmed survey online then convened for a group discussion.
- The cognitive testing revealed that people found the survey interesting and engaging and the questions clear. Based on feedback, minor amendments were made and one question was replaced with a new one.

Quantitative Online survey

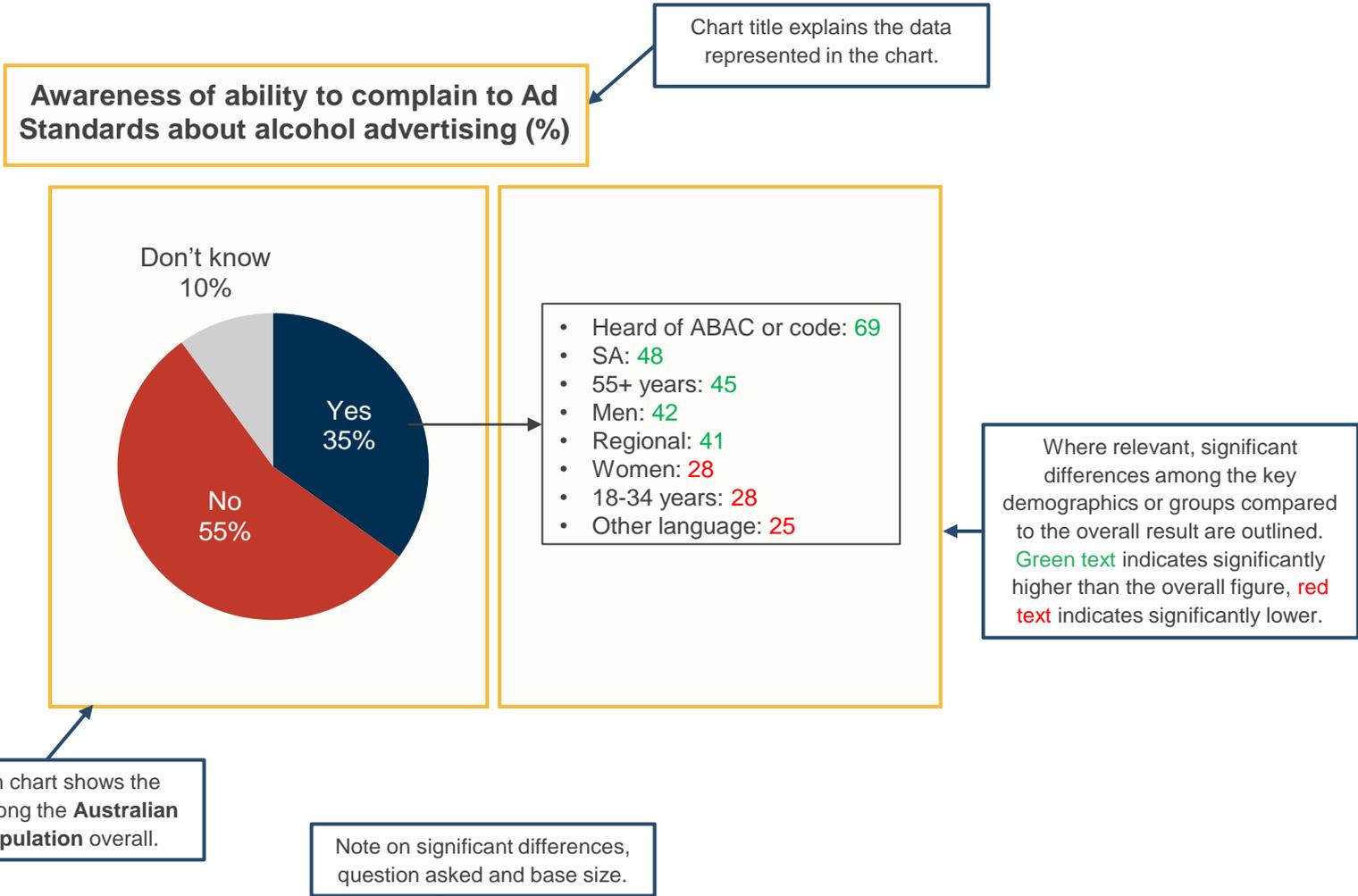
n=1,500 nationally representative of Australian adults, including:

- Survey quotas on age, gender and location, and weighting applied at the analysis stage to actual age/gender/location proportions based on ABS census data.
- The maximum margin of error on the total sample of n=1,500 is +/-2.5% at the 95% confidence level.
- Differences of +/-1% for net scores are due to rounding.

Conducted 25th June to 2nd July 2021.



Reporting notes: How to read charts in this report



Significantly higher / lower than the total at the 95% confidence interval.
 Q12. Are you aware that you can complain to Ad Standards (formerly known as the Advertising Standards Bureau) about alcohol advertising?
 Base: All respondents (n=1,500)



Reporting notes

The table below shows the definitions of sub-sample segments referenced in the report:

Label	Definition
Concerned about alcohol marketing	'Very' or 'somewhat concerned' about alcohol advertising, packaging and labelling in Australia (Q6).
Other language	Speaks a language other than English at home (D3).
Heard of ABAC or code	Has heard of either the Alcohol Beverages Advertising Code (ABAC) or the Responsible Alcohol Marketing Code (Q16).



Executive summary



Key insights summary

Public concern about alcohol advertising is low

Alcohol advertising is considered less of a concern than any of the other issues tested. Only 16% of Australian adults rate alcohol advertising as a significant cause for concern and only 7% say they have been 'very concerned' about alcohol advertising, labelling or packaging over the last 12 months.

Standards align with, or are more conservative than, community views

The Code's content standards reflect community expectations for alcohol marketing and in some cases, are more conservative. People consider responsibility towards minors to be paramount and there is widespread support for current ABAC restrictions on promotion of alcohol to people aged under 18 years.

Panel decisions align with views of 'reasonable person'

Panel decisions about alcohol marketing communications align with or are more conservative than those of a 'reasonable person', as defined in the Code.

Most who find advertising objectionable do not complain

Among the few who are concerned or offended about advertising standards on any issue, only 15% complained. The main reasons for not complaining were the perception that nothing will happen, lack of awareness of avenues for lodging complaints and a lack of knowledge about the process.

Awareness of Ad Standards, ABAC and Code is not widespread

Just over a third (35%) of people are aware they can complain to Ad Standards about alcohol advertising. Awareness of ABAC and/or the Responsible Alcohol Marketing Code is lower at 17%.



Assessment of Adjudication Panel decisions

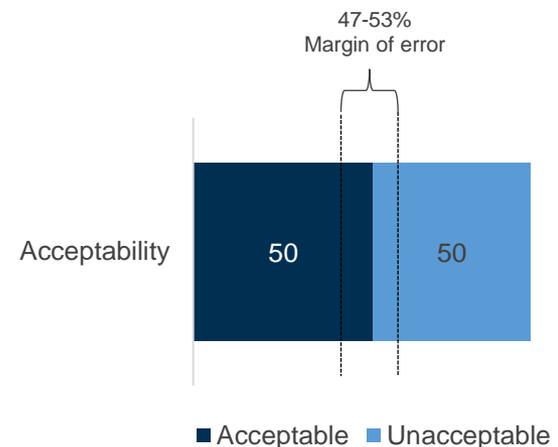
To establish whether Adjudication Panel decisions were appropriately upheld or dismissed, each advertisement and packaging example was assessed according to the view a ‘reasonable person’ would take. A ‘reasonable person’ reflects the views of a majority of the community, and this test was applied in assessing whether a complaint should be upheld or dismissed, by reference to the two primary tests posed in the survey, in particular:

- whether or not the advertisement or packaging is acceptable – an unprompted assessment; and/or
- whether or not a Code standard has been breached, where the participant is asked to put themselves in the shoes of the Panel and assess whether the ad is in breach of relevant Code standards – a prompted assessment.

While the threshold has been set at a majority view, we have allowed a margin of error of +/-2.5%, consistent with the margin of error for the survey sample, within which a reasonable person could conceivably go either way and within which the Panel’s decision to uphold or dismiss a complaint could be considered borderline.

The figures in the summary table on the following and other slides are colour coded as follows:

- **Red for 54% and over** in relation to either unacceptability of an ad (or packaging) or meeting the Code provision(s), in which case the data **supports a complaint being upheld** based on a combination of these factors.
- **Blue for 46% and under** whereby the data is below the thresholds and supports a complaint being dismissed on a combination of these factors.
- **Orange for 47-53%** where the finding is within the margin of error applied to the 50% threshold and it is therefore **contestable as to whether a complaint should be upheld or dismissed**.



Most ABAC Panel decisions are in alignment or more conservative than views of the general public



Advertisement/ packaging example	Content of advertisement		% who think at least one provision breached	Research assessment
	% acceptable	% unacceptable		
Bloke in a Bar	22	65	77	Correctly upheld
Kellogg's Nitro Milkshake (packaging)	26	57	61	Correctly upheld
Jedi Juice NEIPA (packaging)	33	46	58	Correctly upheld
Fireball Whisky	35	44	42	Correctly dismissed
Vinomofo	40	41	49	Conservatively upheld
Lazy lab	47	39	45	Correctly dismissed
Curatif Cocktails	46	38	64	Correctly upheld
Traralgon Supplements	56	23	52	Conservatively upheld
Jimmy Brings	60	24	34	Correctly dismissed
Colonial Brewing	60	24	42	Conservatively upheld
Newy Mixed Berry Vodka (packaging)	66	20	36	Correctly dismissed
Vodka Cruiser	67	20	67	Correctly upheld
Corona	78	13	27	Correctly dismissed
Coopers	80	12	42	Correctly dismissed



ABAC Code remains fit-for-purpose

The ABAC Code and content standards remain an accurate reflection of Australians' views regarding standards for alcohol promotion. There are no salient issues regarding alcohol advertising, packaging or labelling that are not already covered by the Code. As such, the Code remains fit-for-purpose. Assessment of advertising and packaging shows that for the examples tested, Adjudication Panel decisions are in alignment with or more conservative than current social norms.



Detailed findings

The image features two large, dark blue letters, 'N' and 'W', positioned on the right side. The letters are filled with a complex, glowing pattern of white and light blue lines and dots, resembling a network or a star map. The background is white.

Attitudes to advertising and labelling



Section summary – Attitudes to advertising and labelling

Few are concerned about alcohol advertising labelling or packaging

Most Australians (60%) say they have had no concerns about alcohol advertising, labelling or packaging over the last 12 months. Less than a third (29%) say they are concerned, with only 7% 'very concerned'. There is less concern about alcohol advertising than any other issue tested, with only 16% of people rating it as a significant cause for concern. The top-rated concerns are cost of living (65%), housing supply and affordability (58%) and COVID response (54%).

Offense about alcohol advertising is lower than that for gambling but higher than for junk food

The top rating issue for prompting concern or offense about advertising standards is gambling, followed by issues related to the promotion of alcohol, then junk food advertising. Almost a third (31%) say they have not been concerned about advertising in relation to any of the issues tested. Those who are conservative, in their views on alcohol advertising and in general, are more likely to be aged 55 years and over, though conservative views are present across all age cohorts.

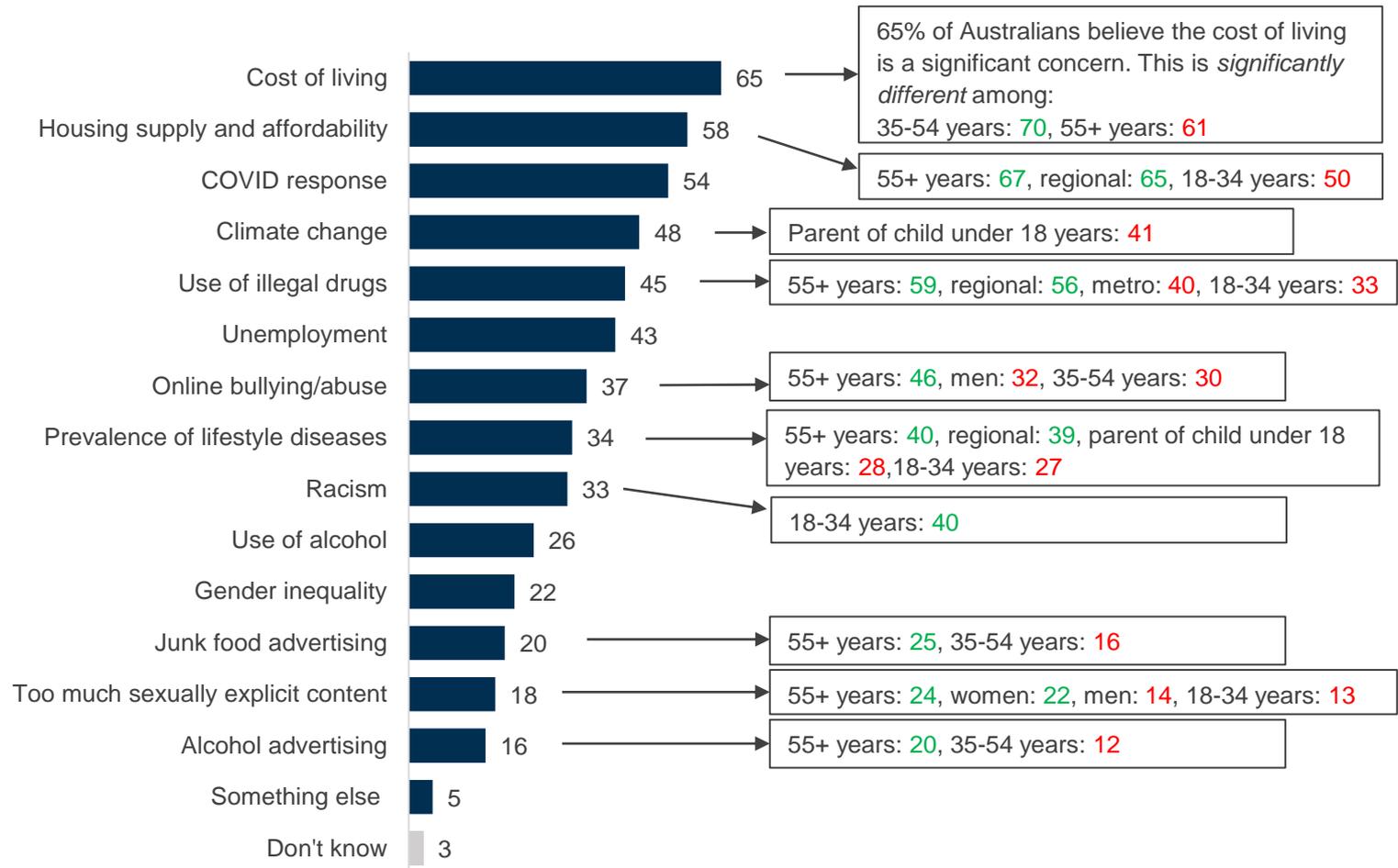
Strong support for not allowing alcohol promotion on television programs targeting under 18 years

Most people strongly agree that alcohol advertising should not be shown with television programs that are primarily aimed at people aged under 18 years. There is also strong majority support for restrictions on exposure via social media and alcohol company websites.

