

Senate Standing Committee on Environment and Communications

Answers to Senate Estimates Questions on Notice

Additional Estimates Hearings February 2014

Communications Portfolio

Australian Broadcasting Corporation

Question No: 266

Program No. Australian Broadcasting Corporation (ABC)

Hansard Ref: In Writing

Topic: Market Research

Senator Ludiwg asked:

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:

1. List the total cost of this research	Since 7 September 2013, the ABC has spent \$137,884 on market research.
2. List each item of expenditure and cost, broken down by division and program	<ul style="list-style-type: none">• ABC International spent \$11,550 on market research. International Development, a department within ABC International and funded by DFAT and AusAID, spent \$323,310• ABC Innovation spent \$35,491 on user experience testing.• ABC Radio spent \$25,980 on listener surveys.• ABC Television spent \$64,863 on user research and usability testing.
3. Who conducted the research?	<ul style="list-style-type: none">• Butuna Smith Research Consultancy, M&C Saatchi, Australian Survey Research Group and The Burnet Institute conducted research for ABC International.• Qualitative Research Australia (QRA) and Meld conducted research for Innovation.• Online provider SurveyMonkey, Newspoll and Australian Survey Research Group conducted research for Radio.• Objective Digital and Stamford Interactive conducted research for Television.
4. How were they identified?	<ul style="list-style-type: none">• Providers for ABC International were selected by open tender process or as an existing provider on the ABC research supplier list.• ABC Innovation selected Meld through a Request for Quotation and QRA on the recommendation of another vendor.• Providers for ABC Radio were selected from the ABC's research supplier list.

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	<ul style="list-style-type: none">• Both agencies were selected through a Request for Quotation process and both addressed all criteria.
5. Where was the research conducted?	<ul style="list-style-type: none">• ABC International conducted research in Papua New Guinea, Myanmar and Hong Kong.• ABC Innovation conducted research in Canberra, Sydney, Melbourne Wagga Wagga, Ballarat and online.• ABC Radio conducted research by telephone and online• ABC Television conducted research online
6. In what way was the research conducted?	<ul style="list-style-type: none">• ABC International used focus groups, face to face interviews and in-depth interviews as well as an online survey.• ABC Innovation used individual interviews and user testing. Participants were shown an application and asked to answer a series of questions.• ABC Radio used an online survey link and telephone interviews.• ABC Television used an in person testing group as well as an online forum/community sourced from general public and internal ABC employees given early access to the WIP iview.
7. Were focus groups, round tables or other forms of research tools used?	<ul style="list-style-type: none">• See responses to question 6.
8. How were participants for these focus groups et al selected?	<ul style="list-style-type: none">• Participants in the ABC International research were selected to be representative of the population by gender, age and location. For research into maternal health care in Myanmar, six women at various stages of child rearing that met age and location requirements were selected for interview. The Australian Consulate in Hong Kong sent the survey to its email list of expatriate Australians living in Hong Kong.• For ABC Innovation research, a call out was issued by the agencies for candidates that met the demographic brief relevant to the products that users were testing.• ABC Radio tested a national sample of 1,200 people aged 18 years and over as well as online. Fieldwork was also conducted by fully trained and personally briefed interviewers. Recruitment was done via a callout and application survey distributed using online channels (Facebook, Yammer, internal emails). Initial group of 200+ testers was chosen to give a good representation of audience demographic, behavioural/technical segments.• Participants were required to meet the criteria outlined in the recruitment brief developed by Objective Digital and ABC TV Multiplatform.