

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**  
Supplementary Budget Estimates  
2014 - 2015

**Department/Agency:** PC  
**Question:** SBT3535  
**Topic:** Market Research  
**Reference:** Written - 30 October 2014  
**Senator:** Ludwig, Joe

**Question:**

Since Budget Estimates in June, 2014:

3535. 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:**

As at 30 October 2014:

3535. Nil.