

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Additional Estimates
2015 - 2016

Department/Agency: Australian Taxation Office

Question: AET 3463

Topic: Market Research

Reference: written - 19 February 2016

Senator: Ludwig, Joe

Question:

Since the change of Prime Minister on 14 September, 2015:

3463. List any market research conducted by the department/agency:

- 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?
- i) How was the firm or individual that conducted the review selected?
- j) What input did the Minister have?
- k) How was it approved?
- l) Were other firms or individuals considered? If yes, please detail.

Answer:

3463. From 14 September 2015 to 31 January 2016, members of our market research panel were in the process of conducting 13 projects, defined as market research, on our behalf:

- ATO Corporate Perceptions Survey
- Taxpayer Behaviour Research
- Perceptions of Fairness in Tax Disputes
- ATO Penalties Research
- Payment thinking – Experimental Design
- Measuring Compliance Costs Research
- Use of Trusts Research
- Benefits of Superannuation Reform Research
- Small Business Engagement Research
- New to Small Business Education Research
- Individuals and Tax Time 2016 Research
- Overseas Higher Education Loan Programme (HELP) and Trade Support Loans (TSL) programme Debtors Research
- GST Compliance Program Research

External providers were also engaged to recruit participants for the following research project:

- Online Tax Experiment: Understanding Taxpayer Payment Prioritisation, Conjoint Analysis and Benchmarking Research

We publish a list of current and past research on our website at <http://www.ato.gov.au/About-ATO/Research-and-statistics/>

- a) From 14 September 2015 to 31 January 2016, the total cost of the 13 market research projects being conducted was \$1,051,826 (GST inclusive).
- b) Details of each of the market research contracts in place during the period in question can be found on the AusTender website www.tenders.gov.au.
- c) Members of the ATO Market Research panel, awarded contracts to undertake research on our behalf, conducted the research. We have 73 research providers on this panel.
- d) Market research providers were identified via procurement processes from our Market Research panel.
- e) Market research providers generally conduct research from their own premises. This may be at various locations across Australia.
- f) Market research is conducted using various methodologies including online, telephone interviews, or in person. Research can be quantitative (surveys) or qualitative (focus groups).
- g) In some instances focus groups were used.
- h) A range of methods are used to select market research participants based on the nature of the research being undertaken and associated criteria. For example, if the research is focussed on a particular market segment, or in relation to a product or service testing.
- i) The firms conducting research were selected through a competitive procurement process.
- j) Not applicable.
- k) Approval sought by appropriate financial delegates in accordance with section 23(3) of the PGPA Act 2013.
- l) Yes, other firms and individuals who applied for these contracts through the tender process were considered.