

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
OUTCOME OF COMPLAINTS (No., by Complaint)												
Dismissed	927	1553	1971	1291	1191	1770	1349	1753	2648	1730	2263	2278
Upheld	73	111	162	47	11	23	55	94	164	280	477	521
Withdrawn before board determination	0	0	0	0	16	113	236	139	20	15	57	56
Outside Charter	382	401	425	367	354	714	656	970	1212	577	799	941
TOTAL	1,382	2,065	2,558	1,705	1,572	2,620	2,296	2,956	4,044	2,602	3,596	3,796

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
BOARD DETERMINATIONS (No., by Advertisement)												
Withdrawn before board determination	0	0	0	0	6	5	20	33	13	5	10	11
Upheld	5	11	8	6	3	4	8	14	28	36	62	81
Dismissed	262	434	384	363	291	401	337	344	488	405	477	503
TOTAL	267	445	392	369	300	410	365	391	529	446	549	595

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
AGE RANGE OF COMPLAINTS (%)												
< 19											2.25%	1.81%
19 - 29											14.99%	15.81%
30 - 39											23.11%	22.35%
40 - 54											30.56%	28.34%
55 - 65											11.15%	11.40%
> 65											3.28%	3.44%
Unspecified											14.66%	16.85%
TOTAL											100.00%	100.00%

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
GEOGRAPHIC SOURCE OF COMPLAINTS (%)												
NSW	42.20%	39.10%	34.98%	32.94%	31.71%	37.73%	38.20%	32.68%	36.77%	35.63%	34.47%	36.77%
VIC	13.70%	13.60%	23.92%	23.62%	25.61%	24.75%	22.17%	21.19%	22.59%	20.18%	23.53%	21.16%
QLD	19.60%	20.20%	19.71%	16.47%	18.74%	15.86%	16.16%	24.60%	17.01%	19.79%	20.51%	18.38%
SA	11.20%	10.30%	7.87%	9.20%	7.77%	7.22%	7.10%	8.54%	10.08%	9.80%	9.24%	9.83%
WA	6.70%	11.80%	7.95%	12.43%	10.53%	7.68%	8.84%	7.98%	7.84%	9.80%	7.17%	9.63%
ACT	2.90%	2.80%	2.38%	2.23%	2.95%	4.40%	4.75%	2.47%	2.58%	2.50%	2.90%	2.16%
TAS	2.20%	1.70%	2.06%	2.17%	2.25%	1.52%	1.92%	1.84%	2.31%	1.54%	1.48%	1.62%
NT	1.50%	0.50%	1.09%	0.94%	0.39%	0.84%	0.83%	0.60%	0.84%	0.77%	0.70%	0.45%
Abroad	0.00%	0.00%	0.04%	0.00%	0.06%	0.00%	0.04%	0.10%	0.00%	0.00%	0.00%	0.00%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
GENDER OF COMPLAINANTS (%)												
Couple	0.00%	0.00%	6.35%	4.87%	3.59%	2.30%	2.61%	2.10%	1.35%	0.92%	0.92%	0.82%
Unspecified	13.40%	15.20%	7.56%	6.86%	4.55%	2.83%	2.70%	2.13%	1.45%	1.08%	3.11%	4.29%
Male	23.20%	21.80%	25.24%	28.66%	34.76%	32.37%	37.63%	38.08%	36.75%	32.67%	36.93%	36.21%
Female	63.40%	63.00%	60.85%	59.61%	57.11%	62.50%	57.06%	57.69%	60.45%	65.33%	59.04%	58.68%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
ISSUES ATTRACTING COMPLAINT (%)												
AANA Section 2.3 - Sex, sexuality and nudity								26.49%	22.23%	37.91%	25.61%	40.54%
AANA Section 2.1 - Discrimination or vilification								27.13%	23.25%	28.05%	22.76%	16.31%
AANA Section 2.2 - Violence								17.38%	18.01%	8.42%	17.67%	7.93%
Other								14.59%	14.69%	4.86%	15.84%	17.04%
AANA Section 2.5 - Language								4.36%	7.55%	1.68%	7.24%	5.35%
AANA Section 2.6 - Health and Safety								6.46%	9.70%	10.85%	6.04%	8.38%
AANA Section 2.7 / FCAI Code								3.38%	1.84%	4.91%	3.09%	1.19%
AANA Section 2.4 / Advertising to Children Code								0.20%	2.73%	2.95%	0.49%	0.63%
Food and Beverage Code								0.00%	0.00%	0.37%	1.26%	2.47%
Quick Service Restaurant Initiative								0.00%	0.00%	0.00%	0.00%	0.16%
TOTAL								100.00%	100.00%	100.00%	100.00%	100.00%

