

**Audit of bus stop advertisements in Perth, Western Australia**

**Background**

Health groups around Australia have expressed concern about children and young people’s exposure to alcohol, junk food and sugary drink promotion, including exposure to outdoor ads. Outdoor advertising cannot be switched off, avoided or ignored, and it is impossible to control who views outdoor ads.

There are very few restrictions that apply to the placement of outdoor alcohol, junk food and sugary drink ads in Australia. Children and young people can be expected to be heavily exposed to outdoor advertising, including ads on bus stops.

**Aim**

To provide a snapshot of the volume of alcohol, junk food and sugary drink advertising on bus stop hoardings in an Australian capital city.

**Method**

The McCusker Centre for Action on Alcohol and Youth reviewed bus stop ads in Perth, Western Australia. Two auditors followed a pre-planned route within a 15 km radius of the Perth CBD on 9 and 10 December 2015 (a total of 274 km). The product type on each advertisement was recorded.

**Results**

584 bus stop ads were identified.

<b>Product</b>	<b>Number of ads</b>	<b>Percentage of all ads</b>
Alcohol	80	14%
Junk food	100	17%
Sugary drink	128	22%
Other categories	276	47%
<b>TOTAL</b>	<b>584</b>	<b>100%</b>

Over 50% of bus stop ads reviewed were for alcohol, junk food and sugary drink products:

- 1 in 7 bus stop ads identified were for alcohol products, including beer, whisky, gin, liqueur and vodka.
- 1 in 6 bus stop ads identified were for junk food, including ice cream, fast food outlets and chocolate.
- 1 in 5 bus stop ads identified were for sugary drinks, including iced coffee, soft drinks and sports drinks.

**Implications**

This review provides further evidence that alcohol, junk food and sugary drink advertising on public transport stops is widespread.

The volume of advertising means children and young people are highly likely to be exposed to alcohol, junk food and sugary drink advertising placed on bus stops.