Alcohol advertising ranks lower than all other issues tested as a significant concern in Australia



Causes for significant concern in Australia (%)
(multiple response)

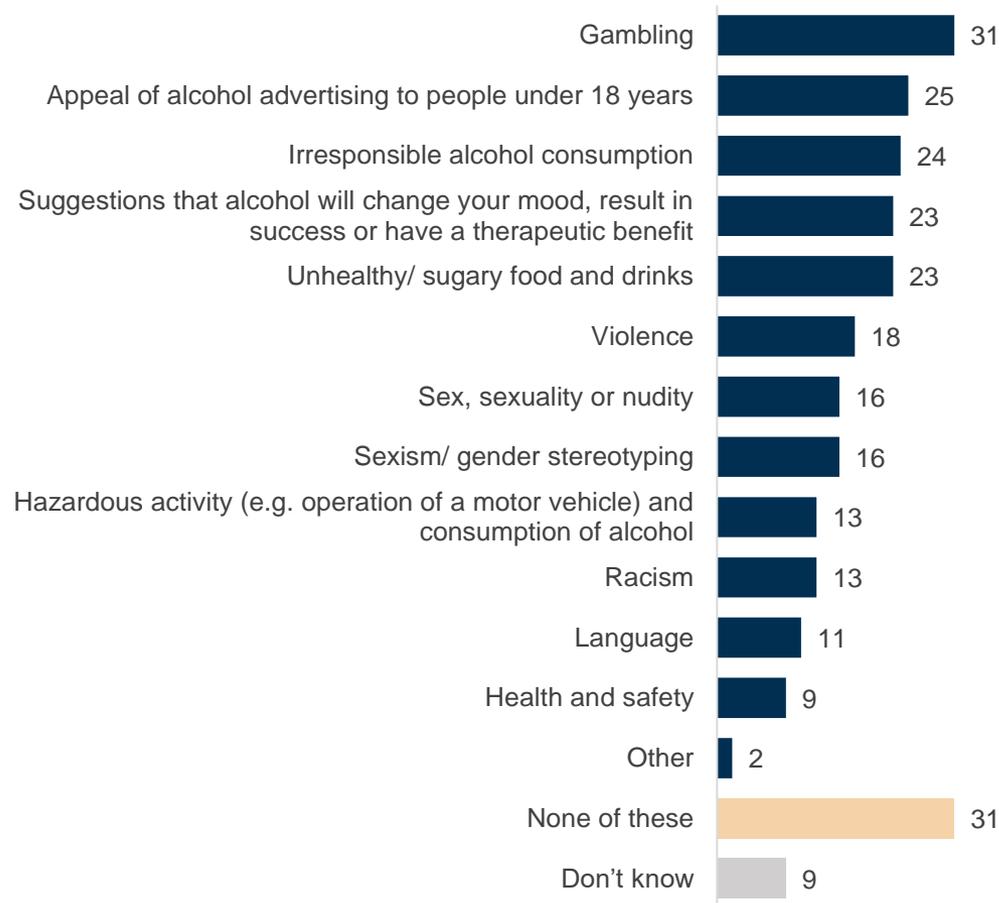


Significantly higher / lower than the total at the 95% confidence interval.
Q1. From the following list, please select any issues you think are cause for significant concern in Australia. Please select all that apply
Base: All respondents (n=1,500)

Gambling is the top ranked cause of concern or offense relating to advertising standards



Concerned or offended about advertising standards in the last 12 months (%)
(multiple response)



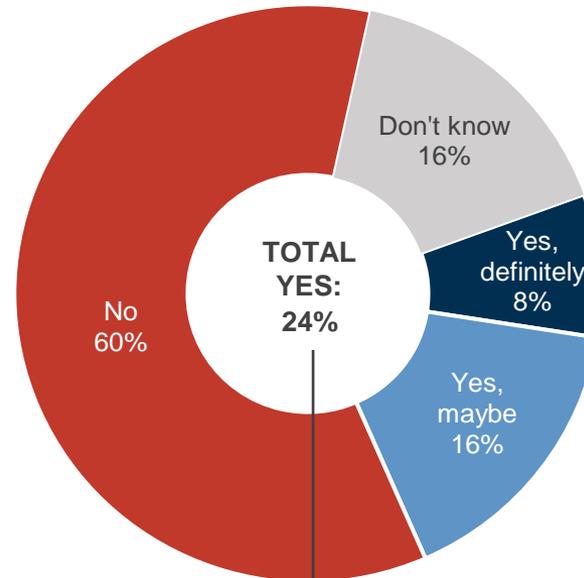
People aged 55+ years are *significantly more* likely than average to nominate all categories as areas for concern about advertising standards.

Those aged 18-54 years nominate most categories *significantly less* often than average.

Majority have had no concerns about alcohol advertising, packaging or labelling in the last 12 months



Concern with alcohol advertising, packaging and labelling in the last 12 months (%)



24% of Australian adults have **read, seen or heard** something about **alcohol advertising, packaging or labelling in the last 12 months** that **concerned** them. This is *significantly different* among:

- Concerned about alcohol marketing: **54**
- Other language: **32**
- 55+ years: **30**
- 35-54 years: **16**

Significantly *higher* / *lower* than the total at the 95% confidence interval.

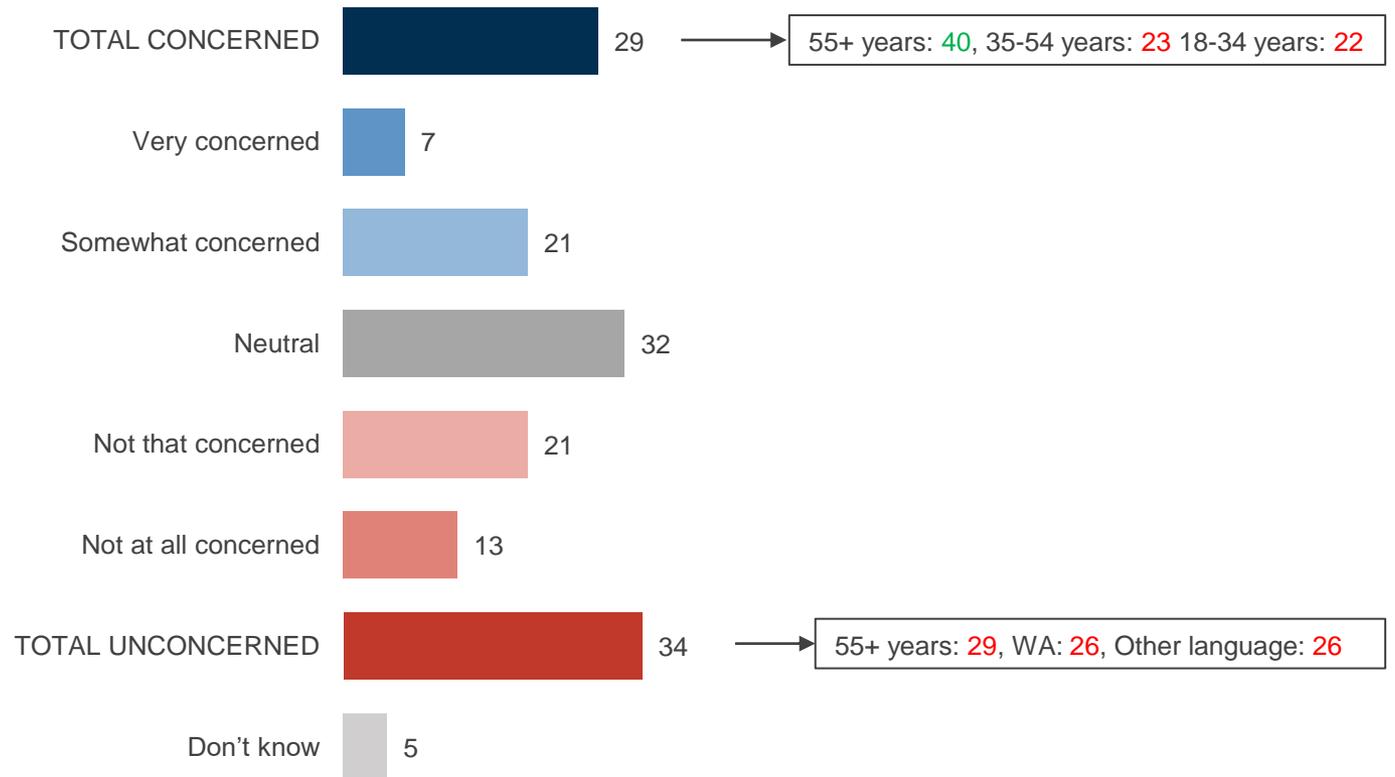
Q4. Thinking about **alcohol advertising, packaging and labelling**, is there anything you have read, seen or heard in the last 12 months that concerned you?

Base: All respondents (n=1,500).

Less than a third of Australians say they are concerned about alcohol advertising, packaging and labelling



Concern about alcohol advertising, packaging and labelling in Australia (%)



Significantly higher / lower than the total at the 95% confidence interval.
 Q6. How concerned are you about alcohol advertising, packaging and labelling in Australia?
 Base: All respondents (n=1,500)

Main concerns about alcohol advertising, packaging and labelling are already covered by the Code



A minority of people indicate they are concerned about alcohol advertising, packaging and labelling.

- Close to a quarter of people (24%) said they have read, seen or heard something something about **alcohol advertising, packaging or labelling in the last 12 months** that **concerned** them.
- Less than three in 10 people (29%) said they are concerned (either ‘somewhat’ or ‘very concerned’) about alcohol advertising, packaging or labelling.

Assessment of the reasons why some people are concerned about something they have read, seen or heard in the last 12 months or are generally concerned about alcohol advertising, packaging and labelling in Australia, shows that the main issues are already addressed by the Code. There are no significant emerging issues that ABAC is not already aware of.

The main concerns relate to:

- Alcohol promotion that targets minors and other young people, or that they are inadvertently exposed to. This concern is primarily about protecting minors but also extends to impressionable young people. It includes advertising messaging, placement and style.

