

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 918

Topic: Market Research (ABS)

Written: 5 March 2014

Senator LUDWIG asked:

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

Answer:

918. One for the 2016 Census.
- a. \$34,727 (GST inclusive).
 - b. The costs related to running and analysing five focus groups. The expense related to one program and Division.
 - c. Hall and Partners Open Mind Pty Ltd.
 - d. Through an existing research panel
 - e. Sydney and Melbourne
 - f. Focus Groups run by a facilitator to explore people's understanding of terms being considered for topics in the Census.
 - g. Focus Groups
 - h. Participants were selected based on whether they had certain characteristics that related to the topics being researched for the 2016 Census. Participants needed to include both male and females and a variety of ages (above 18 years of age).