

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2014

Communications Portfolio

NBN Co Limited

Question No: 135

Program No. NBN Co Limited

Hansard Ref: In Writing

Topic: Market Research

Senator Ludwig asked:

List any market research conducted by the Department/Agency since 7 September 2013.

1. List the total cost of this research
2. List each item of expenditure and cost, broken down by division and program
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?

Answer:

1-8. The total cost of Market Research undertaken by NBN Co between 7 September 2013 and 28 February 2014 was \$717,037 (ex-GST). Details of the expenditure are detailed below:

Item/ Program (2)	NBN Co Division (2)	Cost ex- GST (2)	Research Agency (3)	Research Agency Identification (4)	Research Location/s (5)	Methodology (6&7)	Participant Selection (8)
Consumer Sentiment Interim Read	NBN Co Communications	\$16,600	Newspoll- Government & Social Research division	Agency is one of five companies appointed to the NBN Co Market Research Panel in August 2013.	Australia wide	Newspoll Omnibus - quantitative survey using CATI (Computer Assisted Telephone Interviewing)	Research Agencies recruited participants based on research objectives. Practices were guided by relevant industry practices and standards, such as: • ISO 20252- International Standard for Market and Social • Code of Professional Behaviour of the Australian Market and Social Research Society • Market and Social Research Privacy Principles.
Consumer Sentiment and Public Information on Migration (PIM) Tracking- Baseline	NBN Co Communications	\$238,394	Newspoll- Government & Social Research division		Australia wide in locations where the NBN is planned to be delivered by fibre	Quantitative survey using CATI and online	
NBN Co Website Satisfaction Survey	NBN Co Communications	\$16,500	Evolve Research and Consulting		Australia wide	Quantitative survey online	
Facilities Access – Post- Launch Evaluation	NBN Co Product Management	\$51,980	Forethought		Australia wide	Qualitative 1:1 interviews face to face or over phone	
Migration Communications Creative Testing	NBN Co Communications	\$80,030	Colmar Brunton		Armidale, George Town, Brunswick, South Morang	Qualitative focus groups and 1:1 interviews	

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Tactical Migration Campaign Communications Testing	NBN Co Communications	\$22,350	Colmar Brunton		Brunswick and South Morang	Qualitative focus groups
Migration Segmentation Research	NBN Co Communications	\$34,830	Blaze International		Sydney metro	Qualitative focus groups
Migration Direct Mail Creative Testing	NBN Co Communications	\$62,560	Colmar Brunton		Armidale, George Town, Brunswick, South Morang	Qualitative focus groups and 1:1 interviews
Medical and Security Alarm Research with Connected Consumers	NBN Co Communications	\$7,900	Evolve Research and Consulting		NBN Ready for Service (RFS) areas	Quantitative survey online
Legacy Services Channel Readiness Research	NBN Co Communications	\$64,541	Evolve Research and Consulting		All Australia	Quantitative survey online
Local Council Research	NBN Co Communications	\$50,600	Evolve Research and Consulting		NBN RFS areas	Quantitative survey online
Experiential Activity Survey	NBN Co Communications	\$30,152	Evolve Research and Consulting	Via NBN Co procurement process	NBN RFS areas	Quantitative survey online
RFS Campaign Effectiveness Tracking	NBN Co Communications	\$40,600	Ipsos		Selected NBN RFS Areas	Quantitative survey completed face to face