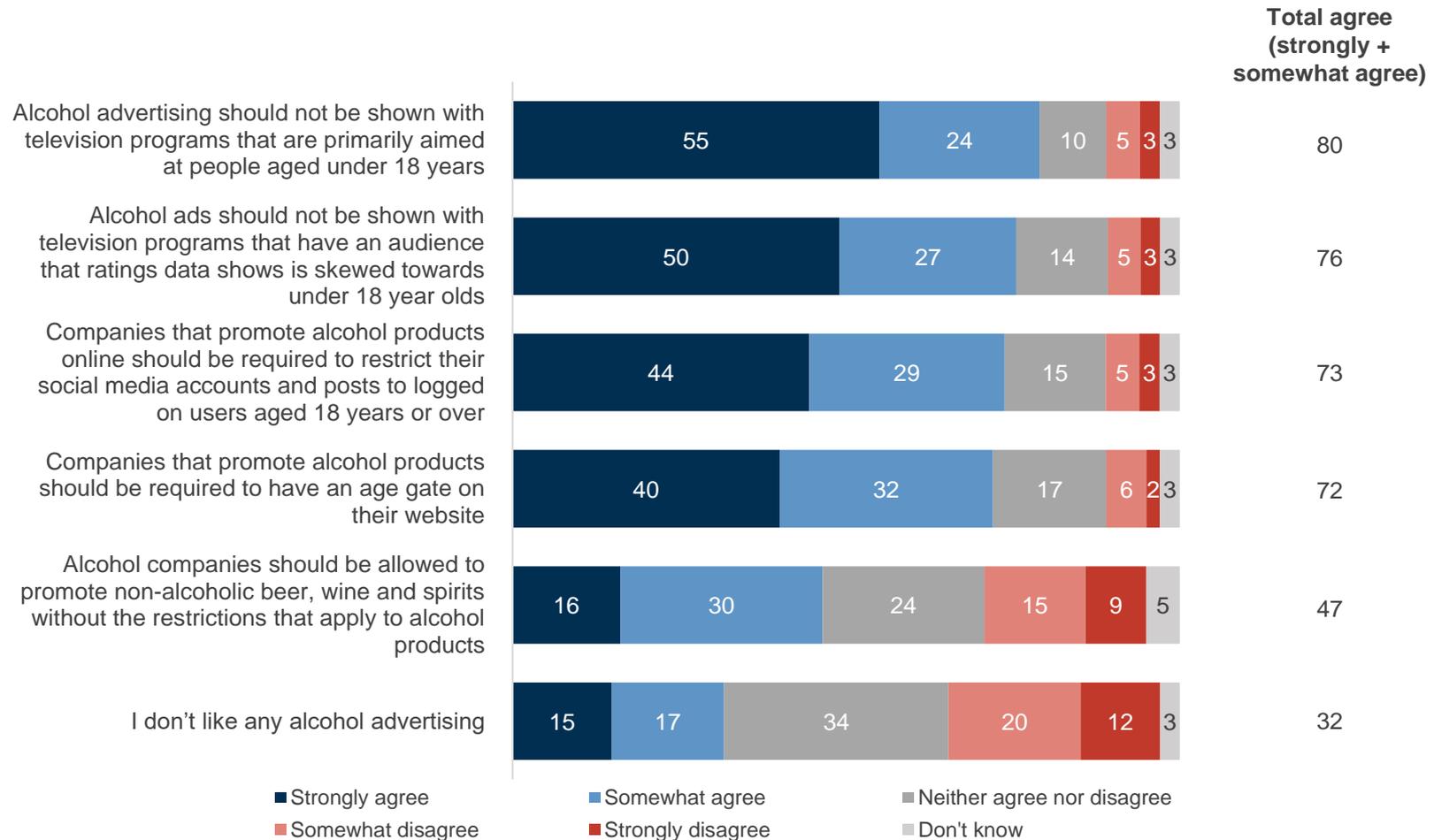
- Advertising that portrays alcohol as a solution to problems or as a prerequisite for fun or happiness. Further to this point, some are critical that advertising is misleading by only showing alcohol consumption in a positive light and having insufficient warning about the risks and drawbacks.

Other themes are about irresponsible behaviour, normalisation of alcohol consumption, the general prevalence of alcohol advertising, linking sport to drinking alcohol and positioning alcohol as a way to get through COVID-19.

There is strong support for current ABAC restrictions around promotion of alcohol to people under 18



Agreement with statements about alcohol promotion and its placement (%)



Q8. Please indicate the extent to which you agree or disagree with each of the following statements.
 Base: All respondents (n=1,500)



Familiarity with unusual alcohol terms is low

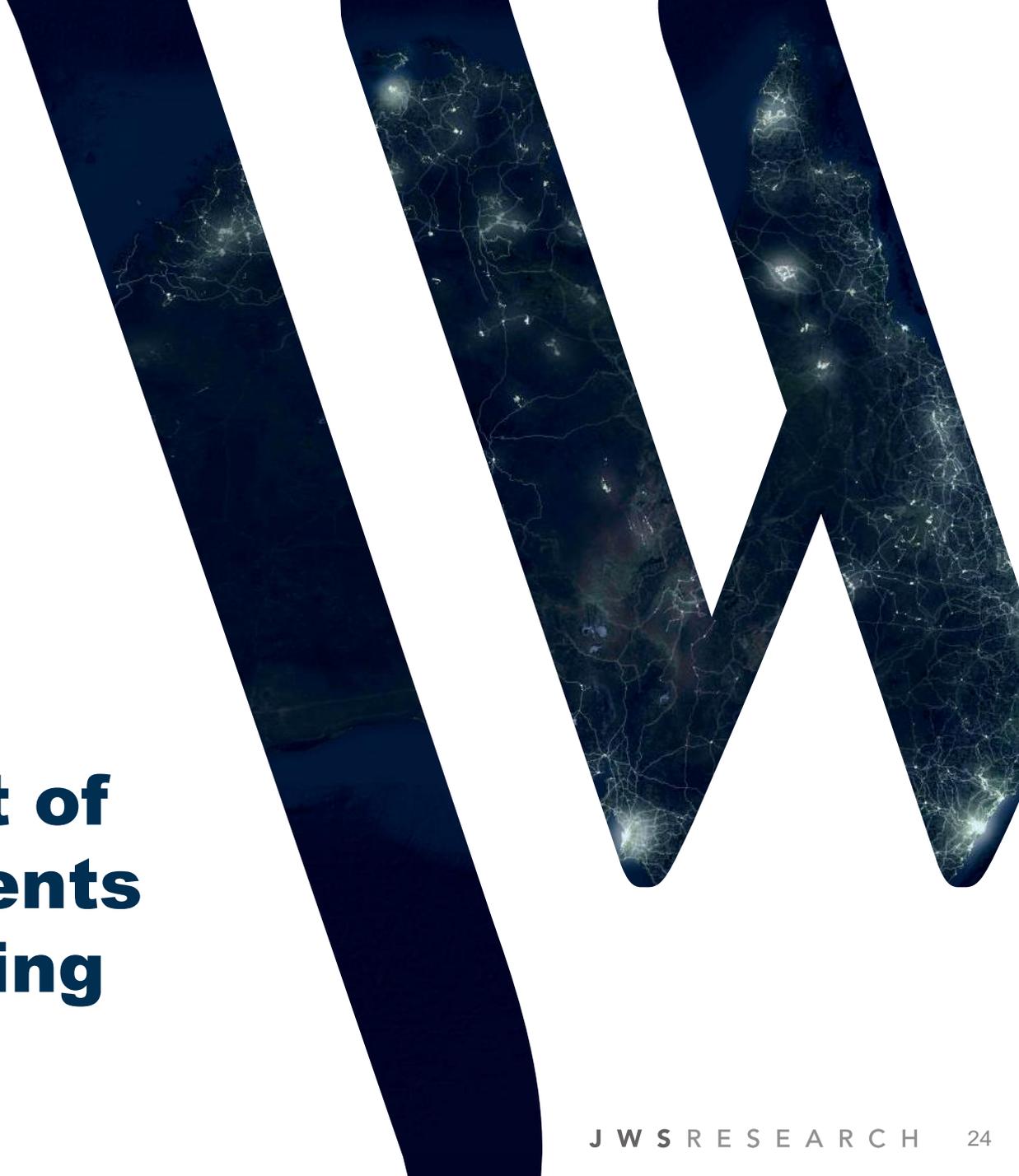
Association with an alcohol or non-alcohol product (%)

	Alcohol	[18-34 yrs:]	Non-alcohol	Unsure
Hard Seltzer	52	[65]	9	39
Berliner Weisse	40	[46]	7	53
Hard Lemon	32	[41]	18	50
IPA	31	[44]	8	60
XPA	27	[39]	7	66
Haze	23	[33]	10	67
Fruit Sour	19	[27]	27	54
Smoothie Sour	17		28	55
Nitro Milkshake	17		27	56
Fruit Gose	15	[23]	20	64
NEIPA	15	[26]	9	75
Juice NEIPA	11	[17]	22	68

Significantly **higher** than the total at the 95% confidence interval.

Q9. For each of the following please indicate whether you associate it as an alcohol or non-alcohol product...?

Base: All respondents (n=1,500)



Assessment of advertisements and packaging



Advertisement and packaging assessment protocol

The research included assessment of a selection of fourteen alcohol advertisements and packaging that have prompted complaints from the public. Eleven advertisements were tested in total, including three outdoor billboards, one TV advertisement, six social media posts and one social media video. In addition, three packaging examples were tested.

The purpose of this series of questions was to gain insight about the extent to which community views are consistent with ABAC content standards and decisions made by the Adjudication Panel.

In order to gauge the extent to which Code provisions and Panel decisions are consistent with community views, the advertising and packaging examples were assessed in two stages:

- The **first assessment** of the advertisements was unprompted, and occurred early in the survey, before respondents had been exposed to questions about promotion of alcohol or advertising standards. For each advertisement, respondents were asked if they found it 'acceptable' or 'unacceptable'.
- The next section of the survey was about views on advertising, followed by the **second assessment** of advertisements. This assessment established whether people think the examples failed to meet relevant Code standards, and if so their level of concern that the advertisement or packaging breached the Code standard.

Advertisement and packaging examples



Bloke in a Bar



Lazy Lab



Kellogg's Nitro Milkshake



Jedi Juice NEIPA



Newy Mixed Berry Vodka



Coopers



Vodka Cruiser



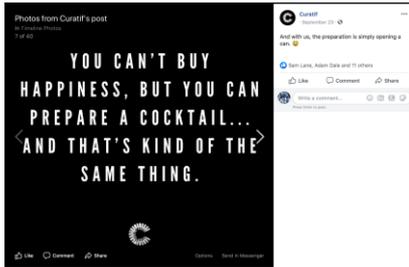
Jimmy Brings



Vinomofu



Advertisement and packaging examples



Curatif Cocktails



Tralagon Supplements



Fireball Whisky



Corona



Colonial Brewing

Section summary – Assessment of advertisements and packaging examples



Panel decisions in alignment or more conservative than ‘reasonable person’

Of the 14 examples tested, complaints about six were correctly dismissed, five were correctly upheld and three were conservatively upheld. This indicates that overall, ABAC Adjudication Panel decisions align with the views of a ‘reasonable person’ and are, in some cases, more conservative.

Two examples are considered unacceptable by majority

A majority of Australians consider the Bloke in a Bar ad and Kellogg’s Nitro Milkshake marketing examples to be unacceptable (on an unprompted basis) and to be in breach of at least one provision of the ABAC Code.

Three examples perceived to breach Code but not seen as unacceptable

A majority of Australians perceive Jedi Juice NEIPA, Curatif Cocktails and Vodka Cruiser to be in breach of at least one provision of the Code. Accordingly, the Panel decisions to uphold the complaints against these examples were correct, despite the fact they are not widely considered unacceptable on an unprompted basis.

Three examples demonstrate Panel’s conservative position

The Vinomofo and Traralgon Supplements ads are widely considered acceptable but are within the margin of error on perceived breach of Code. Colonial Brewing is considered acceptable and not perceived to breach the Code. Upholding complaints about these examples, demonstrates the Panel’s conservative stance.

Majority finds Bloke in a Bar unacceptable; Lazy Lab considered acceptable and not in breach of Code



Responsible and moderate portrayal of alcohol		Bloke in Bar	Lazy Lab
Panel decision		Correctly upheld	Correctly dismissed
Unprompted community reaction	Unacceptable	65%	39%
	Acceptable	22%	47%
Show or encourage the excessive or rapid consumption of alcohol	Breach	72%	37%
	Prompted concern	60%	30%
Show or encourage misuse or abuse of alcohol	Breach	69%	36%
	Prompted concern	61%	30%
Show or encourage irresponsible or offensive behaviour that is related to alcohol consumption	Breach	n/a	31%
	Prompted concern	n/a	27%

