

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**ADDITIONAL ESTIMATES 2015-16**

Finance Portfolio  
9 February 2016

**Department/Agency:** All

**Outcome/Program:** General

**Topic:** Market Research

**Senator:** Ludwig

**Question reference number:** F119

**Type of question:** Written

**Date set by the committee for the return of answer:** Friday, 1 April 2016

**Number of pages:** 2

**Question:**

Since the change of Prime Minister on 14 September 2015, list any market research conducted by the department/agency:

1. List the total cost of this research.
2. List each item of expenditure and cost, broken down by division and program.
3. Who conducted the research?
4. How were they identified?
5. Where was the research conducted?
6. In what way was the research conducted?
7. Were focus groups, round tables or other forms of research tools used?
8. How were participants for these focus groups et al selected?
9. How was the firm or individual that conducted the review selected?
10. What input did the Minister have?
11. How was it approved?
12. Were other firms or individuals considered? If yes, please detail.

**Answer:**

<b>Department/ Agency</b>	<b>Response</b>
Finance	Nil. 1. – 12. N/A.
Australian Electoral Commission	1. \$10,677.50. 2. \$10,677.50. To pilot test benchmarking and tracking research questionnaires related to the AEC's national advertising campaign that is implemented at federal elections. 3. Wallis Consulting Group. 4. Deed of Standing Offer. 5. National random sample – approximately 100 for the pilot test.

<b>Department/ Agency</b>	<b>Response</b>
	<p>6. Via telephone and online survey.      7. Telephone and online surveys were used.      8. National random sample.      9. Deed of Standing Offer.      10. N/A.      11. AEC delegate.      12. No.</p>
Commonwealth Superannuation Corporation	<p>Nil.      1. – 12. N/A.</p>
Future Fund Management Agency	<p>Nil.      1. – 12. N/A.</p>