




ADVERTISING  
STANDARDS  
BUREAU

# Research Report

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*Community perceptions of advertising  
directed primarily to children*

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*Produced for the Advertising Standards Bureau by*

*Colmar Brunton Social Research*

December 2015

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## Research Report

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<b>Part 1. Executive summary</b>	<b>2</b>
1.1. Introduction and methodology	2
1.2. Key quantitative findings	3
1.3. Key qualitative findings	7
<b>Part 2. Introduction</b>	<b>10</b>
2.1. Background	10
2.2. Research objectives	12
<b>Part 3. Methodology in brief</b>	<b>14</b>
3.1. Interpreting this report	16
<b>Part 4. Detailed quantitative findings</b>	<b>19</b>
4.1. Overview of acceptability of advertisements and audience	19
4.2. Reactions to individual advertisements	20
4.3. Agreement with the Code	46
4.4. Complaints procedures	59
4.5. Importance of the role of the ASB	64
<b>Part 5. Detailed qualitative findings</b>	<b>67</b>
5.1. Individual products	68
5.2. Separating products and advertising	70
<b>Part 6. Sample profile – Quantitative study</b>	<b>72</b>
<b>Part 7. Appendix A: Technical notes</b>	<b>78</b>
7.1. Research approach	78
7.2. Quantitative research approach	78
7.3. Quotas and weighting	79
7.4. Error	80
<b>Part 8. Appendix B: Advertisements</b>	<b>82</b>
<b>Part 9. Appendix C: Quantitative questionnaire</b>	<b>85</b>
<b>Part 10. Appendix D: Qualitative discussion guide</b>	<b>108</b>
<b>Part 11. Index of tables and figures</b>	<b>113</b>

## CEO introduction

The Advertising Standards Bureau (ASB) has commissioned regular research to assess community perceptions since 2006. This research is an important part of the work we do to ensure that decisions made by the Advertising Standards Board (the Board) are in line with current community values in relation to advertising.

ASB has previously commissioned research into specific areas such as sex, sexuality and nudity, violence, discrimination and vilification and exploitative and degrading advertising.

Although advertising to children represents a small percentage of complaints received by ASB (less than 2% of all complaints in 2014), it is an issue that is often raised in the media and by community groups. Because of the level of interest in this issue, we thought it important to gauge community perceptions especially in relation to advertising of food to children.

The research, conducted by Colmar Brunton Social Research, took 10 advertisements which had been considered by the Board under the AANA Code for Advertising and Marketing Communications to Children and the Australian Food and Grocery Council (AFGC) Responsible Children's Marketing Initiative. Two advertisements were included to gauge community assessment regarding images of children and young people.

Overall, the research showed that the Board's determinations about whether an advertising or marketing communication was directed primarily to children were generally in line with community perceptions. It also highlighted a low level of general concern about advertising toys or food and beverages to children.

Also importantly, respondents highlighted that the features of an advertisement that made an advertisement directed to children were largely in line with those found in the AANA Practice Note for the Children's Code. Another interesting aspect of the research is the results from the section conducted into the impact that the product itself makes on the determination of an advertisement's appeal to children.

The research also showed that when it came to specific sections of the Code, such as sexualisation of children, parental authority and food and beverage advertising, the Board's determinations were generally in line with community perceptions.

Although unprompted awareness of the ASB was lower than we hoped it would be, it was pleasing to see that 77% of respondents believed the role of the ASB was important. Our aim is to continue to improve community awareness of our service and to promote responsible advertising practice, which is in line with community expectations, to the Australian business sector.

**Fiona Jolly**

Chief Executive Officer

December 2015

Advertising Standards Bureau

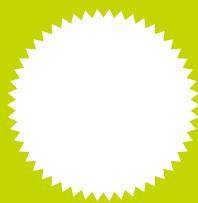
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*Executive summary*

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# Part 1

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## 1. *Executive summary*

### 1.1. Introduction and methodology

Colmar Brunton Social Research (CBSR) was commissioned by the Advertising Standards Bureau (ASB) to provide insight into the extent to which the Advertising Standard Board's decisions are in line with prevailing community standards on advertising to children in Australia.

The study aimed to provide information which the Advertising Standards Board (Board) will be able to use in its consideration of community complaints about advertising directed to children. It will also assist the Board to better understand the perceptions and standards of the community with regards to areas of the Australian Association of National Advertisers (AANA) Code for Advertising and Marketing Communications to Children (the Code) that are somewhat subjective and more open to interpretation when applied to the advertising of products targeted toward and having principal appeal to children. In addition to this, the research aimed to assist the Board in assessing complaints against the Code.

The research objectives were to explore the extent to which the Board's decisions reflect community views about:

- What makes an advertisement “directed primarily to children”;
- What makes a product have “principal appeal for children”;
- What is acceptable, what isn't and why? Particularly in relation to sexualisation of children, parental authority and food and beverages.

CBSR conducted an online survey of N=1,209 Australians. Quotas were used to ensure the sample was representative of the Australian population in terms of age, gender and location. The quantitative research tested community reactions to 10 advertisements that have been considered by the Board. The advertisements covered television and online (website) mediums.

CBSR then conducted two online focus group discussions with people who had participated in the survey, to further explore the issues in depth. These groups were separated based on their responses to the quantitative survey:

- Group one contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to children; and
- Group two contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to adults or the main grocery buyer.

This report presents the findings from the research. This research builds upon previous community awareness/community standards research conducted by CBSR, including community awareness research undertaken in 2007, Discrimination and vilification in advertising (2008), Community perceptions of violence in advertising (2009), Community perceptions of sex, sexuality and nudity in advertising (2010), Community perceptions (2012) and Community perceptions of exploitative and degrading advertising (2013).

## 1.2. Key quantitative findings

### Overview of acceptability of advertisements – community standards

This part of the questionnaire addressed the Code issues of general community standards about acceptability of an advertisement.

Community reactions to 10 advertisements that had been considered by the Board were obtained through a multi-stage process. Following a viewing of each advertisement, respondents were first asked whether they believe it is acceptable or not to show/broadcast the advertisement. Respondents were then asked to select which audience they believe the advertisement was being directed primarily to: children, grocery buyers or adults/those aged over 14 (depending on the advertisement), or everyone. Respondents were also asked to explain why they answered the way they did.

The overall reactions to each advertisement in terms of acceptability are shown in Table 1 below. Prior to being shown any details of the Code the majority of respondents deemed most of the television advertisements as acceptable to be broadcast at all times of the day. The Bonds advertisement was the exception, with under half (41%) of all respondents indicating that it would be acceptable at any time. Both of the internet advertisements were considered acceptable by over half of all respondents, with the Unilever – Paddle Pops advertisement receiving far greater acceptance (80%) compared to the Witchery advertisement (57%).

Both the Witchery and Bonds advertisements were included to gauge community perceptions regarding images of children and young people. Both of these advertisements had the highest levels of unacceptability and lowest levels of general acceptability. This indicates that there is still concern in the community about images of young people.

The high level of acceptability of the remaining advertisements indicates low community concern about advertising food and toys to children.

**Table 1: Overall acceptability by each advertisement – survey findings**

Advertisement	Medium	Acceptable any time of day	Acceptable except in pre-school/ children's programmed times	Not acceptable
Peter's Fandangles – Choc Shmallow	Television	70%	18%	5%
Mondelez Oreos – Wonderfilled	Television	71%	15%	6%
Ferrero Kinder Surprise	Television	74%	15%	6%
Witchery	Internet	57%	n/a	21%
Bonds	Television	41%	33%	19%
Mattel – Letter to Santa	Television	68%	16%	9%
Zuru Toys – Tamago	Television	66%	17%	8%
Smith's Snack foods – Mr Potato Head	Television	74%	15%	5%
Kellogg's Coco Pops – Marco Polo	Television	72%	14%	7%
Unilever – Paddle Pops	Website	80%	n/a	7%

Q7A – Q16A. Do you believe it is acceptable to broadcast this advertisement? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)



## Overview of audience – who is the advertisement directed to

The questionnaire then went on to address the issue of to whom the community considers an advertisement is directed primarily towards.

When looking at whether the advertisements were directed primarily to children or another audience the perceptions of the general public were generally in line with those of the Board, however there were some instances where this was not the case. Table 2 below outlines the proportion of the general public who indicated each advertisement was directed primarily to children as well as the Board's determination. For the Mondelez Oreo's – Wonderfilled and Unilever – Paddle Pops advertisements, the Board took a stricter approach than the general community – deciding that the advertisement was directed primarily to children. In contrast, the Board considered that the Ferrero Kinder Surprise advertisement was not directed primarily to children, while the general public considered that it was – primarily on the basis that the product advertised was for children. In the case of the Zuru Toys – Tamago advertisement there was a mixed view – whereas the 'infomercial' nature of the advertisement pushed the Board's decision to being an advertisement that was not directed to children.

**Table 2: Overall directed primarily to by each advertisement – survey findings**

Advertisement	Medium	Directed primarily to children	Board determination on directed primarily to children	Alignment
Peter's Fandangles – Choc Shmallow	Television	38%	No	✓
Mondelez Oreo's – Wonderfilled	Television	33%	Yes	✗
Ferrero Kinder Surprise	Television	53%	No	?
Witchery	Internet	18%	No	✓
Bonds	Television	7%	No	✓
Mattel – Letter to Santa	Television	76%	Yes	✓
Zuru Toys – Tamago	Television	48%	No	?
Smith's Snack foods – Mr Potato Head	Television	11%	No	✓
Kellogg's Coco Pops – Marco Polo	Television	55%	Yes	✓
Unilever – Paddle Pops	Website	25%	Yes	✗

Q7B – Q16B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

When determining who an advertisement is primarily directed towards, the Board considers a number of factors which are outlined in the AANA's Practice Note for the Code. These factors include:

- Nature of the product or service – does the product being advertised have principal appeal to children?
- Theme of the marketing communication – are children's themes and characters used?
- Child's perspective – is the story told through a child's eyes, and include reactions or expressions of child characters?
- The "storyline" – does the advertisement have a simple plot, such as "good against evil"?
- Visuals – does the advertisement have visuals which appeal to a child's imagination and sense of play and wonderment?
- Language – is the language use appropriate and able to be comprehended by children 14 years old and younger?
- Age of actors and characters – does the advertisement use actors or characters who are 14 years old or younger?
- Call to action – is the call to action directed to children?

The use of any one factor or technique in the absence of others may not render the advertisement directed primarily to children, this assessment requires a weighing up of all factors.

Across the 10 advertisements there were common elements identified by respondents as suggesting an advertisement was directed primarily to children. The top five of which were largely in line with factors that are outlined in the AANA's Practice Note for the Code and were as follows:

1. **Product related** – e.g. the product in the advertisement was believed to have principal appeal to children
2. **Animation/Characters** – e.g. the visuals of the advertisement would appeal to children
3. **Age of actors** – e.g. the advertisement featured or used actors who were under 14 years of age
4. **Design elements** – e.g. music or colours that would appeal to children
5. **Themes** – e.g. childish themes or themes that would be easily understood by and would appeal to children

### Agreement with the Code

Respondents then read the relevant sections of the Code for seven of the 10 advertisements and were asked whether they agreed or disagreed that the advertisement met the criteria for this section of the Code.

Areas of the code tested related to 2.4 Sexualisation, 2.7 Parental Authority and 2.14 Food and Beverages.

Where the Board had initially found that an advertisement was not directed primarily to children (Witchery, Bonds, and Zuru Toys – Tamago) the Board did not consider these advertisements under specific sections of the Code, as these provisions relate only to children's advertising. However, for the purpose of this survey, and to create a greater understanding of community standards in these specific sections, these advertisements were shown to respondents in relation to these sections.

### Sexualisation

The Board did not consider the Witchery and Bonds advertisements under the Code as the Board determined they were not directed primarily to children. Both advertisements were considered under Section 2.4 of the AANA Code of Ethics which looks at whether or not they treated sex, sexuality and nudity with sensitivity to the relevant audience. The Bonds advertisement was also considered under Section 2.2 which looks at the use of sexual appeal in an exploitative and degrading manner. Under the Code of Ethics the Witchery advertisement was upheld on the basis of depicting a child in a sexualised manner and this is a decision which is in line with the perceptions of the general public. Under the Code of Ethics the Bonds advertisement was dismissed on the basis that it did not contain a sexualised image of a child and was not sexualised. The perceptions of the general public were borderline in this category, with 57% of the community finding that this advertisement employs sexual appeal.

### Parental authority

The general public agrees with the Board's determination regarding the Mattel advertisement. Comparisons are unable to be made between the Board's determination and that of respondents for the Zuru Toys- Tamago advertisement as the Board did not consider this advertisement under any similar provisions. While the Board thought that the infomercial style of the advertisement and the adult presenter addressing parents was enough to determine this advertisement was not directed to children, the general public's view was that the advertisement was directed to children. In this instance it seems that the general community perception was that the advertisement, being for a product which had principal appeal to children, was enough to find the advertisement was primarily directed to children, and contained an appeal to children to urge their parents, carers or others to buy the product.

Food and beverages

The perceptions of the general public were in line with those of the Board for two of the three food advertisements (Smith's Snack Foods – Mr Potato Head and Kellogg's Coco Pops – Marco Polo). The Board's determination for the remaining advertisement (Unilever – Paddle Pops) differed to that of the general public which considered that the advertisement was not directed primarily to children. However the general public considered that the advertisement's messaging did not meet the RCMI requirements whereas the Board considered that it did.

Table 3: Agreement with the Code by each advertisement – survey findings

Advertisement	Code	Specific section of Code	Agree with Code	Disagree with Code	Board determination on code issue	Alignment
Sexualisation						
Witchery	2.4 Employs sexual appeal	States or implies that Children are sexual beings & that ownership or enjoyment of a product will enhance their sexuality	45%	36%	Breach*	✓
		Includes sexual imagery in contravention of Prevailing Community Standards	46%	36%		
		Employs sexual appeal	57%	30%		
Bonds	2.4 Employs sexual appeal	States or implies that Children are sexual beings & that ownership or enjoyment of a product will enhance their sexuality	36%	50%	No breach**	✘
		Includes sexual imagery in contravention of Prevailing Community Standards	43%	42%		
		Employs sexual appeal	59%	31%		
Parental Authority						
Mattel – Letter to Santa	2.7 Parental authority	(a) Undermines the authority, responsibility or judgment of parents or carers	25%	57%	Breach 2.7(b)	✓
		(b) Contains an appeal to children to urge their parents, carers or another person to buy a product for them	55%	33%		
		(c) States or implies that a product makes children who own or enjoy it superior to their peers	29%	54%		
		(d) States or implies that persons who buy the product are more generous than those who do not	21%	60%		
Zuru Toys – Tamago	2.7 Parental authority	(a) Undermines the authority, responsibility or judgment of parents or carers	33%	51%	N/A	N/A
		(b) Contains an appeal to children to urge their parents, carers or another person to buy a product for them	56%	34%		
		(c) States or implies that a product makes children who own or enjoy it superior to their peers	43%	43%		
		(d) States or implies that persons who buy the product are more generous than those who do not	36%	48%		
Food and Beverages						
Smith’s Snack foods – Mr Potato Head	2.14 Food and Beverages	Encourages or promotes an inactive lifestyle	32%	54%	No breach	✓
		Encourages or promotes unhealthy eating or drinking habits	25%	62%	No breach	✓
Kellogg’s Coco Pops – Marco Polo	RCMI	Encourages physical activity	22%	60%	Breach	✓
		Encourages good dietary habits	32%	48%	Breach	?
Unilever – Paddle Pops	RCMI	Encourages physical activity	8%	71%	No breach	✘
		Encourages good dietary habits	23%	53%	No breach	✘

Q17A – Q23A. Thinking back the advertisement, in the context of the section of the code you just read, which of the following do you agree with in terms of this advertisement? (Single response)

(Base=All respondents, 2015 Advertising to Children research study n=1,209)

\* While this advertisement was not considered by the Board under the Children's Code, it was considered under the Code of Ethics and was upheld for containing a sexualised image of a child.

\*\* This advertisement was not considered by the Board under the Children's Code, however it was considered under the Code of Ethics and the Board found that it did not contain sexualised images of a child.

### 1.3. Key qualitative findings

#### Individual products

Participants' views of who a product was targeted towards and had primary appeal to, based on product alone, primarily aligned with the Board's decisions. The exceptions were for Chupa Chups, Banana Choc McFlurry and Fandangles Choc Shmallow ice-cream, where the Board had not determined that the product had primary appeal to children, but participants felt otherwise. Participants were split in their response to Fanta, with approximately half determining that Fanta is aimed at children, and the other half determining that it is aimed at everyone.

**Table 4: Comparison of Board determination and qualitative research of who product is directed primarily to**

Product	Board decision – product is targeted to children	Qualitative research findings – product is targeted to children	Alignment
Chupa Chups	No	Yes	✗
Oreos	No	No	✓
Wonka family chocolate bars	No	No	✓
Smarties	Yes	Yes	✓
Wizz Fizz	Yes	Yes	✓
Banana Choc McFlurry	No	Yes	✗
Fanta	No	Mixed	?
Mamee Noodles	Yes	Mixed	?
Coco Pops	Yes	Yes	✓
Fandangles Choc-Shmallow ice creams	Yes*	Yes	✓

\* The Board has not made a decision on the 'Choc Shmallow' flavour of this product – however has considered that the "Toffee Whoopee Cookie" and "Fairy Floss" flavours of Fandangles to be of principal appeal to children, and as such it is reasonable to assume a similar decision would be made for this product.

✓ = Participants aligned with the Board;

✗ = Participants not aligned with the Board;

? = Mixed reactions from participants.

#### Separating products and advertising

The "clues" participants use in determining whether a product is aimed at children or not are:

- **Colour** - bright colours were seen as appealing to children, and darker colours seen as appealing to adults.
- **Picture** - particularly picture style, with cartoons seen as appealing to children.
- **Product features emphasised** - particularly health claims (for adults) or fun and flavour (for children).
- **Use of characters** - the presence of any character indicated a product was for children.

Having children in an advertisement did not automatically indicate to participants that a product was targeted towards children, with participants able to critically assess a message of an advertisement based on what the children were doing in said advertisement.

Participants were also able to discuss how advertisements for products that children use, are designed to target adults. There was discussion that if an advertisement discussed the health claims for a product, such as meeting a child's recommended daily intake of a specific nutrient, then the advertisement was aimed at adults. Participants did discuss however that sometimes an advertisement might include elements that appeal to children, such as characters, and elements that appeal to adults, such as health claims.

Participants widely supported the need for rules regulating what products are advertised during times when children could be watching television, as well as how these products could be advertised. Indicating that advertisers should be required to be honest and open in their communications, and not to be “rude or crass”. There was some concern that advertising products deemed as unhealthy foods would increase pressure on parents, with children nagging their parents to buy these products.

“It’s hard for the children and for parents, when there is a constant barrage of advertising”.

Although only limited discussion was conducted on the topic of other media, participants generally focussed on television advertising and its impact on children. Participants were of the view that other media types were less widely used by children and therefore less likely to have an impact on them.

### Complaints procedures

#### *Exposure to unacceptable advertising*

Only 16% of all respondents indicated that they had recently been exposed to any advertising that they found unacceptable, with issues of ‘Sex, sexuality or nudity’ being the main factor that was deemed unacceptable. Just under a quarter of those who indicated that they had found advertising unacceptable were unable to provide a specific example, with many simply mentioning that they often find advertising misleading and unacceptable.

#### *Awareness of complaints organisations*

Respondents were asked to identify (unprompted) which organisations they were aware of with regards to making a complaint about the standards of advertising. Approximately two thirds (67%) were unable to state an organisation, while the remaining 33% provided a mix of responses (some giving more than one). The top answer for who they would contact was the TV/radio station where they saw/heard the advertisement (8%). Just 2% stated they would contact ‘Ad Standards’, 2% the ‘Ad Standards Board’ and 1% the ‘Advertising Standards Bureau’.

When provided with a list to select from 42% of respondents indicated that they would contact the ‘Advertising Standards Board’ if they wished to make a complaint, while one third (36%) proposed that they would contact the ‘Advertising Standards Bureau’. Furthermore, 41% suggested that they would contact the TV/radio station where they saw/heard the advertisement, while 34% would contact the newspaper/magazine where the advertisement was printed.

#### *Complaints about advertising standards*

In the 12 months prior to the survey, the majority (90%) of respondents had not made a formal complaint about advertising standards.

Of the 10% who had made a complaint in the 12 months prior to the survey, 21% had complained to ‘Free TV’ and 13% had complained to the TV/radio station where they saw/heard the advertisement. The ‘Advertising Standards Bureau’ and the ‘Advertising Standards Board’ were both likely to be contacted by approximately one in 10 respondents (11% respectively).

For the 90% of respondents who had not made a formal complaint in the 12 months prior to the survey, the main reason for not making a complaint was that they were not concerned about any advertising they had seen or heard (50%).

### Importance of the role of the ASB

Just over three quarters (77%) of all respondents reported that the role of the ASB was important, meaning that they gave a rating of 7 or higher on a scale of 1-10 (extremely important 42% and important 35%). Just over half (58%) of all respondents reported that they would be encouraged to make a complaint to the ASB if they were extremely offended/concerned.

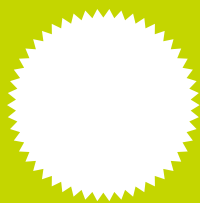
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*Introduction*

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# Part 2

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## 2. Introduction

Colmar Brunton Social Research (CBSR) was commissioned by the Advertising Standards Bureau (ASB) to provide insight into the extent to which the Advertising Standard Board's decisions are in line with prevailing community standards on advertising to children in Australia.

CBSR conducted an online survey of N=1,209 Australians. Quotas were used to ensure the sample was representative of the Australian population in terms of age, gender and location. The quantitative research tested community reactions to 10 advertisements that have been considered by the Board. The advertisements covered television and online (website) mediums.

This research was followed up with two online focus group discussions with participants in the survey. These groups were separated based on their responses to the quantitative survey:

- Group one contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to children; and
- Group two contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to adults or the main grocery buyer.

This report presents the findings from both the quantitative and the qualitative research stages. This research builds upon previous community awareness/community standards research conducted by CBSR, including community awareness research undertaken in 2007, Discrimination and vilification in advertising (2008), Community perceptions of violence in advertising (2009), Community perceptions of sex, sexuality and nudity in advertising (2010), Community perceptions (2012) and Community perceptions of exploitative and degrading advertising (2013).

### 2.1. Background

Regulation of the advertising industry is a topical issue in Australia and the rest of the world. The ASB administers a national system of advertising self-regulation through both the Advertising Standards Board (the Board) and the Advertising Claims Board. The self-regulation system recognises that advertisers share a common interest in promoting consumer confidence in, and respect for, general standards of advertising. The ASB provides a free public complaints service and the Board considers complaints that are received through this service.

To ensure that advertisers and marketers develop and maintain a high sense of social responsibility in advertising and marketing to children in Australia the Australian Association of National Advertisers Code for Advertising and Marketing Communications to Children was implemented.

Using the Code the Board is required to make decisions about advertising directed primarily to children for products targeted toward and of principal appeal to children. The AANA Code of Advertising and Marketing Communications to Children Practice Note sets out factors for the Board to use to guide its decision-making on these matters including whether:

- Marketing communications are aimed at children in the first instance;
- The product is targeted toward and has principal appeal to children;
- Marketing communications use children's themes and characters;
- Marketing communications tell stories from a child's perspective or through children's eyes;
- Marketing communications use simple, uncomplicated storylines;
- Marketing communications use visuals which appeal to a child's imagination and sense of play and wonderment;
- Marketing communications use language which is appropriate and able to be comprehended by children under 14;
- Marketing communications use actors or characters 14 years old or younger; and
- Marketing communications which speak to children and directs a call to action to children.

There are 15 sections in the Code, four of which are somewhat subjective and more open to interpretation, these are:

- 2.1 Prevailing community standards
- 2.4 Sexualisation
- 2.7 Parental authority
- 2.14 Food and beverages

These sections are also the parts of the Code that are most often cited in complaints about marketing communications to children. As such independent research was required to examine the following areas and whether Board decisions are in line with community standards:

- 2.1 Prevailing community standards
- Who is an advertisement directed primarily to?
- 2.4 Sexualisation
- 2.7 Parental authority
- 2.14 Food and beverages



## 2.2. Research objectives

The primary aim of this research was to provide a quantitative understanding of general community perceptions about advertising directed primarily to children.

The study also aimed to provide information which the Board could use in its consideration of community complaints about advertising directed primarily to children. It will also assist the Board to better understand the perceptions and standards of the community with regards to areas of the Code that are somewhat subjective and more open to interpretation when applied to the advertising of products that are targeted towards and having principal appeal to children. In addition to this, the research aimed to assist the Board in assessing complaints against the Australian Association of National Advertisers Code for Advertising and Marketing Communications to Children.

Research objectives were to explore Board's alignment with the community perceptions about:

- What makes an advertisement “directed primarily to children”?
- What makes a product have “principal appeal for children”?
- What is acceptable, what isn't and why? Particularly in relation to sexualisation of children, parental authority and food and beverages.

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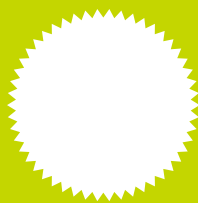
*Methodology in brief*

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# Part 3

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### 3. *Methodology in brief*

The following five stage approach was used for the research undertaken by CBSR.

- Stage 1: Quantitative questionnaire development and testing
- Stage 2: Quantitative fieldwork
- Stage 3: Analysis and reporting
- Stage 4: Qualitative fieldwork
- Stage 5: Final reporting

#### Stage 1: Questionnaire development and testing

On Thursday the 9th of April 2015, a scoping meeting was held between members of the ASB team and the CBSR research team. During this meeting the research objectives and details for the study were confirmed and agreed. Also during this meeting, the draft quantitative questionnaire was discussed and reviewed. This questionnaire followed a similar line of questioning to that used in the Community perceptions of violence in advertising (2009), Community perceptions of sex, sexuality and nudity in advertising (2010), Community perceptions 2012 and Community perceptions of exploitative and degrading advertising (2013). Due to the nature of the objectives being somewhat different to these previous studies both parties decided that the questionnaire needed changes. Following this meeting the questionnaire was refined in close consultation with the ASB to ensure all research objectives were covered.

A copy of the questionnaire used in this research can be viewed in Appendix C.

#### Stage 2: Quantitative fieldwork

An online survey was employed, which allowed CBSR to show respondents television and online (website) advertising, which were embedded in the survey. The ASB selected 10 advertisements to be tested in the survey. A summary of these is provided on the following page.

**Table 5: Advertisements selected for 2015 study**

Ad	Ad Name	Medium	Board determination under all Codes	Board determination on ad directed primarily to children	Board determination on product of principal appeal to children	Code	Time
Ad 1.	Peter's Fandangles – Choc Shmallow	Television	Dismissed	No	Yes**	n/a	15 sec
Ad 2.	Mondelez Oreos – Wonderfilled	Television	Upheld	Yes	No	n/a	30 sec
Ad 3.	Ferrero Kinder Surprise	Television	Dismissed	No	Yes	n/a	30 sec
Ad 4.	Witchery	Internet	Upheld	No	n/a	2.4 Employs sexual appeal*	Still
Ad 5.	Bonds	Television	Dismissed	No	n/a	2.4 Employs sexual appeal*	30 sec
Ad 6.	Mattel – Letter to Santa	Television	Upheld	Yes	Yes	2.7 Parental authority	30 sec
Ad 7.	Zuru Toys – Tamago	Television	Dismissed	No	Yes	2.7 Parental authority	45 sec
Ad 8.	Smith's Snack foods – Mr Potato Head	Television	Dismissed	No	n/a	2.14 Food and Beverages	30 sec
Ad 9.	Kellogg's Coco Pops – Marco Polo	Television	Upheld	Yes	Yes	RCMI	30 sec
Ad 10.	Unilever – Paddle Pops	Website	Dismissed	Yes	Yes	RCMI	Still

\* Advertisement was not considered by the Board under the Children's Code, but under a similar provision in the AANA Code of Ethics.

\*\* The Board has not made a decision on the 'Choc Shmallow' flavour of this product – however has considered the "Toffee Whoopee Cookie" and "Fairy Floss" flavours of Fandangles to be of principal appeal to children, and as such it is reasonable to assume a similar decision would be made for this product.

### Sampling

The sample for the survey consisted of general public participants who were selected randomly from an Australian online research panel.

- A total of N=1,209 respondents participated.
- Fieldwork for the survey was conducted between 29 June and 15 July 2015.
- The average length of the survey was 25 minutes.
- The final response rate is the number of surveys completed as a proportion of eligible members. Thus the final response rate for the survey was 10.8%<sup>1</sup>.

Strict quota procedures were implemented to ensure the sample collected was representative of gender and age population statistics (please see Appendix A for a guide on how these quotas were calculated). Respondents' area of residence was also monitored to ensure that a relatively representative proportion of the sample was obtained from each State or Territory.

Quotas and sample achievement are shown in Appendix A.

### Stage 3: Quantitative analysis and reporting

The first report CBSR delivered contains the results from the quantitative survey only. For further details of the approach that was taken to the survey, please see Appendix A: Technical Notes.

A full list of the advertisements tested in this research can be found in Appendix B.

<sup>1</sup> Including completed, screen out and quota full

## Stage 4: Qualitative fieldwork

Two 90-minute online discussion groups were conducted with people who had participated in the quantitative study. These groups were separated based on their responses to the quantitative survey:

- Group one contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to children; and
- Group two contained people who had indicated in the survey that they believed five or more of the advertisements shown were directed to adults or the main grocery buyer.

During the discussion groups, participants were asked about 10 food based products on which the Board had made a decision. They were asked to indicate who they believed the products were targeted towards and have principal appeal to. The groups were shown television advertisements for three of the products and asked again about who they thought the advertisements were targeted towards and have principal appeal to. In addition, participants were engaged in discussion about what factors they use to decide who a product or advertisement is aimed at.

Participants were offered an incentive of a \$75 Coles Myer gift card to thank them for their participation.

The discussion guide used in this stage can be found at Appendix D.

## Stage 5: Final reporting

This final report includes all research delivered in Stage 3, with the addition of the qualitative results from Stage 4.

### 3.1. Interpreting this report

#### 3.1.1. Definitions

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

**Table 6: Definitions**

Term of abbreviation	Definition
ASB	Advertising Standards Bureau
AANA	Australian Association of National Advertisers
Board	Advertising Standards Board
CAD	Commercials Advice Classifications (provided by Free TV)
CBSR	Colmar Brunton Social Research
Code	AANA Code for Advertising and Marketing Communications to Children

### 3.1.2. 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% due to rounding. Some questions allowed respondents to give multiple answers and as such these may add to more than 100%.

One survey question asked respondents to give a rating from 1 to 10.

The classification used importance ratings as follows:

- a rating of 1-2 was classified as extremely unimportant;
- a rating of 3-4 was classified as unimportant;
- a rating of 5-6 was classified as neither important nor unimportant;
- a rating of 7-8 was classified as important; and
- a rating of 9-10 was classified as extremely important.

Average ratings were 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.

### Weighting

The results of this survey have been weighted according to gender and age. For further details about weighting please see Appendix A: Technical Notes.

### Tests of statistical significance

Where appropriate within this report, statistical comparisons have been made to previous research studies of a similar nature (e.g. ASB Exploitative and Degrading 2013 research study), with differences tested for statistical significance at the 95% confidence level (note: significance testing could not be undertaken on sample sizes smaller than  $n=30$ ).

Significance testing has also been undertaken when comparing demographic sub-groups against each other. For example males vs. females, 18-44 year olds vs. 45+ year olds. These results have primarily been discussed within commentary, however there are occasions where figures are coloured to represent differences: a figure that has been coloured blue indicates a result that is significantly higher and conversely a statistically significant lower result has been identified as the figure has been coloured red.

An exception reporting approach has been undertaken in that if no statistical significance was mentioned, there was none associated with these groups.

### Reliability

A raw sample of  $N=1,209$  from the Australian population has an associated margin of error of  $\pm 2.8\%$ . This means we can be 95% confident that the true result in the population of interest is within  $\pm 2.8\%$  of the result that we have obtained from our sample.

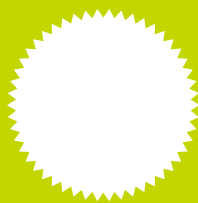
.....

*Detailed quantitative findings*

.....  
.....

# Part 4

.....



## 4. Detailed quantitative findings

### 4.1. Overview of acceptability of advertisements and audience

Community reactions to 10 advertisements that had been considered by the Board were obtained through a multi-stage process. Following a viewing of each advertisement, respondents were first asked whether they believe it is acceptable or not to show/broadcast the advertisement. Respondents were then asked to select which audience they believe the advertisement was being directed primarily to: children, grocery buyers, adults/those aged over 14 (depending on the advertisement), or everyone. Respondents were also asked to explain why they answered the way they did. Three of the advertisements – for Fandangles, Oreo and Coco Pops, were also shown to participants during the qualitative research, so that survey responses could be explored in more detail.

The overall reactions to each advertisement in terms of acceptability and who the advertisement was directed primarily to are outlined in Table 7 below. Of the eight television advertisements the Bonds advertisement received the lowest percentage for being acceptable at any time of the day (41%) and the highest percentage for being acceptable except in pre-school/ children's programmed times (33%).

**Table 7: Overall acceptability and directed primarily to by each advertisement – survey findings**

Advertisement	Medium	Acceptable any time of day	Acceptable except in pre-school/ children's programmed times	Not acceptable
Peter's Fandangles – Choc Shmallow	Television	70%	18%	5%
Mondelez Oreo's – Wonderfilled	Television	71%	15%	6%
Ferrero Kinder Surprise	Television	74%	15%	6%
Witchery	Internet	57%	n/a	21%
Bonds	Television	41%	33%	19%
Mattel – Letter to Santa	Television	68%	16%	9%
Zuru Toys – Tamago	Television	66%	17%	8%
Smith's Snack foods – Mr Potato Head	Television	74%	15%	5%
Kellogg's Coco Pops – Marco Polo	Television	72%	14%	7%
Unilever – Paddle Pops	Website	80%	n/a	7%

Q7A – Q16A. Do you believe it is acceptable to broadcast this advertisement? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

With regards to who the advertisement was directed primarily to, the Mattel – Letter to Santa advertisement was considered by three quarters (76%) of respondents to be directed primarily to children. The Kellogg's Coco Pops – Marco Polo and the Ferrero Kinder Surprise advertisements were also considered to be directed primarily to children by just over half of all respondents (55% and 53% respectively).



**Table 8: Overall directed primarily to by each advertisement – survey findings**

Advertisement	Medium	Directed primarily to children	Board determination on directed primarily to children	Alignment
Peter's Fandangles – Choc Shmallow	Television	38%	No	✓
Mondelez Oreo's – Wonderfilled	Television	33%	Yes	X
Ferrero Kinder Surprise	Television	53%	No	?
Witchery	Internet	18%	No	✓
Bonds	Television	7%	No	✓
Mattel – Letter to Santa	Television	76%	Yes	✓
Zuru Toys – Tamago	Television	48%	No	?
Smith's Snack foods – Mr Potato Head	Television	11%	No	✓
Kellogg's Coco Pops – Marco Polo	Television	55%	Yes	✓
Unilever – Paddle Pops	Website	25%	Yes	✗

Q7B – Q16B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

✓ = Community aligned with the Board;

✗ = Community not aligned with the Board;

? = Mixed community reaction.

## 4.2. Reactions to individual advertisements

In this section the results from the individual advertisements are broken down and discussed. The results display perceptions of acceptability for each advertisement, who respondents believe the advertisement is directed primarily to and their reasons selecting this audience.

### 4.2.1. Sexualised images of children

#### Witchery

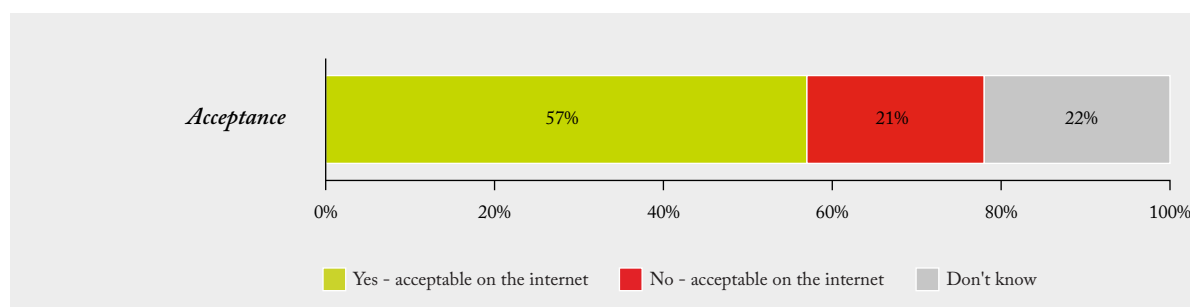
Board determination on directed primarily to children: No

Format: Internet

Over half (57%) or all respondents believed that the Witchery advertisement was acceptable to be made available on the internet, while 21% indicated it was not acceptable and 22% were uncertain.

