

Senate Committee: Education and Employment

**QUESTION ON NOTICE
Budget Estimates 2015 - 2016**

Outcome: Cross Portfolio - Corporate

Department of Education and Training Question No. SQ15-000274

Senator Lines, Sue asked on 04 June 2015, Proof Hansard page 33

Higher Education campaign - benchmarking

Question

Senator LINES: How was that survey work done?

Ms Gleeson: That is undertaken by the research company. I am not privy to their methodologies.

Senator LINES: It might be phone polling—

Ms Gleeson: I see—the method—

Senator LINES: The actual—

Ms Gleeson: Correct.

Senator LINES: So it was phone polling?

Ms Gleeson: Online as well as telephone surveys.

Senator LINES: With the online component, does the company have 1,500 people that it can access?

Ms Gleeson: They are all random and any participant they approach through any part of the benchmarking, tracking and evaluation research must be unique. So, if they have participated in any of the other two parts of that research, they cannot participate in the evaluation. They are unique and it is a random sample that is national.

Senator LINES: How do they reach them online?

Ms Gleeson: Through an online survey.

Senator LINES: I am sorry—how do they reach, say, me as a unique person who has not participated in anything else?

Ms Gleeson: I would have to take that on notice. That is part of the company's methodology, so it also goes to their IP.

Answer

Participants in the 2014-15 Higher Education Communication Campaign benchmarking online survey were sourced through Australia's largest online research-only panel (more than 400,000 active panellists across the target cohorts). Approaches to participate were made by email and participants were emailed the survey link.