

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Budget Estimates Hearings May 2014**  
**Communications Portfolio**  
**Special Broadcasting Service**

**Question No: 406**

**Program No. SBS**

**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:**

1. \$259,750.
2. Expenditure and cost by division and program:
  - Quantitative research for Brand Tracker (wave 3) was \$48,750. This was charged to Strategy and Insights account.
  - Qualitative and Quantitative research for news and current affairs Vertical research was \$80,000. This was charged to Managing Director's account.
  - Qualitative and Quantitative research for Documentary Vertical research was \$80,000. This was charged to Verticals Account.
  - Quantitative research for In-language studies for German and Tagalog was \$51,000. This was charged to Audio & Language Content.
3. Different companies were employed for the different studies.
  - Clarity Research conducted the third wave of the Brand Tracker.
  - Hall and Partners Open Mind is currently conducting the NACA Vertical research.
  - Sweeney Research is currently conducting the Documentary Vertical research.
  - McNair Research conducted the German and Tagalog in-language study.
4. A research brief was created and sent out to three research agencies for each study. These three agencies each put together a proposal and each proposal was then reviewed by SBS against specific criteria. The research agency that could best fit the criteria was selected in each instance. The only instance where this did not happen was with McNair as they are the only research agency able to carry out research studies in a wide range of languages. Most other agencies only offer the research studies in English.

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5. This varied. Some was based on focus groups which were conducted mainly in Sydney and Melbourne, although some groups were also conducted in Wagga Wagga (NACA) and Bathurst (Documentary). The quantitative studies were all conducted online or via phone from the research company's office in Sydney.
6. Quantitative survey work was generally via online, although it was conducted over the phone for the in-language studies. Qualitative survey work was conducted via focus groups.
7. Yes, focus groups were used (as stated above). Online studies were used. Telephone studies were conducted for the in-language studies.
8. Participants were selected based on specific criteria which differed for each study. Generally, they had to be representative of the Australian population, with a proportion being with a first language other than English and/or identifying themselves as Aboriginal or Torres Strait Islanders.