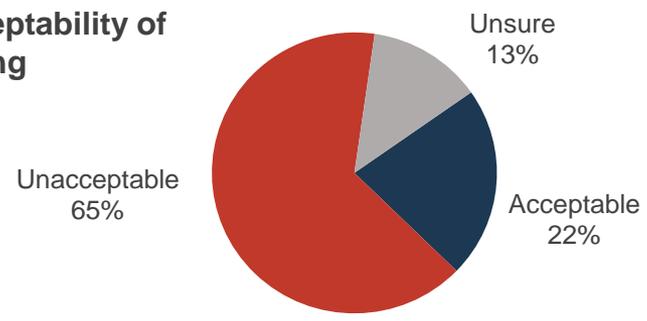


Bloke in a Bar

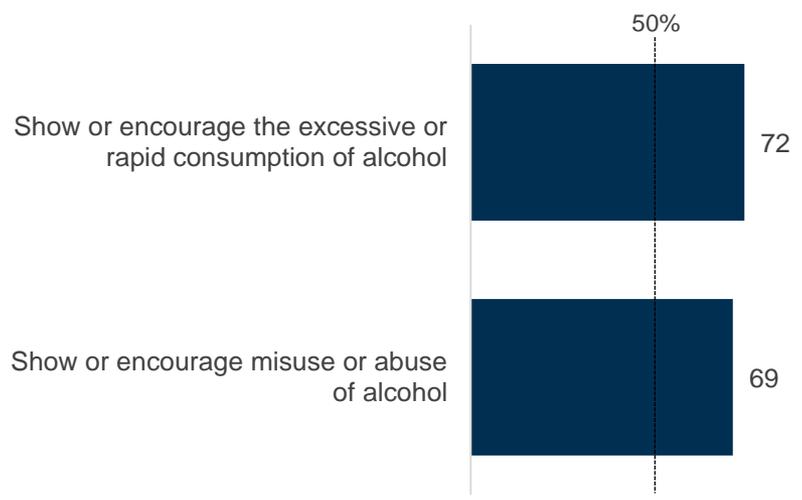
Correctly upheld



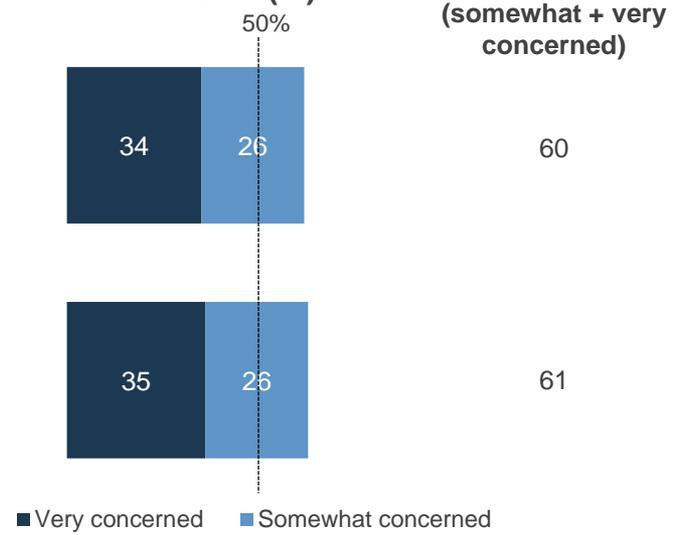
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.A. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.A1-2. In your opinion, does this advertisement...? / Q10.A2-4. To what extent does it concern you that this advertisement...?
 Base: All respondents (n=1,500)

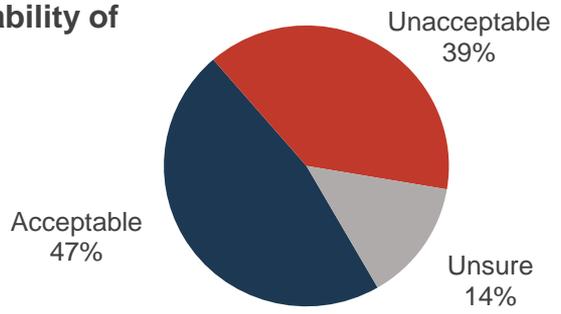


Lazy lab

Correctly dismissed



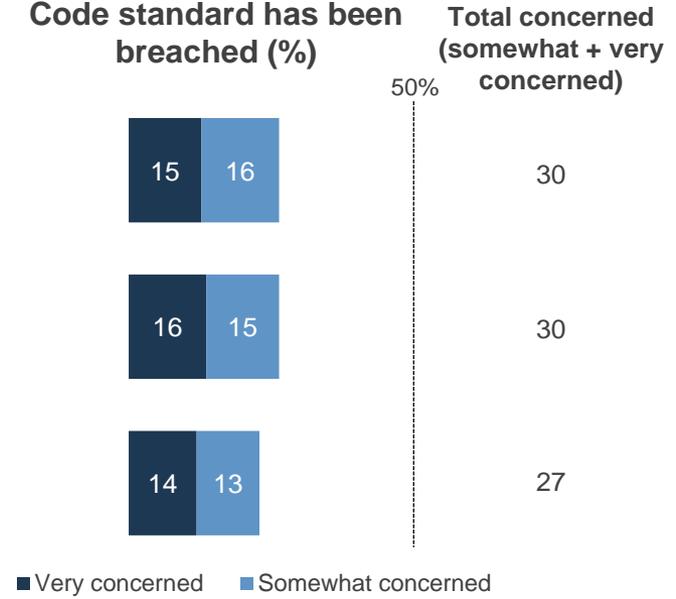
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.B. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? Please read the caption. / Q10.B1-3. In your opinion, does this advertisement...? / Q10.B4-6. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

Kellogg's Nitro Milkshake and Jedi Juice are considered in breach of Code



Responsibility toward minors (packaging)		Kellogg's Nitro Milkshake	Jedi Juice NEIPA	Newy Mixed Berry Vodka
Panel decision		Correctly upheld	Correctly upheld	Correctly dismissed
Unprompted community reaction	Unacceptable	57%	46%	20%
	Acceptable	26%	33%	66%
Appeal strongly to under 18 year olds	Breach	50%	48%	28%
	Prompted concern	44%	41%	21%
Specifically target under 18 year olds	Breach	40%	37%	19%
	Prompted concern	37%	33%	17%
Have a particular attractiveness for under 18 year olds beyond the general attractiveness it has for an adult	Breach	49%	46%	28%
	Prompted concern	44%	40%	21%
Use imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to under 18 year olds or that create confusion with confectionary or soft drinks	Breach	54%	52%	26%
	Prompted concern	49%	44%	21%

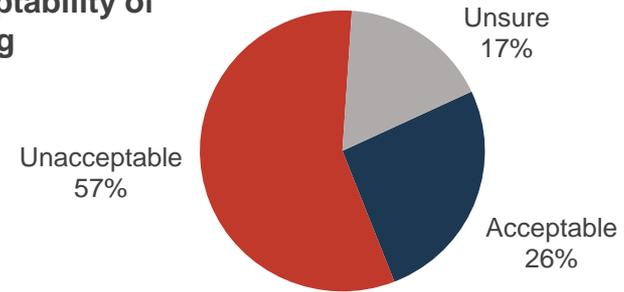


Kellogg's Nitro Milkshake

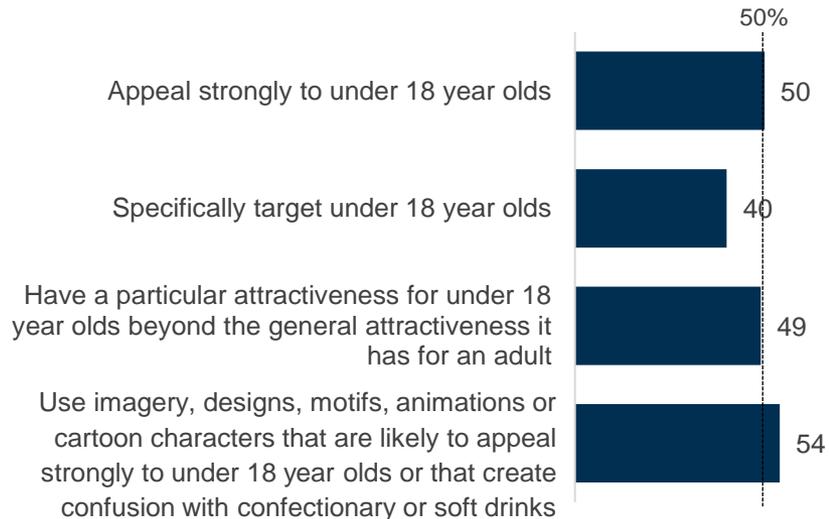
Correctly upheld



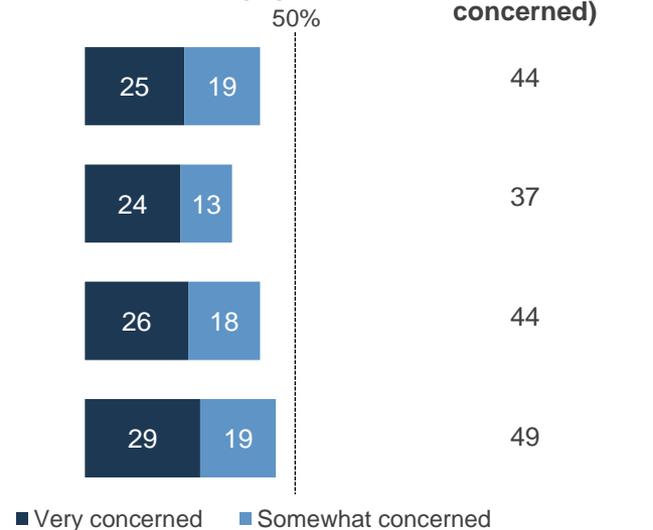
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.L. Please consider the packaging of this alcohol product. Do you believe this packaging is acceptable or unacceptable for an alcohol product? / Q10.L1-4. In your opinion, does this packaging...? / Q10.L5-8. To what extent does it concern you that this packaging...?
Base: All respondents (n=1,500)

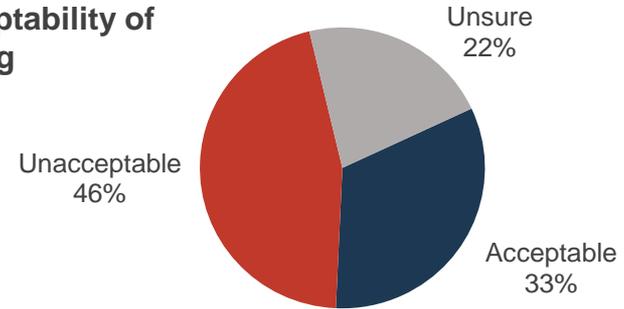


Jedi juice

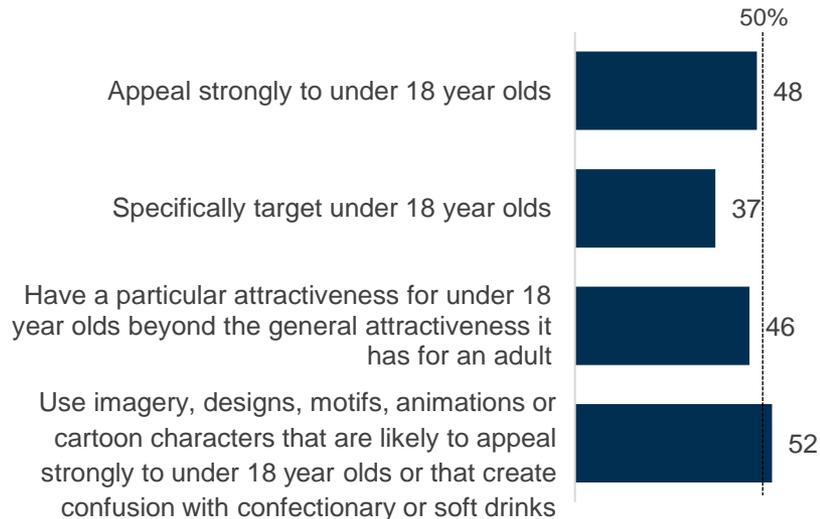
Correctly upheld



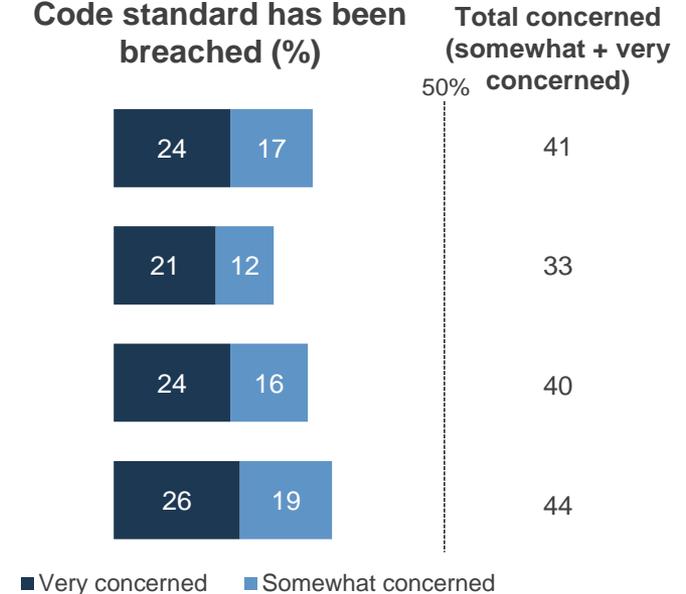
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.M. Please consider the packaging of this alcohol product. Do you believe this packaging is acceptable or unacceptable for an alcohol product? / Q10.M1-4. In your opinion, does this packaging...? / Q10.M5-8. To what extent does it concern you that this packaging...?
 Base: All respondents (n=1,500)

