

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

2016 - 2017

**Division/Agency:** Australian Bureau of Statistics

**Question No:** 56

**Topic:** Market research

**Reference:** Written

**Senator:** Bilyk, Catryna

**Question:**

1. How much did the ABS spend on market research in calendar year 2016 (GST inclusive)?
2. Can a list of all market research contracts entered into please be provided, together with the Austender Contract Notice number?
3. What was the purpose of this market research?
4. Did it relate to an advertising or information campaign? If so, which campaign?

**Answer:**

1. The ABS spent \$538,370.97 (GST Inclusive) on market research in the calendar year 2016.
2. Please find below a list of all market research contracts entered into together with their Austender Contract Notice numbers:
  - Whereto Research Based Consulting Pty Ltd (CN3305797)
  - DBM Consultants (CN3357235 and CN3357235A2)
3. The purpose of the market research was to test creative concepts for, and evaluate the 2016 Census of Population and Housing campaign.
4. The market research related to the 2016 Census of Population and Housing advertising campaign.