

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Budget Estimates 2014  
3 June to 5 June 2014

**Department/ Agency:** ABS

**Question:** BET 1179

**Topic:** Market Research

**Reference:** Written – 12 June 2014

**Senator:** Ludwig

**Question:**

1179. List any market research conducted by the department/agency since Additional Estimates in February, 2014:
- 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:**

1179. Four for the 2016 Census.
- a) \$221,120 (GST exclusive).
- Break up:
- Hall & Partners Open Mind Pty Ltd - \$20,170.
- DBM Consultants - \$95,810.
- Colmar Brunton Research Pty Ltd - \$86,340.
- Optimal Experience Pty Ltd - \$18,800.
- b) The costs related to running and analysing focus groups. The expense related to one Program and Division.
  - c) Hall and Partners Open Mind Pty Ltd, DBM Consultants, Colmar Brunton Research Pty Ltd & Optimal Experience Pty Ltd.
  - d) Hall and Partners Open Mind Pty Ltd - Through an existing research panel.
- DBM Consultants - Limited Tender.
- Colmar Brunton Research Pty Ltd - Prequalified Tender.
- Optimal Experience Pty Ltd - Through an existing research panel.
- e) Hall and Partners Open Mind Pty Ltd - Sydney and Melbourne.

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DBM Consultants - Melbourne, Sydney, Shepparton, Toowoomba, Brisbane, Newcastle & West Sydney.

Colmar Brunton Research Pty Ltd - Parramatta, Perth, Wagga Wagga, Melbourne, Adelaide, Brisbane, Cairns, Geelong and Port Pirie.

Optimal Experience Pty Ltd - Sydney.

f) Hall and Partners Open Mind Pty Ltd - Focus Groups run by a facilitator to explore people's understanding of terms being considered for topics in the Census.

DBM Consultants - Focus group discussions to assess the effectiveness of Census contact materials.

Colmar Brunton Research Pty Ltd - Focus groups run by external consultant on the retention of personal identifiers & community views on plans for the 2016 Census Data Enhancement.

Optimal Experience Pty Ltd - Focus groups to assess the usability and functionality of the eCensus application.

g) Mostly Focus Groups. Colmar Brunton Research Pty Ltd - Over the phone.

h) Hall and Partners Open Mind Pty Ltd - Participants were selected based on whether they had certain characteristics, that related to the topics, being researched for the 2016 Census. Participants needed to include both males and females, and a variety of ages (above 18 years of age).

DBM Consultants - Wide cross section of the Australian population selected including mainstream, youth, older, Culturally and Linguistically Diverse and Indigenous Australians.

Colmar Brunton Research Pty Ltd - Recruitment of participants were conducted over the phone, via random digit dialling, utilising the last-birthday (LB) method, a quasi-random recruitment technique that selects respondents from within a sampled household.

Optimal Experience Pty Ltd - Arranged recruitment of 12 representative users via professional third-party research recruitment provider.