

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

26 February 2014

**Question: AET 495**

**Topic: Market Research (ACCC)**

**Written: 5 March 2014**

**Senator LUDWIG asked:**

495. List any market research conducted by the department/agency since 7 September 2013.
- a. List the total cost of this research
  - b. List each item of expenditure and cost, broken down by division and program
  - c. Who conducted the research?
  - d. How were they identified?
  - e. Where was the research conducted?
  - f. In what way was the research conducted?
  - g. Were focus groups, round tables or other forms of research tools used?
  - h. How were participants for these focus groups et al selected?

**Answer:**

- 495.
- a. \$42,678.
  - b. – h. See tables below.

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**Table 1 – ACCC and AER research projects**

<b>ACCC Program 1.1 – Enforcement and Compliance Division</b>				
<b>Research project (b.)</b>	<b>Project Total (b.)</b>	<b>Researcher (c.)</b>	<b>How identified (d.)</b>	<b>Research details (e. and h.)</b>
Sunglasses and fashion spectacles – consumer purchasing decisions	\$15,000	Sweeney Research	Limited tender – three quotes	<p>500 online surveys, people aged 18+ years. National.</p> <p>Participant criteria:</p> <ul style="list-style-type: none"> <li>- own at least one pair of sunglasses</li> <li>- have purchased at least one pair for personal use in the last two years.</li> </ul> <p>Quotas applied to sample to ensure adequate coverage across age, gender and location. Sweeney Research managed the sample of the survey via online panel provider.</p>
Icons and warnings on button battery packaging	\$9,700	Sweeney Research	Limited tender – three quotes.	<p>240 online surveys, parents and carers of children aged up to 5 years. National.</p> <p>Participants criteria:</p> <ul style="list-style-type: none"> <li>- Parents of children aged up to 5 years; or</li> <li>- Care for children in their own home at least one a fortnight (i.e. grandparents, other family members, foster carers, parents with shared custody).</li> </ul> <p>The survey sample was split into three groupings with quotas applied to each to ensure identical samples. Each cell evaluated one of the three front of pack icons.</p> <p>Sweeney Research managed the sample of the survey via online panel provider.</p>

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<b>ACCC Program 1.2 – Regulatory Division</b>				
<b>Research project (b.)</b>	<b>Project Total (b.)</b>	<b>Researcher (c.)</b>	<b>How identified (d.)</b>	<b>Research details (e. and h.)</b>
<b>AER Retail Markets mystery shopper project</b>	\$17,978	Customer Service Benchmarking Australia Pty Ltd (CSBA)	Limited Tender	<p>CSBA undertook the research from its Melbourne office.</p> <p>The survey was undertaken in the three jurisdictions that had commenced the National Energy Retail Law by 30 June 2013 (Tasmania, the ACT and South Australia).</p> <p>Participants - all energy retailers with residential customers in National Energy Retail law jurisdictions were considered for the survey, except those with a very small customer base.</p> <p>It was a mystery-shopper style approach - CSBA agents represented themselves as a customer of the retailer and assessed the retailers' performance in responding to their enquiries or concerns.</p>