

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
FAMILIES, HOUSING, COMMUNITY SERVICES AND
INDIGENOUS AFFAIRS PORTFOLIO
2012-13 Additional Estimates Hearings

Outcome Number: 1

Question No: 76

Topic: Schoolkids Bonus

Hansard Page: 14/02/2013 - CA20

Senator Cash asked:

How many groups was the Schoolkids Bonus advertisement tested upon?

Answer:

The Schoolkids Bonus campaign creative concepts were tested with a total of 36 focus groups, through three rounds of research.