When looking at this advertisement by demographic groups, males (62% vs. 52% for females) and those aged 18 to 44 (63% vs. 51% for respondents aged 45 years and over) were significantly more likely to find the advertisement acceptable.

**Figure 1: Witchery – Perceptions of acceptability**

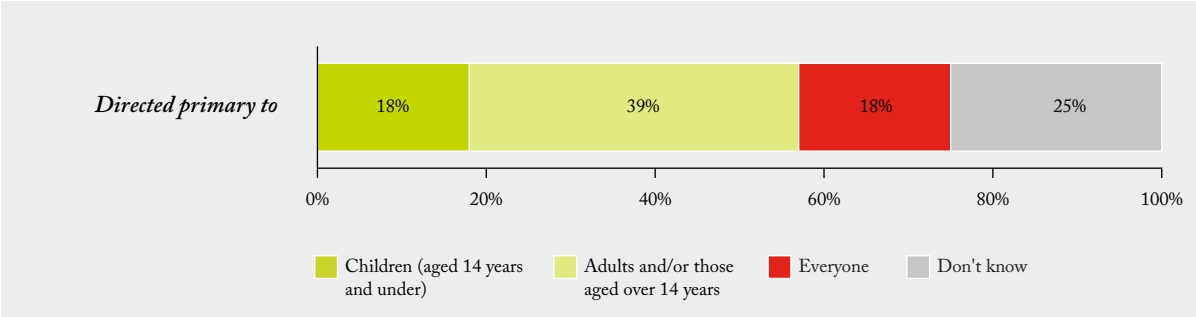


Q10A. Do you believe it is acceptable to make this advertisement available on the internet? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Approximately four in 10 (39%) respondents believed that the Witchery advertisement was directed primarily to adults and/or those aged over 14 years, while 18% indicated that it was for everyone. A further 18% believe it was directed to children,

with this significantly higher for respondents aged 45 years and over (22% vs. 14% for those aged 18-44). One quarter (25%) of all respondents were unsure which audience the advertisement was directed primarily to, which was the highest of all 10 advertisements.

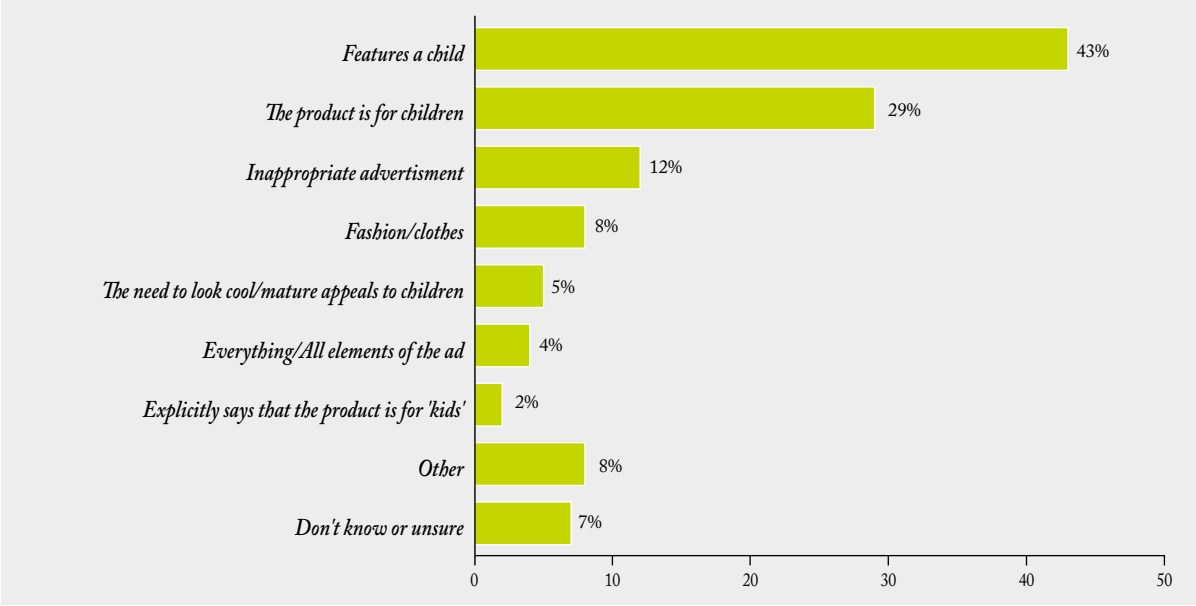
Figure 2: Witchery – Directed primarily to



Q10B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For those who believed that the Witchery advertisement was directed primarily to children, the main reasons given as to why, were that the advertisement ‘Features a child’ (43%) and that ‘The product is for children’ (29%).

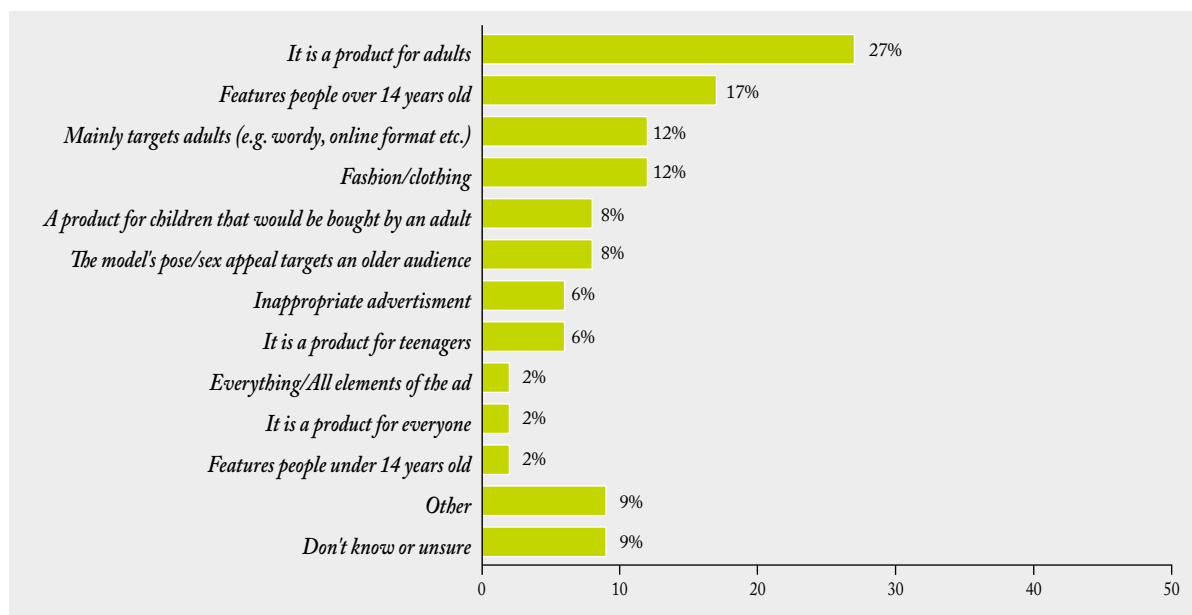
Figure 3: Witchery – Reasons for directed primarily to children



Q10C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=221)

The element that made the advertisement directed primarily to adults/those aged over 14 was that it was a product for adults (27%).

Figure 4: Witchery – Reasons for directed primarily to adults those aged over 14

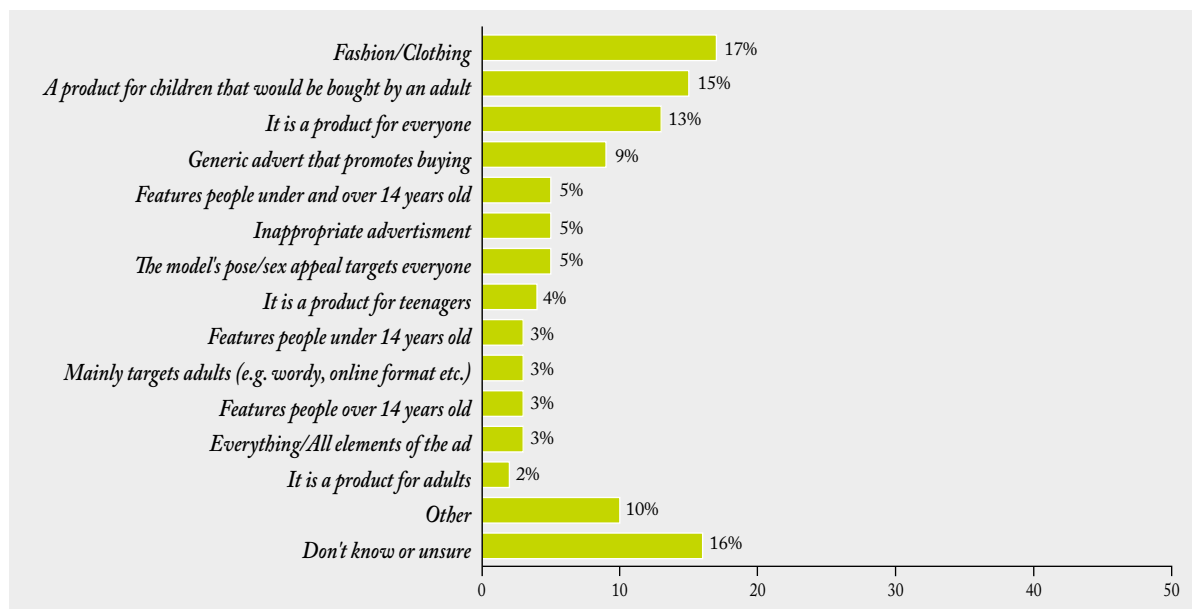


Q10D. Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? (Open Ended)

(Base=Respondents who selected directed primarily to adults/those aged over 14, 2015 Advertising to Children research study n=497)

For the 18% of respondents that indicated that the advertisement was for everyone, the element that made it so was the 'Fashion/Clothing' (17%) element, followed closely by it being 'A product for children that would be bought by an adult' (15%).

Figure 5: Witchery – Reasons for directed primarily to everyone



Q10E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)

(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=221)

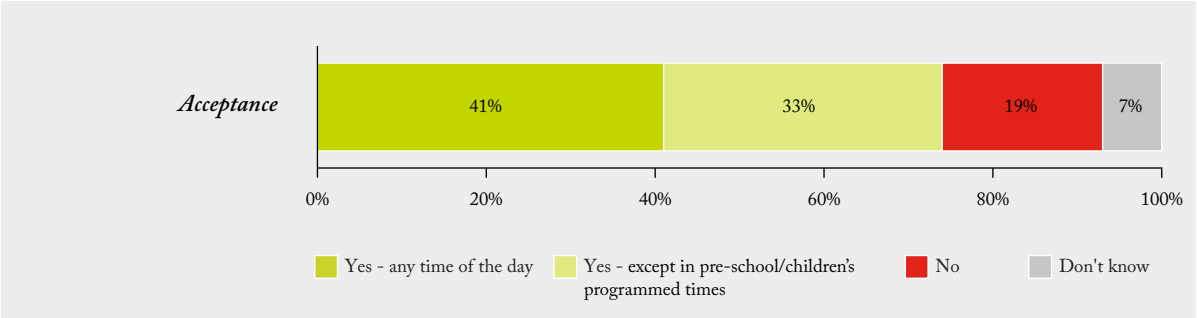
Bonds

Board determination on directed primarily to children: No

Format: Television

Approximately four out of 10 (41%) respondents believe that the Bonds television advertisement is acceptable at any time of the day, while one third (33%) believe it is acceptable outside of the times generally reserved for pre-school and children's programs.

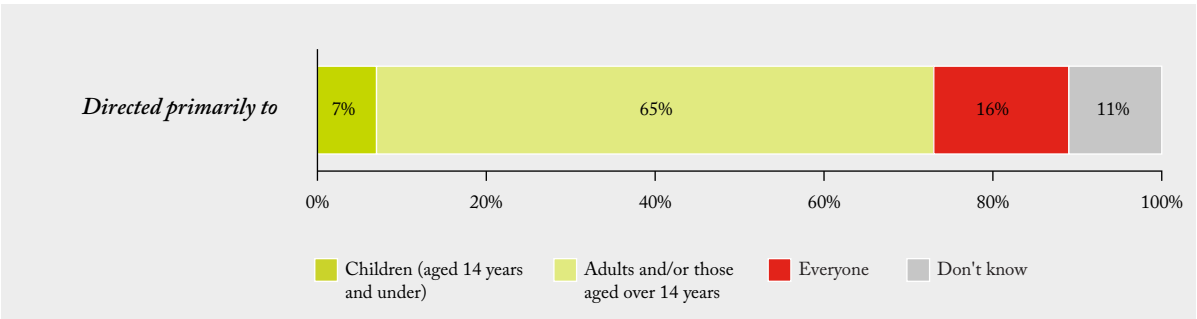
Figure 6: Bonds – Perceptions of acceptability



Q11A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

The majority (65%) of respondents suggested that the Bonds television advertisement was directed primarily to adults, while 16% believe it was aimed at everyone. Just 7% identified children as the target audience, with this being significantly higher for those with children compared to respondents without children (9% vs. 4% respectively).

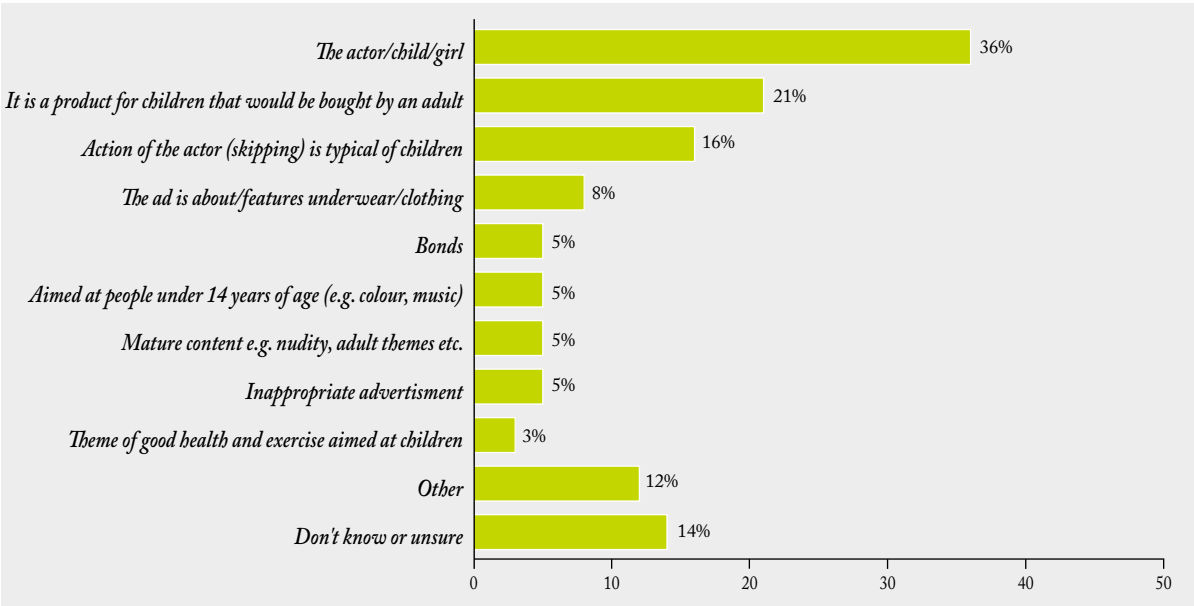
Figure 7: Bonds – Directed primarily to



Q11B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the few (n=86) respondents who believed the Bonds advertisement was directed primarily to children ‘The actor/child/ girl’ was the main element (36%) that gave them this impression.

Figure 8: Bonds – Reasons for directed primarily to children

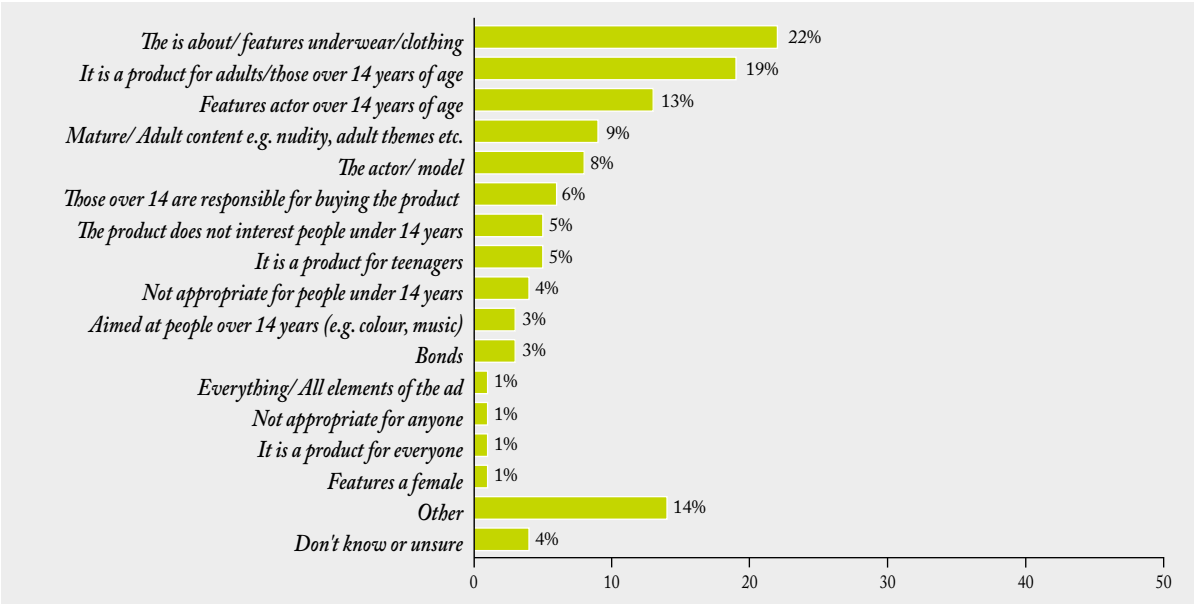


Q11C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=86)

The product itself was the element of the Bonds advertisement which largely indicated to respondents that it was for adults:

- ‘The advertisement is about/features underwear/clothing’ (22%)
- ‘It is a product for adults/those over 14 years of age’ (19%)

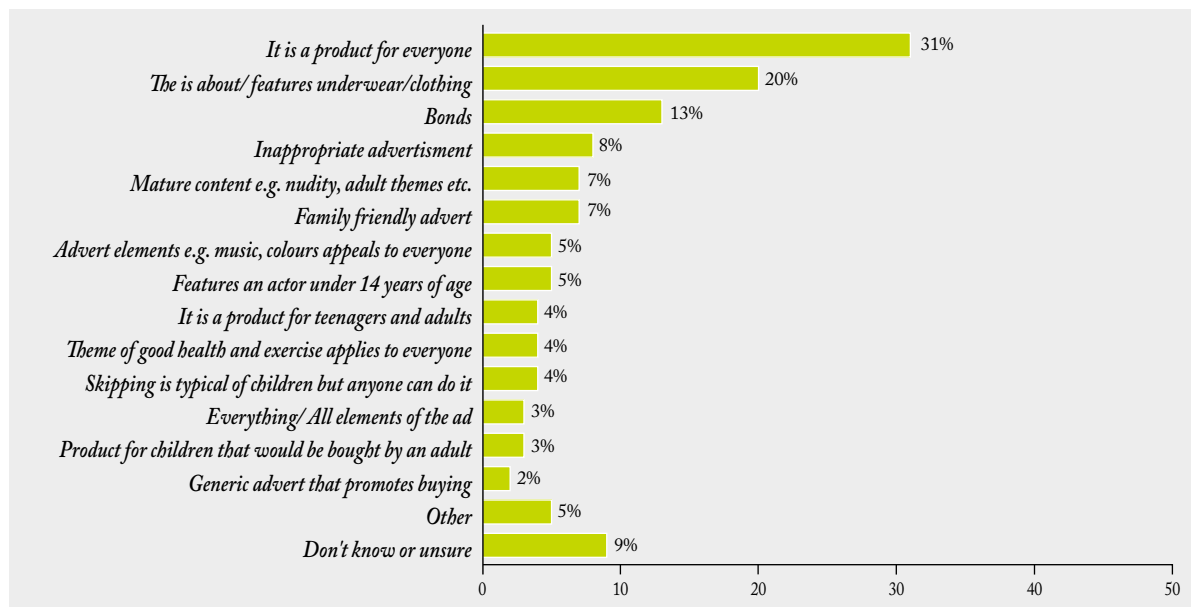
Figure 9: Bonds – Reasons for directed primarily to adults/those aged over 14



Q11D. Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? (Open Ended)  
(Base=Respondents who selected directed primarily to adults/those aged over 14, 2015 Advertising to Children research study n=788)

Similar to above, the product featured in the advertisement aimed at everyone (31%) was the main reason participants believed the advertisement was directed primarily to everyone.

Figure 10: Bonds – Reasons for directed primarily to everyone



Q11E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)

(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=197)

#### 4.2.2. Parental authority

##### *Mattel – Letter to Santa*

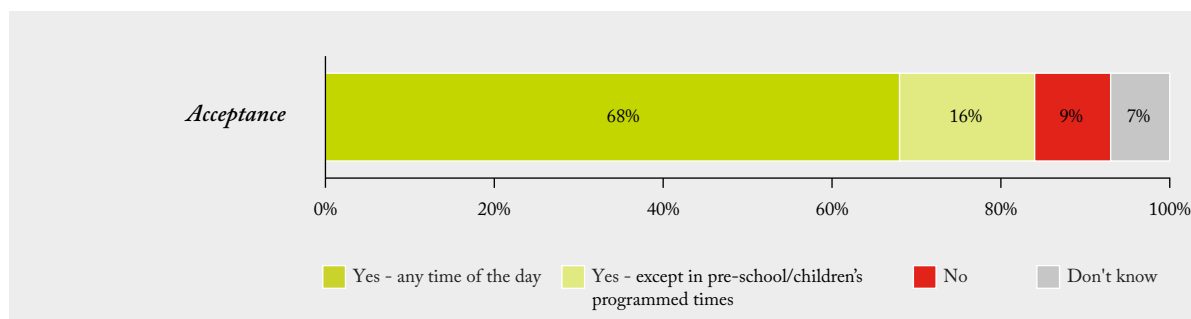
Board determination on directed primarily to children: Yes

Format: Television

The majority (68%) of respondents indicated that the Mattel – Letter to Santa television advertisement was acceptable to broadcast at any time of the day, 16% indicated that it would be acceptable except during pre-school/children's programmed times and 9% believed that the advertisement is not acceptable at any time.

When looking at this by demographic groups, respondents aged 18 to 44 years were more likely to feel that the advertisement was acceptable at any time of the day (75% vs. 61% for those aged 45 years and over). While those aged 45 years and over were significantly more likely to believe the advertisement would be acceptable except during pre-school/children's programmed times or that it is not acceptable at any time (20% vs. 12% and 13% vs. 5% respectively).

Figure 11: Mattel – Letter to Santa – Perceptions of acceptability

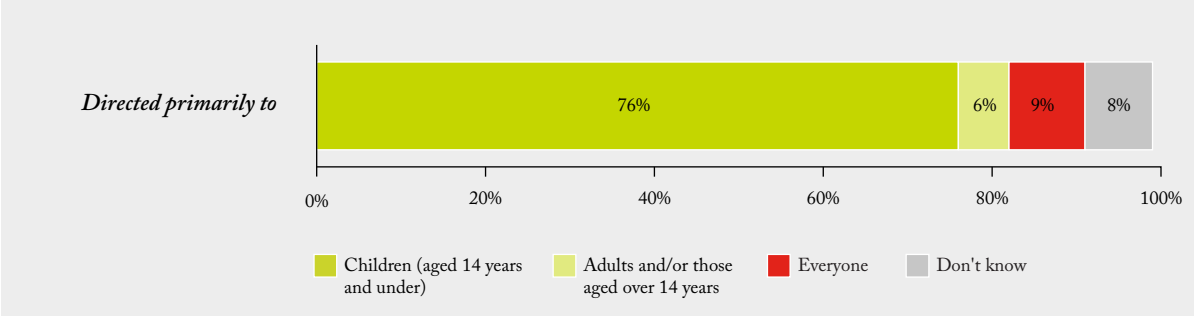


Q12A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)

(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Approximately three quarters (76%) of respondents believed that the Mattel – Letter to Santa television advertisement was directed primarily to children, 6% suggested it was aimed primarily to adults and 9% for everyone.

Figure 12: Mattel – Letter to Santa – Directed primarily to

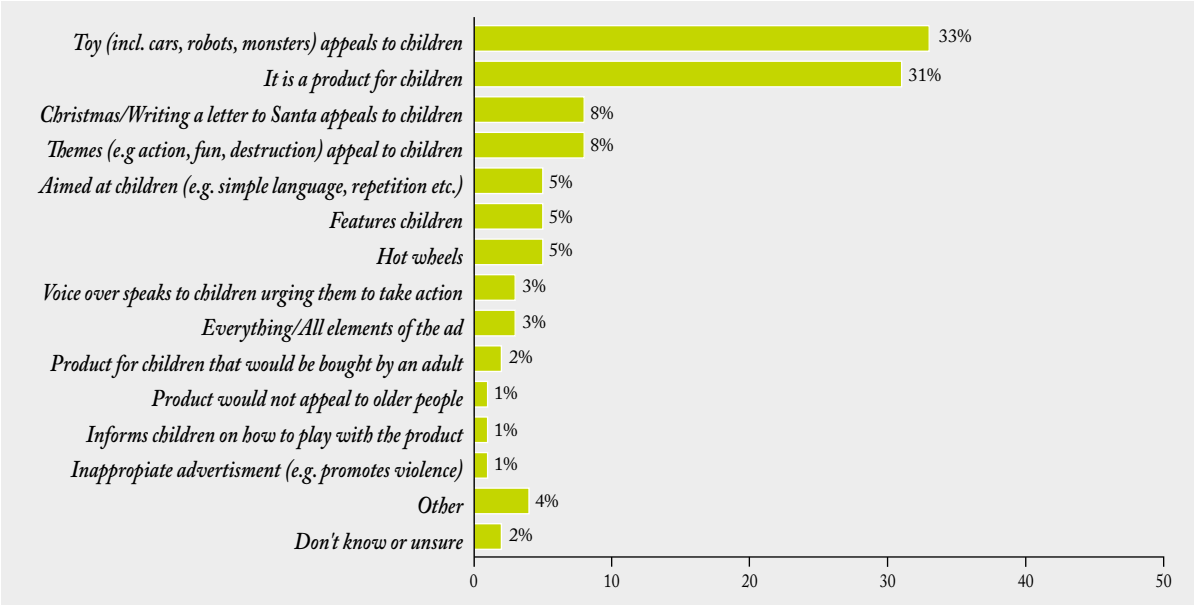


Q12B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the respondents who believed the advertisement was directed primarily to children the primary reasons concentrated on the product being advertised:

- ‘Toy (incl. cars, robots, monsters) appeals to children’ (33%)
- ‘It is a product for children’ (31%)

Figure 13: Mattel – Letter to Santa – Reasons for directed primarily to children

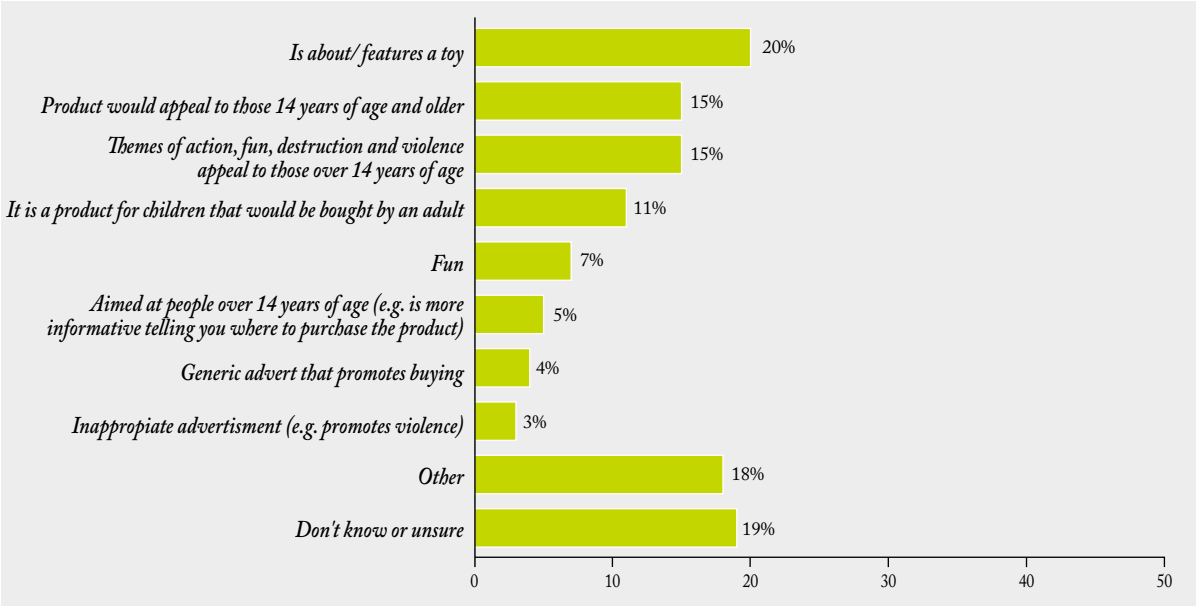


Q12C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=924)

Respondents who indicated that the advertisement was directed primarily to adults, largely believed this because of the nature of the product being advertised and because elements would appeal to adults/those over 14 years of age:

- ‘Is about/features a toy’ (20%)
- ‘Product would appeal to those 14 years of age and older’ (15%)
- ‘Themes of action, fun, destruction and violence appeal to those over 14 years of age’ (15%)

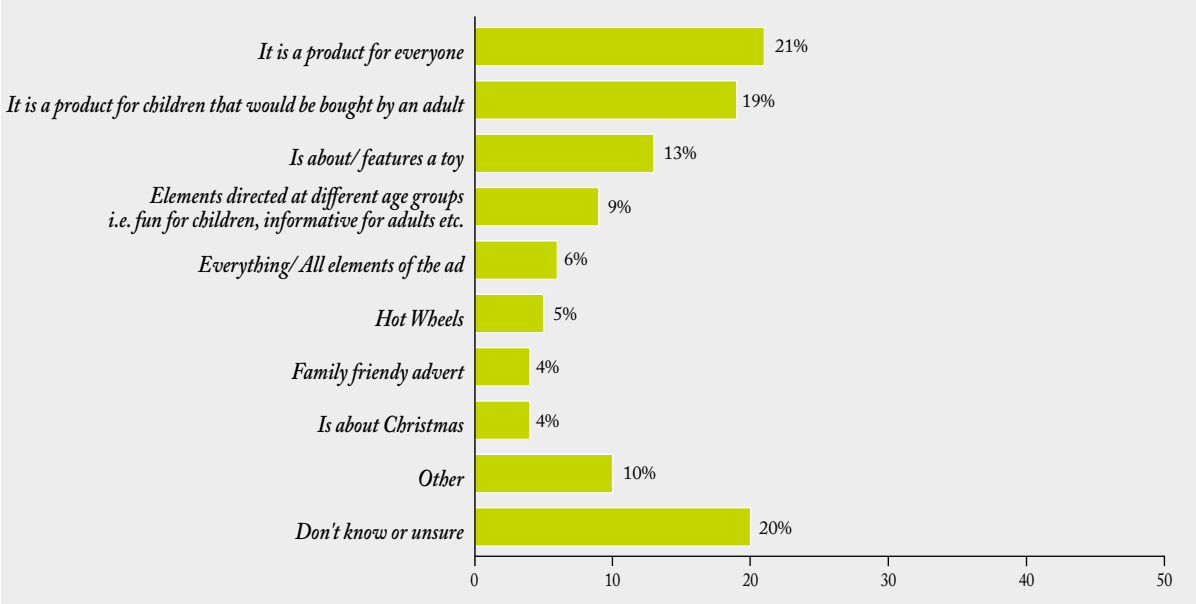
Figure 14: Mattel – Letter to Santa – Reasons for directed primarily to adults/those aged over 14



Q12D. Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? (Open Ended)  
(Base=Respondents who selected directed primarily to adults/those aged over 14, 2015 Advertising to Children research study n=74)

For the 9% of respondents who believe the advertisement was directed to everyone, the primary reason was that ‘It is a product for everyone’ (21%), followed closely by ‘It is a product for children that would be bought by an adult’ (19%).

Figure 15: Mattel – Letter to Santa – Reasons for directed primarily to everyone



Q12E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=114)

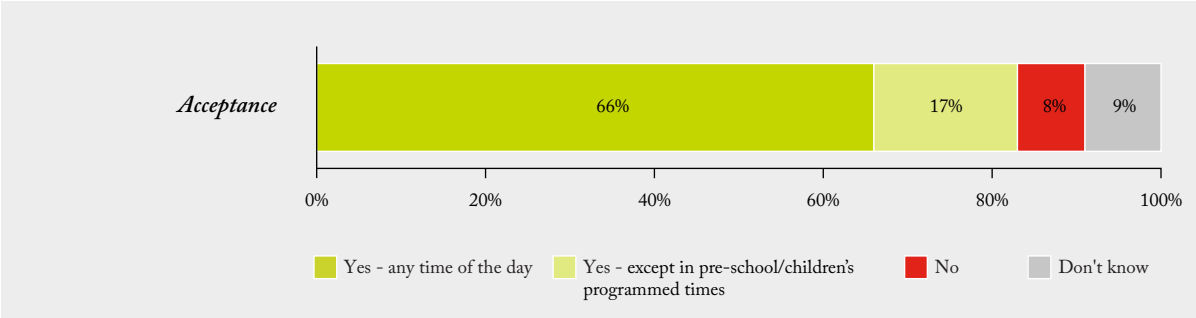


**Zuru Toys – Tamago** Board determination on directed primarily to children: No Format: Television

Two thirds (66%) of respondents indicated that the Zuru Toys – Tamago television advertisement would be acceptable to broadcast at any time of the day and a further 17% of respondents suggested that it would be acceptable except during pre-school/children’s programmed times, while 8% believed it would be unacceptable at any time.

When looking at this by demographic groups, respondents aged 18 to 44 years were more likely to feel that the advertisement was acceptable at any time of the day (72% vs. 60% for those aged 45 years and over). While those aged 45 years and over were significantly more likely to believe the advertisement would be acceptable except during pre-school/children’s programmed times or that it is not acceptable at any time (21% vs. 14% and 10% vs. 5% respectively).

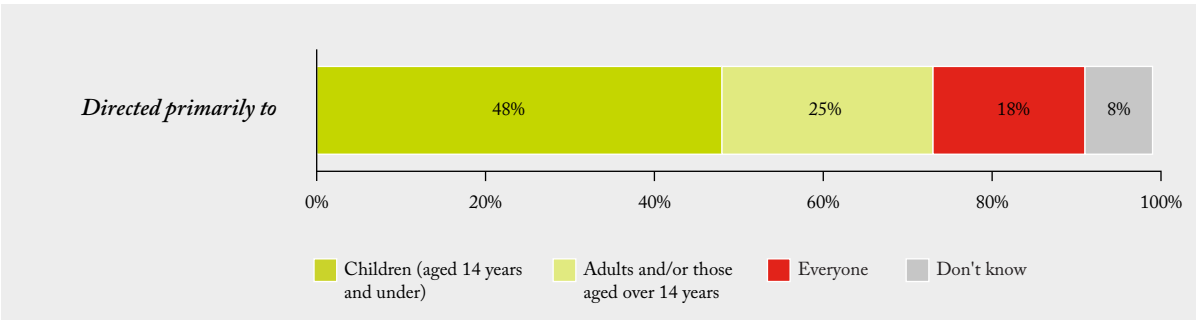
Figure 16: Zuru Toys –Tamago – Perceptions of acceptability



Q13A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Just under half (48%) of respondents believed the advertisement was directed primarily to children with this being significantly higher for those with children (52% compared to those without children 44%). One quarter (25%) of all respondents suggested that it was directed primarily to adults, while 18% believed it was for everyone.

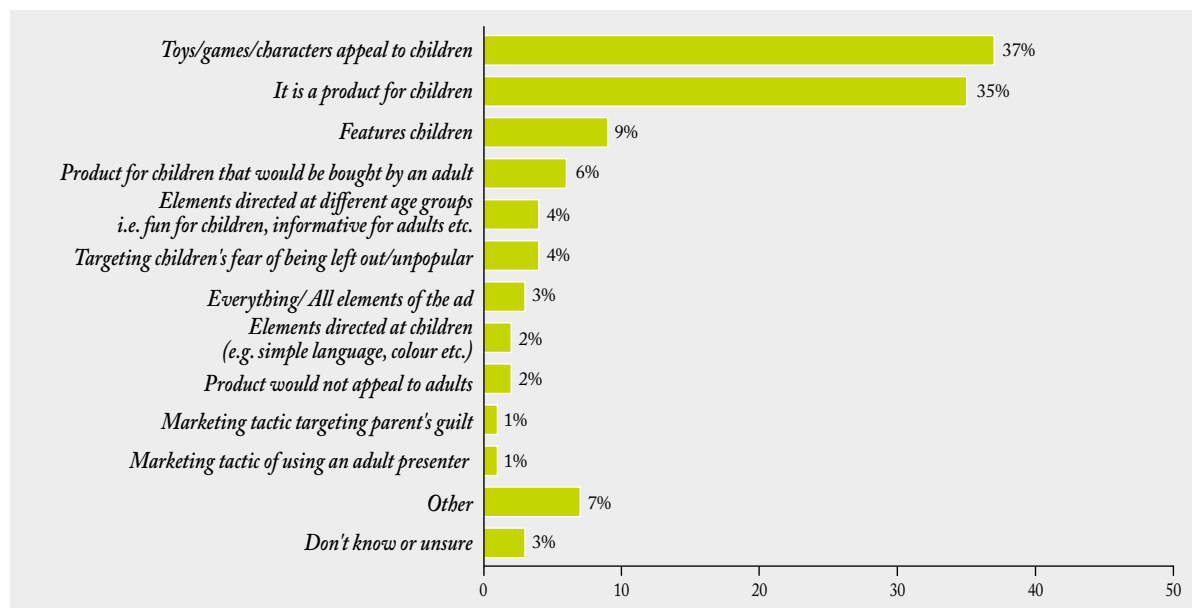
Figure 17: Zuru Toys –Tamago – Directed primarily to



Q13B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the respondents who deemed the advertisement to be directed primarily to children the main elements which lead them to believe this were largely related to the product being advertised. These being ‘Toys/games/characters appeal to children’ (37%) and ‘It is a product for children’ (35%).