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
REASON COMPLAINTS FELL OUTSIDE CHARTER (No.)												
Outside Section 2 - Dislike of advertising								30	25	19	62	185
Not an advertisement - Product or service								29	92	58	84	126
Not an advertisement - Community service announcements								35	61	15	67	99
Withdrawn/Discontinued - Other								13	43	12	32	81
Other - Dissatisfied								0	0	0	88	53
Other - Trivial complaint								4	6	16	5	53
Not an advertisement - TV and radio promotional material								144	186	28	18	35
Within Section 1 - Misleading or deceptive								121	186	45	62	32
Not an advertisement - Local advertising								30	14	21	16	28
Outside Section 2 - Other								108	70	89	128	27
Not an advertisement - Program content or programming								73	126	13	15	27
Not an advertisement - Internet								30	39	11	9	27
Other - Insufficient information								13	34	23	33	23
Outside Section 2 - Phone sex								0	1	0	7	18
Outside Section 2 - Broadcast timing								104	118	60	33	15
Not an advertisement - Point of sale								27	29	28	16	15
Specific industry code - Alcoholic Beverages code								3	2	12	5	14
Not an advertisement - Label directions								2	5	1	7	13
Not an advertisement - Other								21	48	44	46	11
Not an advertisement - Loudness of ads								71	12	11	8	11
Not an advertisement - Product name or logo								5	5	0	3	9
Other - Other								37	38	31	32	6
Not an advertisement - Direct distribution to an individual								11	5	1	1	4
Not an advertisement - Informercial								1	1	0	0	4
Within Section 1 - Legality								1	11	6	10	3
Outside Section 2 - Political advertising								10	11	26	3	3
Within Section 1 - Business practices								6	6	1	2	3
Specific industry code - Therapeutic Goods code								1	1	1	0	3
Specific industry code - Weight Management code								2	2	0	1	3
Not an advertisement - Direct mail								19	11	3	4	2
Within Section 1 - Misrepresentation								1	6	1	0	2
Within Section 1 - Tobacco								3	8	0	0	2
Within Section 1 - Misleading claim of protecting environment								0	0	0	0	2
Within Section 1 - Harm to business								0	1	0	1	2
Within Section 1 - Compliance with law								15	4	0	1	0
Within Section 1 - Misleading claim about Australian country of origin/content								0	5	1	0	0
TOTAL								970	1212	577	799	941

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
MEDIA ATTRACTING COMPLAINT (%)												
TV	84.10%	71.70%	71.87%	66.44%	58.22%	80.59%	85.33%	84.81%	85.81%	75.10%	68.59%	59.83%
Outdoor	1.90%	11.70%	18.66%	14.01%	29.77%	9.23%	6.28%	6.67%	3.67%	12.80%	16.48%	23.92%
Radio	2.00%	3.60%	1.22%	1.38%	2.06%	1.69%	1.74%	2.11%	4.10%	2.36%	2.77%	3.12%
Print	10.70%	11.80%	7.41%	13.58%	8.80%	4.48%	5.47%	4.76%	3.85%	4.08%	4.73%	1.92%
Pay TV	0.00%	0.00%	0.05%	0.00%	0.16%	0.00%	0.00%	0.25%	0.18%	0.44%	1.46%	5.61%
Internet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	1.13%	1.13%	2.58%
Transport	0.00%	0.00%	0.00%	0.09%	0.41%	0.63%	0.62%	0.45%	1.73%	1.62%	3.64%	2.46%
Cinema	0.60%	1.20%	0.33%	0.35%	0.16%	0.43%	0.50%	0.60%	0.42%	2.46%	0.80%	0.11%
Mail	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%
Other	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.15%
Multiple Media												