

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Additional Estimates 14 – 15 February 2007

Question: aet 28 (ASIC)

Topic: Opinion Polls/ Market Research

Hansard Page: Written

Senator WONG asked:

- (1) What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
- (2) Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?
- (3) How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?
- (4) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

Answer:

Refer to Excel spreadsheet aet28.

The figures are GST exclusive.

The response refers to the 2006 calendar year.