Figure 18: Zuru Toys –Tamago – Reasons for directed primarily to children

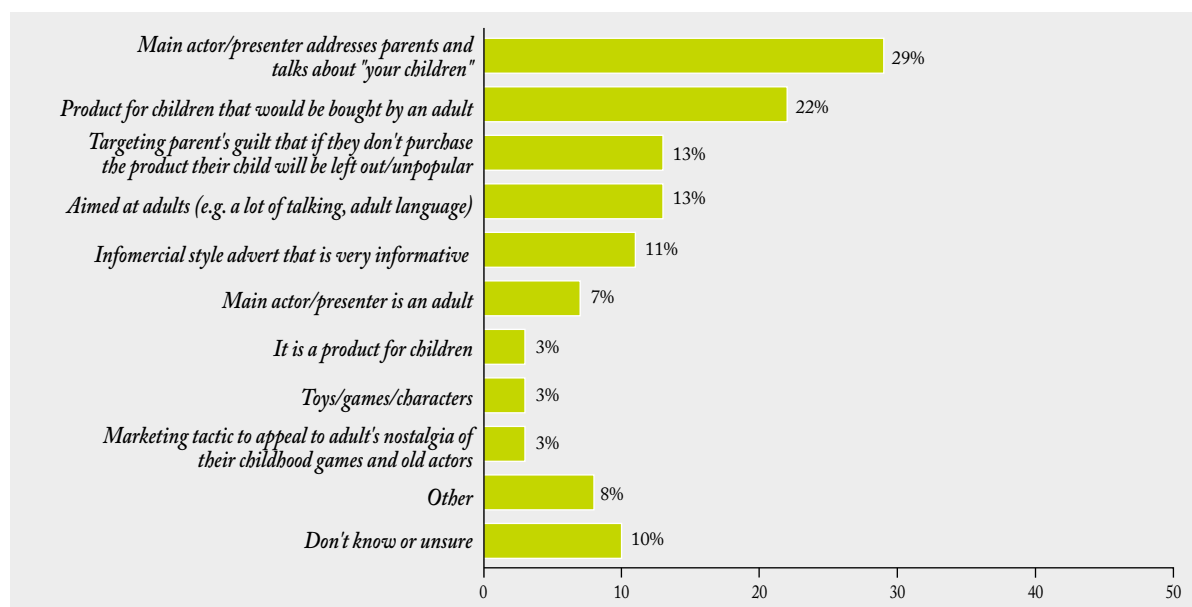


Q13C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)

(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=587)

Those who felt that the advertisement was directed primarily to adults suggested that the main actor addressing parents directly (29%) and the product needing to be bought by an adult (22%) were the key elements which led them to feel this way.

Figure 19: Zuru Toys –Tamago – Reasons for directed primarily to adults/those aged over 14

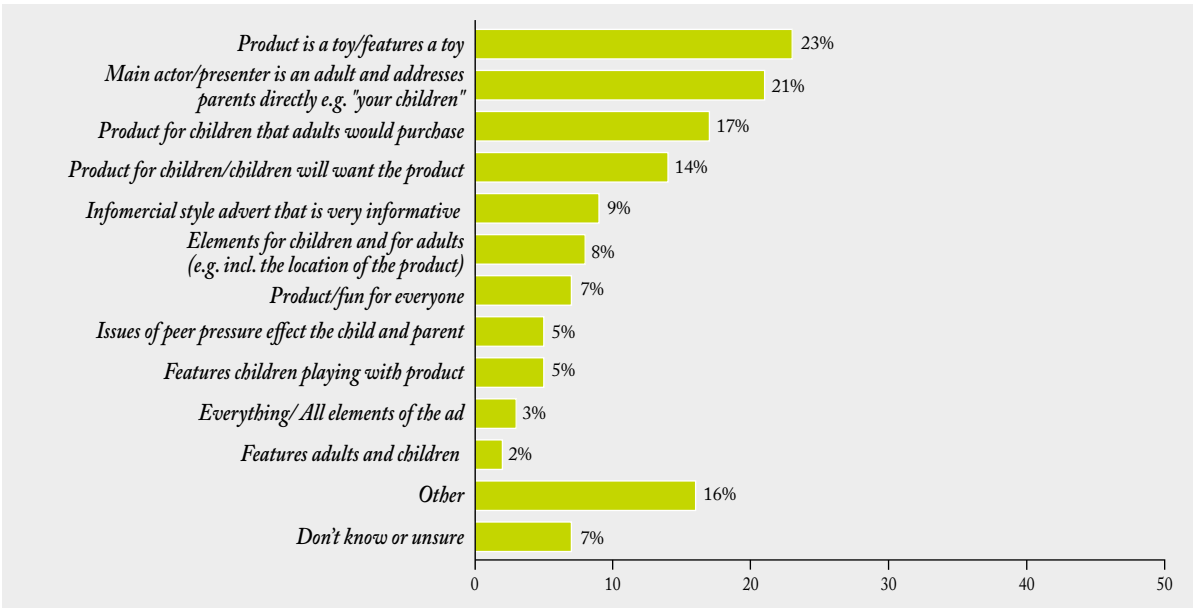


Q13D. Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? (Open Ended)

(Base=Respondents who selected directed primarily to adults/those aged over 14, 2015 Advertising to Children research study n=298)

For the 18% of respondents who suggested that the advertisement was for everyone, the main reasons were that the 'Product is a toy/features a toy' (23%) and that the main actor addressed parents directly (21%), thus essentially covering both children and adults in the advertisement.

Figure 20: Zuru Toys –Tamago – Reasons for directed primarily to everyone



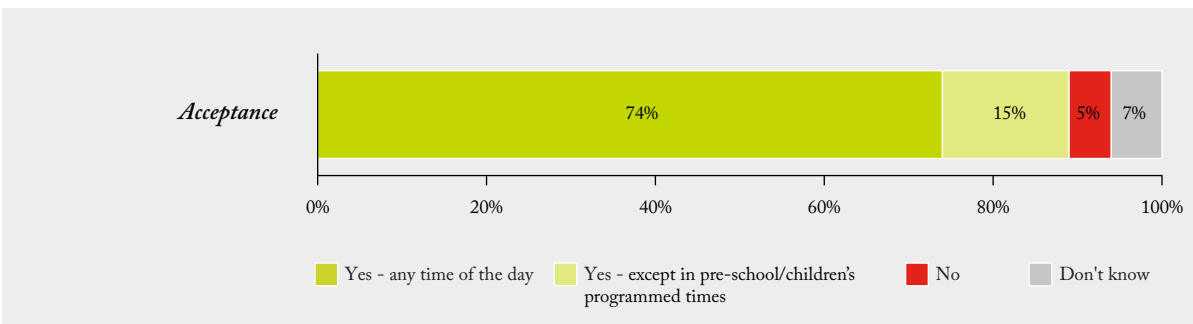
Q13E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=233)

4.2.3. Food and beverages

Smith's Snack foods – Mr Potato Head	Board determination on directed primarily to children: Yes	Format: Television
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Approximately three quarters (74%) of all respondents believe that the Smith's Snack foods – Mr Potato Head advertisement would be acceptable to broadcast on television at any time of the day. A further 15% indicated that it would be acceptable outside of programming times dedicated to pre-school and children's programs, while 5% deemed it unacceptable at any time.

Figure 21: Smith's Snack foods – Mr Potato Head – Perceptions of acceptability

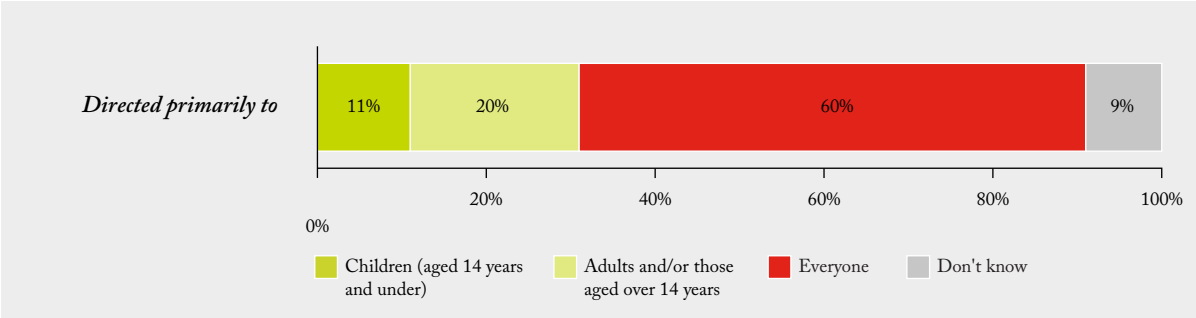


Q14A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

The majority of respondents (60%) believed that the advertisement was directed primarily to everyone, while 20% suggested the grocery buyer as the target audience, and 11% suggested children.

When looking at this by demographic groups, those aged 45 years and over were significantly more likely to believe the advertisement was directed primarily to everyone compared to respondents aged 18 to 44 years (65% vs. 56% respectively).

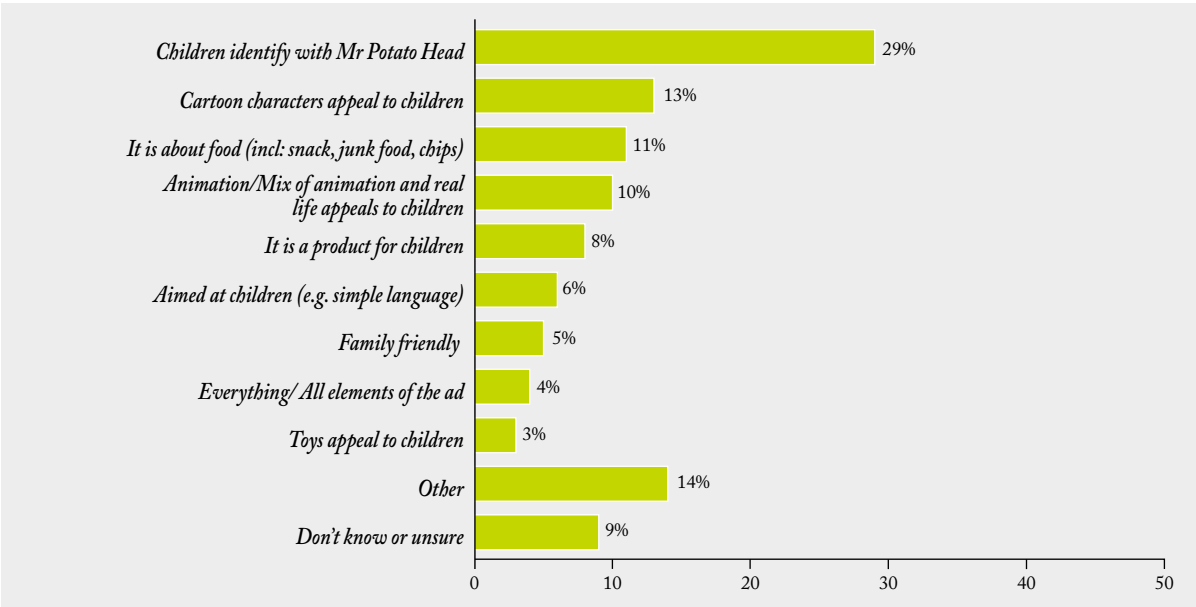
Figure 22: Smith's Snack foods – Mr Potato Head – Directed primarily to



Q14B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the respondents who selected children as the target audience, the main character in the advertisement was the element which chiefly indicated that the advertisement was aimed at children – ‘Children identify with Mr Potato Head’ (29%).

Figure 23: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to children

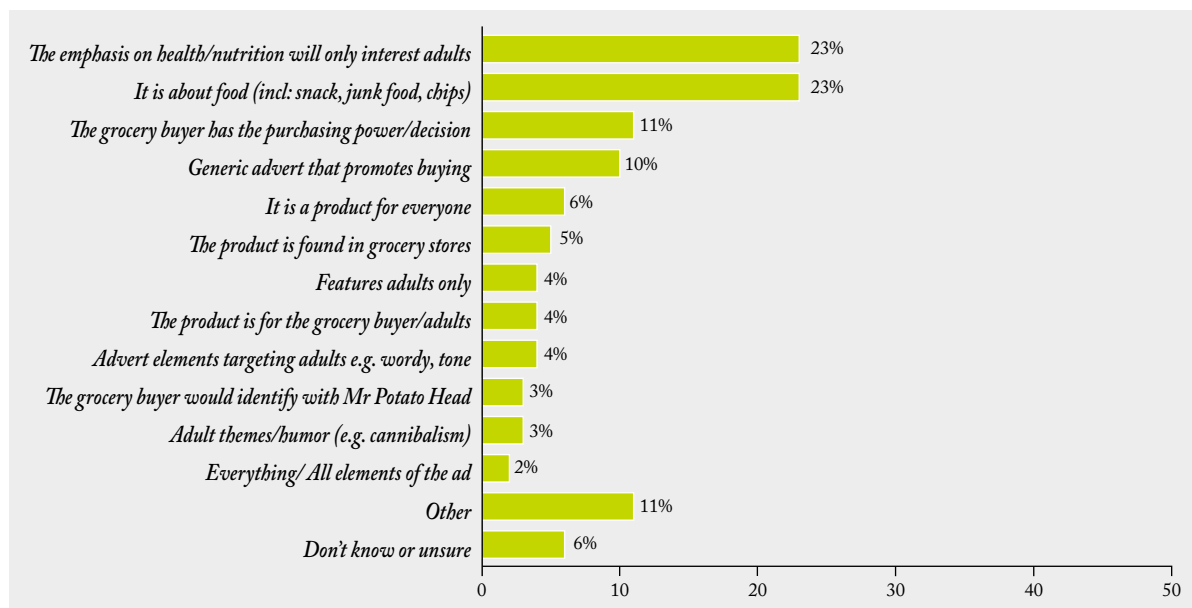


Q14C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=135)

The product itself was the element which made this advertisement primarily directed to the grocery buyer for 20% of respondents. In particular it was:

- ‘The emphasis on health/nutrition will only interest adults’ (23%), which was significantly higher for females compared to males (35% vs. 13% respectively); and
- ‘It is about food (including: snack, junk food, chips)’ (23%)

Figure 24: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to the grocery buyer

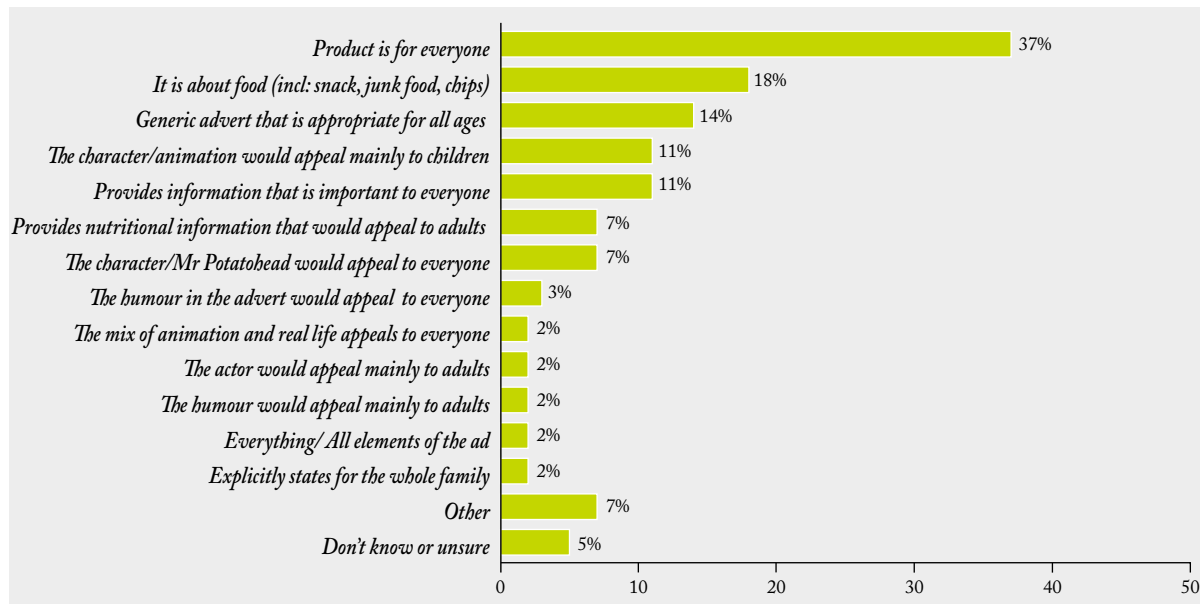


Q14D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)

(Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=238)

For the 60% of respondents who suggested that the Smith's Snack foods – Mr Potato Head advertisement was directed primarily to everyone, 37% believe this to be true as the 'Product is for everyone' (37%).

Figure 25: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to everyone



Q14E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)

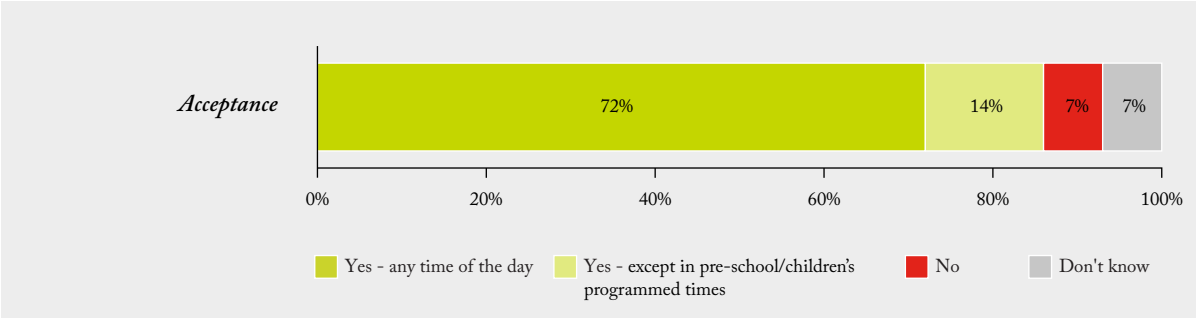
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=729)

Kellogg's Coco Pops – Marco Polo

Board determination on directed primarily to children: Yes      Format: Television

The majority of respondents indicated that the Kellogg's Coco Pops – Marco Polo advertisement would be acceptable to broadcast on television at any time of the day with this being significantly higher for respondents aged between 18 and 44 years (76% vs. 68% for those aged 45 years plus). Just 14% suggested that the advertisement would be acceptable outside of times dedicated to pre-school/children's programs and 7% believed it to be unacceptable at all times.

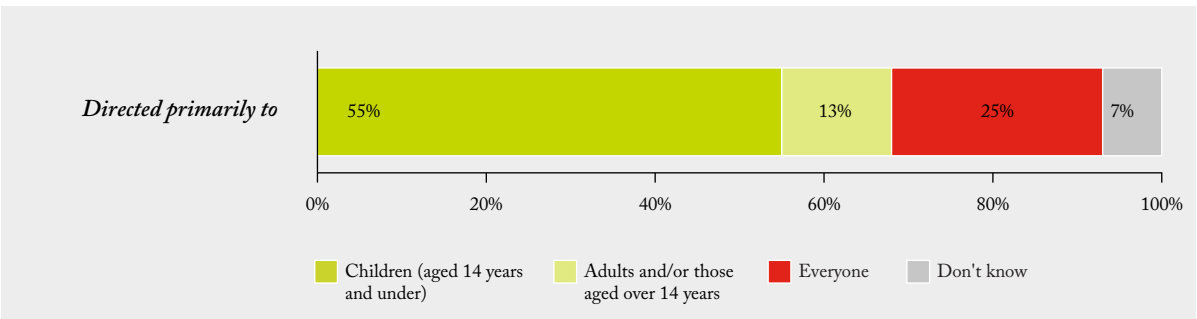
Figure 26: Kellogg's Coco Pops – Marco Polo – Perceptions of acceptability



Q15A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Just over half (55%) of all respondents believed the advertisement was being directed primarily to children, while one quarter (25%) suggested it was for everyone and 13% indicated that it was being directed primarily to the grocery buyer.

Figure 27: Kellogg's Coco Pops – Marco Polo – Directed primarily to



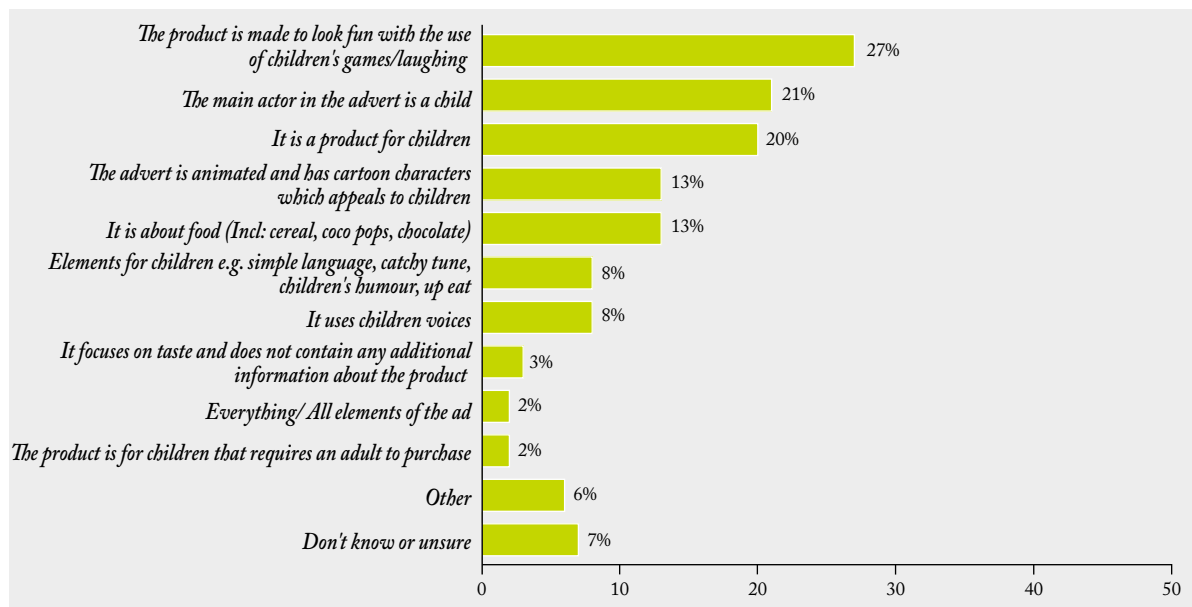
Q15B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Overwhelmingly, participants in the qualitative research believed that the advertisement was aimed at children. However, they did note that the advertisement had some secondary appeal to adults, largely because many of the participants identified that they eat the product.

For the respondents who believed the advertisement was directed primarily to children the main reasons given were as follows:

- 'The product is made to look fun with the use of children's games/laughing' (27%), which was significantly higher for females compared to males (32% vs. 21% respectively);
- 'The main actor in the advert is a child' (21%); and
- 'It is a product for children' (20%).

Figure 28: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to children

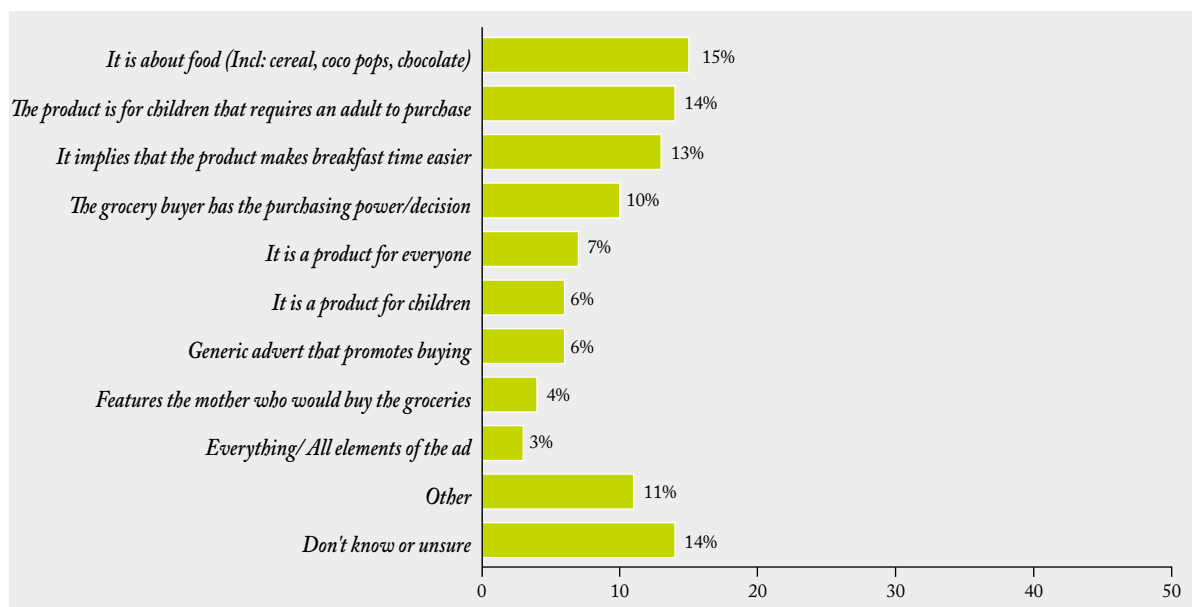


Q15C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=665)

Responses were similar among qualitative participants, with the children's game and the animation seen as the main reasons the advertisement was directed primarily to children. A small number of participants did nominate the presence of a child in the advertisement as a reason.

For respondents who believed the advertisement was directed primarily to the grocery buyer the main reason given was that 'It is about food' (15%), followed by 'The product is for children that requires an adult to purchase' (14%).

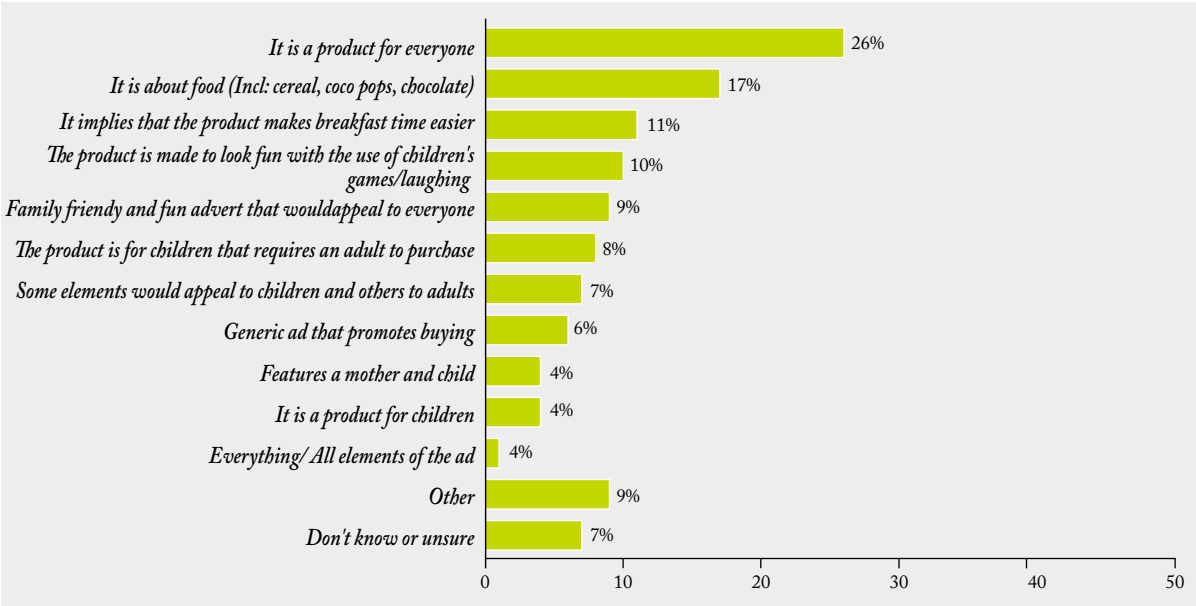
Figure 29: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to the grocery buyer



Q15D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)  
(Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=156)

Similar to the previous advertisement, the product being for everyone (26%) was the main reason respondents believed the advertisement was directed primarily to everyone. This was supported in the qualitative research, with several participants identifying that Coco Pops are a product enjoyed by all ages.

Figure 30: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to everyone

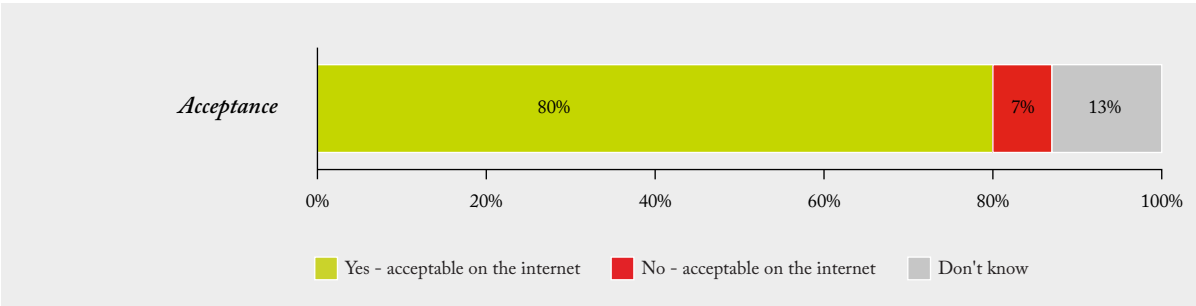


Q15E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=298)

Unilever – Paddle Pops Board determination on directed primarily to children: Yes Format: Internet

Eight out of 10 (80%) respondents indicated that they believed the Unilever – Paddle Pops advertisement would be acceptable to be made available on the internet, with just 7% suggesting that it would be unacceptable.

Figure 31: Unilever – Paddle Pops – Perceptions of acceptability

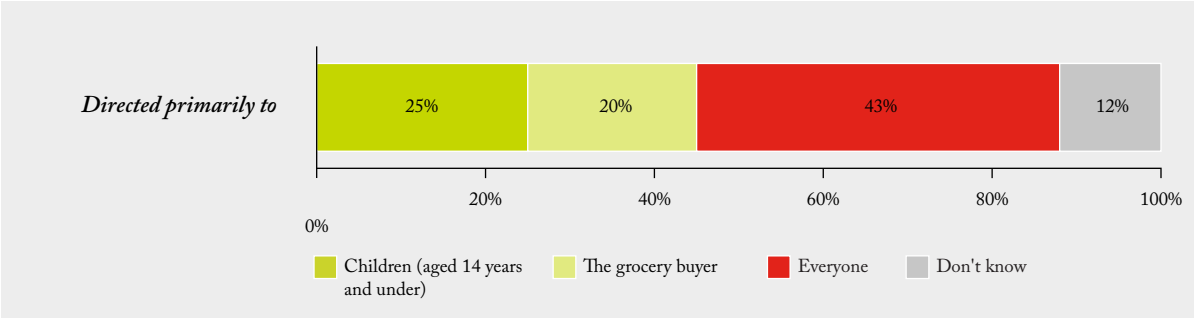


Q16A. Do you believe it is acceptable to make this advertisement available on the Internet? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

One quarter (25%) of respondents believed that the advertisement was directed primarily to children, while 20% indicated that the grocery buyer was the intended audience and 43% believed the advertisement was for everyone.



Figure 32: Unilever – Paddle Pops – Directed primarily to

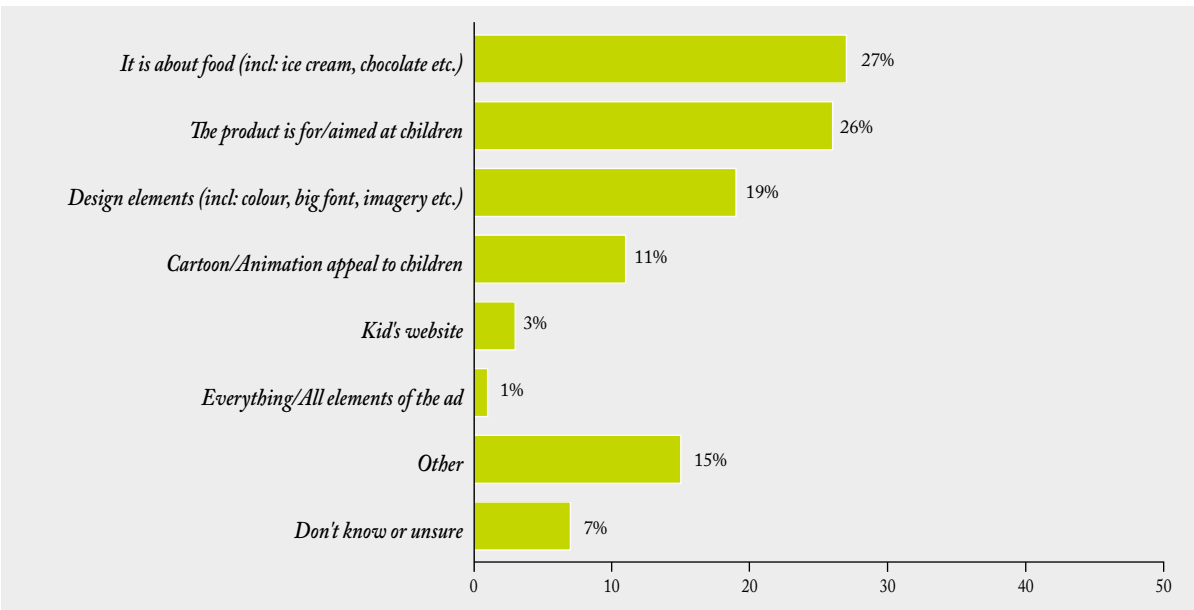


Q16B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Similar to previous advertisements, the product itself was the main driver for why some (25%) respondents believed the advertisement was directed primarily to children. In particular for the Unilever – Paddle Pops advertisement these were:

- ‘It is about food (including: ice cream, chocolate etc.)’ (27%); and
- ‘The product is for/aimed at children’ (26%)

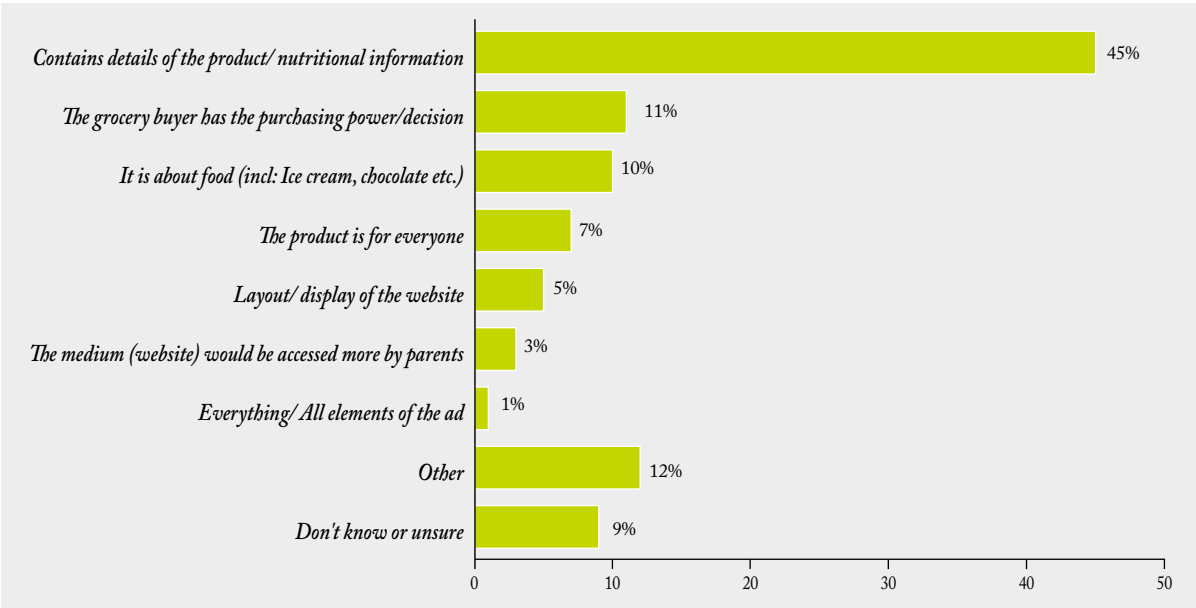
Figure 33: Unilever – Paddle Pops – Reasons for directed primarily to children



Q16C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=297)

For just under half (45%) of the respondents who believed the advertisement was directed primarily to the grocery buyer the reason was that the advertisement ‘Contains details of the product/nutritional information’.

