

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

Question No: 495

Program No. Special Broadcasting Service

Hansard Ref: Hansard In writing

Topic: Market research

Senator Ludwig asked:

Since Budget Estimates in June, 2014:

1. List any market research conducted by the department/agency:
 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?
 9. How was the firm or individual that conducted the review selected?
 10. What input did the Minister have?
 11. How was it approved?
 12. Were other firms or individuals considered? If yes, please detail.

Answers

Please note that all information is based on the 1 June 2014 to 30 October 2014 reporting period.

1. \$377,300
2. Expenditure and cost by division and program:
 - Quantitative research for Brand Tracker (wave 3) was \$68,125. This was charged to Strategy and Insights account.
 - Qualitative research for news and current affairs (NACA) Vertical research was \$46,000. Most of this (\$40,000) was charged to Managing Director's account, whilst the remainder (\$6,000) was charged to Strategy and Insights.
 - Qualitative and Quantitative research for Documentary Vertical research was \$40,850. This was charged to Verticals Account.
 - Qualitative research for Cycling Vertical was \$19,625. This was charged to Strategy and Insights.
 - Quantitative research for The World Game website was \$11,400. This was charged to Strategy and Insights.

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

Special Broadcasting Service

- Quantitative research for In-language studies for German and Tagalog was \$51,500. This was charged to Audio & Language Content.
 - Quantitative research for In-language studies for Punjabi and Indonesian was \$51,500. This was charged to Strategy and Insights.
 - Quantitative research for The FIFA World Cup was \$68,800. This was charged to Strategy and Insights.
 - Quantitative research for Join-In Quiz was \$19,500. This was charged to Marketing.
3. Different companies were employed for the different studies.
 - Clarity Research conducted the third wave of the Brand Tracker.
 - Hall and Partners Open Mind conducted the NACA Vertical research.
 - Sweeney Research conducted the Documentary Vertical research, the Cycling Vertical research and The World Game website research.
 - McNair Research conducted the German, Tagalog, Punjabi and Indonesian in-language studies.
 - Nielsen conducted The FIFA World Cup study.
 - Pollinate Research conducted the Join-in 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 and who had the best expertise in the area under study, was selected in each instance. The only instance where this did not happen was with the FIFA World Cup research as this study was an extension of the syndicated data that we already receive from Nielsen.
 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.
 9. For each company selected, a comprehensive brief was written by SBS and three companies were asked to submit proposals. From the three proposals received, the

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

Special Broadcasting Service

individual company was selected based on how they would execute the brief to get the best outcome from the study as well as their expertise in the area.

The only exception to this was the FIFA World Cup study. The FIFA World Cup study was conducted to bring together both quantitative data that we already receive from Nielsen (eg TV and online ratings), with additional quantitative and qualitative data that is not available to SBS in a syndicated manner.

10. There was no input from the Minister.

11. Each study was approved by the Head of Strategy and Insights and the CCO in consultation with the team affected. For instance, the studies for in-language were approved in consultation with the Audio and Language (ALC) team. The study for NACA was approved in consultation with the Head of NACA, etc.

12. Yes, other firms were briefed as noted in item 9.

- Brand Tracker – briefed to three companies three years ago. The companies were Clarity Research, Colmar Brunton and Jigsaw.
- NACA Vertical - briefed to Sweeney Research, Hall and Partners and GSK.
- Documentary Vertical - briefed to Sweeney Research, Hall and Partners and Clarity Research.
- In-language studies for German, Tagalog, Punjabi and Indonesian – originally briefed to ORC International, Cultural Partners and McNair Ingenuity.
- The FIFA World Cup – briefed to Nielsen only.
- The World Game website – briefed to Sweeney Research as extension of the Football Vertical Research (originally briefed to three companies, Sweeney Research, Sport Business Partners and Clarity Research).
- Join-In Quiz briefed to Pollinate Research (extension of a previous study done for sales around Diversity). The original Diversity study was briefed to three companies, being Pollinate, Jigsaw and GSK.