

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates Hearings May 2014**

**Communications Portfolio**

**Australian Communications and Media Authority**

**Question No: 144**

**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 25 February 2014:

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:**

As at 30 April 2014 the ACMA had conducted three market research processes at a total cost of \$72,408 (excluding GST).

- Project one: SMEs and Digital Business
  1. \$27,240.
  2. Project one was undertaken by the Regulatory Futures Branch, Digital Economy Division.
  3. GfK Australia Pty Ltd.
  4. The provider was selected by an open tender process.
  5. The research was conducted in metropolitan and regional NSW, Victoria and South Australia.
  6. The research was conducted face-to-face, via the telephone and online.
  7. The research used in-depth interviews, focus groups and case studies.
  8. The participants, small and medium enterprises and ICT consultants, were selected from business lists developed for market research purposes.
- Project two: Children's TV viewing study
  1. \$11,238.
  2. Project two was undertaken by the Regulatory Futures Branch, Digital Economy Division.
  3. Cudex Newspan Pty Ltd.
  4. The provider was selected by a competitive procurement process.
  5. The research was conducted nationally.
  6. The research was conducted via the telephone using a computer aided interview system as part of a regular omnibus survey.
  7. No.
  8. The participants, parents and carers of children aged under 15 years, were selected using random digit dialling.

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- Project three: The ACMA Annual Consumer Survey 2013–14
  1. \$33,930.
  2. Project three was undertaken by the NBN and Industry Monitoring Branch, Digital Economy Division.
  3. Cudex Newspoll Pty Ltd.
  4. The provider was selected by an open tender process.
  5. The research was conducted nationally.
  6. The research was conducted via the telephone using a computer aided interview system.
  7. No.
  8. The participants, Australians aged 18 years and over, were selected using random digit dialling.