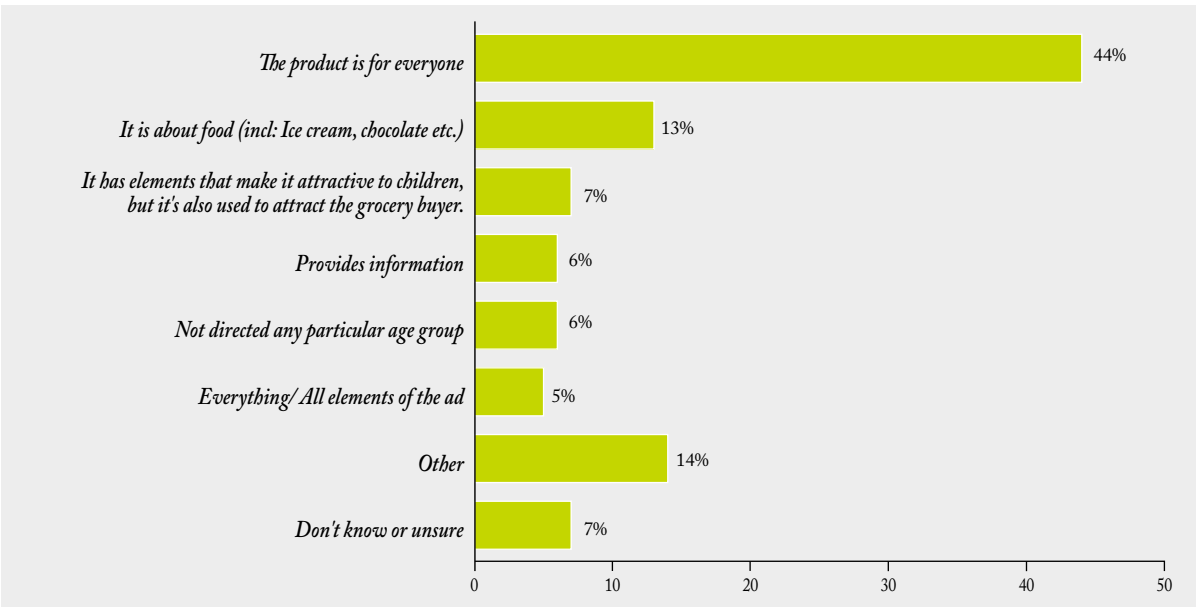
Figure 34: Unilever – Paddle Pops – Reasons for directed primarily to the grocery buyer



Q16D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)  
(Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=240)

Again similar to previous advertisements the primary reason given as to why the advertisement was deemed to be directed primarily to everyone was that ‘The product is for everyone’ (44%).

Figure 35: Unilever – Paddle Pops – Reasons for directed primarily to everyone



Q16E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=521)

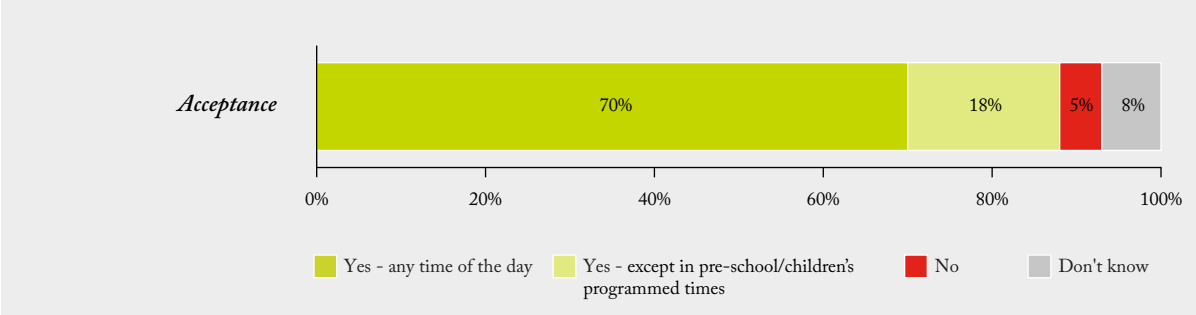
*Peter's Fandangles – Choc Shmallow*

Board determination on directed primarily to children: No

Format: Television

The majority (70%) of respondents indicated that the Peter’s Fandangles – Choc Shmallow advertisement was acceptable for television at any time of the day, while 5% of all respondents felt that it was unacceptable to broadcast at any time of the day. At a total respondent level, 18% suggested that it was acceptable only outside of pre-school and children’s programmed times, with this being significantly higher for those aged 45 years and over compared to those aged 18 to 44 (22% vs. 13% respectively).

Figure 36: Peter’s Fandangles – Choc Shmallow – Perceptions of acceptability



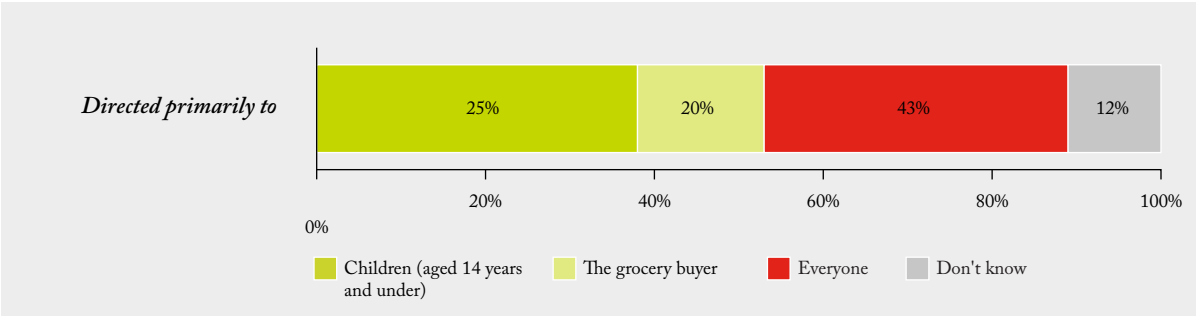
Q7A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

This was supported by the qualitative research, where the majority of participants felt that it was acceptable to show this advertisement at any time of the day. A small group felt that the advertisement should not be shown in children’s programmed times as it would encourage children to nag parents to purchase the product.

Respondents were mixed with regards to who the advertisement was directed primarily to, with 38% indicating that it was children, 36% selecting everyone and 15% choosing the grocery buyer.

Respondents with children were significantly more likely to believe that the advertisement was directed primarily to children compared to respondents without children (41% vs. 33% respectively).

Figure 37: Peter’s Fandangles – Choc Shmallow – Directed primarily to

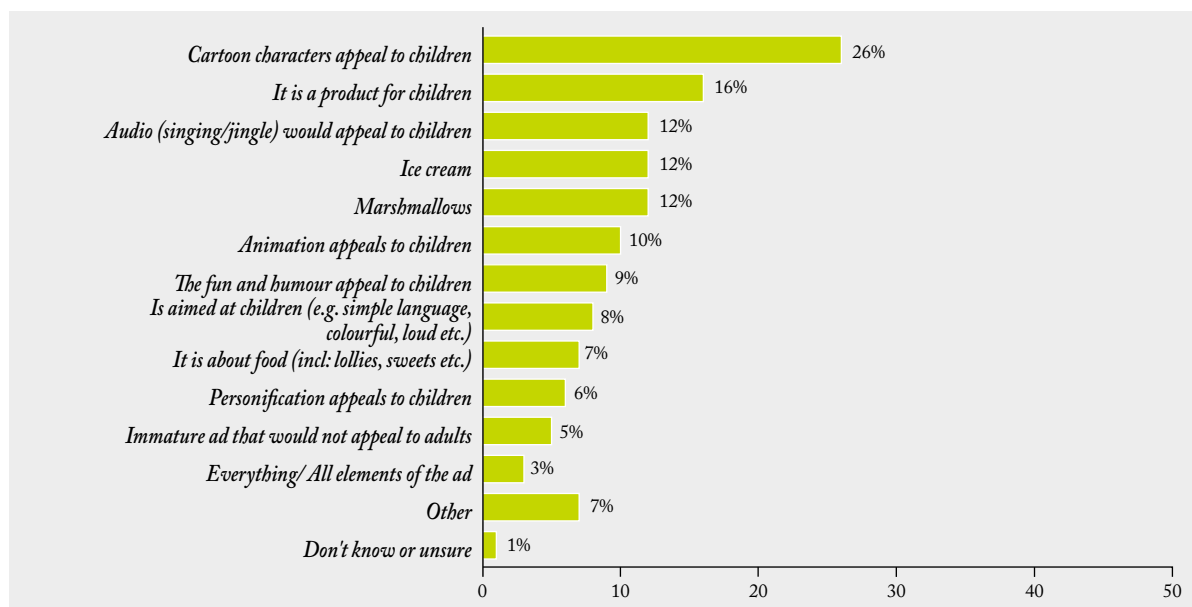


Q7B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

The response to the advertisement during the qualitative research was similar, with the largest group asserting that the advertisement was aimed at children, and a smaller group saying it was aimed at everyone.

For the 38% of respondents who believed the Peter’s Fandangles – Choc Shmallow advertisement was aimed at children, the top reason was that the ‘cartoon characters would appeal to children’ (26%), followed by ‘It is a product for children’ (16%).

**Figure 38: Peter's Fandangles – Choc Shmallow – Reasons for directed primarily to children**



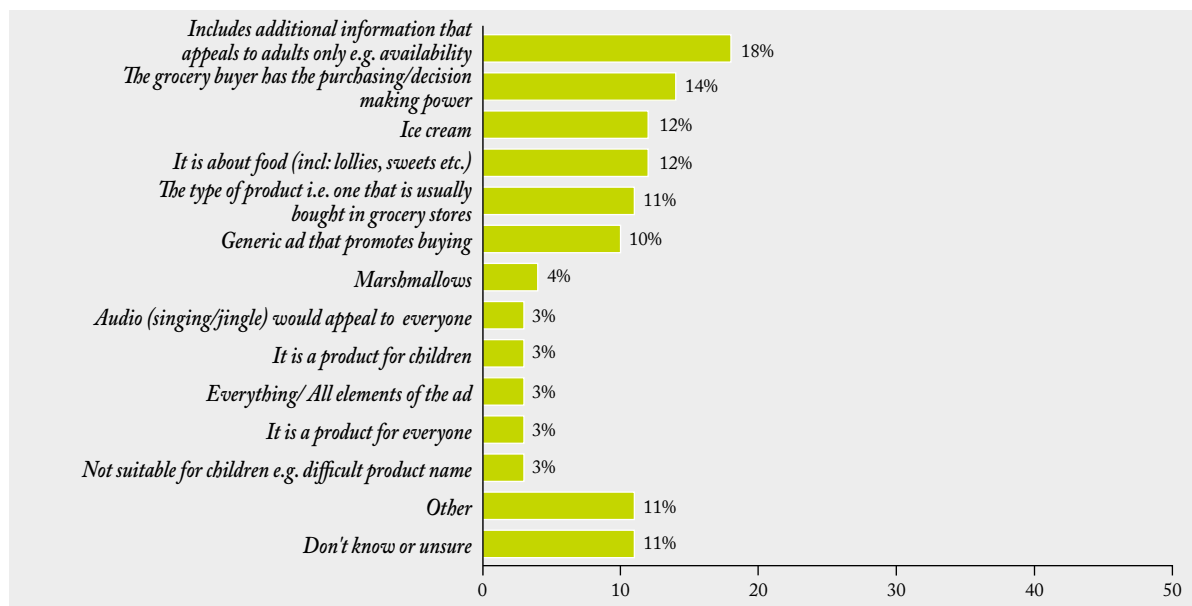
Q7C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)

(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=459)

Similarly, participants in the qualitative research agreed that the colours, catchy tune and cartoon faces appealed to children, and that the flavour of the product indicated that it is for children – “(It) repeats the product name constantly and has almost no other words in there, so it is easy for kids to remember”.

Of all respondents 15% indicated that the Peter's Fandangles – Choc Shmallow advertisement was aimed at the grocery buyer, with the main reason being that the advertisement 'Includes additional information that appeals to adults only' (18%). A further 14% suggested that the advertisement would be directed primarily to the grocery buyer as they are the ones with the purchasing power.

**Figure 39: Peter's Fandangles – Choc Shmallow – Reasons for directed primarily to the grocery buyer**

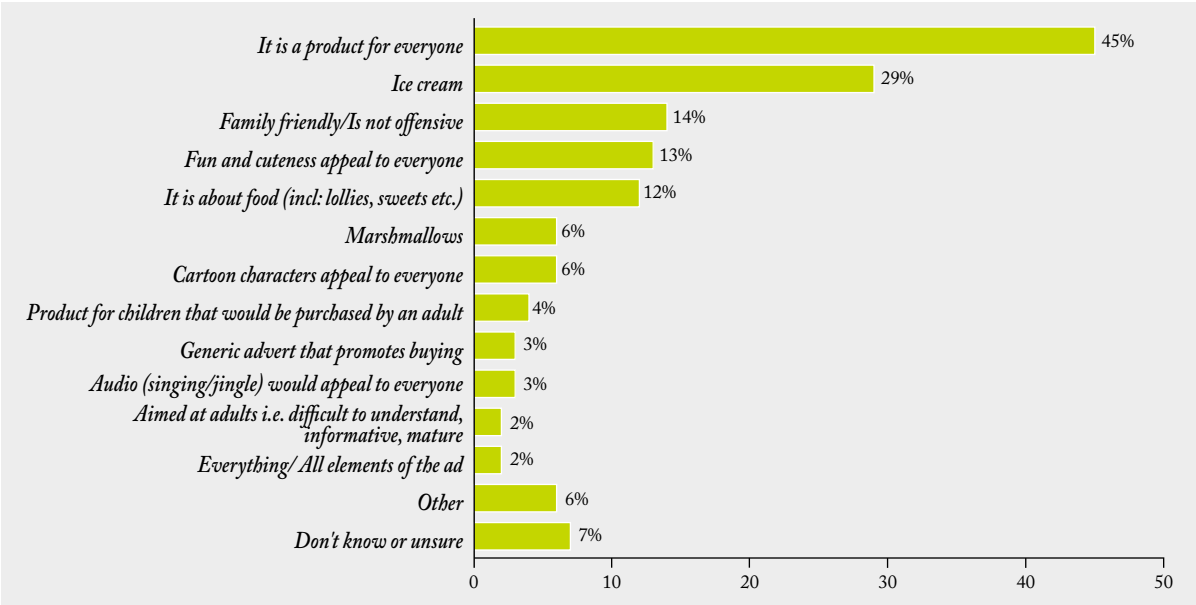


Q7D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)

(Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=176)

Just under half (45%) of those who indicated that they felt the Peter’s Fandangles – Choc Shmallow advertisement was directed primarily to everyone, suggested that the reason for this was because the product is for everyone. This was significantly higher for females (54% vs. 35% for males) and those aged 45 years and over (53% vs. 38% for those aged 18 to 44 years). The response was similar among qualitative research participants who thought the product packaging in a “share pack” was seen as a product for families and would be purchased by anyone in the family.

Figure 40: Peter’s Fandangles – Choc Shmallow – Reasons for directed primarily to everyone



Q7E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=435)

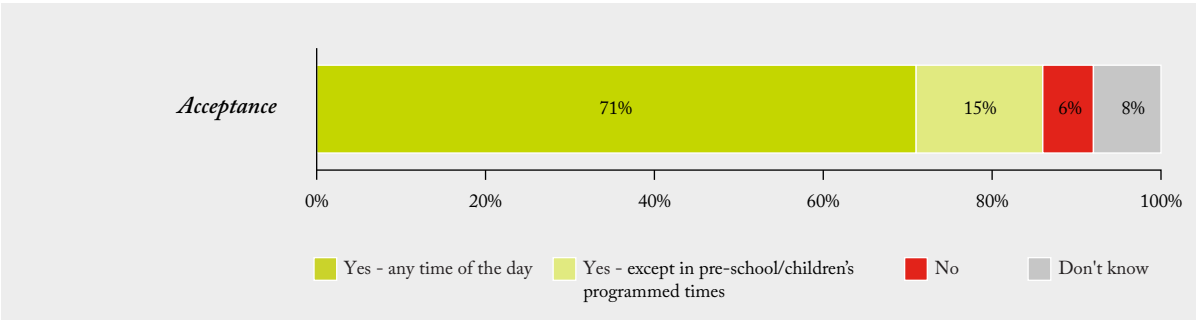
Mondelez Oreo’s – Wonderfilled

Board determination on directed primarily to children: Yes      Format: Television

Approximately seven out of 10 (71%) respondents believed that the Mondelez Oreo’s – Wonderfilled television advertisement was acceptable for television at any time of the day, with this being significantly higher for those aged 18 to 44 (77% vs. 66% for those aged 45 years and over). A further 15% suggested that it would be acceptable except during pre-school and children’s programmed times, with this higher for respondents with children (18%) compared to those without (12%). There was 6% that felt that it would not be acceptable to broadcast this advertisement at any time and 8% who were undecided.

Qualitative research participants agreed with the survey, with most participants feeling the advertisement was suitable at any time of the day. Only a small group felt that it was unacceptable during children’s programming, again due to the concern that children would ask for the product.

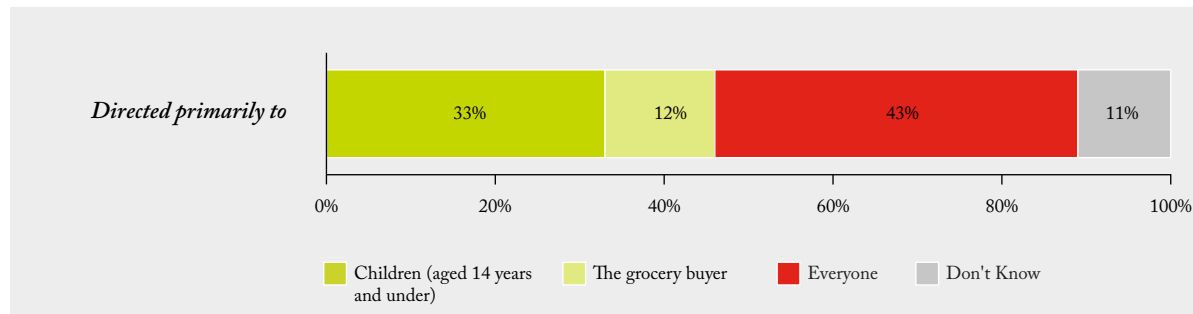
Figure 41: Mondelez Oreo’s – Wonderfilled – Perceptions of acceptability



Q8A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

When asked who the Mondelez Oreos – Wonderfilled television advertisement was directed primarily to, 43% of all respondents selected ‘Everyone’, while one third (33%) selected ‘Children (aged 14 years and under)’ and 12% nominated ‘The grocery buyer’. Approximately one in 10 (11%) were unable to provide a response.

**Figure 42: Mondelez Oreos – Wonderfilled – Directed primarily to**



Q8B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

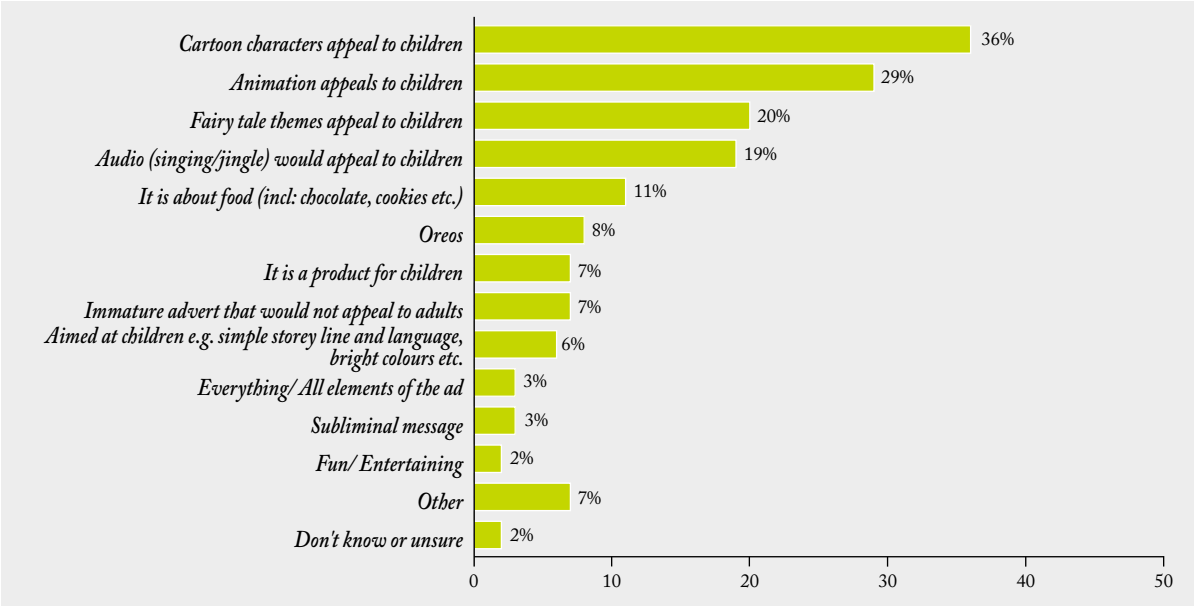
Qualitative participants largely agreed with the survey, with most saying the advertisement appealed to everyone. The “catchy” song and cartoons were seen as appealing to children, but the fairy tales and “slightly darker” imagery was seen as appealing to adults.

For the third (33%) of respondents who believed the Mondelez Oreos – Wonderfilled television advertisement was directed primarily to children, the main reasons centred around elements that would appeal to children:

- ‘Cartoon characters appeal to children’ (36%);
- ‘Animation appeals to children’ (29%);
- ‘Fairy tale themes appeal to children’ (20%); and
- ‘Audio (singing/jingle) would appeal to children’ (19%).

When looking at this by demographic groups, females were significantly more likely to suggest ‘Cartoon characters appeal to children’ when compared to males (45% vs. 27%).

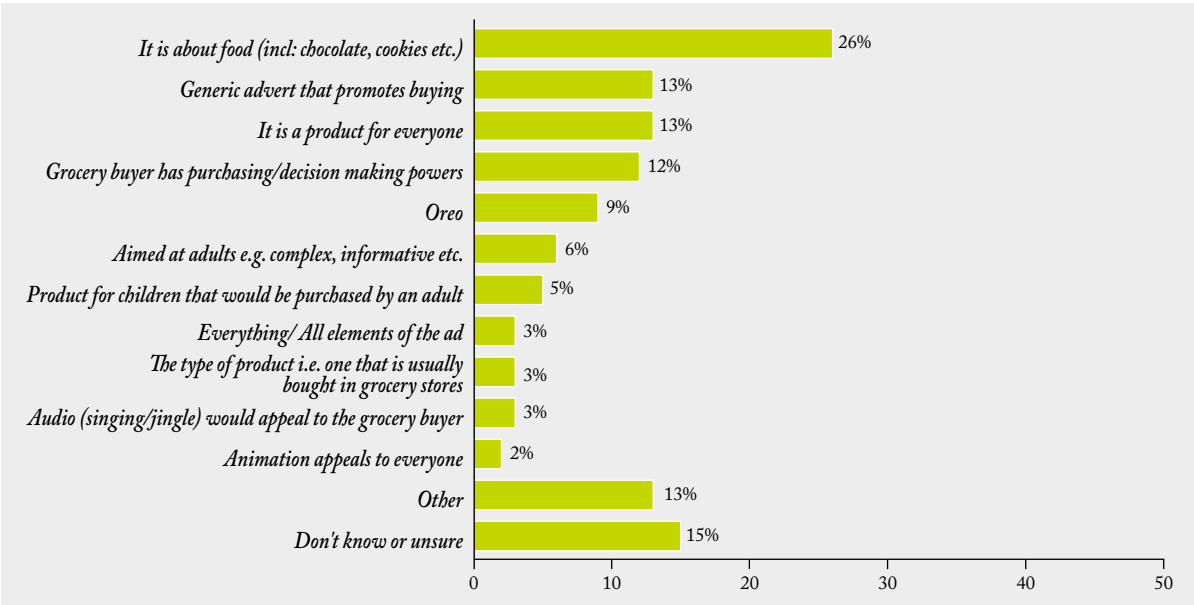
Figure 43: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to children



Q8C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=400)

One quarter (26%) of those who nominated 'The grocery buyer' as the main target audience (12% of all respondents) suggested that the advertisement, being about food, was the primary driver for their decision.

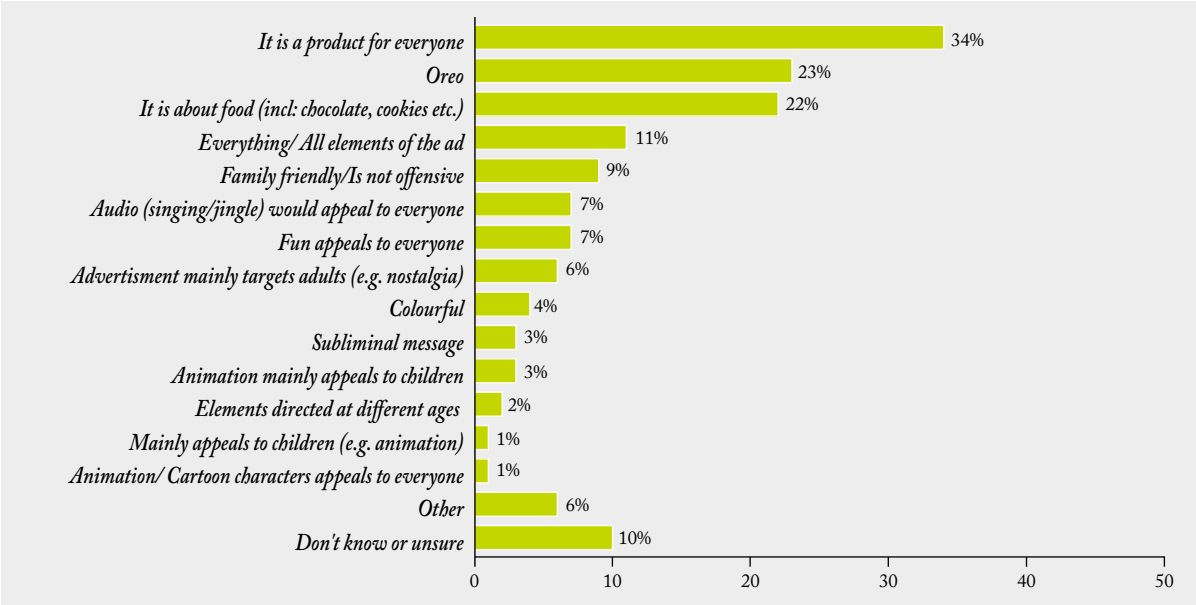
Figure 44: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to the grocery buyer



Q8D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)  
(Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=149)

'It is a product for everyone' (34%) was the top mention for which elements of the advertisement made it directed primarily to everyone.

Figure 45: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to everyone



Q8E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
(Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=523)

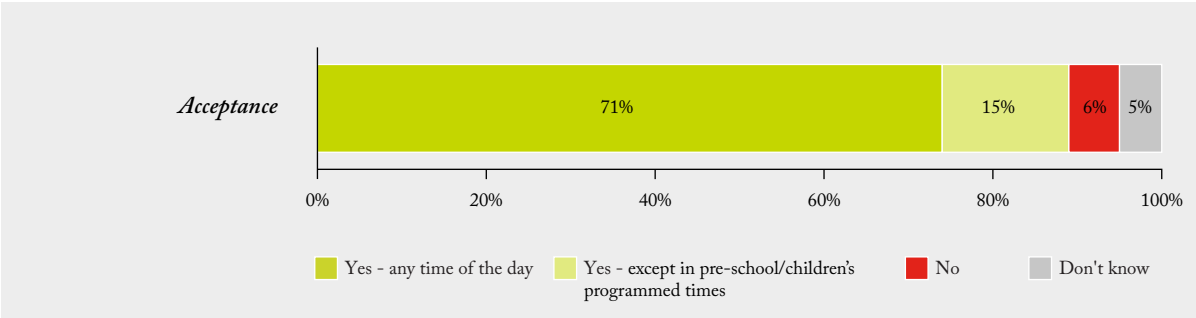
Ferrero Kinder Surprise

Board determination on directed primarily to children: No

Format: Television

Approximately three quarters (74%) of all respondents believed that the Ferrero Kinder Surprise television advertisement was acceptable for television at any time of the day, with this being significantly higher for those aged 18 to 44 compared to those aged 45 years and over (79% vs. 70% respectively). A further 15% suggested that it would be acceptable except during pre-school/children's programmed times and 6% felt that it would be unacceptable to broadcast at any time, both of which were significantly higher for those aged 45 years and over when compared to respondents aged 18 to 44 years (19% vs. 11% and 8% vs. 3% respectively).

Figure 46: Ferrero Kinder Surprise – Perceptions of acceptability

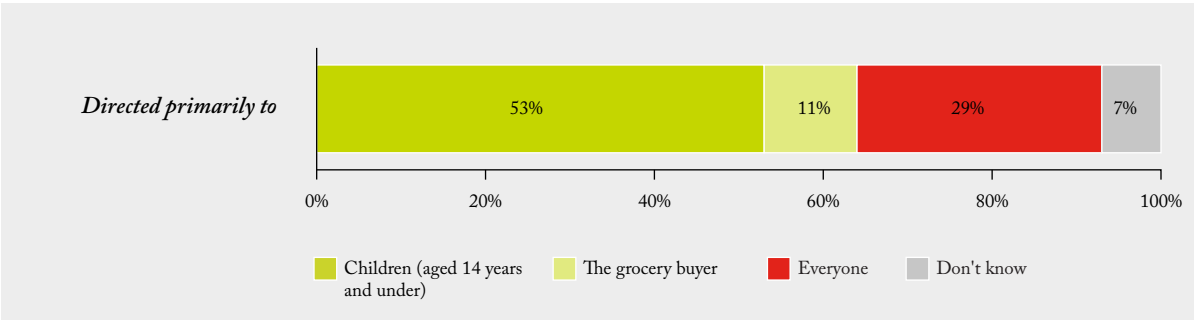


Q9A. Do you believe it is acceptable to broadcast this advertisement on television? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Just over half (53%) of all respondents indicated that the Ferrero Kinder Surprise television advertisement was directed primarily to children, with this being significantly higher for those aged 45 years and over compared to those aged 18 to 44 (59% vs. 48% respectively). Approximately three out of 10 (29%) believed it was directed to everyone and 11% nominated 'The grocery buyer' as the main target audience.



Figure 47: Ferrero Kinder Surprise – Directed primarily to

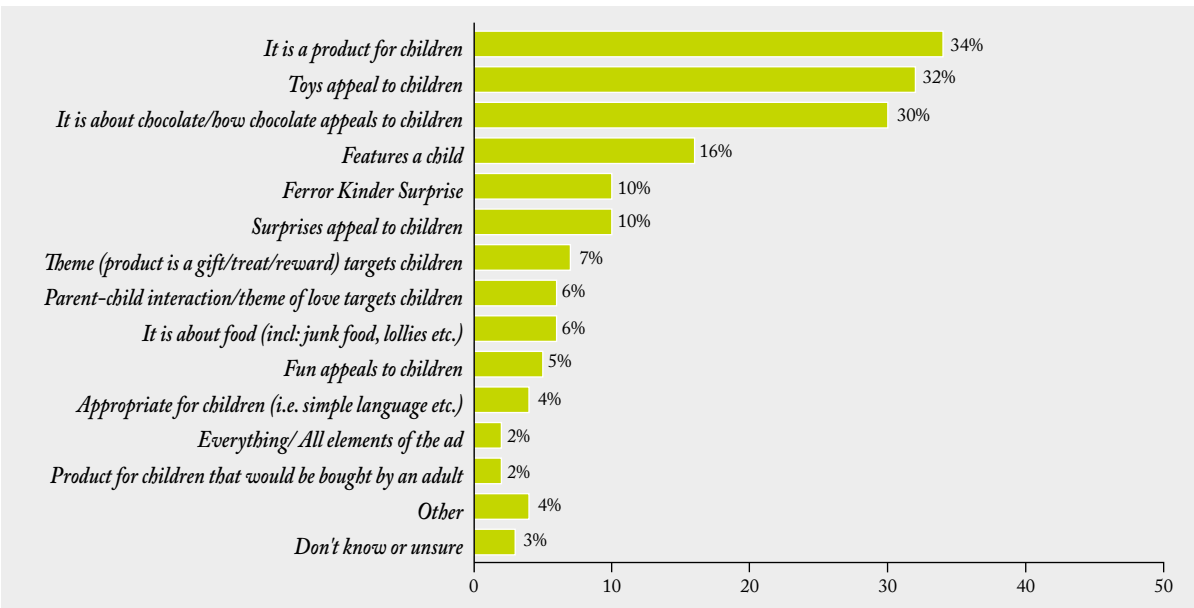


Q9B. Who do you believe this advertisement is being directed primarily to? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the 53% of respondents who believed the Ferrero Kinder Surprise television advertisement was directed primarily to children, the main elements which led them to believe this were chiefly related to the product being advertised:

- 'It is a product for children' (34%);
- 'Toys appeal to children' (32%); and
- 'It is about chocolate/how chocolate appeals to children' (30%).

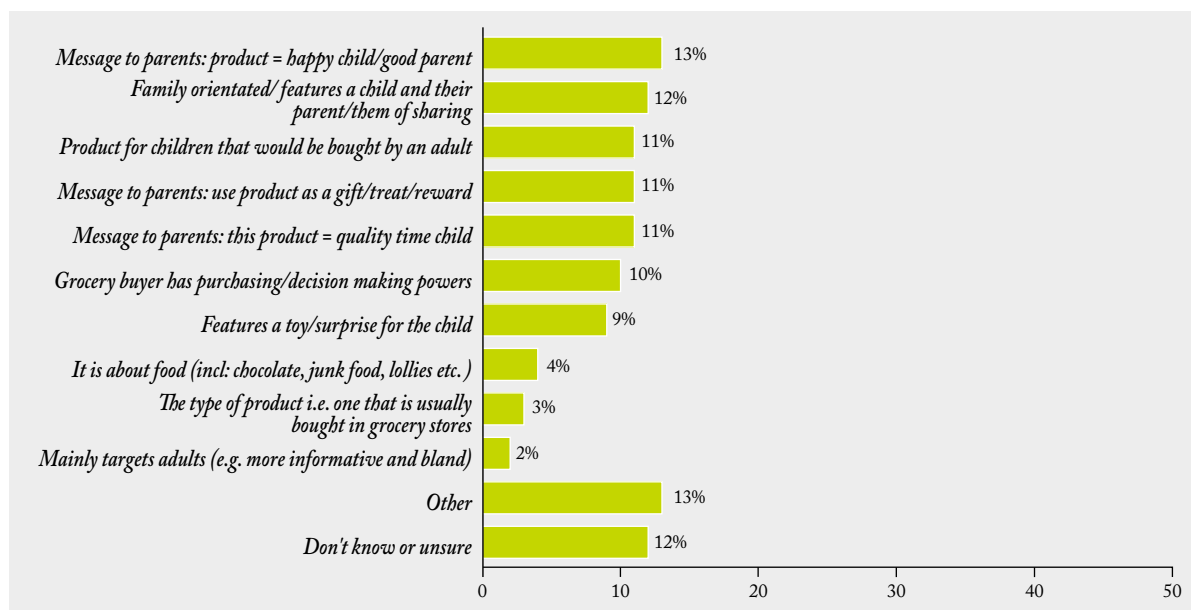
Figure 48: Ferrero Kinder Surprise – Reasons for directed primarily to children



Q9C. Which element(s) of the advertisement make it directed primarily to children? (Open Ended)  
(Base=Respondents who selected directed primarily to children, 2015 Advertising to Children research study n=645)

For the 11% of all respondents who nominated the grocery buyer as the main target audience for the advertisement there were no stand out elements that supported their decision.

