

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

Question No: 608

Program No. Australian Broadcasting Corporation

Hansard Ref: 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?

Were other firms or individuals considered? If yes, please detail.

Answer:

Since Budget Estimates in June, 2014:

List any market research conducted by the department/agency: for ABC Television and ABC Commercial

1. List the total cost of this research: \$19,660
2. List each item of expenditure and cost, broken down by division and program
 - **Usability testing for ABC iview**
3. Who conducted the research?
 - **Digital Eskimo**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Sydney**
6. In what way was the research conducted?
 - **Usability testing among users of iview / online video services**
7. Were focus groups, round tables or other forms of research tools used?
 - **Usability of iview was tested on a one-on-one basis**
8. How were participants for these focus groups et al selected?
 - **Selection based on iview user segments**
9. How was the firm or individual that conducted the review selected?

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

Australian Broadcasting Corporation

- **An existing research supplier**
10. What input did the Minister have?
 - **none**
 11. How was it approved?
 - **Line manager approval**
 12. Were other firms or individuals considered? If yes, please detail.
 - **Not applicable**

List any market research conducted by the department/agency: for ABC Television

1. List the total cost of this research: \$24,000.
2. List each item of expenditure and cost, broken down by division and program
 - **Qualitative research – focus group discussions, written report and presentations**
3. Who conducted the research?
 - **Ruby Cha Cha**
4. How were they identified?
 - **Competitive pitch**
5. Where was the research conducted?
 - **Sydney – central and western**
6. In what way was the research conducted?
 - **Focus group discussions**
7. Were focus groups, round tables or other forms of research tools used?
 - **Pre – group homework followed by focus group discussions**
8. How were participants for these focus groups et al selected?
 - **Selection based on viewership of Q&A**
9. How was the firm or individual that conducted the review selected?
 - **Competitive pitch**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Line manager approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **Three research agencies pitched for this project (Ruby Cha Cha, Fifty Five 5 and Clarity Research)**

List any market research conducted by the department/agency: for ABC Television

1. List the total cost of this research: \$9,500
2. List each item of expenditure and cost, broken down by division and program
 - **Online survey on ABC iView and other online television / video services**
3. Who conducted the research?
 - **Conducted internally by Audience Research staff**
4. How were they identified?
 - **Not applicable**

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

5. Where was the research conducted?
 - **nationally**
6. In what way was the research conducted?
 - **Online quantitative survey**
7. Were focus groups, round tables or other forms of research tools used?
 - **Quantitative data analysis**
8. How were participants for these focus groups et al selected?
 - **Sample sourced through Qualtrics**
9. How was the firm or individual that conducted the review selected?
 - **Qualtrics is an existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Line manager approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **Not applicable**

List any market research conducted by the department/agency: for ABC News

1. List the total cost of this research: \$3,705
2. List each item of expenditure and cost, broken down by division and program
 - **Respondent recruitment for two usability tests for ABC News Online.**
3. Who conducted the research?
 - **Conducted internally**
4. How were they identified?
 - **An ABC research recruitment supplier**
5. Where was the research conducted?
 - **Sydney**
6. In what way was the research conducted?
 - **Usability testing among users**
7. Were focus groups, round tables or other forms of research tools used?
 - **Usability of News Online was tested on a one-on-one basis**
8. How were participants for these focus groups et al selected?
 - **Selection based on News user segments**
9. How was the firm or individual that conducted the review selected?
 - **An existing research recruitment supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Line manager approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **No**

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

List any market research conducted by the department/agency: for ABC Innovation

1. List the total cost of this research: \$32,300
2. List each item of expenditure and cost, broken down by division and program
 - **Quantitative research study, questionnaire design and data analysis, data modelling module and written report**
3. Who conducted the research?
 - **Newspoll**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Random sample, by telephone**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?
 - **As above**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Director approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **Yes, the project was discussed with two other agencies (Nielsen and Lightspeed).**

