

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

**Question No: 228(e)**

**Australian Communications and Media Authority**

**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 the total cost of this research
  - (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 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. Nil.