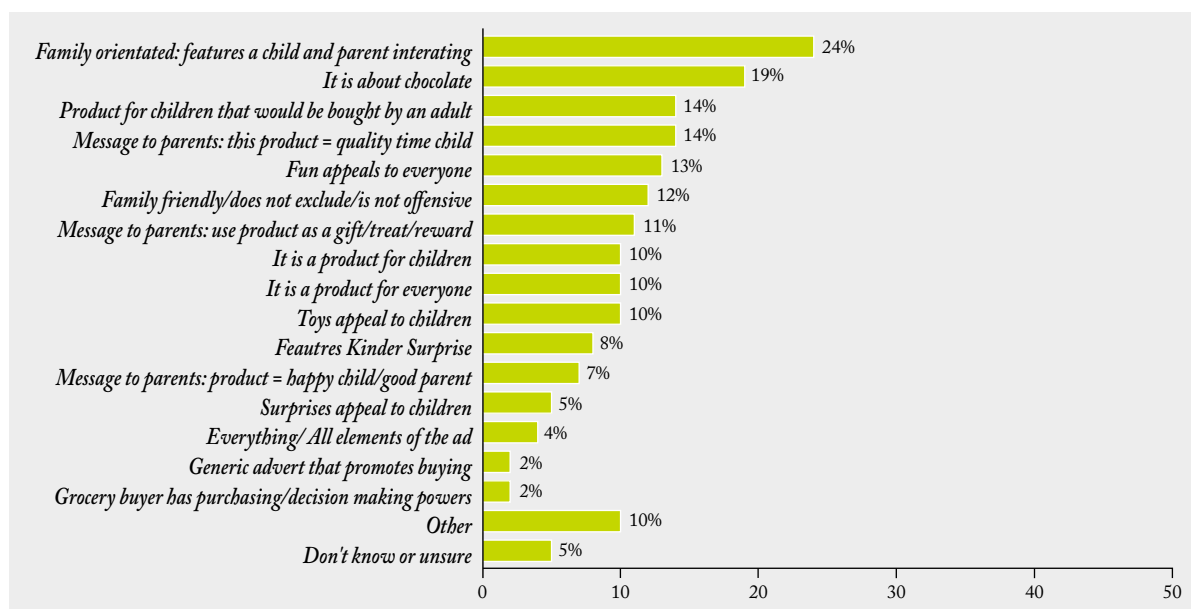
Figure 49: Ferrero Kinder Surprise – Reasons for directed primarily to the grocery buyer



Q9D. Which element(s) of the advertisement make it directed primarily to the grocery buyer? (Open Ended)  
 (Base=Respondents who selected directed primarily to the grocery buyer, 2015 Advertising to Children research study n=130)

The advertisement being family orientated was the main element which made it directed primarily to everyone for one quarter (24%) of those who selected 'Everyone' as the primary audience for the advertisement.

Figure 50: Ferrero Kinder Surprise – Reasons for directed primarily to everyone



Q9E. Which element(s) of the advertisement make it directed primarily to everyone? (Open Ended)  
 (Base=Respondents who selected directed primarily to everyone, 2015 Advertising to Children research study n=350)

#### 4.2.4. Advertising elements that make an advertisement directed primarily to children

When looking at all 10 of the advertisements combined there were common elements that influenced whether respondents believed that an advertisement was directed primarily to children or to adults/the grocery buyer.

The elements identified by respondents as suggesting an advertisement was directed primarily to children were largely in line with factors that are outlined in the AANA's Practice Note for the Code (as outlined in the summary section of this report).

The top five elements identified through this research were as follows:

1. **Product related** – e.g. the product in the advertisement was believed to have principal appeal to children
2. **Animation/characters** – e.g. the visuals of the advertisement would appeal to children
3. **Age of actors** – e.g. the advertisement featured or used actors who were under 14 years of age
4. **Design elements** – e.g. music or colours that would appeal to children
5. **Themes** – e.g. childish themes or themes that would be easily understood by and would appeal to children

Interestingly, the top five elements respondents indicated as suggesting that an advertisement is directed to adults/the grocery buyer were largely similar. These were as follows:

1. **Product related** – e.g. the product in the advertisement was believed to be for adults or would be a product that adults would purchase
2. **Themes** – e.g. adult themes or themes that would have principal appeal to adults/the grocery buyer
3. **Design elements** – e.g. music or colours that would appeal to adults/the grocery buyer
4. **Purchasing power** – e.g. adults/the grocery buyer would have the purchasing power and make the ultimate decision
5. **Age of actors** – e.g. the advertisement featured or used actors who were over 14 years of age

Both findings indicate that the key factor the community used is what the product is and who the product is primarily targeted to. This is not a consideration under the Code.

Other than product however, these findings suggest that the factors considered by the Board when determining who an advertisement is directed primarily towards cover the elements the community has indicated are necessary in determining if an advertisement is directed primarily to children..

#### 4.3. Agreement with the Code

Following on from the previous sections respondents then read the relevant sections of the Code for seven of the 10 advertisements and were asked whether they agreed or disagreed that the advertisement met the criteria for that section of the Code. For three of the advertisements, respondents were asked to explain why they answered this way.

Agreement with the sections of the Code are outlined in Table 8 on the following page, with the Board's determination for each advertisement also displayed.

Areas of the Code tested related to:

- Section 2.4 Sexualisation
- Section 2.7 Parental authority
- Section 2.14 Food and beverages

Where the Board had initially found that an advertisement was not directed primarily to children (Witchery, Bonds, and Zuru Toys – Tamago) the Board did not go on to consider these advertisements under specific sections of the Code, as these provisions relate only to children's advertising. However, for the purpose of this survey, and to create a greater understanding of community standards in these specific sections, these advertisements were still shown to respondents in relation to these sections.

### Sexualisation

The Board did not consider the Witchery and Bonds advertisements under the Code as the Board determined they were not directed primarily to children. Both advertisements were considered under section 2.4 of the AANA code of Ethics, which looks at treating sex, sexuality and nudity with sensitivity to the relevant audience, and the Bonds advertisement was considered under Section 2.2 which relates to exploitative and degrading advertising.

Under the Code of Ethics the Witchery advertisement was upheld on the basis that it featured a depiction of a child in a sexualised manner, which is in line with perceptions of the general public.

Under the Code of Ethics the Bonds advertisement was dismissed on the basis that it did not contain a sexualised image of a child and was not sexualised. The perceptions of the general public were borderline in this category, with 57% of the community finding that this advertisement employs sexual appeal.

### Parental authority

The general public agrees with the Board's determination regarding the Mattel advertisement.

Comparisons are unable to be made between the Board's determination and that of respondents for the Zuru Toys – Tamago advertisement as the Board did not consider this advertisement under any similar provisions. While the Board thought that the infomercial style of the advertisement and the adult presenter addressing parents was enough to determine this advertisement was not directed to children, the general public's view was that the advertisement was directed to children. In this instance it seems that the general community perception was that the advertisement, being for a product which had principal appeal to children, was enough to find the advertisement was directed primarily to children, and contained an appeal to children to urge their parents, carers or others to buy the product.

### Food and beverages

The perceptions of the general public were in line with those of the Board for two of the three food advertisements (Smith's Snack Foods – Mr Potato Head and Kellogg's Coco Pops – Marco Polo). The Board's determination for the remaining advertisement (Unilever – Paddle Pops) differed to that of the general public which considered that the advertisement was not directed primarily to children. However the general public considered that the advertisement's messaging did not meet the RCMI requirements whereas the Board considered that it did.

Table 9: Agreement with the Code by each advertisement – survey findings

Advertisement	Code	Specific section of Code	Agree with Code	Disagree with Code	Board determination on code issue	Alignment
Sexualisation						
Witchery	2.4 Employs sexual appeal	States or implies that Children are sexual beings & that ownership or enjoyment of a product will enhance their sexuality	45%	36%	Breach*	✓
		Includes sexual imagery in contravention of Prevailing Community Standards	46%	36%		
		Employs sexual appeal	57%	30%		
Bonds	2.4 Employs sexual appeal	States or implies that Children are sexual beings & that ownership or enjoyment of a product will enhance their sexuality	36%	50%	No breach**	✗
		Includes sexual imagery in contravention of Prevailing Community Standards	43%	42%		
		Employs sexual appeal	59%	31%		
Parental Authority						
Mattel – Letter to Santa	2.7 Parental authority	(a) Undermines the authority, responsibility or judgment of parents or carers	25%	57%	Breach 2.7(b)	✓
		(b) Contains an appeal to children to urge their parents, carers or another person to buy a product for them	55%	33%		
		(c) States or implies that a product makes children who own or enjoy it superior to their peers	29%	54%		
		(d) States or implies that persons who buy the product are more generous than those who do not	21%	60%		
Zuru Toys – Tamago	2.7 Parental authority	(a) Undermines the authority, responsibility or judgment of parents or carers	33%	51%	N/A	N/A
		(b) Contains an appeal to children to urge their parents, carers or another person to buy a product for them	56%	34%		
		(c) States or implies that a product makes children who own or enjoy it superior to their peers	43%	43%		
		(d) States or implies that persons who buy the product are more generous than those who do not	36%	48%		
Food and Beverages						
Smith’s Snack foods – Mr Potato Head	2.14 Food and Beverages	Encourages or promotes an inactive lifestyle	32%	54%	No breach	✓
		Encourages or promotes unhealthy eating or drinking habits	25%	62%	No breach	✓
Kellogg’s Coco Pops – Marco Polo	RCMI	Encourages physical activity	22%	60%	Breach	✓
		Encourages good dietary habits	32%	48%	Breach	?
Unilever – Paddle Pops	RCMI	Encourages physical activity	8%	71%	No breach	✗
		Encourages good dietary habits	23%	53%	No breach	?

Q17A – Q23A. Thinking back the advertisement, in the context of the section of the code you just read, which of the following do you agree with in terms of this advertisement? (Single response)

(Base=All respondents, 2015 Advertising to Children research study n=1,209)

\* While this advertisement was not considered by the Board under the Children's Code, it was considered under the Code of Ethics and was upheld for containing a sexualised image of a child.

\*\* This advertisement was not considered by the Board under the Children's Code, however it was considered under the Code of Ethics and the Board found that it did not contain sexualised images of a child.

4.3.1. Agreement with individual advertisements

In this section the results from each of the individual advertisements are broken down and discussed. The results display agreement/disagreement with the particular sections of the Code and for three of the advertisements the reasons for this agreement/disagreement.

**Section 2.4 Employs sexual appeal**  
  
**Advertising or Marketing Communications to Children:**  
  
a. must not employ sexual appeal;  
  
b. must not include sexual imagery in contravention of Prevailing Community Standards; and  
  
c. must not state or imply that Children are sexual beings and that ownership or enjoyment of a Product will enhance their sexuality.

*Witchery*

Board determination on directed primarily to children: No

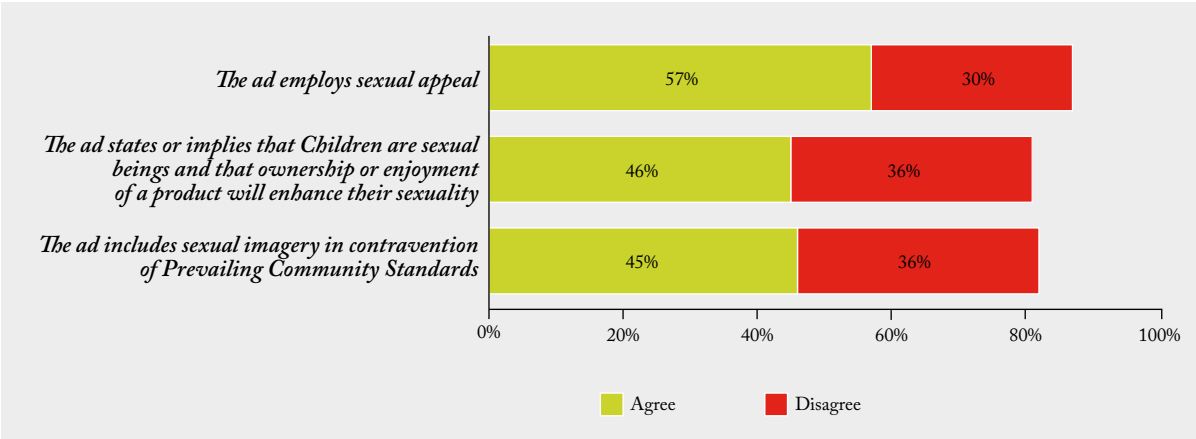
Format: Internet

Board determination on Code: Breach\*

\* While this advertisement was not considered by the Board under the Children's Code, it was considered under the Code of Ethics and was upheld for containing a sexualised image of a child.

Over half (57%) of all respondents agreed that the Witchery internet advertisement employed sexual appeal, while just under half agreed that the advertisement included sexual imagery in contravention of Prevailing Community Standards and stated or implied that Children are sexual beings and that ownership or enjoyment of a product would enhance their sexuality (46% and 45% respectively). Across all three sections females were significantly more likely than males to agree. Similarly, those aged 45 years and over were significantly more likely to agree that the advertisement employed sexual appeal and stated or implied that Children are sexual beings and that ownership or enjoyment of a product would enhance their sexuality compared to those aged 18 to 44 years.

Figure 51: Witchery – Agreement with Section 2.4 of the Code



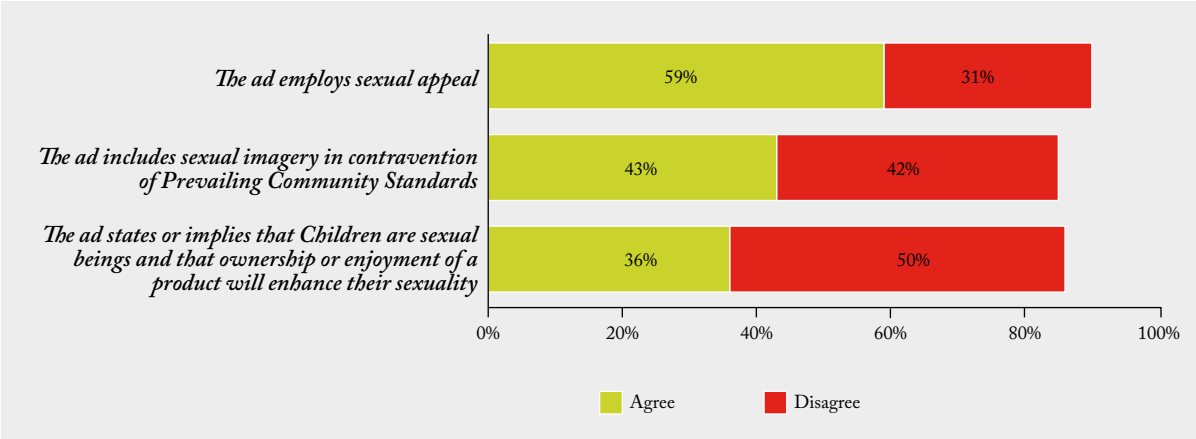
Q17A. Thinking back to the Witchery internet advertisement, in the context of Section 2.4 of the Code you just read, which of the following do you agree with in terms of this advertisement? (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

<i>Bonds</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: No Breach*
*This advertisement was not considered by the Board under the Children's Code, however it was considered under the Code of Ethics and the Board found that it did not contain sexualised images of a child.			

With regards to Section 2.4 of the Code, approximately six out of 10 respondents (59%) agreed that the Bonds television advertisement employed sexual appeal. While respondents were split over whether the advertisement included sexual imagery in contravention of Prevailing Community Standards (43% agreed vs. 42% disagree), just over one third (36%) did agree that the advertisement stated or implied that Children are sexual beings and that ownership or enjoyment of a product would enhance their sexuality.

There were no statistically significant differences by demographic groups.

Figure 52: Bonds – Agreement with Section 2.4 of the Code



Q8A. Thinking back to the Bonds TV advertisement, in the context of Section 2.4 of the Code you just read, which of the following do you agree with in terms of this advertisement? (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Section 2.7 Parental authority

Advertising or Marketing Communications to Children:

a. must not undermine the authority, responsibility or judgment of parents or carers;

b. must not contain an appeal to Children to urge their parents, carers or another person to buy a Product for them;

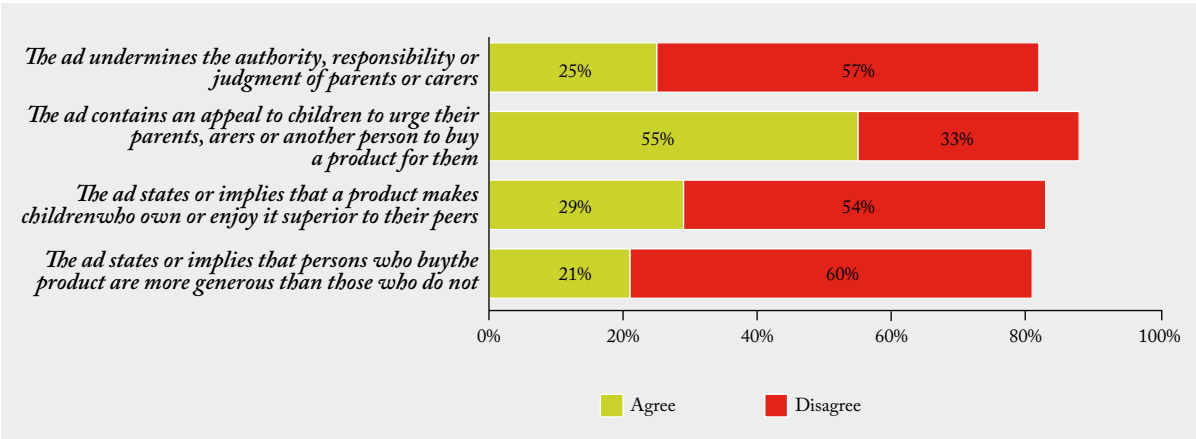
c. must not state or imply that a Product makes Children who own or enjoy it superior to their peers; and

d. must not state or imply that persons who buy the Product are more generous than those who do not.

Mattel – Letter to Santa	Board determination on directed primarily to children: Yes	Format: Television	Board determination on code: Breach
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With regards to Section 2.7 of the Code, respondents were most likely to agree that the Mattel – Letter to Santa television advertisement contained an appeal to children to urge their parents, carers or another person to buy the product for them (55%). Females were significantly more likely to agree with this (58% vs. 51% for males), as were respondents aged 45 years and over (65% vs. 44% for those aged 18 to 44) and respondents with children (58% vs. 50% for those without children). Respondents with children were also more likely to agree that the advertisement stated or implied that the product makes children who own or enjoy it superior to their peers (32% vs. 25%) and that the advertisement stated or implied that people who buy the product are more generous than those who do not (24% vs. 16%).

Figure 53: Mattel – Letter to Santa – Agreement with Section 2.7 of the Code



Q19A. Thinking back to the Mattel – Letter to Santa television advertisement, and Section 2.7 of the Code you just read, which of the following do you agree with in terms of this advertisement? (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)



*Zuru Toys – Tamago*

Board determination on directed primarily to children: No

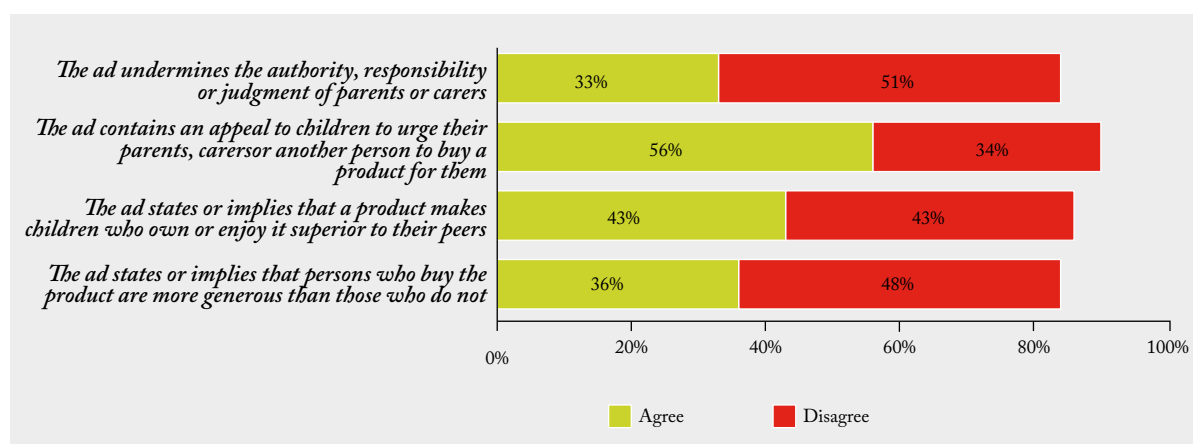
Format: Television

Board determination on code: NA

In line with the Mattel – Letter to Santa advertisement, respondents were most likely to agree that the Zuru Toys – Tamago television advertisement contained an appeal to children to urge their parents, carers or another person to buy the product for them (56%). Again, females were significantly more likely to agree with this (60% vs. 51% for males), as were respondents aged 45 years and over (64% vs. 47% for those aged 18 to 44) and respondents with children (60% vs. 49% for those without children).

Respondents were split over whether the advertisement stated or implied that the product makes children who own or enjoy it superior to their peers, with equal proportions agreeing (43%) and disagreeing (43%). Females were again more likely to agree with this statement (49% vs. 38% for males).

**Figure 54: Zuru Toys – Tamago – Agreement with Section 2.7 of the Code**



Q2oA. Thinking back to the Zuru Toys – Tamago television advertisement, and Section 2.7 of the Code you just read, which of the following do you agree with in terms of this advertisement? (Single response per section)

(Base=All respondents, 2015 Advertising to Children research study n=1,209)

**Section 2.14 Food and beverages**

Advertising or Marketing Communications to Children for food or beverages must neither encourage nor promote an inactive lifestyle or unhealthy eating or drinking habits.

Advertising or Marketing Communications to Children for food or beverages must neither encourage nor promote an inactive lifestyle or unhealthy eating or drinking habits

*Smith's Snack foods – Mr Potato Head*

Board determination on directed primarily to children: No

Format: Television

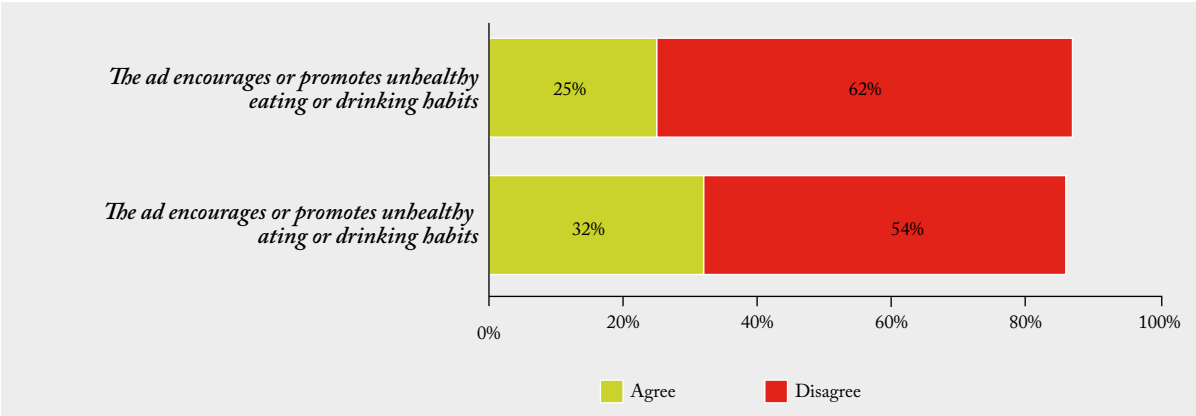
Board determination on code: No Breach

Approximately six out of 10 (62%) respondents disagreed that the Smith's Snack foods – Mr Potato Head television advertisement encouraged or promoted an inactive lifestyle, with no statistically significant differences by demographic groups.

Just over half (54%) disagreed that the advertisement encouraged or promoted unhealthy eating or drinking habits, with those aged 18 to 44 years significantly more likely to disagree compared to those aged 45 years and over (59% vs. 49%).

At a combined level, 37% of respondents agreed that the advertisement encouraged or promoted either an inactive lifestyle and/or unhealthy eating or drinking habits, while 68% disagreed with one or both statements.

Figure 55: Smith's Snack foods – Mr Potato Head – Agreement with Section 2.14 of the Code

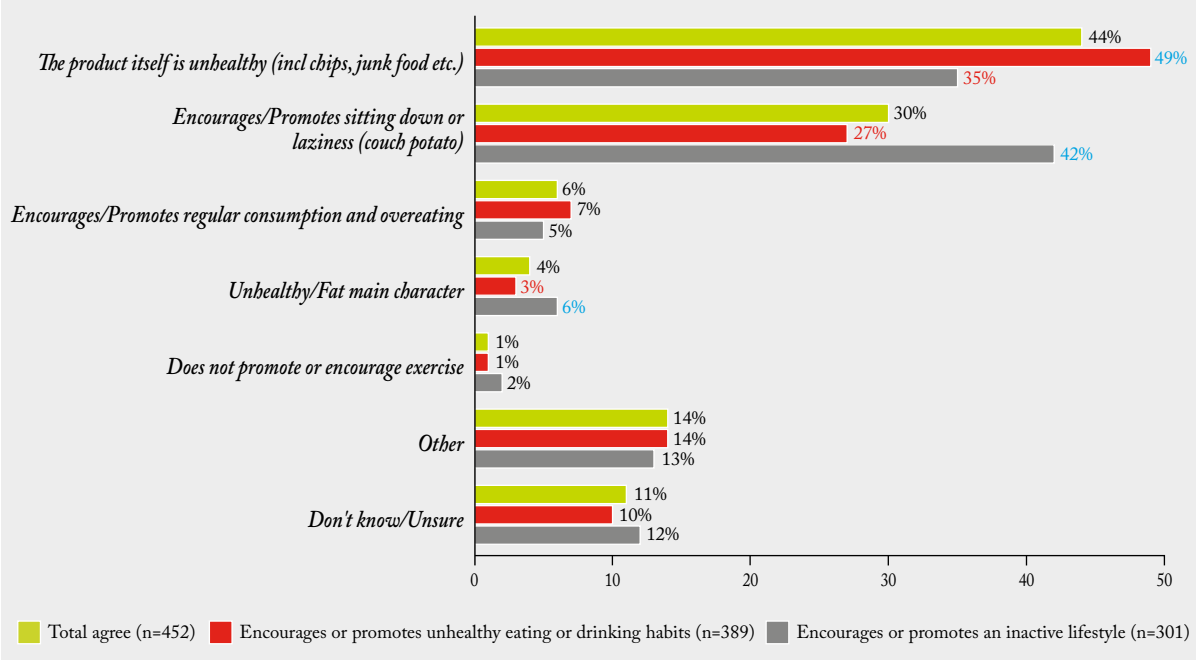


Q2tA. Thinking back to the Smith's Snack foods – Mr Potato Head television advertisement, and Section 2.14 of the Code you just read, which of the following do you agree with in terms of this advertisement? Note: For the purpose of this question please put aside the product itself and focus on the advertisement. (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the 37% of respondents who did agree that the Smith's Snack foods – Mr Potato Head advertisement encouraged or promoted either an inactive lifestyle and/or unhealthy eating or drinking habits, the main elements of the advertisement that made them agree were centred around the product itself being unhealthy (44%), despite the question stating “For the purpose of this question please put aside the product itself and focus on the advertisement”. When looking by sub-group, those who agreed that the advertisement encouraged or promoted unhealthy eating or drinking habits were significantly more likely to give this as a reason (49% compared to 35%).

Just under one third (30%) of these respondents did feel that that advertisement ‘Encourages/Promotes sitting down or laziness (“couch potato”)', with this being significantly higher for those who agreed that the advertisement encouraged or promoted an inactive lifestyle (42% compared to 27%).

Figure 56: Smith's Snack foods – Mr Potato Head – Reasons for agreement with the Code

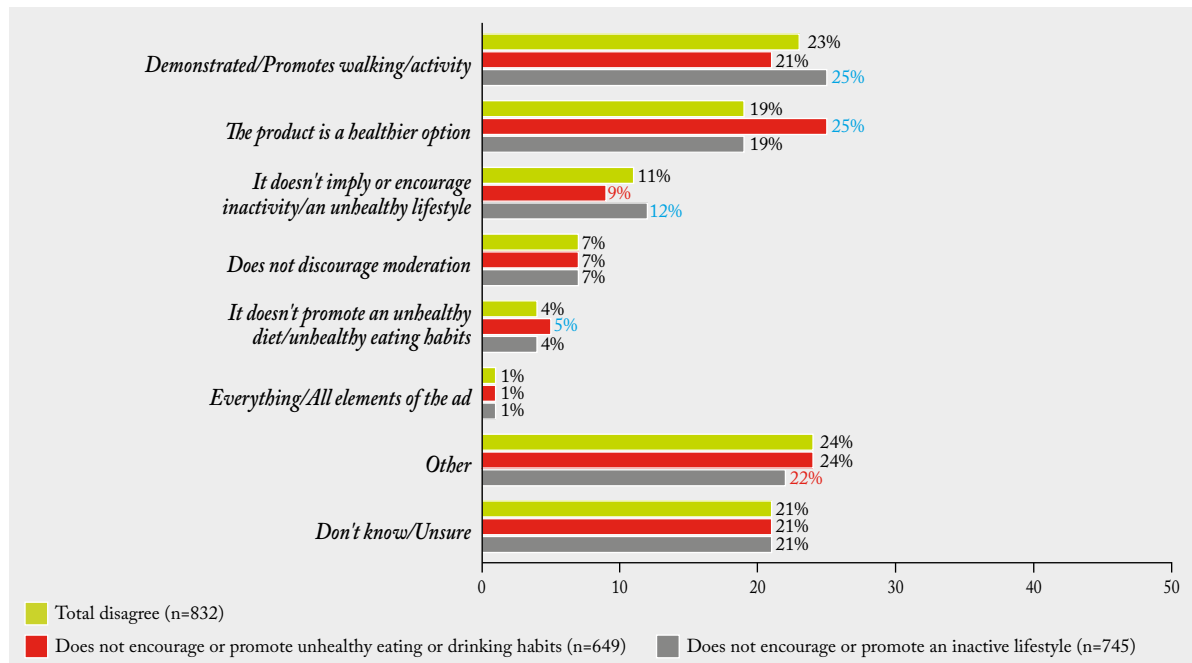


Note: Figures coloured blue represent a % that is significantly higher than the corresponding sub-group. Conversely, figures coloured red represent a % that is significantly lower than the corresponding sub-group.

Q2tB. In your opinion, what element(s) of the advertisement made you agree that it encourages or promotes an inactive lifestyle and/or encourages or promotes unhealthy eating or drinking habits? (Open Ended)  
(Base=Respondents who selected yes to ‘The advertisement encourages or promotes an inactive lifestyle’ and/or ‘The advertisement encourages or promotes unhealthy eating or drinking habits’, 2015 Advertising to Children research study n=452)

For the 68% of respondents who disagreed that the Smith's Snack foods – Mr Potato Head advertisement encouraged or promoted either an inactive lifestyle and/or unhealthy eating or drinking habits, the main element of the advertisement that made them disagree was that the advertisement 'Demonstrated/Promotes walking/activity' (23%).

Figure 57: Smith's Snack foods – Mr Potato Head – Reasons for disagreement with the Code



Note: Figures coloured blue represent a % that is significantly higher than the corresponding sub-group. Conversely, figures coloured red represent a % that is significantly lower than the corresponding sub-group.

Q21C. In your opinion, what element(s) of the advertisement made you disagree that it encourages or promotes an inactive lifestyle and encourages or promotes unhealthy eating or drinking habits? (Open Ended)

(Base=Respondents who selected no to 'The advertisement encourages or promotes an inactive lifestyle' and/or 'The advertisement encourages or promotes unhealthy eating or drinking habits', 2015 Advertising to Children research study n=832)

**S1.1. Advertising and marketing communications to children for food and/or beverages must:**

**Reference, or be in the context of, a healthy lifestyle, designed to appeal to Children through messaging that encourages:**

- i. Good dietary habits; and
- i. Physical activity.

<i>Kellogg's Coco Pops – Marco Polo</i>	Board determination on directed primarily to children: Yes	Format: Television	Board determination on code: Breach
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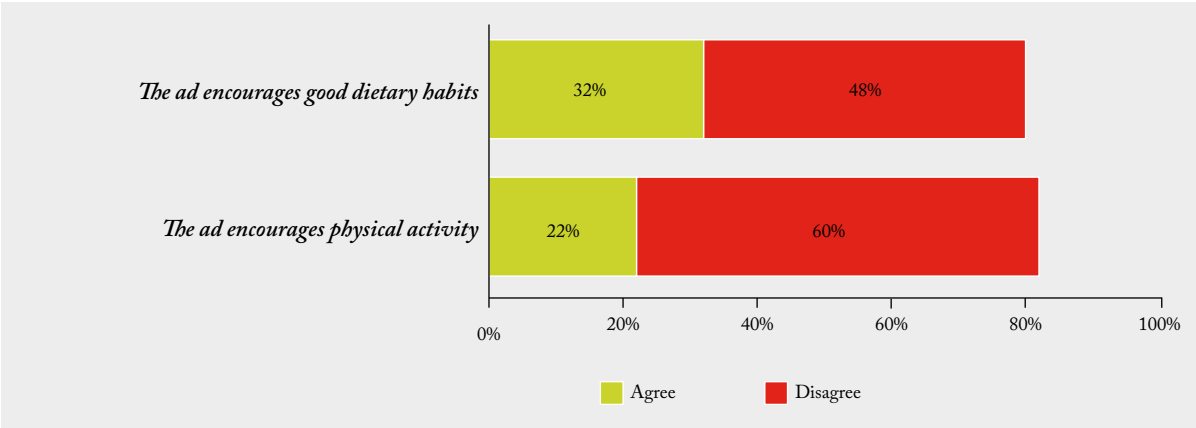
Just under half (48%) of all respondents disagreed that the Kellogg's Coco Pops – Marco Polo television advertisement encouraged good dietary habits, while 60% disagreed that it encouraged physical activity.

When looking at this by demographic groups respondents aged 45 years and over were significantly more likely to disagree with the advertisement on both points:

- 'The advertisement encouraged good dietary habits' (54% disagreement vs. 42% for those aged 18-44); and
- 'The advertisement encourages physical activity' (65% disagreement vs. 55% for those aged 18-44).

When combined, 68% of respondents disagreed that the advertisement encouraged physical activity and/or good dietary habits, while 37% of respondents agreed with one or both statements.

Figure 58: Kellogg's Coco Pops – Marco Polo – Agreement with RCMI



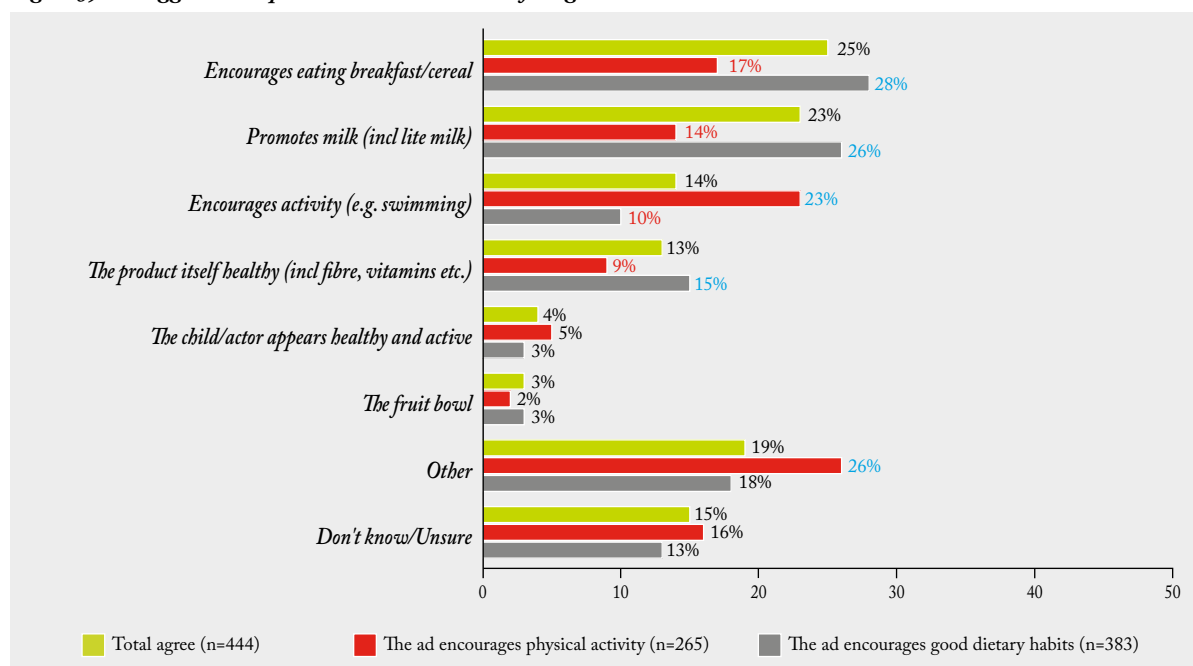
Q22A. Thinking back to the Kellogg's Coco Pops – Marco Polo television advertisement, and the provisions of the Responsible Children's Marketing Initiative you just read, which of the following do you agree with in terms of this advertisement? Note: For the purpose of this question please put aside the product itself (as this has been classified as a healthier dietary choice) and focus on the advertisement. (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

For the 37% of respondents who did agree that the Kellogg's Coco Pops – Marco Polo advertisement encouraged physical activity and/or good dietary habits, the main elements of the advertisement that made them agree were:

- 'Encourages eating breakfast/cereal' (25%); and
- 'Promotes milk (including lite milk)' (23%).

Both of these main elements were primarily driven by those who agreed that the advertisement encouraged good dietary habits. While those who agreed that the advertisement encouraged physical activity were significantly more likely to suggest that this was due to the advertisement encouraging activity such as swimming (23% vs. 10%).

