

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
ADDITIONAL BUDGET ESTIMATES 2013-2014

Finance Portfolio

Question reference number: F134

Senator: Ludwig

Topic: Market research

Type of question: Written

Date set by the committee for the return of answer: Friday, 11 April 2014

Number of pages: 2

Question:

1. List any market research conducted by the department/agency since 7 September 2013.
2. List the total cost of this research.
3. List each item of expenditure and cost, broken down by division and program.
4. Who conducted the research?
5. How were they identified?
6. Where was the research conducted?
7. In what way was the research conducted?
8. Were focus groups, round tables or other forms of research tools used?
9. How were participants for these focus groups et al selected?

Answer:

Department / Agency	Response
Finance	1.–9. Nil.
AEC	<p>1.–9</p> <ul style="list-style-type: none"> • <u>Evaluation of the 2013 Federal election campaign:</u> <ol style="list-style-type: none"> 2. \$358,227.00 (GST Excl). 3. Program 1.3: Education and Communication. 4. Ipsos Social Research Institute. 5. Select tender through the Communications Multi-use List. 6. Nationally. 7. Telephone surveys. 8. Refer to 7 above. 9. Random selection of households and individuals within that household (random digit dialling). • <u>2013 Federal Election Voter Survey:</u> <ol style="list-style-type: none"> 2. \$237,825.50 3. N/A. 4. Ipsos Social Research Institute. 5. Existing deed of agreement for market research services. 6. a) Nationally representative phone survey. b) Exit polls at 20 polling places across ACT, NSW, Queensland, SA,

	<p>Victoria and WA.</p> <p>7. a) Telephone (CATI) survey. b) Exit polls.</p> <p>8. No.</p> <p>9. a) Random digit dialling. b) Convenience sample at polling places.</p>
ComSuper	<p>1. Customer Satisfaction Survey.</p> <p>2. The total cost of this biannual research is \$171,666.</p> <ul style="list-style-type: none"> • Sub total: \$156,060 • GST: \$15,606 • Total: \$171,666 <p>3.</p> <ul style="list-style-type: none"> • Project scoping and ongoing management: \$ 8,580 • Questionnaire design and cognitive testing: \$ 14,640 • Undertake surveys and collect data: \$ 91,800 • Analyse and interpret data: \$ 21,600 • Produce reports and present results: \$ 19,440 • Total (GST Excl): \$156,060 <p>4. Colmar Brunton Social Research.</p> <p>5. Colmar Brunton Social Research was selected via a request for quote to a Market Research and Analysis Panel established by ComSuper. The panel consists of a group of suppliers whom ComSuper has entered into a Deed of Standing Order for the provision of specific services.</p> <p>6. Telephone and online survey data collection was conducted from Melbourne, Victoria. Hard copy self complete surveys were collated in Canberra, ACT.</p> <p>7. A random selection of members of the superannuation schemes ComSuper administers and relevant staff from employing agencies were invited to participate in the survey. Participants were surveyed via either telephone, online self complete questionnaire and/or hard-copy self complete questionnaire.</p> <p>8. No.</p> <p>9. N/A.</p>
Commonwealth Superannuation Corporation	1. – 9. Nil.
Future Fund Management Agency	1. – 9. Nil.