

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**Treasury Portfolio**

Additional Estimates 14 – 15 February 2007

**Question:**                    **AET 29**

**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?

**Answer:**

Details requested for financial year 2005-06 appear in Appendix 11, pages 316 and 317 of the Commissioner of Taxation Annual Report 2005-06.

- (2)     Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies that are used by department and agencies in the Minister's portfolio?

**Answer:** The following companies are on the Tax Office Market Research Panel:

|                                |                               |
|--------------------------------|-------------------------------|
| AC Nielsen Research            | Blue Moon Research & Planning |
| Colmar Brunton Social Research | Cultural Perspectives         |
| DBM Consultants                | Eureka Strategic Research     |
| Market Solutions               | Millward Brown Australia      |
| Taylor Nelson Sofres           | Research International        |
| Roy Morgan Research            | The Open Mind Research Group  |
| The Research Forum             | Urbis JHD                     |
| Di Marzio                      |                               |

- (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?

**Answer:**

No opinion polls, focus groups or market research expenditure conducted by the Tax Office 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:**        The Tax Office has collected feedback from internal sources that have commissioned market research through companies on the panel. Overall, that feedback indicates that 86% of those surveyed were satisfied with the service provided by the research agency.