Figure 59: Kellogg's Coco Pops – Marco Polo – Reasons for agreement with RCMI



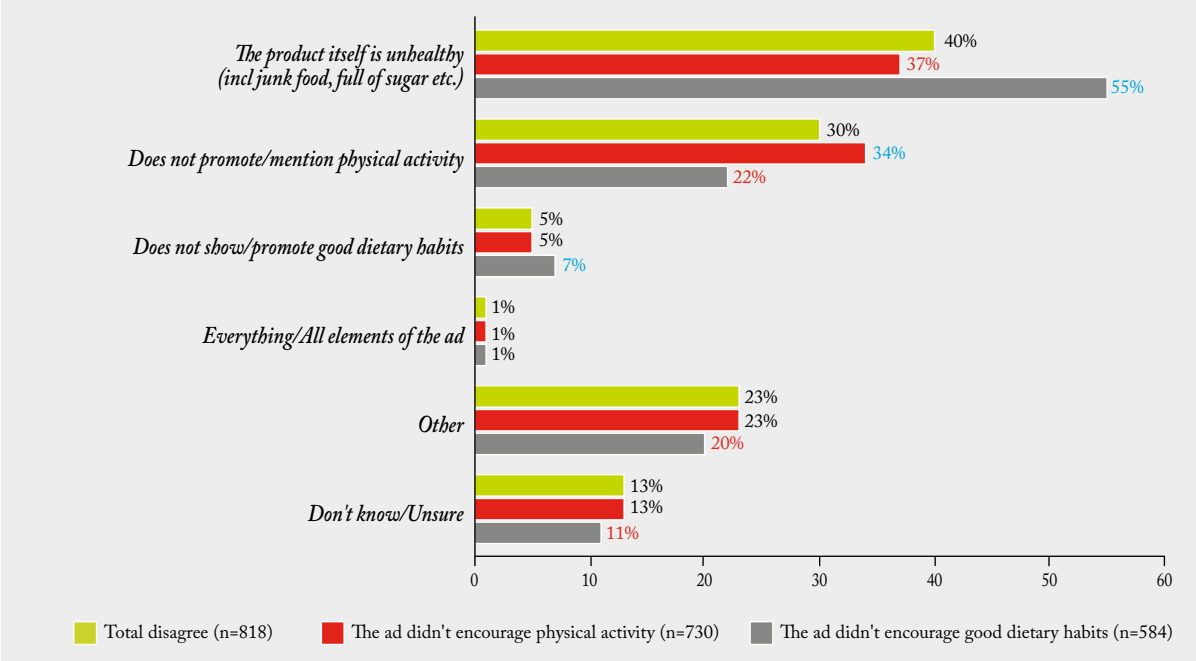
Note: Figures coloured blue represent a % that is significantly higher than the corresponding sub-group. Conversely, figures coloured red represent a % that is significantly lower than the corresponding sub-group.

Q22B. In your opinion, what element(s) of the advertisement made you agree that it encourages good dietary habits and/or encourages physical activity? (Open Ended)

(Base=Respondents who selected yes to 'The advertisement encourages good dietary habits' and/or 'The advertisement encourages physical exercise', 2015 Advertising to Children research study n=444)

Despite the question stating "For the purpose of this question please put aside the product itself and focus on the advertisement", the main element of the advertisement that made people disagree that it encouraged physical activity or good dietary habits was that 'The product itself is unhealthy' (40%). Unsurprisingly, this was significantly higher for those who disagreed that the advertisement encouraged good dietary habits compared to those who disagreed that the advertisement encouraged physical exercise (55% vs. 37% respectively).

Figure 6o: Kellogg's Coco Pops – Marco Polo – Reasons for disagreement with RCMI



Note: Figures coloured blue represent a % that is significantly higher than the corresponding sub-group. Conversely, figures coloured red represent a % that is significantly lower than the corresponding sub-group.

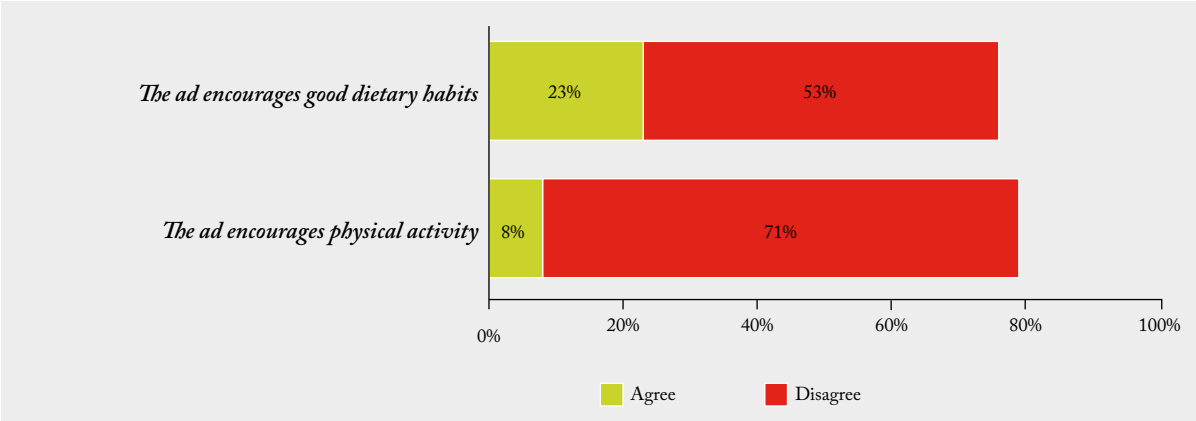
Q22C. In your opinion, what element(s) of the advertisement made you disagree that it encourages good dietary habits and/or encourages physical activity? (Open Ended)  
(Base=Respondents who selected no to 'The advertisement encourages good dietary habits' and/or 'The advertisement encourages physical exercise', 2015 Advertising to Children research study n=818)

Unilever – Paddle Pops	Board determination on directed primarily to children: Yes	Format: Internet	Board determination on code: No Breach
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Just over half (53%) of respondents disagreed that the Unilever – Paddle Pops internet advertisement encouraged good dietary habits, while the majority (71%) disagreed that it encouraged physical activity.

One quarter (25%) of respondents agreed that the advertisement encouraged good dietary habits and/or physical activity, while three quarters (76%) disagreed.

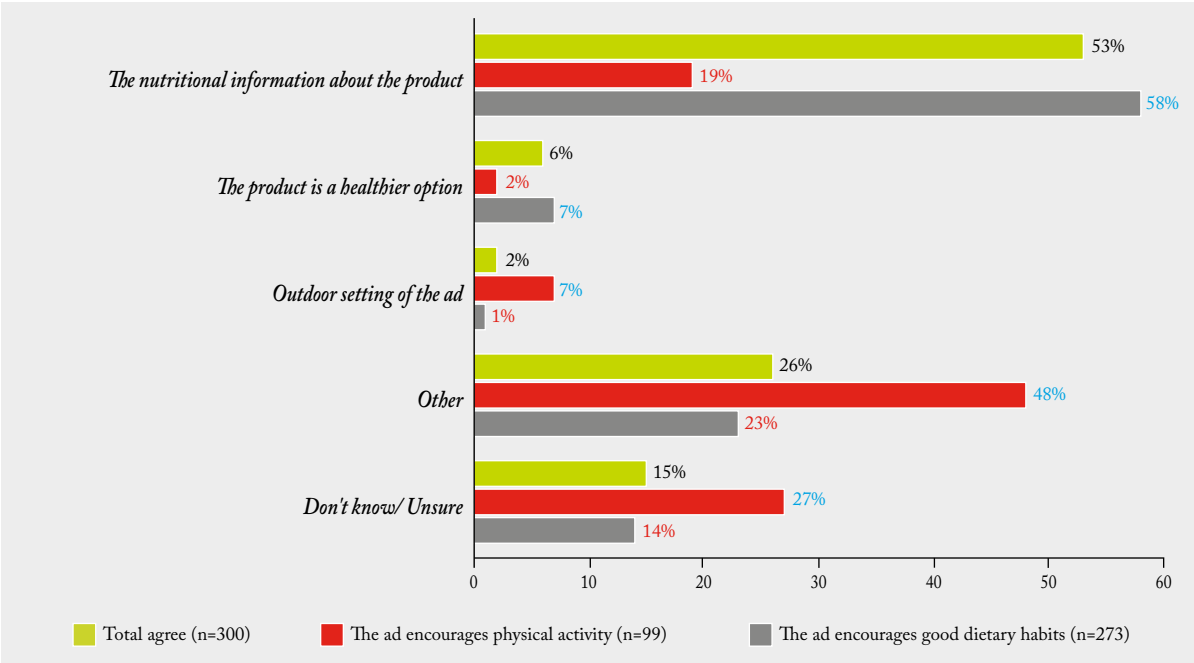
Figure 6r: Unilever – Paddle Pops – Agreement with RCMI



Q23A. Thinking back to the Unilever – Paddle Pops internet advertisement, and the provisions of the Responsible Children's Marketing Initiative just read, which of the following do you agree with in terms of this advertisement? Note: For the purpose of this question please put aside the product itself (as this has been classified as a healthier dietary choice) and focus on the advertisement. (Single response per section)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

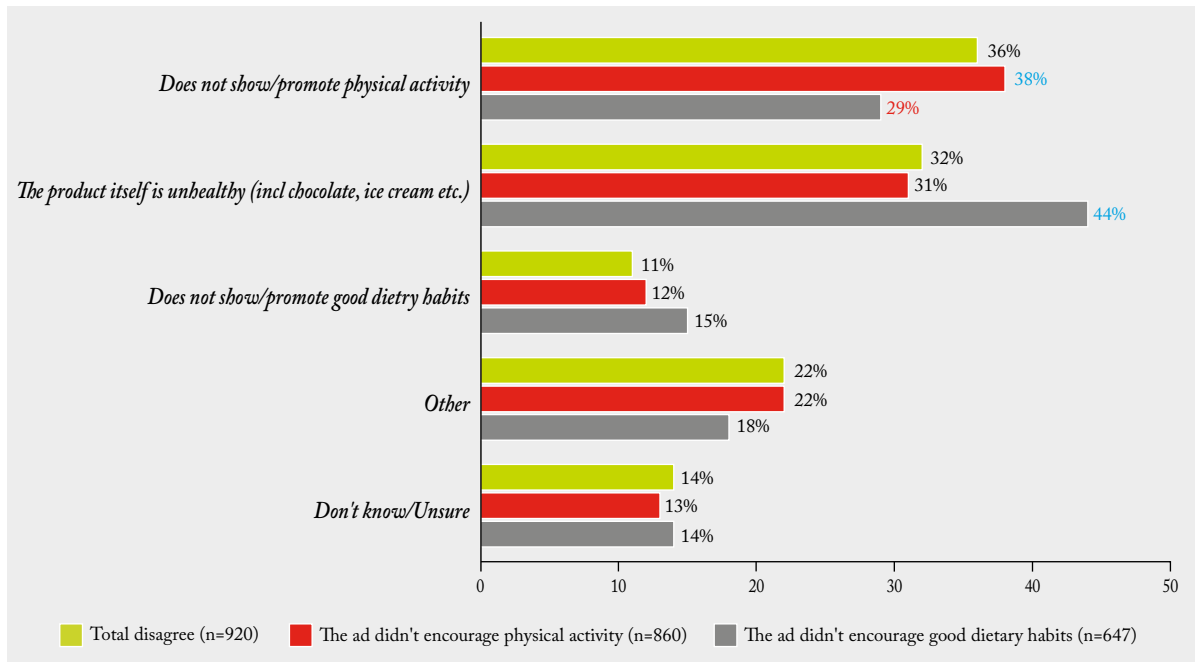
For the 25% of respondents that agreed that the Unilever – Paddle Pops internet advertisement encouraged good dietary habits and/or physical activity, the main reason given as to why was that the advertisement provided nutritional information about the product (53%). This was largely driven by those who agreed that the advertisement encouraged good dietary habits (58% vs. 19% for those who agreed that the advertisement encouraged physical activity).

Figure 62: Unilever – Paddle Pops – Reasons for agreement with RCMI



Q23B. In your opinion, what element(s) of the advertisement made you agree that it encourages good dietary habits and/or encourages physical activity? (Open Ended)  
(Base=Respondents who selected yes to 'The advertisement encourages good dietary habits' and/or 'The advertisement encourages physical exercise', 2015 Advertising to Children research study n=300)

For the 76% of respondents that disagreed that the Unilever – Paddle Pops internet advertisement encouraged good dietary habits and/or physical activity, the main reasons were that the advertisement 'Does not show/promote physical activity' (36%) and 'The product itself is unhealthy' (32%). This is again despite the question stating "For the purpose of this question please put aside the product itself and focus on the advertisement".

**Figure 63: Unilever – Paddle Pops – Reasons for disagreement with RCMI**

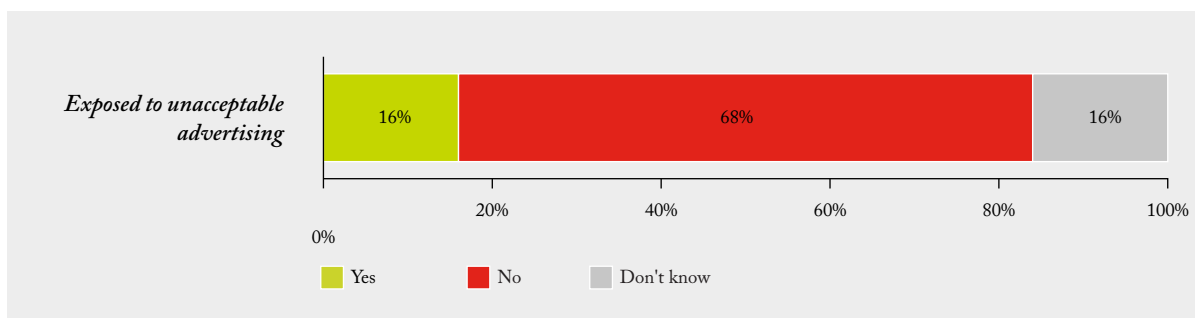
Q23C. In your opinion, what element(s) of the advertisement made you disagree that it encourages good dietary habits and/or encourages physical activity? (Open Ended)  
 (Base=Respondents who selected no to 'The advertisement encourages good dietary habits' and/or 'The advertisement encourages physical exercise', 2015 Advertising to Children research study n=920)

#### 4.4. Complaints procedures

Where possible the data in this section was compared against the general public sample from the 2013 Exploitative and Degrading advertising research and the 2006 Community Awareness research. Comparisons were only noted in the commentary where questions were consistent (and thus directly comparable) and where results were of interest.

#### Exposure to unacceptable advertising

Only 16% of all respondents indicated that they had recently been exposed to any advertising that they found unacceptable.

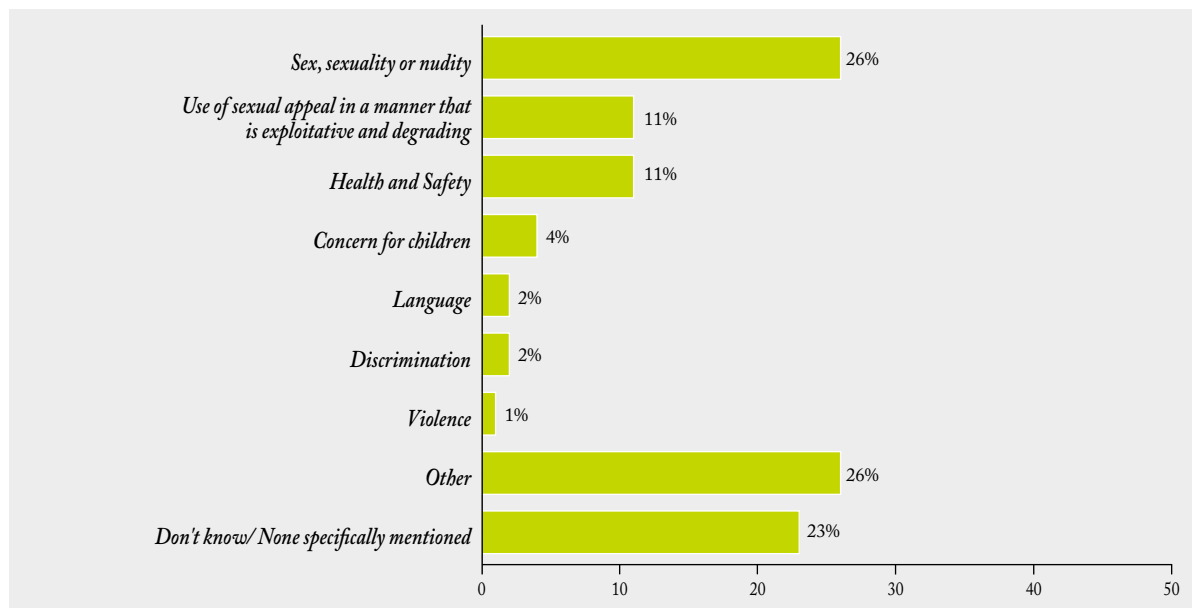
**Figure 64: Recent exposure to unacceptable advertising**

Q31A. Have you recently been exposed to any advertising that you found unacceptable? (Single response)  
 (Base=All respondents, 2015 Advertising to Children research study n=1,209)

Those who had found advertising unacceptable were asked to explain what it was about the advertising that was unacceptable, with one quarter (26%) indicating that it had something to do with 'Sex, sexuality or nudity'. Examples include "Sexual images of teenage girls", "It was sexist and promoted unhealthy sexual connotations" and "Very suggestive and sexual references". Within the "Other" category there were several mentions of female hygiene products, gambling and insurance companies.



Figure 65: What was unacceptable about the advertising



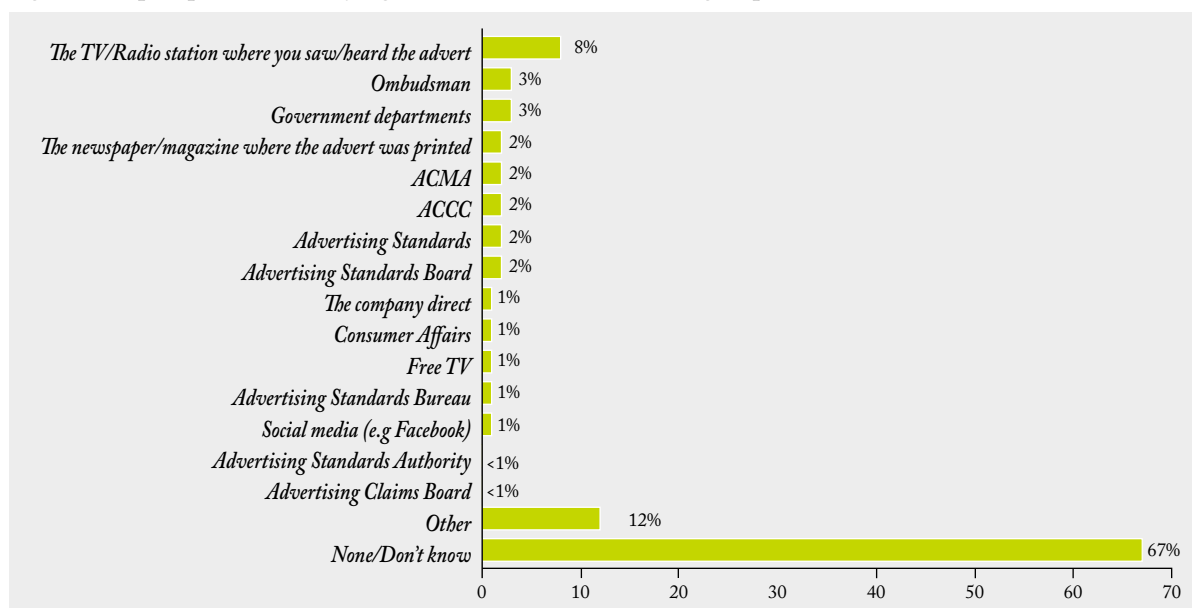
Q31B. What was unacceptable about the advertising you read, saw or heard? (Open Ended)

(Base=Respondents who had found advertising unacceptable, 2015 Advertising to Children research study n=191)

#### Awareness of complaint organisations

Respondents were asked to identify (unprompted) which organisations they were aware of with regards to making a complaint about the standards of advertising. Approximately two thirds (67%) were unable to state an organisation, while the remaining 33% provided a mix of responses (some giving more than one). The top answer for who they would contact was the TV/Radio station where they saw/heard the advertisement (8%).

Figure 66: Unprompted awareness of organisations that handle advertising complaints

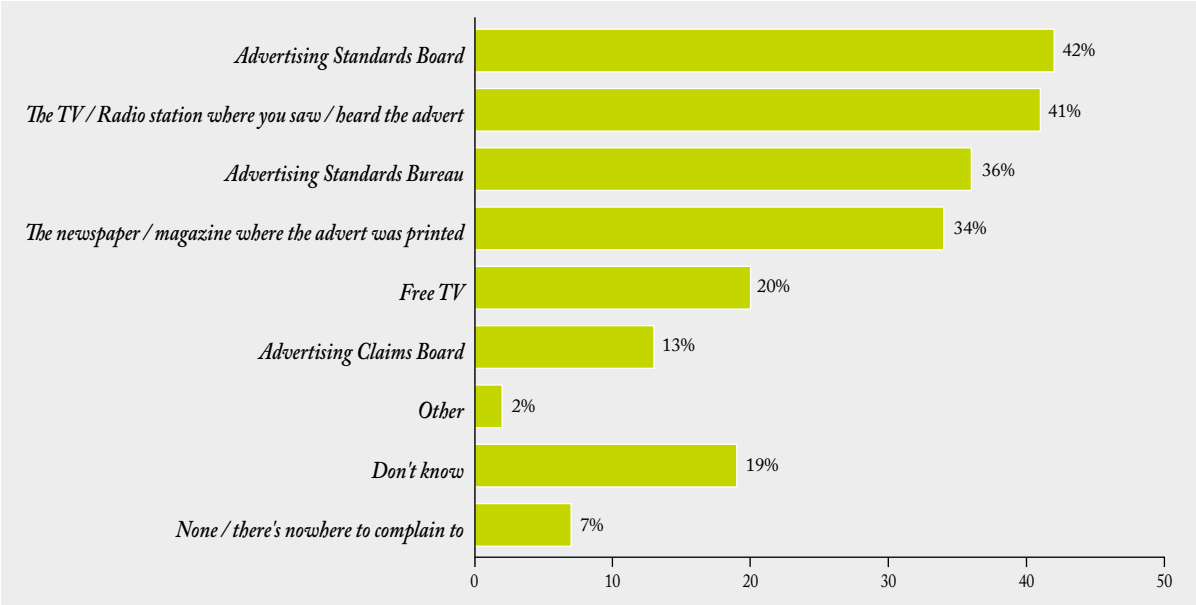


Q31C. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? Advertising refers to television, radio, outdoor advertising, newspaper, magazine and online and social media advertising. (Open Ended)

(Base=All respondents, 2015 Advertising to Children research study n=1,209)

When provided with a list to select from 42% of respondents indicated that they would contact the ‘Advertising Standards Board’ if they wished to make a complaint, while one third (36%) proposed that they would contact the ‘Advertising Standards Bureau’. Furthermore, 41% suggested that they would contact the TV/Radio station where they saw/heard the advertisement, while 34% would contact the newspaper/magazine where the advert was printed.

Figure 67: Prompted awareness of organisations that handle advertising complaints

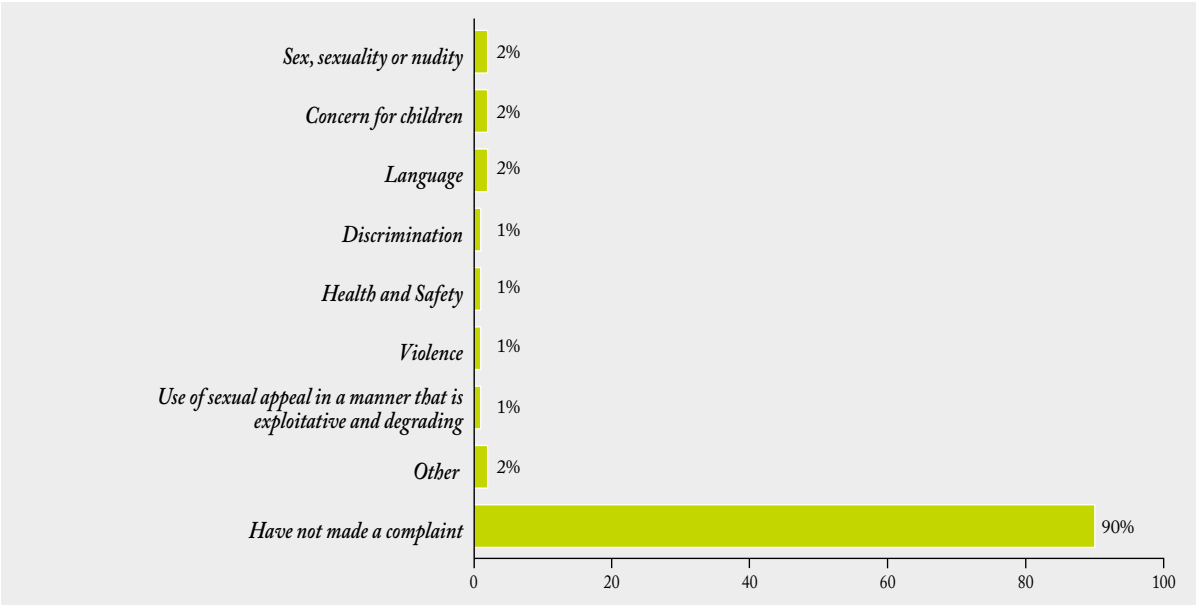


Q3iD. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? (Multiple response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Complaints about advertising standards

In the 12 months prior to the survey, the majority (90%) of respondents had not made a formal complaint about advertising standards.

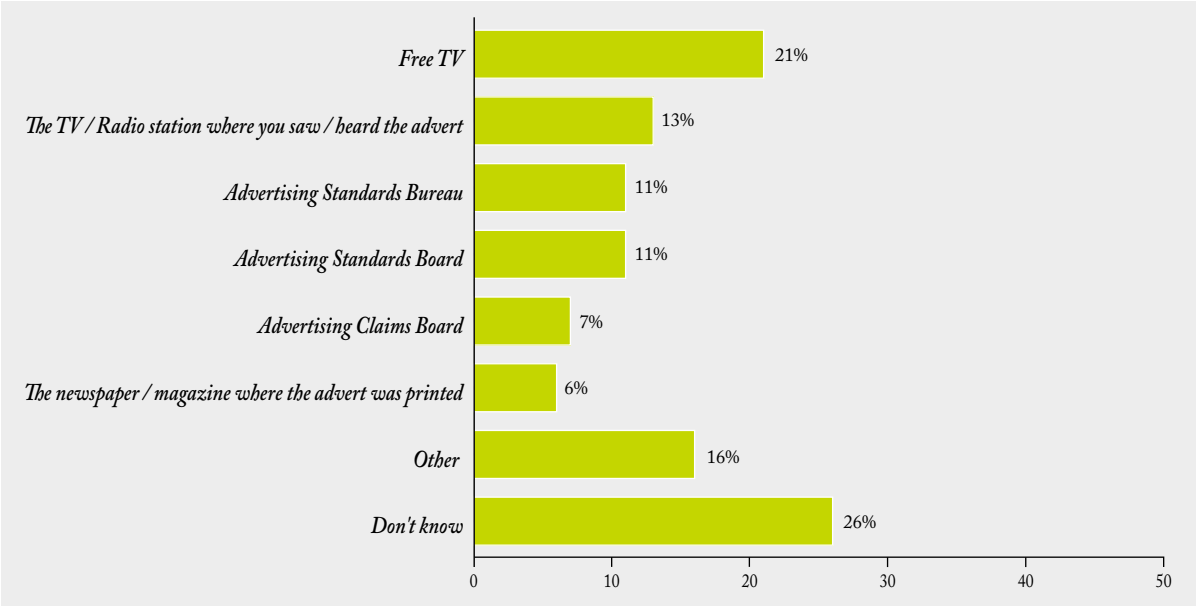
Figure 68: Formal complaints about advertising standards made in the last 12 months



Q32. In the last 12 months have you made a formal complaint about advertising standards in relation to any of the following? (Multiple response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Of the 10% who had made a complaint in the 12 months prior to the survey 21% had complained to 'Free TV' and 13% had complained to the TV/Radio station where they saw/heard the advertisement. The 'Advertising Standards Bureau' and the 'Advertising Standards Board' had both been contacted by approximately one in 10 respondents (11% respectively).

Figure 69: Organisation complained to

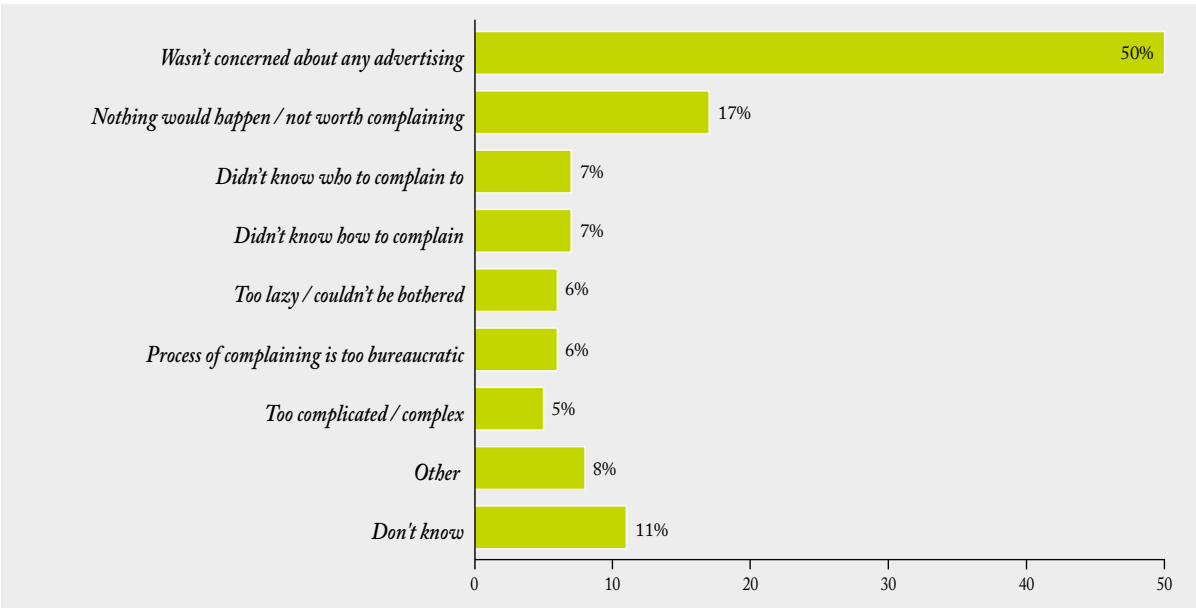


Q33. Which organisation(s) did you complain to? (Multiple response)  
(Base=Respondents who made a complaint in the last 12 months, 2015 Advertising to Children research study n=123)

For the 90% of respondents who had not made a formal complaint in the 12 months prior to the survey, the main reason for

not making a complaint was that they were not concerned about any advertising they had seen or heard (50%).

Figure 70: Reasons for not making a complaint

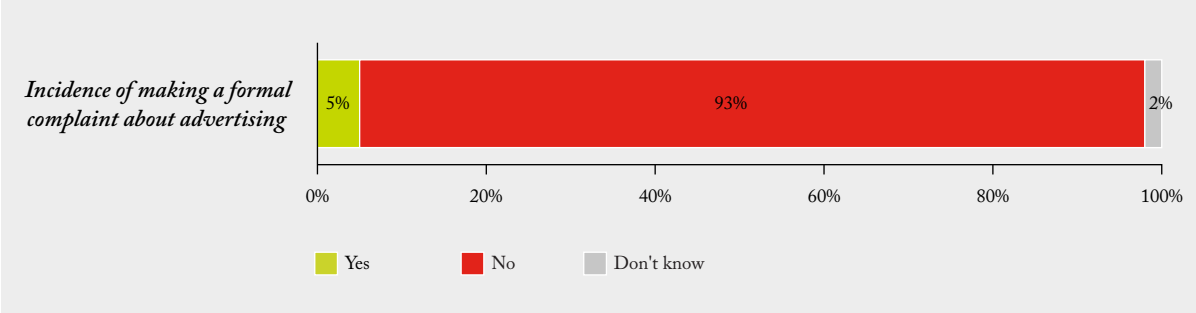


Q34. For what reasons did you not make a complaint? (Multiple response)  
(Base=Respondents who did not make a complaint in the last 12 months, 2015 Advertising to Children research study n=1,086)

Incidence of complaints about advertising among the general public

All respondents were asked if they had ever made a formal complaint about advertising, with just 5% reporting that they had made a complaint about advertising. This result was consistent with the 2013 Exploitative and Degrading advertising research (6%).

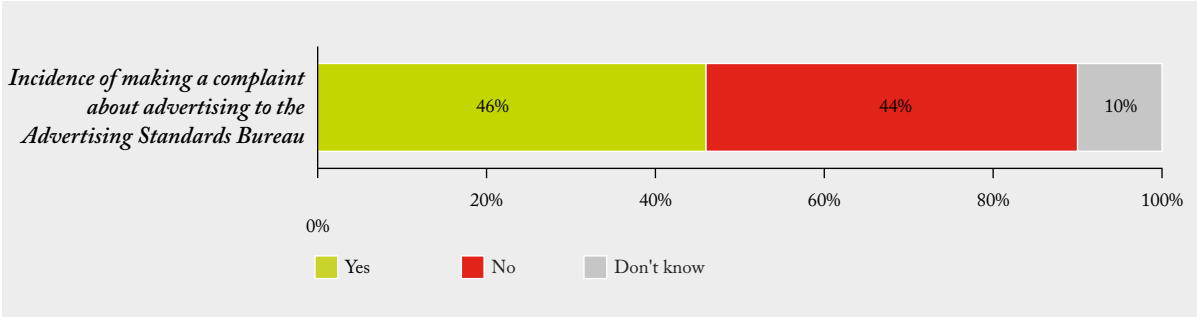
Figure 71: Formal complaints about advertising



Q41 Have you ever made a formal complaint about advertising? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Among the respondents who had made a complaint about advertising, 46% indicated that they had made a complaint to the Advertising Standards Bureau. Among the total population (n=1,209), the incidence of those making a complaint to the Advertising Standards Bureau in the general public was just 2%. These results were again consistent with the 2013 Exploitative and Degrading advertising research, where 37% had made a complaint to the Advertising Standards Bureau.

Figure 72: Formal complaints about advertising to the Advertising Standards Board

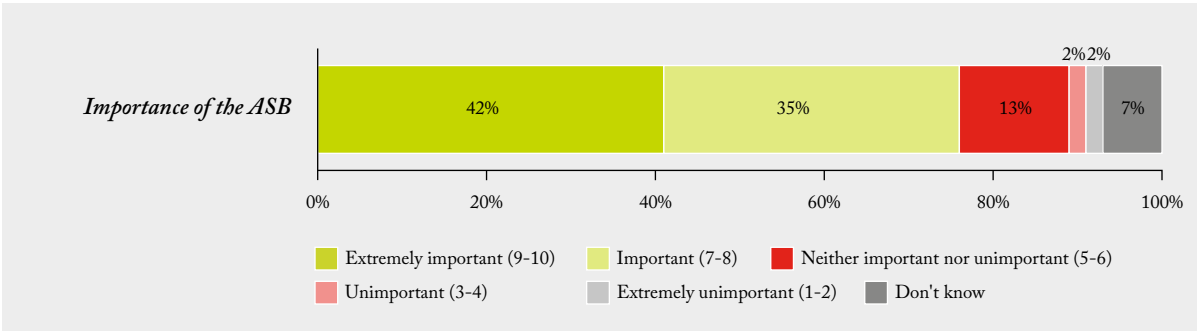


Q42. Have you ever made a formal complaint about advertising to the Advertising Standards Board? (Single response)  
(Base=Respondents who have ever made a complaint, 2015 Advertising to Children research study n=57)

4.5. Importance of the role of the ASB

Among all respondents 77% reported that the role of the ASB was important, meaning that they gave a rating of 7 or higher on a scale of 1-10 (extremely important (9-10) 42% and important (7-8) 35%). This was in line with the results from the 2013 Exploitative and Degrading advertising research (74% extremely important + important) and the 2006 Community awareness research (78% extremely important + important).

