

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Additional Estimates Hearings February 2016**  
**Communications Portfolio**  
**Australian Broadcasting Corporation**

**Question No: 228(b)**

**Australian Broadcasting Corporation**

**Hansard Ref: Written, 19/02/2016**

**Topic: Market Research**

**Senator Ludwig, Joe asked:**

Since the change of Prime Minister on 14 September, 2015:

1. List any market research conducted by the department/agency:
  - (a) List total cost of this project
  - (b) List each item of expenditure and cost, broken down by division and program
  - (c) Who conducted the research?
  - (d) How were they identified?
  - (e) Where was the research conducted?
  - (f) In what way was the research conducted?
  - (g) Were focus groups, round tables or other forms of research tools used?
  - (h) How were the participants for these focus groups et al selected?
  - (i) How was the firm or individual that conducted the review selected?
  - (j) What input did the Minister have?
  - (k) How was it approved?
  - (l) Were other firms or individuals considered? If yes, please detail.

**Answer:**

**1. ABC2 brand research**

- (a) Total cost of the project was \$65,000.
- (b) Costs were split evenly between the Audience & Marketing Division and Television Divisions.
- (c) Pollinate conducted the research project.
- (d) Pollinate have experience designing and conducting media research projects including TV Brand work
- (e) Sydney and Melbourne.

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- (f) This was a qualitative research project involving a number of stages: online discussion forum with 20 participants, in-depth interviews (8 subjects) and two creation workshops.
- (g) See above
- (h) Participants were recruited by Pollinate.
- (i) Pollinate was chosen to conduct the research from a selection of three research agencies who submitted proposals for the project. They provided the best response to the ABC research brief in terms of project design, branding expertise and understanding of the research objectives.
- (j) None
- (k) This research was approved by members of the ABC Audience Strategy Group.
- (l) See (i)

**Opinion and Analysis Usage Survey**

- (a) This project utilised existing ABC resources.
- (b) The Qualtrics subscription is paid for by ABC Audience & Marketing Division
- (c) ABC Audience Insights conducted the survey
- (d) See above
- (e) An online sample
- (f) Via a Qualtrics Online survey, which was made available to visitors of the ABC's The Drum website and social media channels.
- (g) No
- (h) Not applicable
- (i) Audience Insights were selected to perform the survey, due to the nature of the survey and the availability of existing resources
- (j) None
- (k) This research was approved by Audience Insights and the News Division
- (l) No

**Local Radio**

- (a) Total cost of the project was \$68,000 (excl. GST).
- (b) Costs were paid by the Audience & Marketing Division.

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- (c) Haymakr conducted the 702 ABC Sydney research, with input in the questionnaire design for Adelaide, Brisbane & Perth. ABC Audience Insights conducted the online survey across these three markets using Qualtrics which is paid for by ABC Audience & Marketing Division.
- (d) Haymakr have experience designing and conducting radio research. Qualtrics surveys were conducted among newsletter subscribers.
- (e) Sydney, Adelaide, Brisbane and Perth.
- (f) This was a qualitative and quantitative research project involving a number of stages: quantitative online survey among 336 adults across Sydney, online Bulletin Board and in-depth interviews (45 people in total). Qualtrics surveys: 891 ABC Adelaide had over 1,000 responses; 612 ABC Brisbane had just over 580 responses; 720 ABC Perth had just under 400 responses.
- (g) See above
  - (h) 702 Research participants were recruited by Haymakr.
  - (i) Haymakr was chosen to conduct the research from a selection of six research agencies who submitted proposals for the project. They provided the best response to the ABC research brief in terms of project design, experience and understanding of the research objectives.
  - (j) None
  - (k) This research was approved by members of the Radio Executive.
  - (l) See (i)