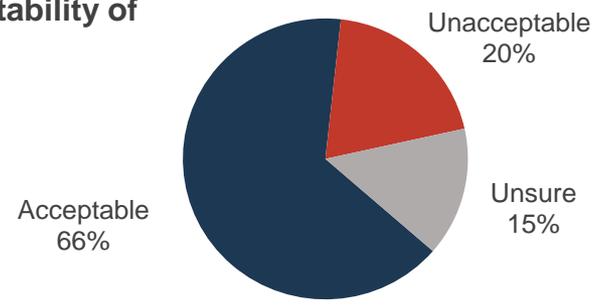


Newy Mixed Berry Vodka

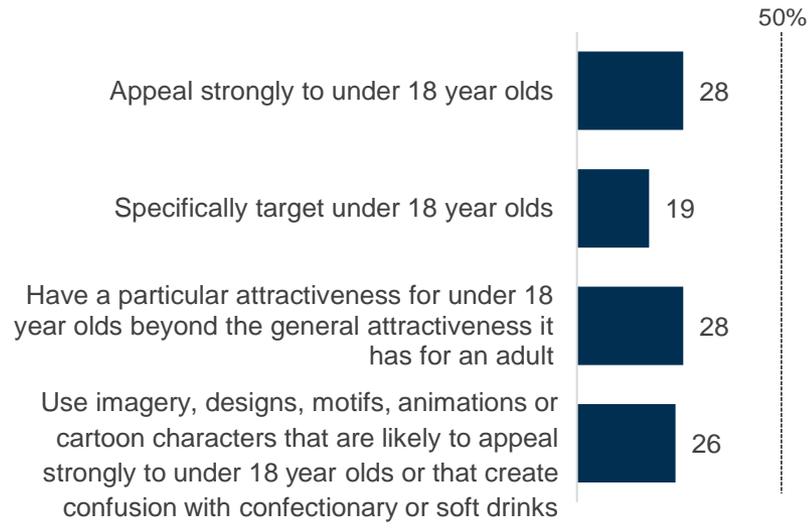
Correctly dismissed



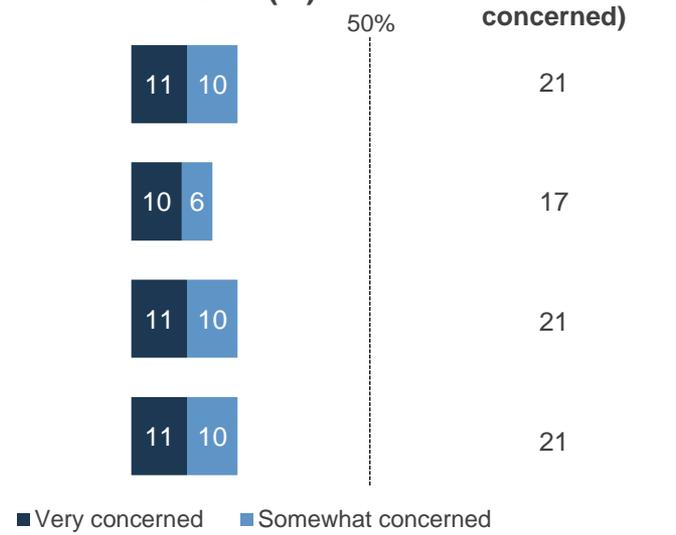
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.N. Please consider the packaging of this alcohol product. Do you believe this packaging is acceptable or unacceptable for an alcohol product? / Q10.N1-4. In your opinion, does this packaging...? / Q10.N5-8. To what extent does it concern you that this packaging...?
 Base: All respondents (n=1,500)

Vodka Cruiser widely considered acceptable but seen to breach multiple Code provisions



Responsibility toward minors (advertisements)		Coopers	Vodka Cruiser	Jimmy Brings
Panel decision		Correctly dismissed	Correctly upheld	Correctly dismissed
Unprompted community reaction	Unacceptable	12%	20%	24%
	Acceptable	80%	67%	60%
Appeal strongly to under 18 year olds	Breach	30%	56%	25%
	Prompted concern	23%	45%	19%
Specifically target under 18 year olds	Breach	19%	37%	14%
	Prompted concern	15%	32%	11%
Have a particular attractiveness for under 18 year olds beyond the general attractiveness it has for an adult	Breach	30%	54%	25%
	Prompted concern	23%	44%	19%
Use imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to under 18 year olds or that create confusion with confectionary or soft drinks	Breach	33%	59%	19%
	Prompted concern	26%	47%	15%

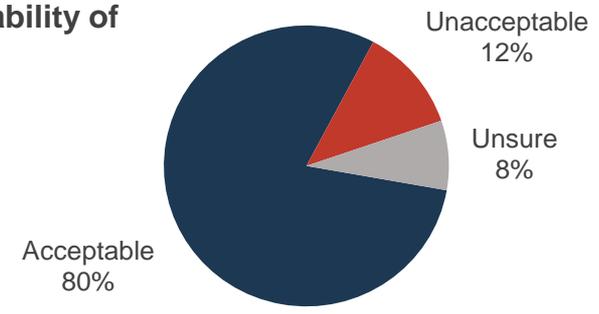


Coopers

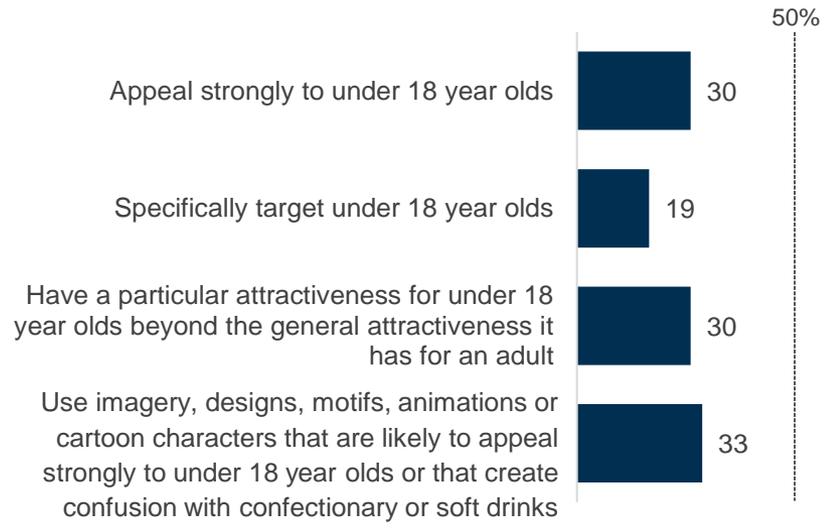
Correctly dismissed



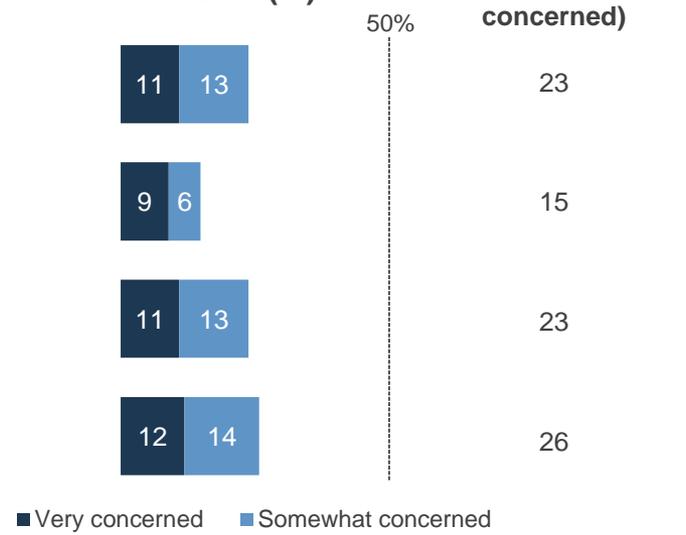
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.C. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.C1-4. In your opinion, does this advertisement...? / Q10.C5-8. To what extent does it concern you that this advertisement...?
 Base: All respondents (n=1,500)

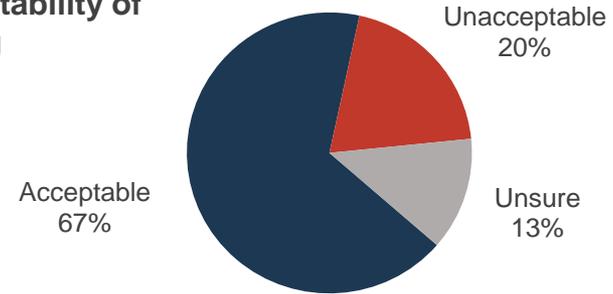


Vodka cruiser

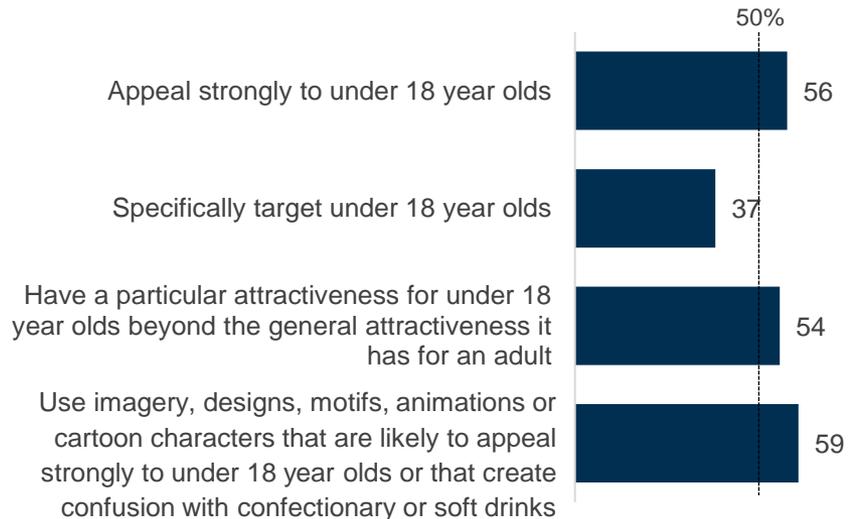
Correctly upheld



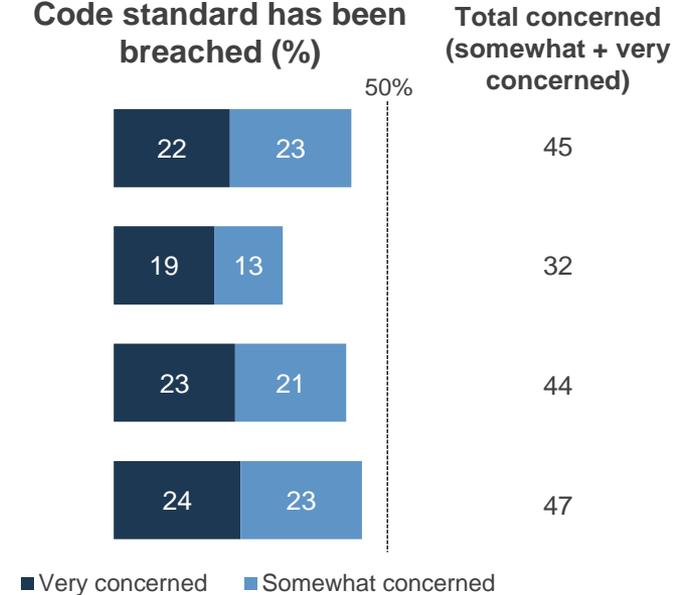
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.D. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.D1-4. In your opinion, does this advertisement...? / Q10.D5-8. To what extent does it concern you that this advertisement...?
 Base: All respondents (n=1,500)

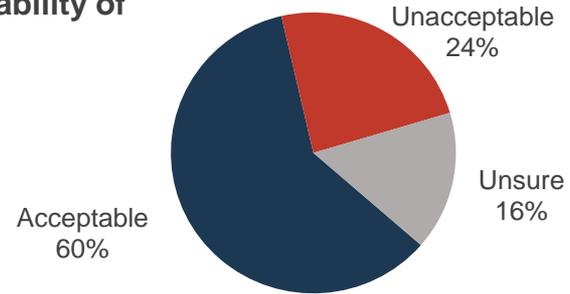


Jimmy brings

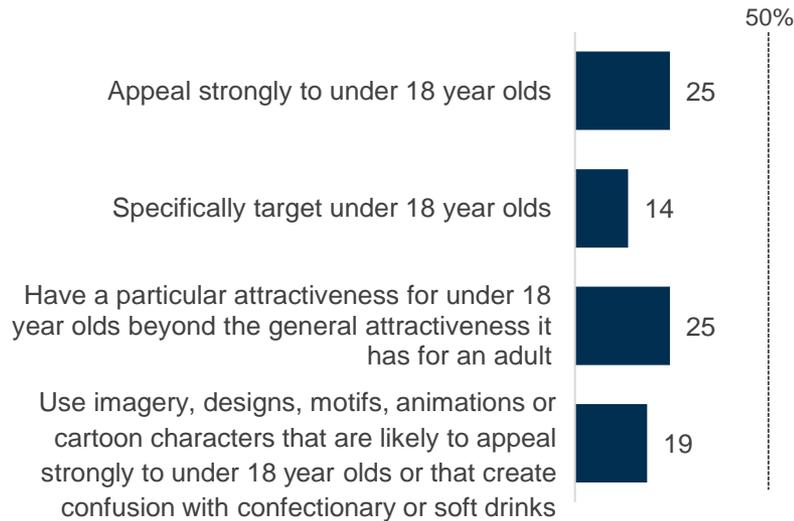
Correctly dismissed



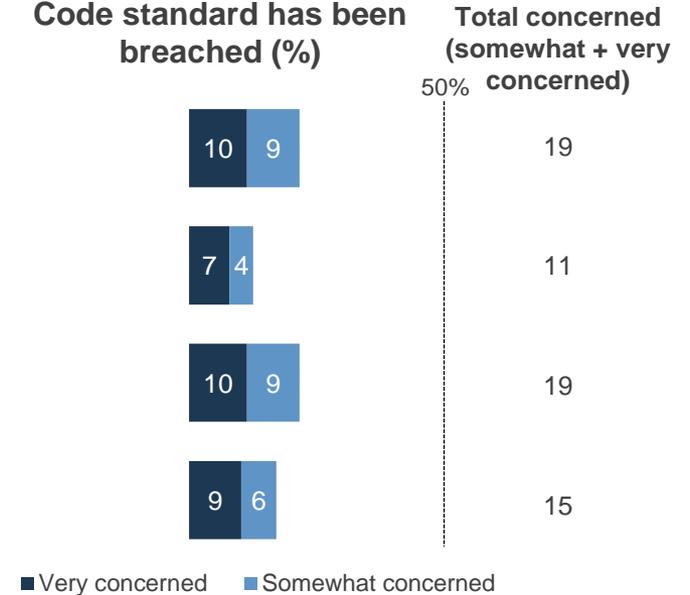
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.E. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.E1-4. In your opinion, does this advertising...? / Q10.E5-8. In your opinion, does this advertisement...?
 Base: All respondents (n=1,500)