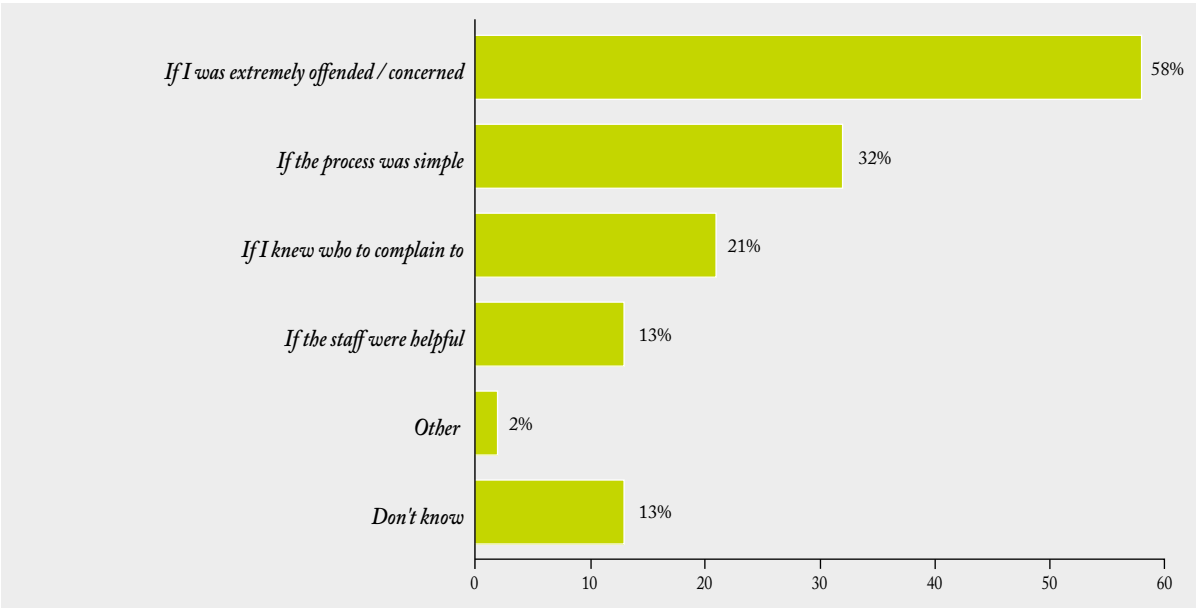
Figure 73: Importance of the Advertising Standards Bureau



Q43 How unimportant or important do you feel the role of the Advertising Standards Bureau is? (Single response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

Just over half (58%) of all respondents reported that they would be encouraged to make a complaint to the ASB if they were extremely offended/concerned. This was significantly lower than in the 2013 Exploitative and Degrading advertising research (75%), but was in line with the 2006 Community awareness research (57%).

Figure 74: What would encourage making a complaint to the Advertising Standards Bureau



Q44. What would encourage you to make a complaint to the Advertising Standards Bureau? (Multiple response)  
(Base=All respondents, 2015 Advertising to Children research study n=1,209)

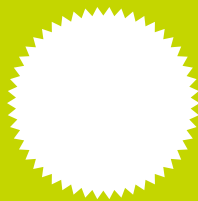
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*Detailed qualitative findings*

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# Part 5

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## 5. Detailed qualitative findings

Following completion of the quantitative research and delivery of the results, qualitative research was conducted to explore 10 products which were in advertisements about which the ASB had previously made a determination. The purpose of this research was twofold. Firstly it was designed to examine whether people make the same determination as to who the product is aimed at without the presence of an advertisement and secondly their key reasons for doing so. Who the product is directed to is not relevant to whether the advertisement is directed to children. However, the Children's Code only applies if the advertisement is for a product that is targeted to and of principal appeal to children.

Participants were shown pictures of each of the products and asked who they thought the product was targeted towards and had principal appeal to. As evident in the table below, qualitative research participants determined that more of the products were aimed at children than the Board has determined. These products are discussed individually below.

**Table 10: Comparison of Board determination and qualitative research of who product is targeted towards and has principal appeal to**

Product	Board decision – product has principal appeal to children	Qualitative research findings – product has principal appeal children	Alignment
Chupa Chups	No	Yes	✗
Oreos	No	No	✓
Wonka family chocolate bars	No	No	✓
Smarties	Yes	Yes	✓
Wizz Fizz	Yes	Yes	✓
Banana Choc McFlurry	No	Yes	✗
Fanta	No	Mixed	?
Mamee Noodles	Yes	Mixed	?
Coco Pops	Yes	Yes	✓
Fandangles Choc-Shmallow ice-creams	Yes*	Yes	✓

\* The Board has not made a decision on the 'Choc Shmallow' flavour of this product – however has considered that the "Toffee Whoopee Cookie" and "Fairy Floss" flavours of Fandangles to be of principal appeal to children, and as such it is reasonable to assume a similar decision would be made for this product.

✓ = Participants aligned with the Board;

✗ = Participants not aligned with the Board;

? = Mixed reactions from participants.



## 5.1. Individual products

### Chupa Chups

The Board determined that Chupa Chups were not aimed primarily at children. However, participants in both qualitative groups felt strongly that Chupa Chups are targeted towards and have principal appeal to children.

The main reason given was the product category, with participants strongly relating confectionary, particularly “a lolly on a stick” with children.

Some participants specifically thought that Chupa Chups may have appeal for older children and younger teenagers, because of the potential choking hazard for young children.

There was recognition that in this product category, there are some lollipops aimed at different age groups, such as smaller, flat lollipops for young children and alcohol flavoured lollipops for teens and young adults, but that Chupa Chups are aimed at children.

### Oreos

The Board determined that Oreos were not targeted to children, which was generally in line with the views of the participants. Participants identified that Oreos have a wider appeal and suggested that the more subdued packaging, with no cartoons or pictures, indicated that the product is something that all ages would enjoy.

### Wonka Family Chocolate Bars

Participants’ decision about who Wonka family chocolate bars are targeted towards and have principal appeal to was not as unequivocal as for other products. The product brand name “Wonka” indicated to a small group of participants that the product must be targeted to children:

*“I’m stumped on that one. The colours are more sedate (appeal more to adults) but the Willy Wonka brand is usually aimed at children”.*

However, most participants agreed with the Board’s determination that this product is targeted towards adults. This impression was based on the dark colouring of the packaging, which was interpreted as sophisticated and exclusive.

### Smarties

The majority of participants aligned with the Board in determining that Smarties would have principal appeal to children. The bright colours and small package size were the main drivers in this determination. Many indicated that they purchase Smarties for themselves, but recognise they are a product with principal appeal to children.

*“Bright packaging so mostly (appeal to) children”.*

### Wizz Fizz

Overall, participants agreed with the Board’s determination that Wizz Fizz lollies have principal appeal to children. Many participants specifically suggested that the group this product would most appeal to would be children aged eight and over including teenagers. This was mainly driven by product packaging, which was seen as bright and colourful, but with slightly “older looking” cartoons. The product category (lollies) also influences this perception, with participants identifying that sherbet in particular is “a kids’ thing”.

### Banana Choc McFlurry

The majority of participants did not agree with the Board's determination regarding the Banana Choc McFlurry. The general feeling was that this product would indeed have principal appeal to children. The product packaging, with animated characters on it, was cited as the main reason for this product appealing to children. Some participants discussed that while the flavour might have broader appeal, the product packaging indicated the product is targeted towards children.

### Fanta

There was not strong agreement either way as to who Fanta is targeted towards and would have principal appeal to. Approximately half of the participants in both groups proposed that Fanta is a product that would have principal appeal to children and young teenagers. This was primarily driven by the product's bright colour, "artificial" taste and the lack of health claims, such as "diet" and "caffeine free". For the remaining participants, Fanta was seen as having a broader appeal, mainly because of the longevity and subsequent nostalgia associated with the brand.

*"Fanta is definitely targeted at kids – bright colours, artificial taste and no claims for health".*

### Mamee Noodles

Participants were mixed in their views as to who Mamee Noodles are targeted towards and have principal appeal to. The product packaging, particularly the Mamee Monster, and the bright colouring were seen to appeal to children. While the product itself was seen to have primary appeal for children, teenagers and "poor Uni students". The product was also considered to appeal to parents as a quick and easy snack to give their children.

### Fandangles – Choc Shmallow

Similarly, the product packaging of Fandangles was the main reason given by participants as to why this product would have principal appeal to children. This was particularly driven by the cartoon-like faces on the marshmallows and the fun name of the product. While the Board has not made a determination on this particular flavour of Fandangles, they have found the "Toffee Whoopee Cookie" and "Fairy Floss" flavours of Fandangles to be of principal appeal to children, and as such it is reasonable to assume a similar decision would be made for this product.

Some participants did indicate that they might purchase this product to eat themselves, but only if they were with children.

*"Shmallow appeals to kids, not so much to adults".*

### Coco Pops

Participants were generally aligned with the Board's determination that Coco Pops are targeted towards and have principal appeal to children. The product packaging, particularly the monkey image, as well as the highly sweet nature of the product, were the main drivers for this decision.

*"Coco Pops are targeted at kids, but adults do eat them too. A 'Chocolate Milkshake' is something adults like too".*

## 5.2. Separating products and advertising

Participants were asked broadly what they use to determine who a product is targeted towards. Colour was the most commonly indicated factor, with bright colours seen as appealing to children, and darker colours seen as appealing to adults. Pictures, particularly picture style, were also used as important clues in determining who a product is targeted towards, with cartoons seen as primarily appealing to children.

Throughout the discussion of individual products, it was clear that the product itself is an important factor in determining who it has principal appeal to, as well as the product benefits highlighted by the manufacturer. The products that emphasised fun and flavour were seen as appealing to children, while claims such as “low fat”, “natural” or “caffeine free” were considered to be clues that the product would be targeted towards or have principal appeal to adults.

Having children in an advertisement did not automatically indicate to participants that a product was targeted towards children, with participants able to critically assess a message of an advertisement based on what the children were doing in said advertisement. For example, participants talked about current financial services advertisements which have children playing different “adult” roles – participants identified this was designed to appeal to adults, not to children.

However, having any created character, such as a cartoon character, someone dressed up or made up to be a character was seen as a clue that an advertisement is aimed at children.

Participants were also able to discuss how advertisements for products that children use, are designed to target adults. There was discussion that if an advertisement discussed the health claims for a product, such as meeting a child’s recommended daily intake of a specific nutrient, then the advertisement was aimed at adults. Participants did discuss that sometimes an advertisement might include elements that appeal to children, such as characters, and elements that appeal to adults, such as health claims.

Participants widely supported the need for rules regulating what products are advertised during times when children could be watching television, as well as how these products could be advertised, indicating that advertisers should be required to be honest and open in their communications, and not to be “rude or crass”. There was some concern that advertising products deemed as unhealthy foods would increase pressure on parents, with children nagging their parents to buy these products.

*“It’s hard for the children and for parents, when there is a constant barrage of advertising”.*

Although only limited discussion was conducted on the topic of other media, participants generally focussed on television advertising and its impact on children, noting that other media were less widely used by children and therefore less likely to have an impact on them.

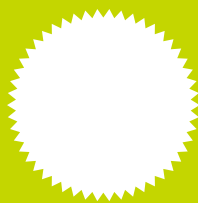
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*Sample profile – Quantitative study*

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# Part 6

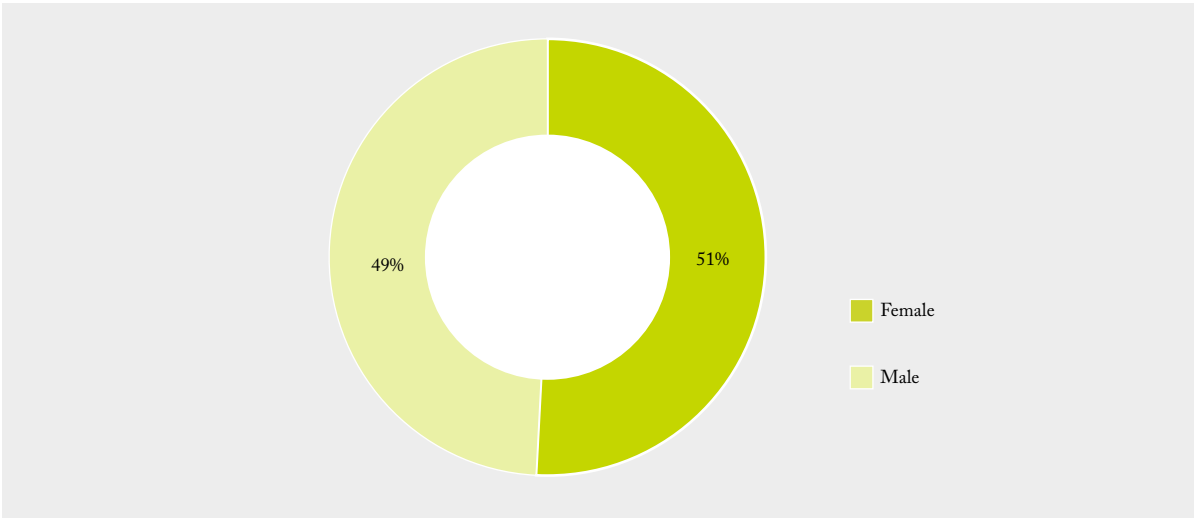
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## 6. Sample profile – Quantitative study

### Gender

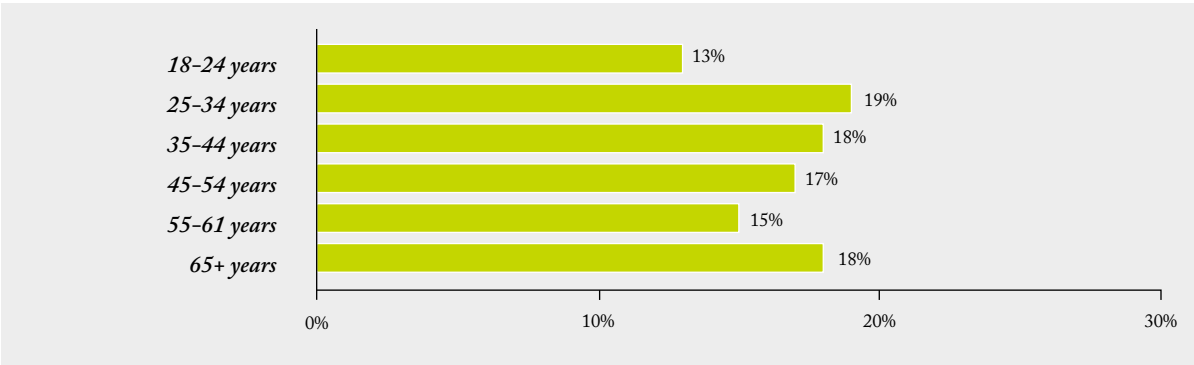
Figure 75: Gender



Q3. Please indicate your gender? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

### Age

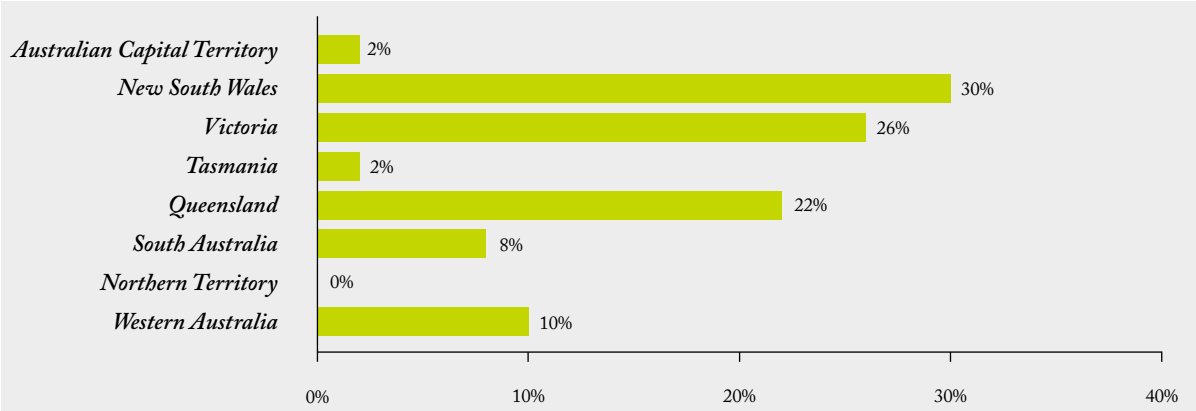
Figure 76: Age



Q5. Please indicate which of the following age groups you fall into? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

State of origin

Figure 77: State of origin



Q6. Please indicate where you live? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

Metropolitan vs. Regional area

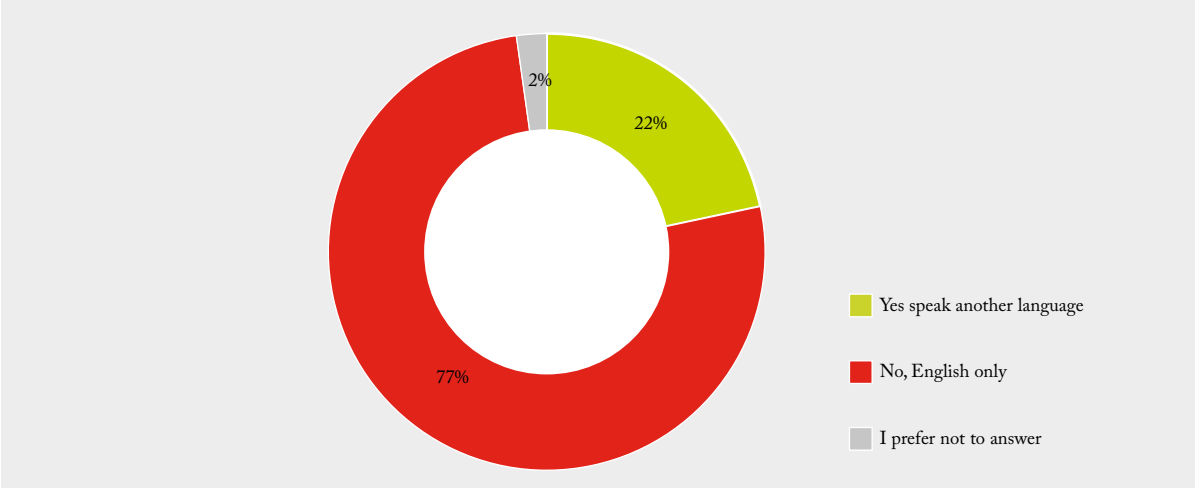
Table 11: Metropolitan vs. Regional area

State	Total n=1,209	Metro n=840	Regional n=339
Australian Capital Territory	2%	2%	1%
New South Wales	30%	30%	31%
Victoria	26%	27%	24%
Tasmania	2%	1%	4%
Queensland	22%	17%	32%
South Australia	8%	10%	4%
Northern Territory	0%	0%	0%
Western Australia	10%	12%	5%

Q6B. Do you live in the metropolitan area of a capital city? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

Language spoken at home

Figure 78: Language spoken at home



Q35 Do you speak a language other than English at home? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

Languages spoken

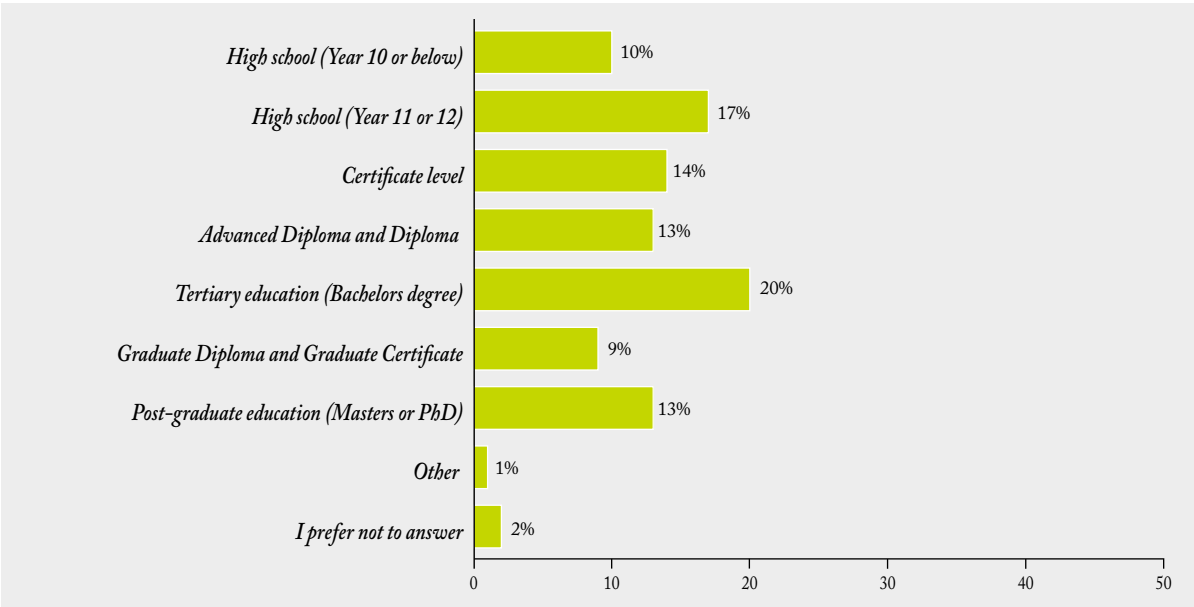
Table 12: Languages spoken

Languages	Speak another language at home n=262
Northern European languages	10%
Southern European languages	7%
Eastern European languages	6%
Southwest and Central Asian languages	3%
Southern Asian languages	13%
Southeast Asian languages	25%
Eastern Asian languages	8%
Australian Indigenous languages	1%
Other languages	19%
I prefer not to answer	13%

Q36 What languages do you speak?  
(Base=Respondents who speak another language other than English at home 2013 Exploitative & Degrading research study n=244)

Education

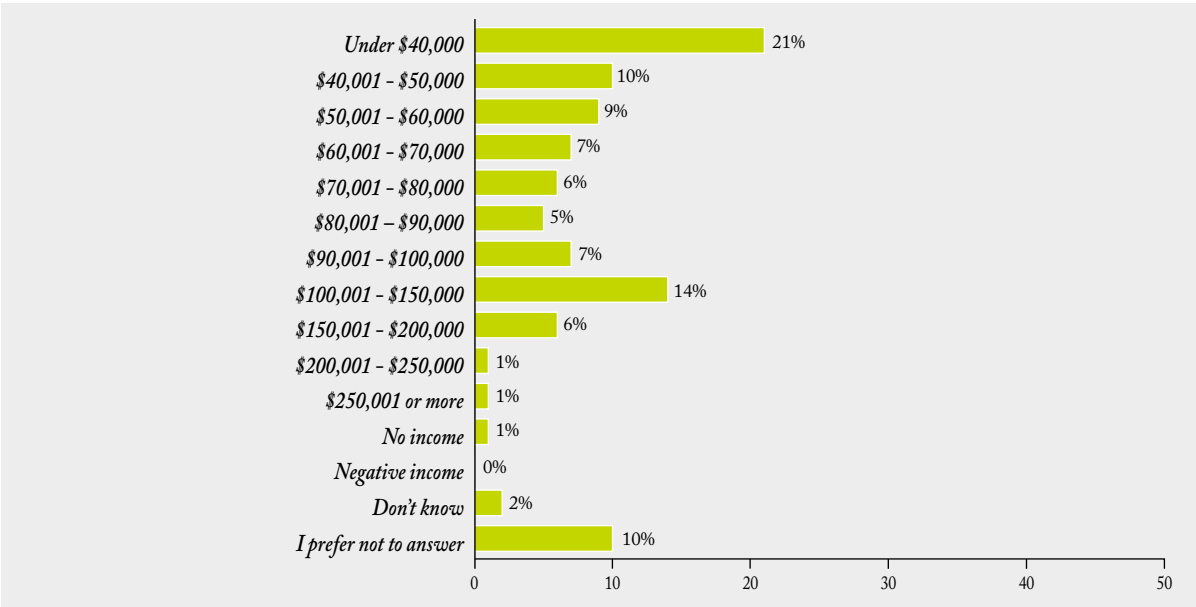
Figure 79: Education



Q37. What is the highest level of education you have attained? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

Annual household income before tax

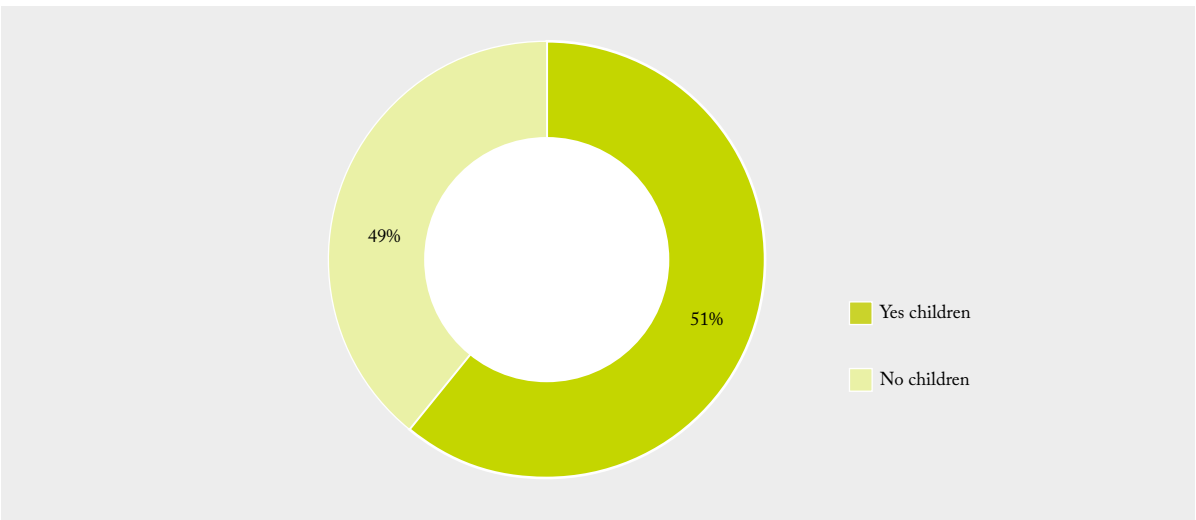
Figure 8o: Annual household income before tax



Q4o. Including all pensions and allowances, what is your household's annual gross income before tax from all sources? (Single response).  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)

Respondents with children

Figure 8i: Respondents with children

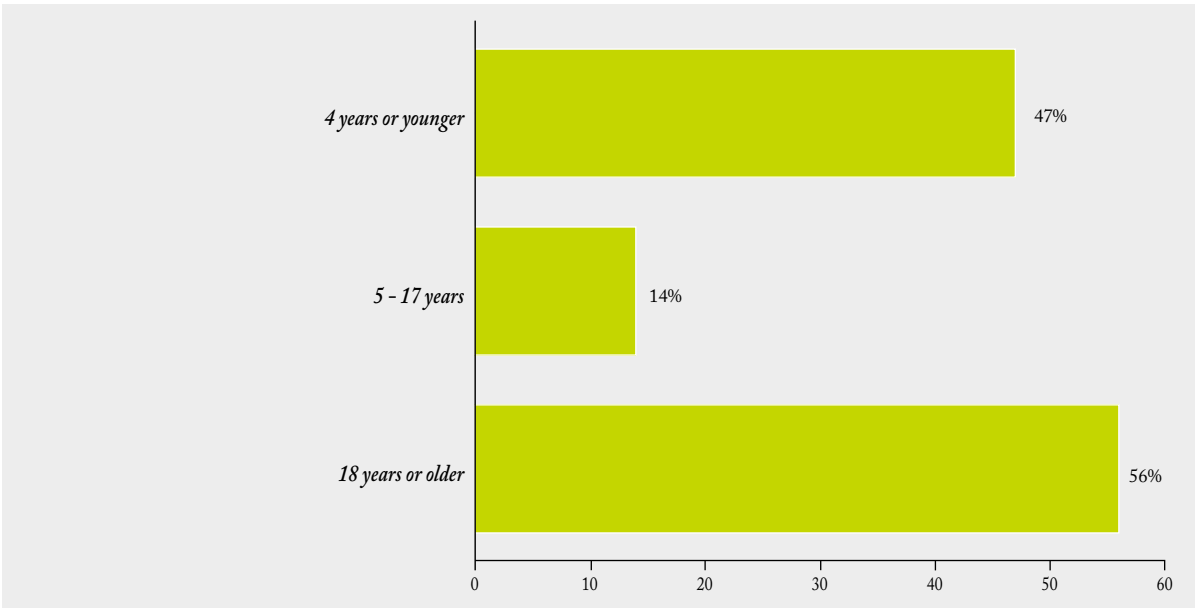


Q38. Do you have any children? (Single response)  
(Base=All Respondents; 2015 Advertising to Children research study n=1,209)



Ages of children

Figure 82: Ages of children



Q39. And what ages are they? (Multiple response)

Base=Respondents who have children; 2015 Advertising to Children research study n=742

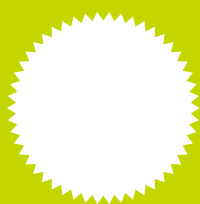
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*Appendix A: Technical notes*

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# Part 7

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## 7. *Appendix A: Technical notes*

### 7.1. Research approach

The following five stage approach was used for the research undertaken by CBSR.

- Stage 1: Quantitative questionnaire development and testing
- Stage 2: Quantitative fieldwork
- Stage 3: Analysis and reporting
- Stage 4: Qualitative fieldwork
- Stage 5: Final reporting

### 7.2. 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 an Australian online research panel.

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 1,209 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; and
- A cross section of consumers of varying education levels responded to the survey.

## Fieldwork

Fieldwork for the survey was conducted between 29 June and 15 July 2015.

- The final response rate is the number of surveys completed as a proportion of eligible members. Thus the final response rate for the survey was 10.8%<sup>2</sup>.
- The average length of the survey was 25 minutes.

### 7.3. Quotas and weighting

- Fieldwork quotas were set based on gender and age.
- No State/Territory quotas were set, but a spread of participants from all States and Territories in line with population proportions was targeted and achieved.
- Any variations between sample achievement and quotas (which were reflective of population statistics) have been adjusted for by post-weighting the sample.

**Table 13: Quotas and sample achievement**

Target respondent	Target quota	Sample achievement
Males 18-24	n=78	n=73
Males 25-34	n=113	n=112
Males 35-44	n=108	n=112
Males 45-54	n=103	n=105
Males 55-64	n=88	n=90
Males 65 and over	n=102	n=119
Females 18-24	n=74	n=74
Females 25-34	n=111	n=112
Females 35-44	n=110	n=108
Females 45-54	n=105	n=106
Females 55-64	n=89	n=94
Females 65 and over	n=118	n=104
Total	N=1,200	N=1,209

### 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.

The weighting approach adopted by CBSR is used by the ABS for its many population surveys; the ABS always publish weighted results rather than raw data.

<sup>2</sup> Including completed, screen out and quota full

#### 7.4. 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 advertisement to be acceptable. The maximum margin of error on this estimate of 50% from a sample of 1,209 from the Australian population is + 2.8%. Hence, one can be 95% confident that the actual proportion of people in the population that consider the advertisement 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 error includes 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 Computer Assisted Telephone Interviewing (CATI) reduces the number of keying errors and ensures interviewers ask the right questions. However, 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. For example, a respondent may forget that they played tennis nine months ago and fail to report this activity.

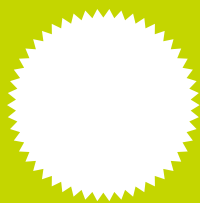
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*Appendix B: Advertisements*

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# Part 8

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## 8. Appendix B: Advertisements

<i>Witchery</i>	Board determination on directed primarily to children: No	Format: Internet	Board determination on Code: Breach*
* While this advertisement was not considered by the Board under the Children's Code, it was considered under the Code of Ethics and was upheld for containing a sexualised image of a child.			

The advertisement features a still shot taken from a video and featured on the website. The image features a girl wearing Witchery Kids products, dancing and listening to music.

<i>Bonds</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: No Breach**
** This advertisement was not considered by the Board under the Children's Code, however it was considered under the Code of Ethics and the Board found that it did not contain sexualised images of a child.			

A girl begins skipping at an easy pace, and every time the skipping rope passes in front of her, the underwear she is wearing changes. With each jump she is sporting a new pattern, cut or colour.

<i>Mattel – Letter to Santa</i>	Board determination on directed primarily to children: Yes	Format: Television	Board determination on code: Breach
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This television advertisement showcases the Hot Wheels Max D monster truck product moving around in a simulated stadium environment. We see Hot Wheels cars move along the orange track, and slam into the Max D. The advertisement ends with a product, followed by a tag with a call-to-action for viewers to visit the website, which helps kids to write a templated “letter to Santa”.

<i>Zuru Toys – Tamago</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: NA
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An iconic children's presenter (Ann-Maree Biggar) talks about a new type of collectable toy “Tamago”. The advertisement is filmed in an infomercial style with the presenter talking about the product as two children are shown playing with it.

<i>Smith's Snack foods – Mr Potato Head</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: No Breach
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Mr Potato Head is seen in his home, saying that he never normally eats potato snacks. He is then seen coming out of a shop and bumps into comedian Stephen Curry and notices that Stephen's just purchased some new Smith's Popped Snacks. Mr Potato Head picks up a packet and takes out a popped snack to inspect it and then tastes it and to his surprise, he absolutely loves it. Stephen Curry explains they are – not fried, but air popped.

<i>Kellogg's Coco Pops – Marco Polo</i>	Board determination on directed primarily to children: Yes	Format: Television	Board determination on code: Breach
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The advertisement features a close up of a bowl of Coco Pops and milk. The Coco Pops are swimming in the milk and playing 'Marco Polo'. Some of the Coco Pops are scooped up by a spoon and the remaining Coco Pops call out, "fish out of water" and "hey, no peeking!". We then see that the Coco Pops are being eaten by a young boy who is sitting in a kitchen with his mum watching him as he drinks the remaining milk and cereal from the bowl. A voiceover then states, "Just like a chocolate milkshake only crunchy".

<i>Unilever – Paddle Pops</i>	Board determination on directed primarily to children: Yes	Format: Internet	Board determination on code: No Breach
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The advertisement features a still shot taken from the website for Paddle Pops: [www.paddlepop.com.au](http://www.paddlepop.com.au) which features product information, videos and competitions.

<i>Peter's Fandangles – Choc Shmallow</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: n/a
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A row of marshmallows sing a melodic song in harmony. One is on fire. Another jumps on him to put him out. Suddenly a big shadow looms over the group and a giant marshmallow comes into frame. He blows the rest away with a deep, 'Al Jolson' style baritone "Fandangles". We then see on screen the Choc Shmallow ice cream and pack and a male voiceover says the new Fandangles are available in the ice cream freezers now.

<i>Mondelez Oreo's – Wonderfilled</i>	Board determination on directed primarily to children: Yes	Format: Television	Board determination on code: n/a
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The advertisement opens with a bright blue background with Oreo cookies flipping over in time to the music and the word "wonder" appears on the screen, with an Oreo for the "o". We then see various cartoon characters eating an Oreo cookie and changing the way they behave (for example a wolf is shown about to blow down a house containing three pigs, but after eating the Oreo cookie we see him using his breath to blow on the sail of a boat he is sharing with the pigs). The final scene shows an Oreo cookie against a blue background and the word, "Wonderfilled" written in white underneath.

<i>Ferrero Kinder Surprise</i>	Board determination on directed primarily to children: No	Format: Television	Board determination on code: n/a
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A young girl is watching TV when a man knocks on a glass door and calls "Hey, Chloe, come outside", to receive her Kinder Surprise. After eating her chocolate they look at shapes in the clouds and agree one looks like the rabbit toy in the Kinder Surprise and Chloe states "no dad, that looks like you" when they see a monkey shape. Tagline "putting play in everyday".



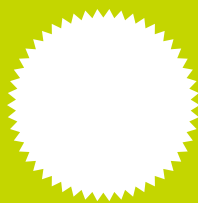
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*Appendix C: Quantitative questionnaire*

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# Part 9

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## 9. *Appendix C: Quantitative questionnaire*

### 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 around the content 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.

Thank you for your time and have a nice day.

## SECTION B: MAIN BODY OF QUESTIONNAIRE

## PART 1: SCREENER

## Q2 EMPLOY

*Q2 Firstly, could you please tell me if you, or anyone you know well, is currently employed or have been employed by any of the following in the last 10 years?*

CODE	SELECT AS MANY AS APPLY	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*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Male	CHECK QUOTAS (INTERLOCKING WITH AGE) & CONTINUE
02	Female	

## Q4 AUSTRALIAN RESIDENT

*Q4 Are you a permanent resident of Australia?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No	CLOSE

## Q5 AGE

*Q5 Please indicate which of the following age groups you fall into (SR)*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Under 18	CLOSE
02	18-24 years	
03	25-29 year	CHECK QUOTAS (INTERLOCKING WITH GENDER) AND & CONTINUE
04	30-34 years	
05	35-39 years	
06	40-44 years	
07	45-49 years	
08	50-54 years	
09	55-59 years	
11	60-64 years	
12	65+ years	

## Q6 STATE

*Q6 Please indicate where you live.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	New South Wales	CHECK SOFT QUOTAS and SPREAD FOR STATE
o2	ACT	
o3	Victoria	
o4	Tasmania	
o5	Queensland	
o6	South Australia	
o7	Northern Territory	
o8	Western Australia	CLOSE
o9	I do not currently live in Australia	

### Q6B METRO

*Q6B Do you live in the metropolitan area of a capital city?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	CHECK SOFT QUOTAS
o2	No	

### Q6C PREVIOUS ASB RESEARCH

*Q6C Have you ever participated in research regarding... [RANDOMISE]*

CODE	SELECT MULTIPLE RESPONSES IF NECESSARY	SEQUENCE INSTRUCTION
o1	Banking and finance	CONTINUE
o2	Consumer complaints about advertising	TERMINATE
o3	Consumer product complaints	CONTINUE
o4	Road safety advertising	CONTINUE
o5	Lotteries products and gambling	CONTINUE
o6	Airlines	CONTINUE

### IF UNSUCCESSFUL

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

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

Regards

ORU

### IF SUCCESSFUL, CONTINUE

## PART 2: COMMUNITY REACTIONS TO ADVERTISEMENTS (UNINFORMED)

Now we are going to look at some advertisements. We will show each advertisement and then ask you some questions about each one. In answering these questions, please think about whether the advertisements are acceptable or not based on your own personal values.

