

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Budget Estimates Hearings May 2014**

**Communications Portfolio**

**Australian Broadcasting Corporation**

**Question No: 64**

**Program No. Australian Broadcasting Corporation**

**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:**

The ABC has conducted 4 market research projects since 25 February 2014. The details of these projects are as follows:

**Project: conducted by ABC Television on media usage among families with young children at home.**

1. The research cost \$25,700
2. The expenditure was as follows:
  - Contextual Inquiry Research (x16 family visits) \$15,000
  - Workshops (x3) and Presentation \$5,000
  - Report findings \$5,000
  - Incidentals \$700
3. The research was conducted by contractors Meena Thamarajah (User Experience Designer) and Priscilla Davies (Design Anthropologist)
4. Participants were drawn from those who had given permission to be recontacted from previous relevant previous work with the ABC Children's Multiplatform team and via an independent market research recruiter.
5. The research was undertaken among 16 families in their own homes. The families were from a variety of locations in Sydney, Melbourne and regional Victoria.
6. The research was conducted using contextual inquiry and depth interview techniques.
7. See answer to Question 2 above.
8. See answer to Question 4 above.

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**Project: conducted by ABC Radio to testing concepts for personalised listening to help inform the development of ABC online applications.**

1. Total cost of this research was \$2,700.
2. Expenditure was broken down as follows:
  - \$1,500 of recruitment fees (15 participants)
  - \$1,200 participant incentives (24 participants)
  - Research managed and conducted by ABC teams
3. The research was undertaken by ABC teams
4. Participants were recruited via ABC website and by an independent market research recruiter.
5. The research was conducted at the ABC Ultimo office and via web conferencing and telephone.
6. The research involved one on one in depth interviews primarily using paper and electronic prototypes as stimulus.
7. See answer to Question 6 above.
8. See answer to Question 4 above.

**Project: to measure awareness and usage of ABC Radio station Dig.**

1. Total cost of the research: \$11,750.
2. Breakdown of costs: not applicable.
3. Research was conducted by Newspoll.
4. Newspoll is an established supplier of quantitative research to the ABC.
5. Research was conducted nationally.
6. The research was undertaken by telephone.
7. The research was drawn from a nationally representative random sample.
8. Participants were selected by a stratified random sample process.

**Project: ABC Appreciation Survey**

1. Total cost of this research: \$83,542 (ex GST).
2. Breakdown of costs: not applicable.
3. Research was conducted by Newspoll.
4. Newspoll is an established supplier of quantitative research to the ABC.
5. Research was conducted nationally.
6. Research was undertaken by telephone, using a random stratified sample process, among 1902 respondents aged 14 years and over.
7. See answer to question 6 above.
8. See answer to question 6 above.