Curatif Cocktails seen to breach Code although not considered unacceptable on unprompted basis



Responsible and moderate portrayal of alcohol Responsible depiction of the effects of alcohol		Vinomofu	Curatif Cocktails	Traralgon Supplements	Fireball Whisky
Panel decision		Conservatively upheld	Correctly upheld	Conservatively upheld	Correctly dismissed
Unprompted community reaction	Unacceptable	41%	38%	23%	44%
	Acceptable	40%	46%	56%	35%
Show or encourage the excessive or rapid consumption of alcohol	Breach	-	-	34%	-
	Prompted concern	-	-	28%	-
Show or encourage misuse or abuse of alcohol	Breach	-	-	33%	-
	Prompted concern	-	-	29%	-
Suggest that the consumption or presence of alcohol may create or contribute to a significant change in mood or environment	Breach	49%	64%	-	-
	Prompted concern	36%	44%	-	-
Show an alcohol drink as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success	Breach	-	-	-	42%
	Prompted concern	-	-	-	34%
Suggest that the consumption of alcohol offers any therapeutic benefit or is a necessary aid to relaxation	Breach	-	-	44%	-
	Prompted concern	-	-	34%	-

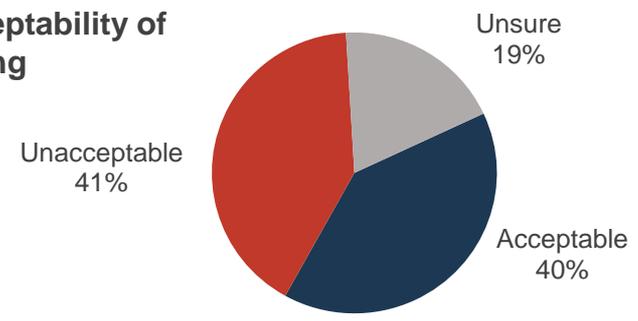


Vinomofu

Conservatively upheld



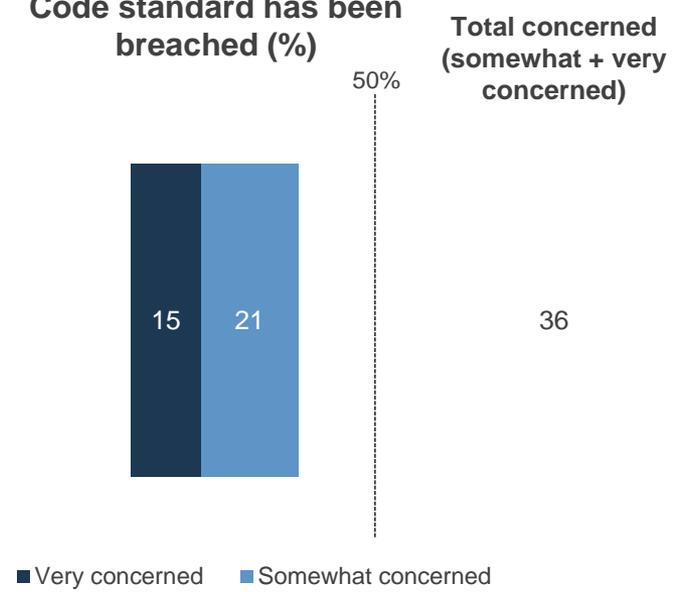
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)

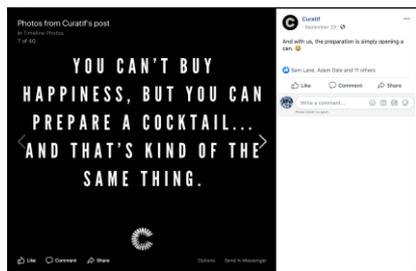


Q2.F. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? Please read the caption. / Q10.F1. In your opinion, does this advertisement...? / Q10.F2. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

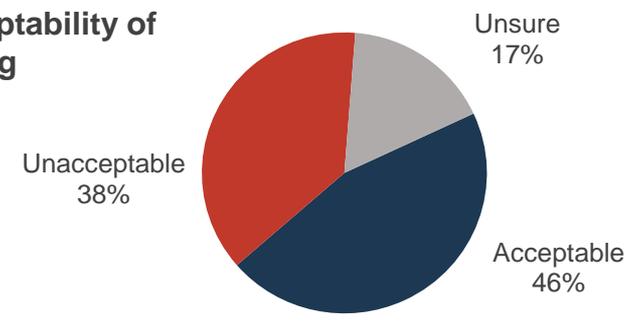


Curatif cocktails

Correctly upheld



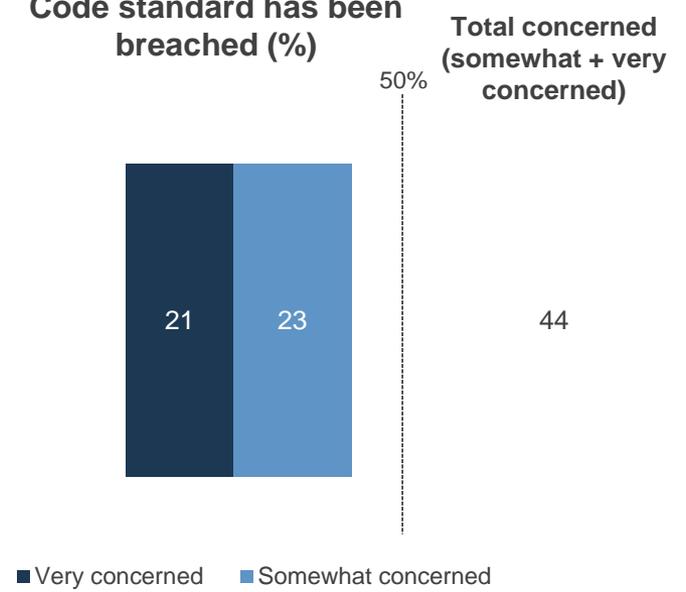
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.G. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? Please read the caption. / Q10.G1. In your opinion, does this advertisement...? / Q10.G2. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

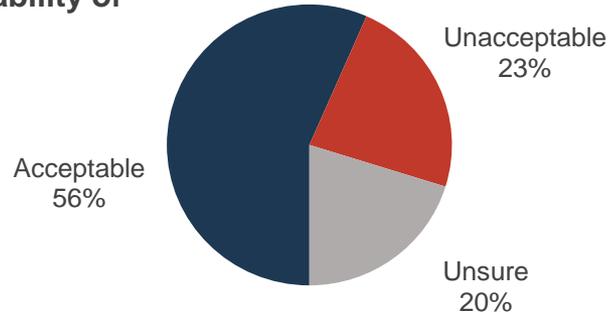


Traralgon Supplements

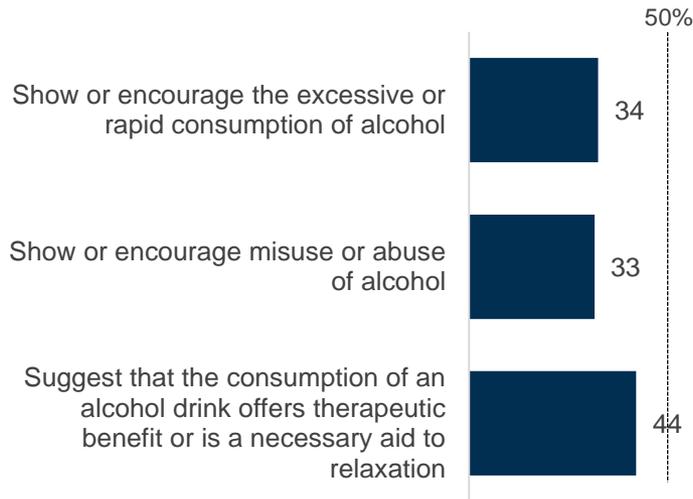
Conservatively upheld



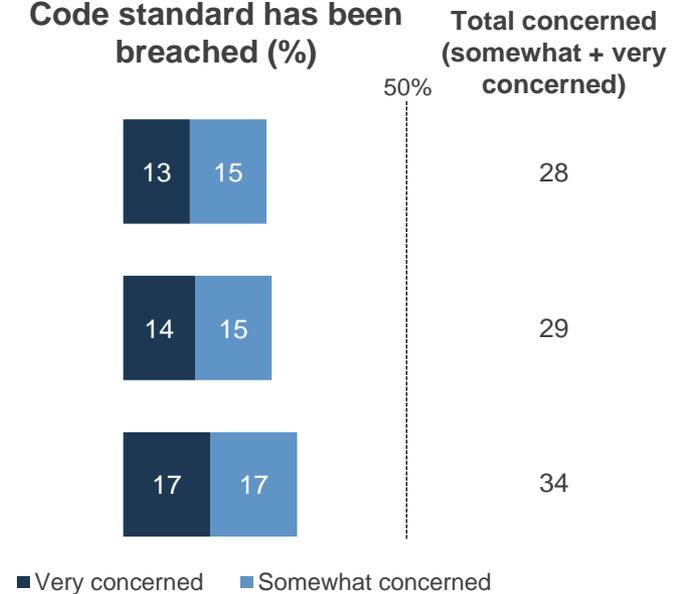
Unprompted acceptability of marketing



Believe that Code standard has been breached (%)



Prompted concern that Code standard has been breached (%)



Q2.H. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? Please read the caption. / Q10.H1-3. In your opinion, does this advertisement...? / Q10.H4-6. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

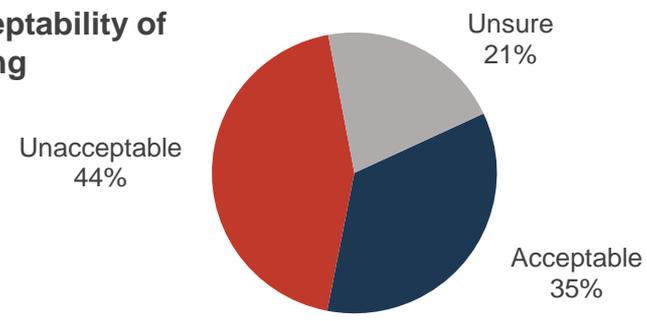


Fireball whiskey

Correctly dismissed

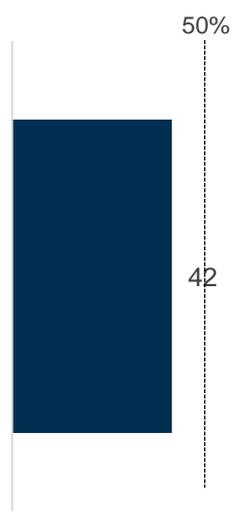


Unprompted acceptability of marketing



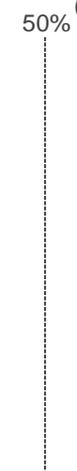
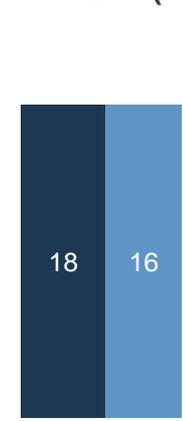
Believe that Code standard has been breached (%)

Show an alcohol drink as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success



Prompted concern that Code standard has been breached (%)

Total concerned (somewhat + very concerned)



Very concerned Somewhat concerned

Q2.1. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? Please read the caption. / Q10.11. In your opinion, does this advertisement...? / Q10.12. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

Decision to uphold complaint against Colonial Brewing demonstrates Panel's conservative stance



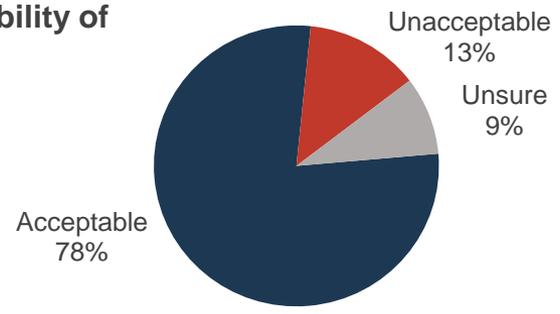
Alcohol and safety		Corona	Colonial Brewing
Panel decision		Correctly dismissed	Conservatively upheld
Unprompted community reaction	Unacceptable	13%	24%
	Acceptable	78%	60%
Show consumption of alcohol before or during an activity that for safety reasons, requires a high degree of alertness or physical coordination	Breach	27%	42%
	Prompted concern	20%	32%



