

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Additional Estimates Hearings February 2014
Communications Portfolio
Australian Communications and Media Authority

Question No: 52

Program No. Australian Communications and Media Authority (ACMA)

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. \$71,500.
2. The ACMA conducted one market research process. This was undertaken by the Industry Partnerships and Numbering Section, Communication Infrastructure Division.
3. Roy Morgan Research Pty Ltd.
4. The provider was selected by a competitive procurement process.
5. The research was conducted via telephone to the householder..
6. The research was conducted via the telephone using a computer aided interview system.
7. No.
8. The participants were selected at random using the market research provider's single source database.