

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: aet 35

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:

- (1) *Understanding Money Campaign* – A sum of \$274,722.64 (GST exclusive) was spent on developmental research.

Takeovers Panel – A sum of \$61,637 (GST exclusive) was spent on market research, via AusTender, to conduct a market review of market participants' perceptions and views on the role and performance of the Panel.

- (2) *Understanding Money Campaign* – The market research agency used was Quantum Market Research.

Takeovers Panel – The market research agency used was ChantLink Pty Ltd.

- (3) *Understanding Money Campaign* – None.

Takeovers Panel – None.

- (4) *Understanding Money Campaign* – Consistent with Government processes for advertising campaigns, evaluation research was conducted for the *Understanding Money* campaign.

Takeovers Panel – None.