Corona

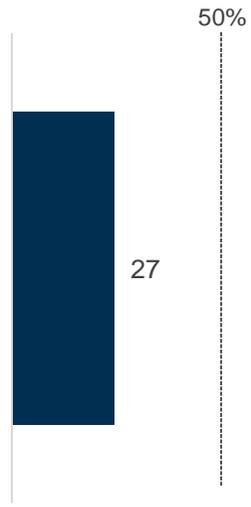
Correctly dismissed

Unprompted acceptability of marketing



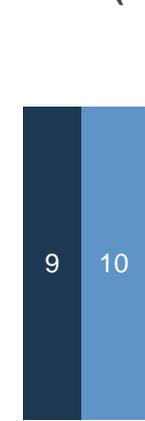
Believe that Code standard has been breached (%)

Show consumption of alcohol before or during an activity that for safety reasons requires a high degree of alertness or physical coordination



Prompted concern that Code standard has been breached (%)

Total concerned (somewhat + very concerned)



Very concerned Somewhat concerned

Q2.J Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.J1. In your opinion, does this advertisement...? / Q10.J2. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

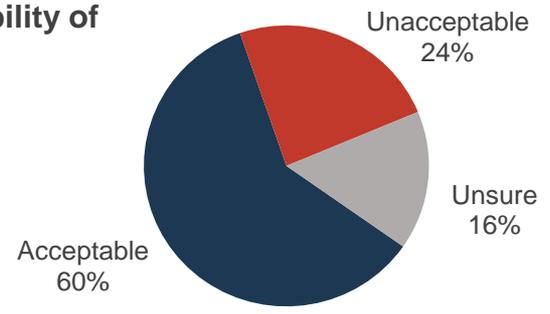


Colonial brewing

Conservatively upheld

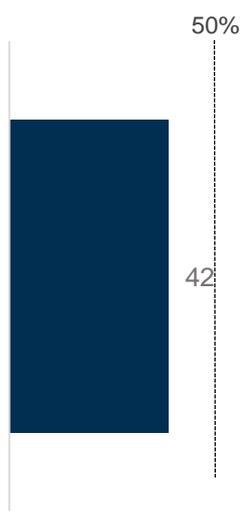


Unprompted acceptability of marketing



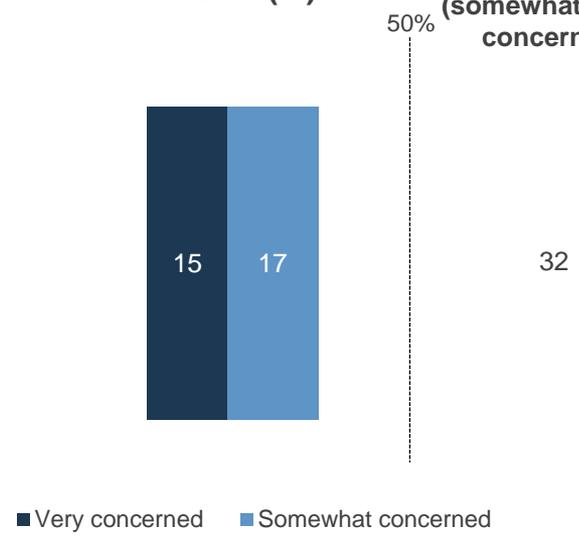
Believe that Code standard has been breached (%)

Show consumption of alcohol before or during an activity that for safety reasons requires a high degree of alertness or physical coordination

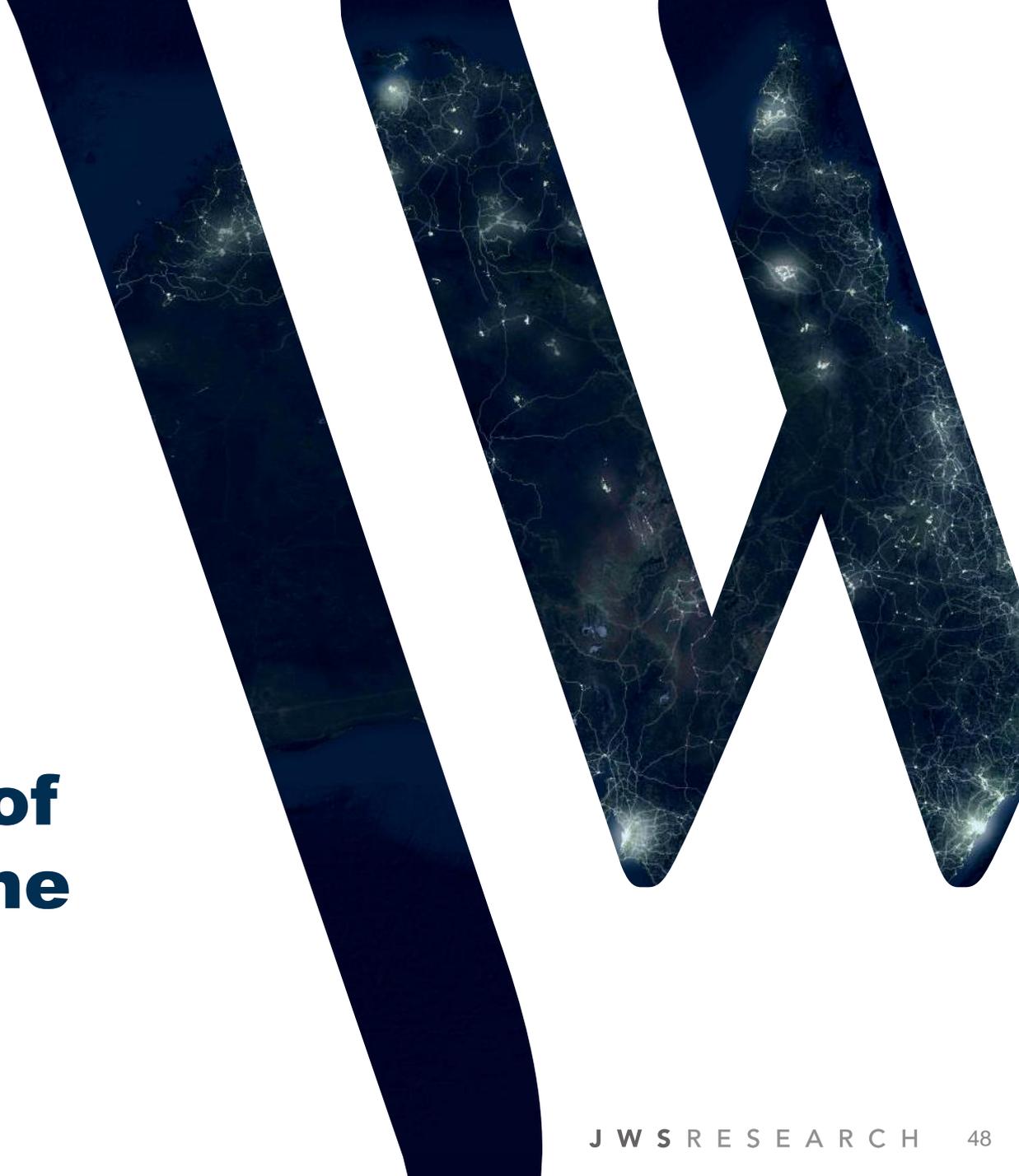


Prompted concern that Code standard has been breached (%)

Total concerned (somewhat + very concerned)



Q2.K. Please look at this advertisement. Do you believe the content of this advertisement is acceptable or unacceptable? / Q10.K1. In your opinion, does this advertisement...? / Q10.K2. To what extent does it concern you that this advertisement...? Base: All respondents (n=1,500)

The letters 'AW' are rendered in a large, bold, dark blue font. The interior of the letters is filled with a complex, glowing pattern of white and light blue lines and dots, resembling a network or a star map. The background is white.

Advertising complaints, awareness of ABAC and the Code

Section summary – Advertising complaints, awareness of ABAC and the Code



Very few lodge a formal complaint when concerned or offended about an advertisement

Of the 60% who were concerned or offended by an ad (of any kind) in the last 12 months, only 15% complained. The most common responses to objectionable advertising are to avoid buying the product (40%), discuss it with family or friends (29%), or change the channel/ignore the ad (23%). Those who complain mainly do so via the channel they saw/heard the ad.

Many do not know how or who to complain to

Among those offended or concerned about advertising standards in the last 12 months, 79% say they did not make a formal complaint. The main reasons for inaction are lack of confidence of a complaint resulting in a satisfactory outcome and lack of awareness of how and who to complain to. Around a third of people (35%) are aware they can complain to Ad Standards about alcohol advertising.

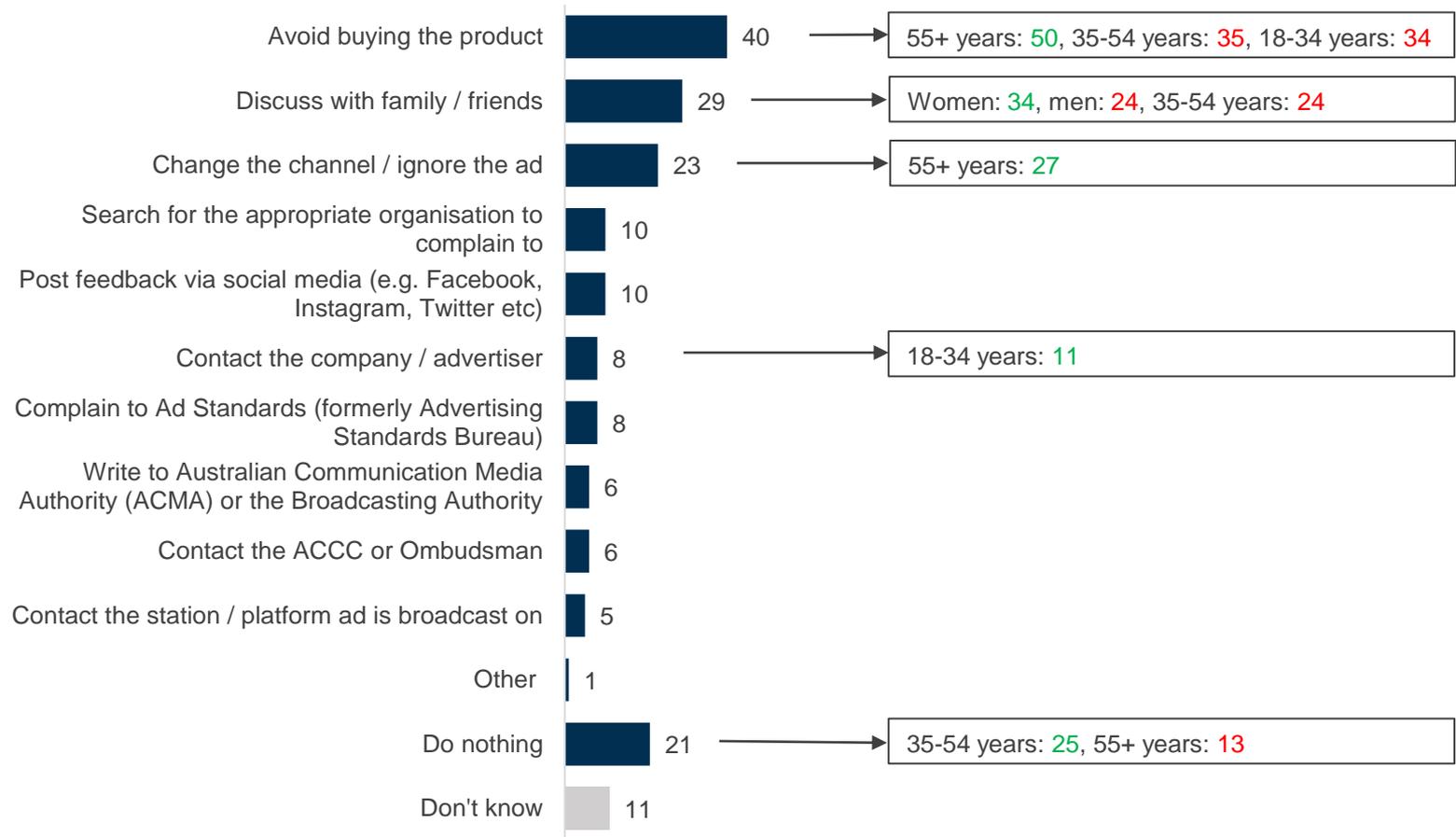
Awareness of ABAC and the Code is not widespread

Three quarters of Australians (74%) have not heard of the Alcohol Beverages Advertising Code (ABAC) or the Responsible Alcohol Marketing Code. Less than one in 10 Australians (8%) say they have heard of ABAC and 12% have heard of the Code.