When looking at these advertisements, 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 advertisement itself would be if used by any other company as well.

Advertisements to be shown in the following sections:

## Sections of the Code 2.4 Sexualisation, 2.7 Parental authority, and 2.14 Food and beverage

Codes: AANA (Australian Association of National Advertisers) and Marketing Communications to Children (the Code), QSRI, RCMCI

DO NOT SHOW THIS TITLE IN ONLINE PROGRAMMING – TOPIC HAS TO REMAIN UNPROMPTED)

Ad Number	Ad Name	Code section	Medium
Ad 1.	Peter's Fandangles – Choc Shmallow	Directed primarily to children	Television
Ad 2.	Mondelez Oreo's – Wonderfilled	Directed primarily to children	Television
Ad 3.	Ferrero Kinder Surprise	Directed primarily to children	Television
Ad 4.	Witchery	2.4 Employs sexual appeal	Internet
Ad 5.	Bonds	2.4 Employs sexual appeal	Television
Ad 6.	Mattel – Letter to Santa	2.7 Parental authority	Television
Ad 7.	Zuru Toys – Tamago	2.7 Parental authority	Television
Ad 8.	Smiths Snack foods – Mr Potato Head	2.14 Food and Beverages	Television
Ad 9.	Kellogg's Coco Pops – Marco Polo	QSRI + RCMCI (Encourage good dietary habits and physical exercise)	Television
Ad 10	Unilever – Paddle Pops	QSRI + RCMCI (Encourage good dietary habits and physical exercise)	Website

PLEASE RANDOMISE ADVERTISEMENTS 1-10 FOR EACH RESPONDENT

DIRECTED PRIMARILY AT CHILDREN

## Q7. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 1

SHOW ADVERTISEMENT 1: Peter's Fandangles – Choc Shmallow (TV)

Q7A. Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

*Q7B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q7C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q7D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q7E
97	Don't Know	SKIP TO Q8

*Q7C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q7B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q8*

*Q7D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER - CODE 02 AT Q7B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q8*

*Q7E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE - CODE 03 AT Q7B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q8*

## Q8. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 2

SHOW ADVERTISEMENT 2– Mondelez Oreo's – Wonderfilled (TV)

*Q8A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

*Q8B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q8C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q8D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q8E
97	Don't Know	SKIP TO Q9

*Q8C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q8B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q9*

Q8D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER – CODE 02 AT Q8B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q9

Q8E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE – CODE 03 AT Q8B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q9

Q9. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 3

SHOW ADVERTISEMENT 3 – Ferrero Kinder Surprise (TV)

Q9A. Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is not <b>acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

Q9B. Who do you believe this advertisement is being directed primarily to?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q9C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q9D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q9E
97	Don't Know	SKIP TO Q10

Q9C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN – CODE 01 AT Q9B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q10

Q9D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER – CODE 02 AT Q9B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q10

Q9E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE – CODE 03 AT Q9B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q10

## Q10. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 4

SHOW ADVERTISEMENT 4: Witchery (Internet)

*Q10A. Do you believe it is acceptable to make this advertisement available on the Internet?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to make this advertisement available on the Internet	CONTINUE
02	No, it is <b>not acceptable</b> to make this advertisement available on the Internet	
97	Don't Know	

*Q10B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q10C
02	This advertisement is <b>directed primarily</b> to adults and/or those aged over 14 years	CONTINUE TO Q10D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q10E
97	Don't Know	SKIP TO Q11

*Q10C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q10B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q11**Q10D. (IF DEEMED TO BE DIRECTED PRIMARILY TO ADULTS/THOSE AGED OVER 14 - CODE 02 AT Q10B): Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? SKIP TO Q11**Q10E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE - CODE 03 AT Q10B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q11*

## Q11. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 5

SHOW ADVERTISEMENT 5: Bonds (TV)

*Q11A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	



*Q11B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q11C
02	This advertisement is <b>directed primarily</b> to adults and/or those aged over 14 years	CONTINUE TO Q11D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q11E
97	Don't Know	SKIP TO Q12

*Q11C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q11B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q12*

*Q11D. (IF DEEMED TO BE DIRECTED PRIMARILY TO ADULTS/THOSE AGED OVER 14 - CODE 02 AT Q11B): Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? SKIP TO Q12*

*Q11E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE - CODE 03 AT Q11B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q12*

## Q12. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 6

SHOW ADVERTISEMENT 6: Mattel – Letter to Santa (TV)

*Q12A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

*Q12B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q12C
02	This advertisement is <b>directed primarily</b> to adults and/or those aged over 14 years	CONTINUE TO Q12D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q12E
97	Don't Know	SKIP TO Q13

*Q12B. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q12B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q13*

*Q12C. (IF DEEMED TO BE DIRECTED PRIMARILY TO ADULTS/THOSE AGED OVER 14 – CODE 02 AT Q12B): Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? SKIP TO Q13*

*Q12D. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE – CODE 03 AT Q12B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q13*

### Q13. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 7

SHOW ADVERTISEMENT 7 – Zuru Toys – Tamago (TV)

*Q13A. Do you believe it is acceptable to broadcast this advertisement on television?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

*Q13B. Who do you believe this advertisement is being directed primarily to?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q13C
02	This advertisement is <b>directed primarily</b> to adults and/or those aged over 14 years	CONTINUE TO Q13D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q13E
97	Don't Know	SKIP TO Q14

*Q13B. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN – CODE 01 AT Q13B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q14*

*Q13C. (IF DEEMED TO BE DIRECTED PRIMARILY TO ADULTS/THOSE AGED OVER 14 – CODE 02 AT Q13B): Which element(s) of the advertisement make it directed primarily to adults/those aged over 14? SKIP TO Q14*

*Q13D. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE – CODE 03 AT Q13B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q14*

Q14. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 8

SHOW ADVERTISEMENT 8: Smith's Snack foods – Mr Potato Head (TV)

Q14A. Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

Q14B. Who do you believe this advertisement is being directed primarily to?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q14C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q14D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q14E
97	Don't Know	SKIP TO Q15

Q14C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q14B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q15

Q14D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER - CODE 02 AT Q14B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q15

Q14E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE - CODE 03 AT Q14B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q15

Q15. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 9

SHOW ADVERTISEMENT 9 – Kellogg’s Coco Pops – Marco Polo (TV)

Q15A. Do you believe it is acceptable to broadcast this advertisement on television?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to broadcast this advertisement on television at any time of the day	CONTINUE
02	Yes, it is <b>acceptable</b> to broadcast this advertisement on television anytime except in pre-school and children's programmed times	
03	No, it is <b>not acceptable</b> to broadcast this advertisement on television at any time of the day	
97	Don't Know	

Q15B. Who do you believe this advertisement is being directed primarily to?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q15C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q15D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q15E
97	Don't Know	SKIP TO Q16

Q15C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN - CODE 01 AT Q15B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q16

Q15D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER - CODE 02 AT Q15B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q16

Q15E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE - CODE 03 AT Q15B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q16

Q16. DIRECTED PRIMARILY TO CHILDREN: ADVERTISEMENT 10

SHOW ADVERTISEMENT 10 – Unilever – Paddle Pops (Website/Internet)

Q16A. Do you believe it is acceptable to make this advertisement available on the Internet?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes, it is <b>acceptable</b> to make this advertisement available on the Internet	CONTINUE
02	No, it is <b>not acceptable</b> to make this advertisement available on the Internet	
97	Don't Know	

Q16B. Who do you believe this advertisement is being directed primarily to?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	This advertisement is <b>directed primarily</b> to children (aged 14 years and under)	CONTINUE TO Q16C
02	This advertisement is <b>directed primarily</b> to the grocery buyer	CONTINUE TO Q16D
03	This advertisement is <b>directed primarily</b> to everyone	CONTINUE TO Q16E
97	Don't Know	SKIP TO Q17

Q16C. (IF DEEMED DIRECTED PRIMARILY TO CHILDREN – CODE 01 AT Q16B): Which element(s) of the advertisement make it directed primarily to children? SKIP TO Q17

Q16D. (IF DEEMED TO BE DIRECTED PRIMARILY TO THE GROCERY BUYER – CODE 02 AT Q16B): Which element(s) of the advertisement make it directed primarily to the grocery buyer? SKIP TO Q17

Q16E. (IF DEEMED TO BE DIRECTED PRIMARILY TO EVERYONE – CODE 03 AT Q16B): Which element(s) of the advertisement make it directed primarily to everyone? SKIP TO Q17

CODE SPECIFICS

Please read Section 2.4 of the Code for Advertising & Marketing Communications to Children below:

**Section 2.4 Employs sexual appeal**

**Advertising or Marketing Communications to Children:**

- a. must not employ sexual appeal;
- b. must not include sexual imagery in contravention of Prevailing Community Standards; and
- c. must not state or imply that Children are sexual beings and that ownership or enjoyment of a Product will enhance their sexuality.

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 4: Witchery ADVERTISEMENT AND SECTION 2.4 OF CODE]

Q17A. Thinking back to the *Witchery internet advertisement*, in the context of Section 2.4 of the Code you just read, which of the following do you agree with in terms of this advertisement?

SELECT ONE RESPONSE ONLY FOR EACH QUESTION		CODES	SEQUENCE INSTRUCTION
A	The advertisement employs sexual appeal	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement includes sexual imagery in contravention of Prevailing Community Standards	01 Yes 02 No 97 Unsure	
C	The advertisement states or implies that Children are sexual beings and that ownership or enjoyment of a product will enhance their sexuality	01 Yes 02 No 97 Unsure	

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 5: Bonds ADVERTISEMENT AND SECTION 2.4 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

Q18A. Thinking back to the *Bonds TV advertisement*, in the context of Section 2.4 of the Code you just read, which of the following do you agree with in terms of this advertisement?

SELECT ONE RESPONSE ONLY FOR EACH QUESTION		CODES	SEQUENCE INSTRUCTION
A	The advertisement employs sexual appeal	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement includes sexual imagery in contravention of Prevailing Community Standards	01 Yes 02 No 97 Unsure	
C	The advertisement states or implies that Children are sexual beings and that ownership or enjoyment of a product will enhance their sexuality	01 Yes 02 No 97 Unsure	

Please read Section 2.7 of the Code for Advertising & Marketing Communications to Children below:

**Section 2.7 Parental authority**

**Advertising or Marketing Communications to Children:**

- a. must not undermine the authority, responsibility or judgment of parents or carers;
- b. must not contain an appeal to Children to urge their parents, carers or another person to buy a Product for them;
- c. must not state or imply that a Product makes Children who own or enjoy it superior to their peers; and
- d. must not state or imply that persons who buy the Product are more generous than those who do not.

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 6: Mattel – Letter to Santa ADVERTISEMENT AND SECTION 2.7 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

*Q19A. Thinking back to the Mattel – Letter to Santa television advertisement, and Section 2.7 of the Code you just read, which of the following do you agree with in terms of this advertisement?*

	SELECT ONE RESPONSE ONLY FOR EACH QUESTION	CODES	SEQUENCE INSTRUCTION
A	The advertisement undermines the authority, responsibility or judgment of parents or carers	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement contains an appeal to children to urge their parents, carers or another person to buy a product for them;	01 Yes 02 No 97 Unsure	
C	The advertisement states or implies that a product makes children who own or enjoy it superior to their peers	01 Yes 02 No 97 Unsure	
D	The advertisement states or implies that persons who buy the product are more generous than those who do not	01 Yes 02 No 97 Unsure	

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 7: Zuru Toys – Tamago ADVERTISEMENT AND SECTION 2.7 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

*Q20A. Thinking back to the Zuru Toys – Tamago television advertisement, and Section 2.7 of the Code you just read, which of the following do you agree with in terms of this advertisement?*

	SELECT ONE RESPONSE ONLY FOR EACH QUESTION	CODES	SEQUENCE INSTRUCTION
A	The advertisement undermines the authority, responsibility or judgment of parents or carers	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement contains an appeal to children to urge their parents, carers or another person to buy a product for them;	01 Yes 02 No 97 Unsure	
C	The advertisement states or implies that a product makes children who own or enjoy it superior to their peers	01 Yes 02 No 97 Unsure	
D	The advertisement states or implies that persons who buy the product are more generous than those who do not	01 Yes 02 No 97 Unsure	

Please read Section 2.14 of the Code for Advertising & Marketing Communications to Children below:

**Section 2.14 Food and beverages**

Advertising or Marketing Communications to Children for food or beverages must neither encourage nor promote an inactive lifestyle or unhealthy eating or drinking habits

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 8: Smith’s Snack foods – Mr Potato Head ADVERTISEMENT AND SECTION 2.14 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

*Q21A. Thinking back to the Smith’s Snack foods – Mr Potato Head television advertisement, and Section 2.14 of the Code you just read, which of the following do you agree with in terms of this advertisement?*

Note: For the purpose of this question please put aside the product itself and focus on the advertisement.

	SELECT ONE RESPONSE ONLY FOR EACH QUESTION	CODES	SEQUENCE INSTRUCTION
A	The advertisement encourages or promotes an inactive lifestyle	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement encourages or promotes unhealthy eating or drinking habits	01 Yes 02 No 97 Unsure	

*Q21B. (IF DEEMED TO BREACH FOOD AND BEVERAGE CODE SECTION – CODE 01 AT EITHER A OR B OF Q21A): In your opinion, what element(s) of the advertisement made you agree that it encourages or promotes an inactive lifestyle [IF CODE 01 AT A OF Q21A] and [ONLY IF BOTH] encourages or promotes unhealthy eating or drinking habits [IF CODE 01 AT B OF Q21A]?*

*Q21C. (IF DEEMED NOT TO BREACH FOOD AND BEVERAGE CODE SECTION – CODE 02 AT EITHER A OR B OF Q21A): In your opinion, what element(s) of the advertisement made you disagree that it encourages or promotes an inactive lifestyle [IF CODE 02 AT A OF Q21A] and [ONLY IF BOTH] encourages or promotes unhealthy eating or drinking habits [IF CODE 02 AT B OF Q21A]?*



Please read the section of the Responsible Children’s Marketing Initiative and the Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children below:

**S1.1. Advertising and Marketing Communications to Children for food and/or beverages must:**

Reference, or be in the context of, a healthy lifestyle, designed to appeal to Children through messaging that encourages:

- i. Good dietary habits; and
- i. Physical activity.

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 9: Kellogg’s Coco Pops – Marco Polo ADVERTISEMENT AND SECTION S1.1 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

*Q22A. Thinking back to the Kellogg’s Coco Pops – Marco Polo television advertisement, and the provisions of the Responsible Children’s Marketing Initiative you just read, which of the following do you agree with in terms of this advertisement?*

Note: For the purpose of this question please put aside the product itself (as this has been classified as a healthier dietary choice) and focus on the advertisement.

SELECT ONE RESPONSE ONLY FOR EACH QUESTION		CODES	SEQUENCE INSTRUCTION
A	The advertisement encourages good dietary habits	01 Yes 02 No 97 Unsure	CONTINUE
B	The advertisement encourages physical activity	01 Yes 02 No 97 Unsure	

*Q22B. (IF DEEMED TO SUPPORT CODE SECTION S1.1 – CODE 01 AT EITHER A OR B OF Q22A): In your opinion, what element(s) of the advertisement made you agree that it encourages good dietary habits [IF CODE 01 AT A OF Q22A] and [ONLY IF BOTH] encourages physical activity [IF CODE 01 AT B OF Q22A]?*

*Q22C. (IF DEEMED NOT TO SUPPORT CODE SECTION S1.1 – CODE 02 AT EITHER A OR B OF Q22A): In your opinion, what element(s) of the advertisement made you disagree that it encourages good dietary habits [IF CODE 02 AT A OF Q22A] and [ONLY IF BOTH] encourages physical activity [IF CODE 02 AT B OF Q22A]?*

[ON QUESTION SCREEN SHOW SCREENSHOT OF ADVERTISEMENT 10: Unilever – Paddle Pops  
ADVERTISEMENT AND SECTION S1.1 OF CODE]

[Have an optional link to “Watch advertisement again” for participant if they choose to – not forced]

*Q23A. Thinking back to the Unilever – Paddle Pops internet advertisement, and the provisions of the Responsible Children's Marketing Initiative just read, which of the following do you agree with in terms of this advertisement?*

Note: For the purpose of this question please put aside the product itself (as this has been classified as a healthier dietary choice) and focus on the advertisement.

	SELECT ONE RESPONSE ONLY FOR EACH QUESTION	CODES	SEQUENCE INSTRUCTION
A	The advertisement encourages good dietary habits	01 Yes	CONTINUE
B	The advertisement encourages physical activity	01 Yes	

*Q23B. (IF DEEMED TO SUPPORT CODE SECTION S1.1 – CODE 01 AT EITHER A OR B OF Q23A): In your opinion, what element(s) of the advertisement made you agree that it encourages good dietary habits [IF CODE 01 AT A OF Q23A] and ONLY IF BOTH] encourages physical activity [IF CODE 01 AT B OF Q23A]?*

*Q23C. (IF DEEMED NOT TO SUPPORT CODE SECTION S1.1 – CODE 02 AT EITHER A OR B OF Q23A): In your opinion, what element(s) of the advertisement made you disagree that it encourages good dietary habits [IF CODE 02 AT A OF Q23A] and [ONLY IF BOTH] encourages physical activity [IF CODE 02 AT B OF Q23A]?*

## SECTION D: COMPLAINTS PROCEDURES

Thank you for your patience in answering these questions. I would like to invite you to continue with this survey.

### UNPROMPTED AWARENESS OF COMPLAINTS ORGANISATION

*Q31A. Have you recently been exposed to any advertising that you found unacceptable? SR*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No	SKIP TO Q31C
97	Don't Know	SKIP TO Q31C

*Q31B. What was unacceptable about the advertising you read, saw or heard? OE*

*Q31C. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? OE*

Advertising refers to television, radio, outdoor advertising, newspaper, magazine and online and social media advertising.

*Q31D. If you had a complaint about the standards of advertising in relation to language, sex, sexuality and nudity, discrimination, concern for your children, violence, sexual appeal in a manner that is exploitative and degrading or health and safety, which organisations are you aware of that you could complain to? MR RANDOMISE*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Advertising Standards Bureau	CONTINUE
02	Advertising Claims Board	
03	Free TV	
04	The TV / Radio station where you saw / heard the advert	
05	The newspaper / magazine where the advert was printed	
06	Advertising Standards Board	
96	Other (specify)	
97	Don't know (SR ONLY)	
99	None / there's nowhere to complain to (SR ONLY)	

#### ASK ALL

*Q32. In the last 12 months have you made a formal complaint about advertising standards in relation to any of the following? MR*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
97	Have not made a complaint (SR ONLY)	SKIP TO Q34
01	Language	CONTINUE
02	Discrimination	
03	Use of sexual appeal in a manner that is exploitative and degrading	
04	Violence	
05	Sex, sexuality or nudity	
06	Health and Safety	
07	Concern for children	
96	Other (specify)	

*Q33. Which organisation(s) did you complain to? MR*

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Advertising Standards Board	SKIP TO SECTION E
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	
96	Other (specify)	
97	Don't know	

ASK THOSE WHO HAVE NOT MADE COMPLAINT (Q32=97). OTHERS SKIP TO SECTION E

**Q34. For what reasons did you not make a complaint?**

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

## 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.

### Q35 LOTE

**Q35 Do you speak a language other than English at home?**

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No, English only	SKIP TO Q52
99	I prefer not to answer	

### Q36 LANGUAGE

**Q36. What languages do you speak?**

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
01	Northern European languages	CONTINUE
02	Southern European languages	
03	Eastern European Languages	
04	Southwest and Central Asian languages	
05	Southern Asian languages	
06	Southeast Asian languages	
07	Eastern Asian languages	
08	Australian Indigenous languages	
96	Other languages	
99	I prefer not to answer	

## Q37 EDUCATION

*Q37. What is the highest level of education you have attained?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	High school (Year 10 or below)	CONTINUE
02	High school (Year 11 or 12)	
03	Certificate level	
04	Advanced Diploma and Diploma	
05	Tertiary education (Bachelors degree)	
06	Graduate Diploma and Graduate Certificate	
07	Post-graduate education (Masters or PhD)	
96	Other (specify)	
99	I prefer not to answer	

## Q38 CHILDREN

*Q38 Do you have any children?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No	SKIP TO Q55

## Q39 AGE OF CHILDREN

*Q39. 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	

## Q40 INCOME

*Q40 Including all Government benefits, pensions and allowances, what is your HOUSEHOLD'S ANNUAL gross income before tax from all sources? Just an estimate is fine.*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Under \$40,000	CONTINUE
02	\$40,001 - \$50,000	
03	\$50,001 - \$60,000	
04	\$60,001 - \$70,000	
05	\$70,001 - \$80,000	
06	\$80,001 - \$90,000	
07	\$90,001 - \$100,000	
08	\$100,001 - \$150,000	
09	\$150,001 - \$200,000	
10	\$200,001 - \$250,000	
11	\$250,001 or more	
12	No income	
13	Negative income	
97	Don't know	
99	I prefer not to answer	

Q41. COMPLAINT

Q41. Have you ever made a formal complaint about advertising?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	CONTINUE
o2	No	
97	Don't Know	

Q42. COMPLAINT\_ASB

Q42. Have you ever made a formal complaint about advertising to the Advertising Standards Board?

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
o1	Yes	CONTINUE
o2	No	
97	Don't Know	

ASK ALL.

Q43. How unimportant or important do you feel the role of the Advertising Standards Bureau is?

SELECT ONE RESPONSE ONLY

Extremely unimportant (1)	2	3	4	5	6	7	8	9	Extremely important (10)	Don't know (97)
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And finally...

Q44. What would encourage you to make a complaint to the Advertising Standards Bureau?

CODE	SELECT AS MANY AS APPLY	SEQUENCE INSTRUCTION
o1	If I was extremely offended / concerned	CONTINUE
o2	If the process was simple	
o3	If I knew who to complain to	
o4	If the staff were helpful	
96	Other (specify)	
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 Advertising Standards Bureau.

### Q45 QUALITATIVE RESEARCH PHASE

*Q46 Would you be interested in taking part in paid research including online group discussions, regarding a similar topic to this?*

CODE	SELECT ONE RESPONSE ONLY	SEQUENCE INSTRUCTION
01	Yes	CONTINUE
02	No	CLOSE

### Q47 PERSONAL DETAILS

*Q47 What is your name and contact details so that we can contact you for this reason? INCLUDE AREA CODE, NO SPACES OR DASHES & 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 Social Research on behalf of the Advertising Standards Bureau (ASB).

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.

Thank you for your opinions.

Please click SUBMIT to send your responses

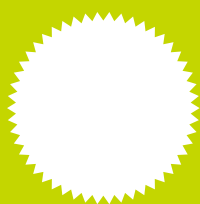
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*Appendix D: Qualitative discussion guide*

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# Part 10

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## 10. *Appendix D: Qualitative discussion guide*

### SECTION A: INTRODUCTION (MANDATORY QMS REQUIREMENTS) 10 MINS

Thank you everyone for joining us tonight. We'll just wait a few more minutes to see if anyone else arrives.

Okay – let's get started. I will just quickly go through what we are doing tonight.

My name is Amarylise Bessey and I'm a researcher with Colmar Brunton Research. Today we are going to be discussing advertising. What we're looking at tonight are some different products and who they are advertised to. There are no right or wrong answers – I am interested in your natural thoughts and feelings.

I ask everyone to listen openly to each other's opinions and I do want to hear from everyone so please do tell me what you think. The group will last for about an hour and a half. We do have a lot to get through tonight so I'm going to have to keep pushing through. Sometimes we may have to move on while you are still typing a response – if this happens, post it anyway and we will work out where it fits later.

As this is research we are bound by privacy legislation. All the information you provide tonight will be used for research purposes only. All answers are combined with other participants at the end of the study – no one will be individually identifiable.

I have a colleague here with me who is also watching the group and providing me with any assistance I might need. The transcript of this group will be used for reporting purposes.

Great. Let's kick off with having everyone introduce themselves. Tell us a little bit about yourself and, since we're talking about advertising, let me know what our favourite advertisement is at the moment.

Thanks everyone.

## SECTION B: INDIVIDUAL PROJECT REQUIREMENTS

Today we'll begin by talking about some different products. We'll talk about each one individually and then have a general discussion so let's keep the answers in this section nice and quick.

### \*\*\*\*PART 1: PRODUCT TARGETING (20 MINS)

#### \*\*\*\*SHOW FANDANGLES PRODUCT PICTURE

1. Let's start with Choc Shmallow Fandangles. Is there any particular group you think this product is targeted towards and has principal appeal to?
2. What makes you say that?
3. How do you define "children"?
4. Are all ice creams aimed at the same group?
5. What makes you say that?

#### \*\*\*\*SHOW CHUPA CHUPS PRODUCT PICTURE

6. How about Chupa Chups? Is there any particular group you think this product is targeted towards and has principal appeal to?
7. What makes you say that?
8. Are all lollipops aimed at the same group?
9. What makes you say that?

#### \*\*\*\*SHOW COCO POPS PRODUCT PICTURE

10. What about Coco Pops? Is there any particular group you think this product is targeted towards and has principal appeal to?
11. What makes you say that?
12. Are all cereals aimed at the same group?
13. What makes you say that?

#### \*\*\*\*SHOW FANTA PRODUCT PICTURE

14. What about Fanta? Is there any particular group you think this product is targeted towards and has principal appeal to?
15. What makes you say that?
16. Are all soft drinks aimed at the same group?
17. What makes you say that?

\*\*\*\*SHOW MAMEE NOODLE SNACKS PRODUCT PICTURE

18. How about these Mamee Noodle Snacks. Is there any particular group you think this product is targeted towards and has principal appeal to?
19. What makes you say that?
20. Are all of these type of snacks aimed at the same group?
21. What makes you say that?

\*\*\*\*SHOW OREO PRODUCT PICTURE

22. How about Oreos? Is there any particular group you think this product is targeted towards and has principal appeal to?
23. What makes you say that?
24. Are all biscuits aimed at the same group?
25. What makes you say that?

\*\*\*\*SHOW SMARTIES PRODUCT PICTURE

26. And what about Smarties? Is there any particular group you think this product is targeted towards and has principal appeal to?
27. What makes you say that?
28. Are all lollies aimed at the same group?
29. What makes you say that?

\*\*\*\*SHOW WIZZ FIZZ PRODUCT PICTURE

30. And what about Wizz Fizz? Is there any particular group you think this product is targeted towards and has principal appeal to?
31. What makes you say that?
32. Are all lollies aimed at the same group?
33. What makes you say that?

\*\*\*\*SHOW WONKA COOKIE AND CREAMERY PRODUCT PICTURE

34. And what about Wonka Cookie and Creamery Block? Is there any particular group you think this product is targeted towards and has principal appeal to?
35. What makes you say that?
36. Are all chocolate blocks aimed at the same group?
37. What makes you say that?

\*\*\*\*SHOW BANANA CHOC MCFLURRY PRODUCT PICTURE

38. And finally, what about the Banana Choc McFlurry. Is there any particular group you think this product is targeted towards and has principal appeal to?

39. What makes you say that?

40. Are all frozen drinks aimed at the same group?

41. What makes you say that?

\*\*\*\*PART 2: DISCUSSION ABOUT THE ROLE OF ADVERTISING IN DETERMINING TARGET (30 MINS)

42. How can we tell if a product is aimed at children or not?

43. In what ways does the advertising tell us who a product is targeted towards and has principal appeal to?

44. If a product is targeted towards and has principal appeal to children should this impact the way it is advertised?

45. If a product is for children, is it possible to design an advertisement for it that is just for adults?

46. What would make this advertisement different to the advertisement that is for children?

47. Does where (e.g. TV, billboard, internet) and when advertisements are shown affect whether they are or are not targeted towards children?

48. Are there times of day that advertisements are shown that would mean they are or are not directed at children?

49. Does the type of people who are in the advertisement make a difference to who we think it is for?

50. Does having children in the advertisement automatically mean the product is aimed at children?

51. Does showing an advertisement in different types of programs change who the advertisement is targeting?

52. Are there any other ways we can tell if a product is directed primarily at children?

\*\*\*\*PART 3: ADVERTISEMENTS (25 MINS)

53. Now, let's look at some advertisements for three of these products.

\*\*\*\*SHOW FANDANGLES CHOC SHMALLOW ADVERTISEMENT

\*\*\*\*Poll

Now we are going to do a quick poll.

54. Who do you think this advertisement is directed primarily towards?

55. What makes you say that?

56. When we did a survey on this question, 38%, or just over a third of people thought this product was aimed at children aged under 14. What do you think might make people say that?

57. Do you think it is appropriate to show this advertisement during programmed children's television times?

58. What makes you say that?

59. Let's have a look at the next advertisement

\*\*\*SHOW OREO ADVERTISEMENT

\*\*\*Poll

Now we are going to do a quick poll.

60. Who do you think this advertisement directed primarily towards?

61. What makes you say that?

62. When we did a survey on this question, 71%, or nearly three quarters of people thought this product was aimed at children aged under 14. What do you think might make people say that?

63. Do you think it is appropriate to show this advertisement during programmed children's television times?

64. What makes you say that?

65. Let's have a look at the last advertisement

\*\*\*SHOW COCO POPS ADVERTISEMENT

\*\*\*Poll

Now we are going to do a quick poll.

66. Who do you think this advertisement is directed primarily towards?

67. What makes you say that?

68. When we did a survey on this question, 72%, or nearly three quarters of people thought this product was aimed at children aged under 14. What do you think might make people say that?

69. Do you think it is appropriate to show this advertisement during programmed children's television times?

70. What makes you say that?

\*\*\*CLOSURE

That's great. Did anyone want to make any final comments in relation to our discussion tonight?

This research has been conducted by Colmar Brunton Research on behalf of the Advertising Standards Bureau. Your input has been very valuable tonight and will be used only for research purposes. We hope you have enjoyed the session. Incentives will be sent out in the form of a Coles Myer gift card.

Good night everyone. You can exit by closing your browser.

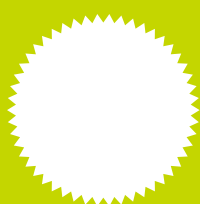
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*Index of tables and figures*

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# Part 11

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## *Index of tables*

Table 1: Overall acceptability by each advertisement – survey findings	3
Table 2: Overall directed primarily to by each advertisement – survey findings	4
Table 3: Agreement with the Code by each advertisement – survey findings	6
Table 4: Comparison of Board determination and qualitative research of who product is directed primarily to	7
Table 5: Advertisements selected for 2015 study	15
Table 6: Definitions	16
Table 7: Overall acceptability and directed primarily to by each advertisement – survey findings	19
Table 8: Overall directed primarily to by each advertisement – survey findings	20
Table 9: Agreement with the Code by each advertisement – survey findings	48
Table 10: Comparison of Board determination and qualitative research of who product is targeted towards and has principal appeal to	67
Table 11: Metropolitan vs. Regional area	73
Table 12: Languages spoken	74
Table 13: Quotas and sample achievement	79

## *Index of figures*

Figure 1: Witchery – Perceptions of acceptability	20
Figure 2: Witchery – Directed primarily to	21
Figure 3: Witchery – Reasons for directed primarily to children	21
Figure 4: Witchery – Reasons for directed primarily to adults those aged over 14	22
Figure 5: Witchery – Reasons for directed primarily to everyone	22
Figure 6: Bonds – Perceptions of acceptability	23
Figure 7: Bonds – Directed primarily to	23
Figure 8: Bonds – Reasons for directed primarily to children	24
Figure 9: Bonds – Reasons for directed primarily to adults/those aged over 14	24
Figure 10: Bonds – Reasons for directed primarily to everyone	25
Figure 11: Mattel – Letter to Santa – Perceptions of acceptability	25
Figure 12: Mattel – Letter to Santa – Directed primarily to	26
Figure 13: Mattel – Letter to Santa – Reasons for directed primarily to children	26
Figure 14: Mattel – Letter to Santa – Reasons for directed primarily to adults/those aged over 14	27
Figure 15: Mattel – Letter to Santa – Reasons for directed primarily to everyone	27
Figure 16: Zuru Toys –Tamago – Perceptions of acceptability	28
Figure 17: Zuru Toys –Tamago – Directed primarily to	28
Figure 18: Zuru Toys –Tamago – Reasons for directed primarily to children	29
Figure 19: Zuru Toys –Tamago – Reasons for directed primarily to adults/those aged over 14	29
Figure 20: Zuru Toys –Tamago – Reasons for directed primarily to everyone	30



Figure 21: Smith's Snack foods – Mr Potato Head – Perceptions of acceptability	30
Figure 22: Smith's Snack foods – Mr Potato Head – Directed primarily to	31
Figure 23: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to children	31
Figure 24: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to the grocery buyer	32
Figure 25: Smith's Snack foods – Mr Potato Head – Reasons for directed primarily to everyone	32
Figure 26: Kellogg's Coco Pops – Marco Polo – Perceptions of acceptability	33
Figure 27: Kellogg's Coco Pops – Marco Polo – Directed primarily to	33
Figure 28: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to children	34
Figure 29: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to the grocery buyer	34
Figure 30: Kellogg's Coco Pops – Marco Polo – Reasons for directed primarily to everyone	35
Figure 31: Unilever – Paddle Pops – Perceptions of acceptability	35
Figure 32: Unilever – Paddle Pops – Directed primarily to	36
Figure 33: Unilever – Paddle Pops – Reasons for directed primarily to children	36
Figure 34: Unilever – Paddle Pops – Reasons for directed primarily to the grocery buyer	37
Figure 35: Unilever – Paddle Pops – Reasons for directed primarily to everyone	37
Figure 36: Peter's Fandangles – Choc Shmallow – Perceptions of acceptability	38
Figure 37: Peter's Fandangles – Choc Shmallow – Directed primarily to	38
Figure 38: Peter's Fandangles – Choc Shmallow – Reasons for directed primarily to children	39
Figure 39: Peter's Fandangles – Choc Shmallow – Reasons for directed primarily to the grocery buyer	39
Figure 40: Peter's Fandangles – Choc Shmallow – Reasons for directed primarily to everyone	40
Figure 41: Mondelez Oreo's – Wonderfilled – Perceptions of acceptability	40
Figure 42: Mondelez Oreo's – Wonderfilled – Directed primarily to	41
Figure 43: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to children	42
Figure 44: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to the grocery buyer	42
Figure 45: Mondelez Oreo's – Wonderfilled – Reasons for directed primarily to everyone	43
Figure 46: Ferrero Kinder Surprise – Perceptions of acceptability	43
Figure 47: Ferrero Kinder Surprise – Directed primarily to	44
Figure 48: Ferrero Kinder Surprise – Reasons for directed primarily to children	44
Figure 49: Ferrero Kinder Surprise – Reasons for directed primarily to the grocery buyer	45
Figure 50: Ferrero Kinder Surprise – Reasons for directed primarily to everyone	45
Figure 51: Witchery – Agreement with Section 2.4 of the Code	49

Figure 52: Bonds – Agreement with Section 2.4 of the Code	50
Figure 53: Mattel – Letter to Santa – Agreement with Section 2.7 of the Code	51
Figure 54: Zuru Toys – Tamago – Agreement with Section 2.7 of the Code	52
Figure 55: Smith's Snack foods – Mr Potato Head – Agreement with Section 2.14 of the Code	53
Figure 56: Smith's Snack foods – Mr Potato Head – Reasons for agreement with the Code	53
Figure 57: Smith's Snack foods – Mr Potato Head – Reasons for disagreement with the Code	54
Figure 58: Kellogg's Coco Pops – Marco Polo – Agreement with RCMI	55
Figure 59: Kellogg's Coco Pops – Marco Polo – Reasons for agreement with RCMI	56
Figure 60: Kellogg's Coco Pops – Marco Polo – Reasons for disagreement with RCMI	57
Figure 61: Unilever – Paddle Pops – Agreement with RCMI	57
Figure 62: Unilever – Paddle Pops – Reasons for agreement with RCMI	58
Figure 63: Unilever – Paddle Pops – Reasons for disagreement with RCMI	59
Figure 64: Recent exposure to unacceptable advertising	59
Figure 65: What was unacceptable about the advertising	60
Figure 66: Unprompted awareness of organisations that handle advertising complaints	60
Figure 67: Prompted awareness of organisations that handle advertising complaints	61
Figure 68: Formal complaints about advertising standards made in the last 12 months	62
Figure 69: Organisation complained to	62
Figure 70: Reasons for not making a complaint	63
Figure 71: Formal complaints about advertising	63
Figure 72: Formal complaints about advertising to the Advertising Standards Board	64
Figure 73: Importance of the Advertising Standards Bureau	64
Figure 74: What would encourage making a complaint to the Advertising Standards Bureau	65
Figure 75: Gender	72
Figure 76: Age	72
Figure 77: State of origin	73
Figure 78: Language spoken at home	73
Figure 79: Education	74
Figure 80: Annual household income before tax	75
Figure 81: Respondents with children	75
Figure 82: Ages of children	76

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