

**Senate Finance and Public Administration Legislation Committee**  
**Supplementary Estimates – February 2014**  
**ANSWER TO QUESTIONS ON NOTICE**

Prime Minister and Cabinet portfolio

**Department/Agency:** Office of the Official Secretary to the Governor-General

**Program 1:** Support for the Governor-General and Official Activities

**Outcome 1:** The performance of the Governor-General's role is facilitated through the organisation and management of official duties, management and maintenance of the official household and property and administration of the Australian Honours and Awards system.

**Topic:** Market research

**Senator:** Ludwig

**Question reference number:** QoN 215

**Type of Question:** Written

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

**Number of Pages:** 1

List any market research conducted by the department/agency since 7 September 2013.

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?

**Answer:**

Nil N/A