Product avoidance is the most common reaction when offended or concerned about an advertisement



Action if offended by or concerned about an advertisement (%)

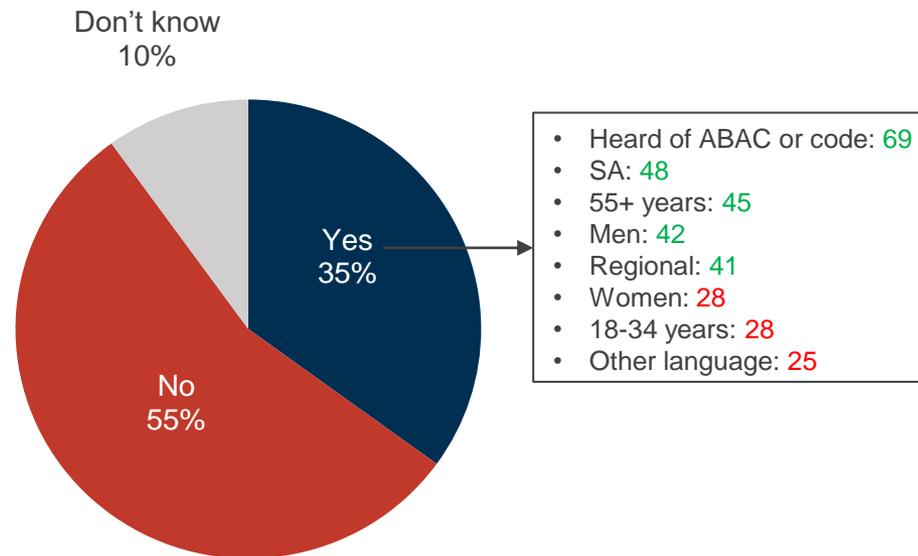


Significantly higher / lower than the total at the 95% confidence interval.
 Q11. If you were offended by or concerned about an advertisement, what would you do?
 Base: All respondents (n=1,500)

More than a third of Australians are aware that they can complain to Ad Standards about alcohol advertising



Awareness of ability to complain to Ad Standards about alcohol advertising (%)



Significantly higher / lower than the total at the 95% confidence interval.

Q12. Are you aware that you can complain to Ad Standards (formerly known as the Advertising Standards Bureau) about alcohol advertising?

Base: All respondents (n=1,500)

Very few make a formal complaint about advertising standards when something concerns or offends them



Made a formal complaint among those concerned or offended about advertising standards in the last 12 months (%)
(multiple response)

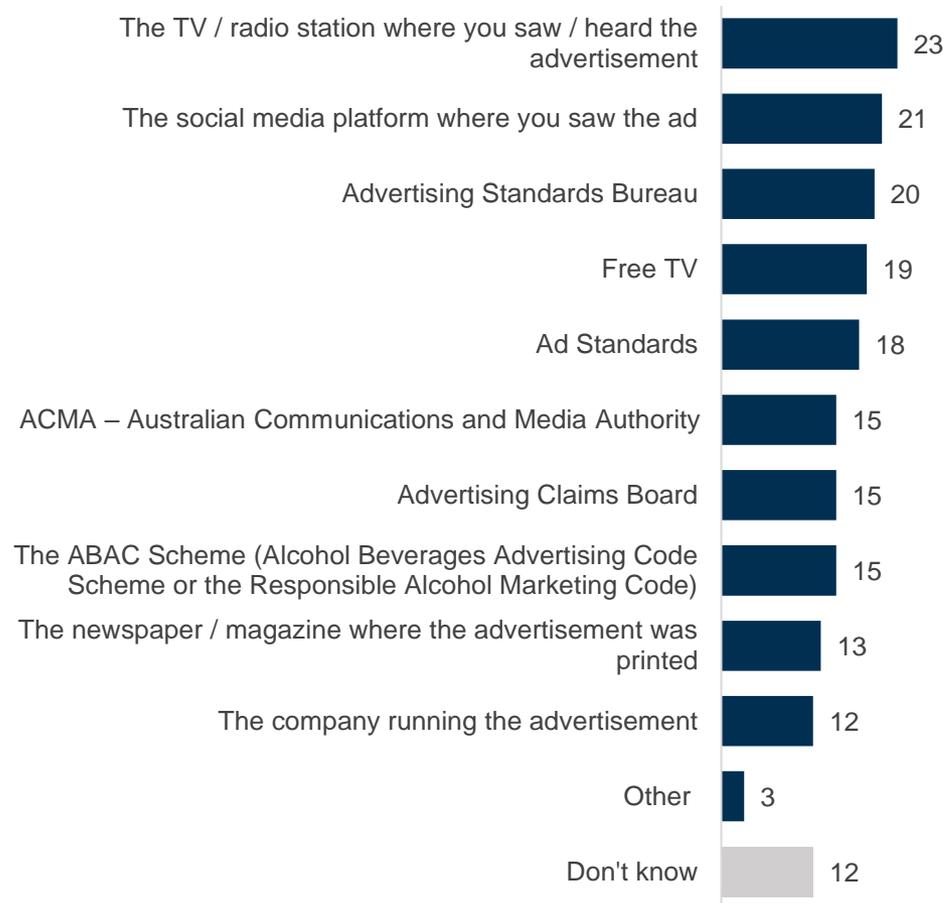


Q13. Earlier you said that you have previously been concerned or offended about advertising standards. In the last 12 months, have you made a formal complaint about advertising standards in relation to any of the following? Please select all that apply.
Base: Those concerned or offended about advertising standards in last 12 months (n=910)

More complaints go direct to station or platform where ad was seen/heard, than to a regulatory body



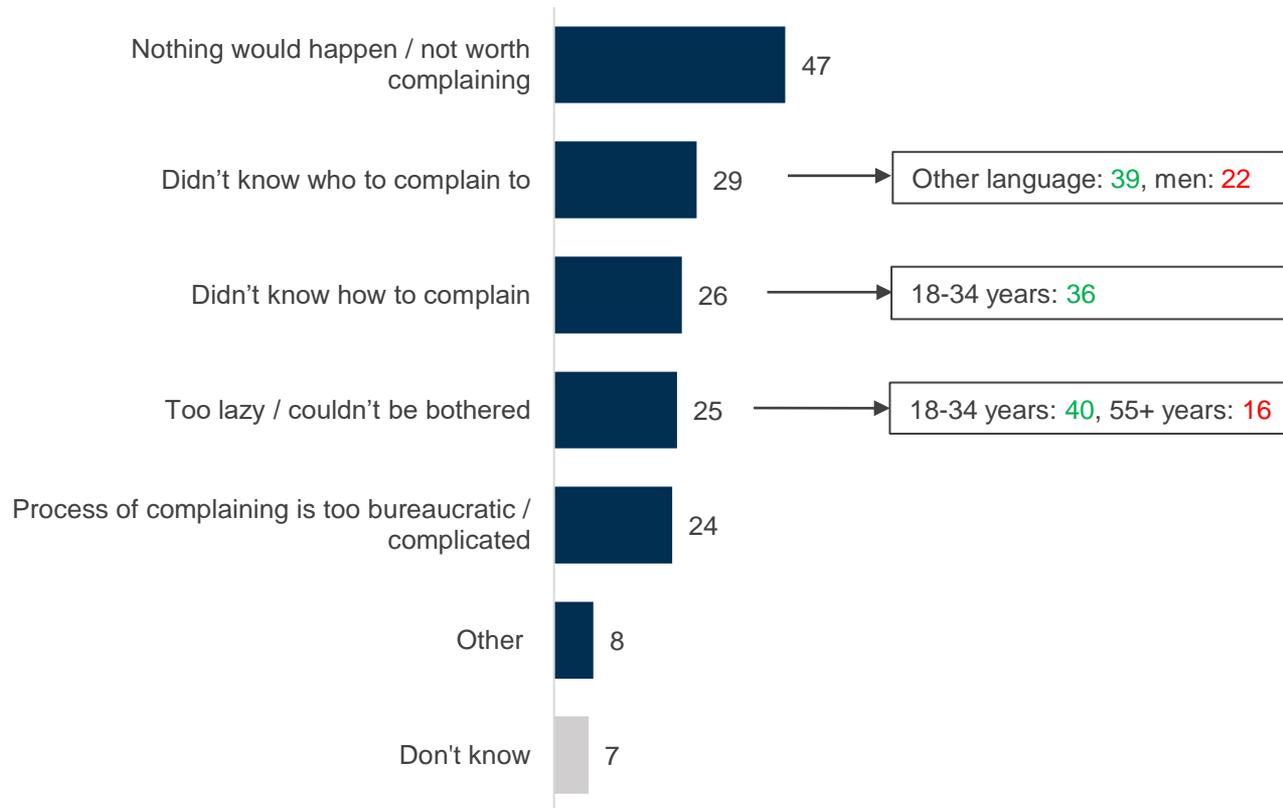
Complaints about advertising in the last 12 months (%) (multiple response)



Lack of awareness about how and who to complain to are key barriers, in addition to thinking it is not worth it



Reasons for not making complaint (%)
(multiple response)

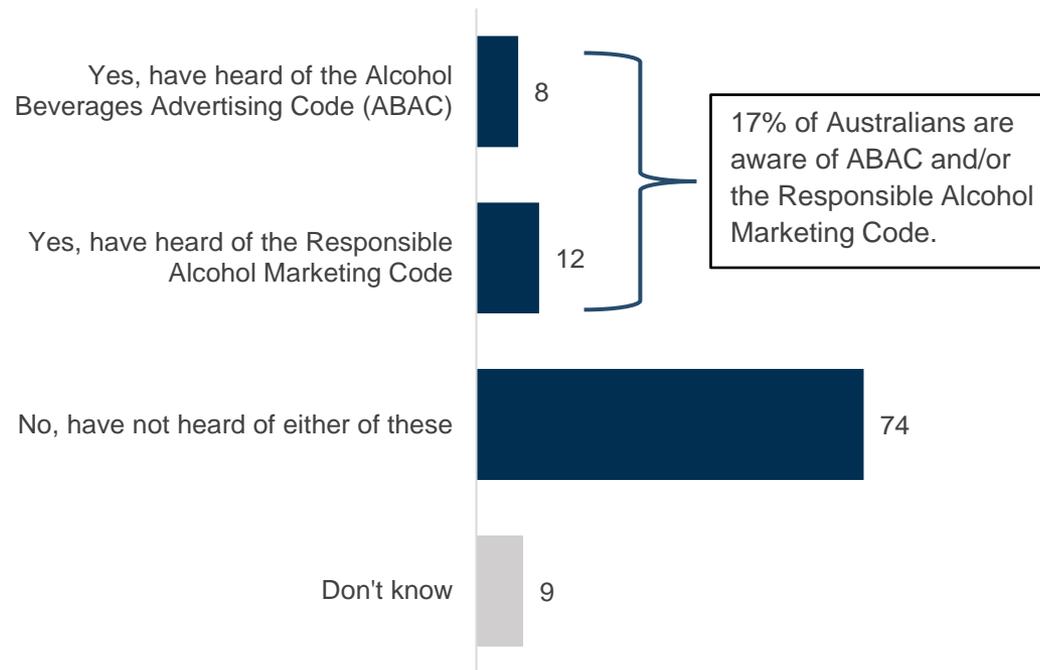


Significantly higher / lower than the total at the 95% confidence interval.
Q15. For what reason(s) did you not make a complaint? Please select all that apply.
Base: Those concerned or offended but not made a complaint (n=728)

Most people have not heard of ABAC or the Responsible Alcohol Marketing Code



Awareness of the Alcohol Beverages Advertising Code (ABAC) or the Responsible Alcohol Marketing Code (%)



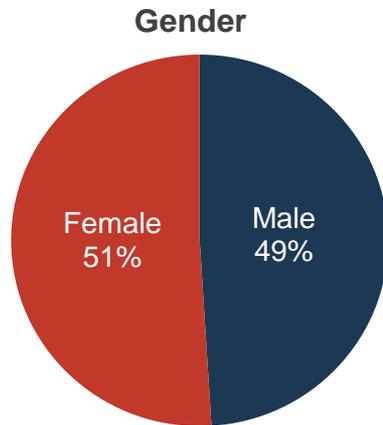
Q16. Before today had you heard of the Alcohol Beverages Advertising Code (ABAC) or the Responsible Alcohol Marketing Code?
 Please select all that apply.
 Base: All respondents (n=1,500)



Appendix: Demographics



Demographics



Age	%
18-24 years	12
25-34 years	18
35-44 years	17
45-54 years	17
55-64 years	15
65+ years	20

Children	%
18+ years	35
15-17 years	7
12-14 years	9
11 years or under	18
No children	39
Prefer not to say	2

Languages other than English spoken at home	%
Yes	15
No	83
Prefer not to say	3

Area	%
Metro	68
Regional	32

Education level	%
Net university educated	45
Post Graduate Degree	11
Graduate Diploma / Certificate	8
Bachelor Degree	26
Net not university educated	54
Advanced Diploma / Diploma	12
Certificate I-IV	16
Completed High School	18
Part High School or Primary School	6
Don't know / refused	2

The data set has been weighted to reflect the demographic makeup (by age, gender and location) of the Australian population.



Social media use

Social media use (%)

	Facebook	YouTube	On demand television	Instagram	Snapchat	Twitter	TikTok
TOTAL AT LEAST A FEW TIMES A WEEK	68	52	42	36	18	16	15
Several times a day or more often	34	20	11	17	8	4	7
Once a day	21	14	15	10	5	6	4
A few times a week	13	18	17	10	5	6	3
Once a week	7	11	10	6	4	4	3
A few times a month or less	7	21	15	7	4	7	3
Never	17	15	30	49	72	72	77
Don't know	1	2	2	1	1	1	2

**THERE ARE
OVER
25 MILLION
PEOPLE
IN AUSTRALIA...**

**FIND OUT
WHAT THEY'RE
THINKING.**



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