List any market research conducted by the department/agency: for ABC Innovation

1. List the total cost of this research: \$5,600
2. List each item of expenditure and cost, broken down by division and program
 - **Sample for online survey**
3. Who conducted the research?
 - **Conducted internally by ABC Innovation sample supplied through Qualtrics**
4. How were they identified?
 - **An ABC online research sample supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Quantitative online survey**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

Australian Broadcasting Corporation

- **Random online sample of online adults 18 years and over**
- 9. How was the firm or individual that conducted the review selected?
 - **An existing online research sample supplier**
- 10. What input did the Minister have?
 - **none**
- 11. How was it approved?
 - **Line manager approval**
- 12. Were other firms or individuals considered? If yes, please detail.
 - **No**

List any market research conducted by the department/agency: ABC Audience and Marketing

1. List the total cost of this research: \$51,687
2. List each item of expenditure and cost, broken down by division and program
 - **Quantitative survey design, data analysis, and written report**
3. Who conducted the research?
 - **Newspoll**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Random sample, by telephone, among adults 18 years and over**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?
 - **As above**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Audience and Marketing Director approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **No, as this is an ongoing annual tracking study**

List any market research conducted by the department/agency: ABC Radio

1. List the total cost of this research: \$9,645
2. List each item of expenditure and cost, broken down by division and program
 - **Quantitative survey design and development data tables / cross analyses**
3. Who conducted the research?
 - **Newspoll**

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

4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Random sample, by telephone, among adults 18 years and over**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?
 - **As above**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Audience and Marketing Director approval**
12. Were other firms or individuals considered? If yes, please detail.
 - **No**

List any market research conducted by the department/agency: ABC Audience and Marketing

1. List the total cost of this research: \$8,245
2. List each item of expenditure and cost, broken down by division and program
 - **Quantitative survey design and development data tables / cross analyses**
3. Who conducted the research?
 - **Newspoll**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Random sample, by telephone, among adults 18 years and over**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?
 - **As above**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Director Audience and Marketing**

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Supplementary Budget Estimates Hearings November 2014

Communications Portfolio

Australian Broadcasting Corporation

12. Were other firms or individuals considered? If yes, please detail.
- **No, as weekend (omnibus) was needed - the weekend marked the conclusion of ABC coverage.**

List any market research conducted by the department/agency: for ABC News and ABC Television

1. List the total cost of this research: \$23,742
2. List each item of expenditure and cost, broken down by division and program
 - **Qualitative research – focus groups**
3. Who conducted the research?
 - **Korn Research**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Perth**
6. In what way was the research conducted?
 - **Qualitative research, focus groups**
7. Were focus groups, round tables or other forms of research tools used?
 - **As above, and included pre-group ‘home work’ exercises**
8. How were participants for these focus groups et al selected?
 - **Recruited based on viewership of TV news**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Line Manager**
12. Were other firms or individuals considered? If yes, please detail.
 - **No**

List any market research conducted by the department/agency: ABC Corporate Strategy and Planning

1. List the total cost of this research: \$50,000
2. List each item of expenditure and cost, broken down by division and program
 - **Qualitative online study including extensive ‘home-work’ exercises and online discussion groups**
3. Who conducted the research?
 - **Ruby Cha Cha**
4. How were they identified?
 - **An ABC research supplier**
5. Where was the research conducted?
 - **Nationally**
6. In what way was the research conducted?
 - **Individual homework followed by a series of online discussion groups**

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

7. Were focus groups, round tables or other forms of research tools used?
 - **As above**
8. How were participants for these focus groups et al selected?
 - **A cross section of general population, plus science teachers, school students and academics – all recruited by the research agency**
9. How was the firm or individual that conducted the review selected?
 - **An existing research supplier**
10. What input did the Minister have?
 - **none**
11. How was it approved?
 - **Research was commission at the request from the ABC's Science Review panel**
12. Were other firms or individuals considered? If yes, please detail. **Yes, the project was discuss with two other agencies (Woolcott Research and Newspoll) when a different methodology was being considered.**