

Department/ Agency: Australian Taxation Office

Question: BET 2009

Topic: Market Research

Reference: Written - 12 June 2014

Senator: Ludwig

Question:

2009. List any market research conducted by the department/agency since Additional Estimates in February, 2014:
- 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:

2009. The ATO regularly conducts market research to gauge taxpayers' attitudes and opinions about the way we administer the tax and superannuation systems. We contract reputable research companies from our approved Market Research panel to undertake independent market research on our behalf.

From 26 February 2014 to 31 May 2014, members of our market research panel were in the process of conducting six ongoing projects, defined as market research, on our behalf:

- ATO Prevention of Aged Debt Research
- The streamlined individual income tax return (SIITR)
- Concept testing research for the ATP/Project Wickenby joint advertising campaign
- Phase 3 of the GST Compliance Program Research
- Ineligible Paper Lodgers Research
- Australian Business Register Survey 19

Although conducted in-house, an external provider was engaged to recruit participants for the following research project:

- Tailored Business Return Round 4 – measurement of business savings

We publish a list of current and past research on our website at

<http://www.ato.gov.au/About-ATO/Research-and-statistics/>

- a. From 26 February 2014 and 31 May 2014, the total cost of the seven ongoing market research projects being conducted was \$364,564 (GST inclusive). Many

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projects in progress have either started before 26 February 2014 or will be completed after 31 May 2014. We have not included ongoing projects crossing into the current period that have already been reported in the previous period. Market research contracts awarded to panel members are published on the AusTender website, www.tenders.gov.au.

- b. Details of each of the market research contracts in place during the period in question can be found on the AusTender website, www.tenders.gov.au.
- c. Members of the ATO Market Research panel, awarded contracts to undertake research on our behalf, conducted the research.
- d. Market research providers were identified via procurement processes from our Market Research panel.
- e. Market research providers generally conduct research from their own premises. This may be at various locations across Australia.
- f. Market research is conducted using various methodologies including online, telephone interviews, or in person. Research can be quantitative (surveys) or qualitative (focus groups).
- g. In some instances focus groups were used.
- h. A range of methods are used to select market research participants based on the nature of the research being undertaken and associated criteria. For example, if the research is focussed on a particular market segment, or in relation to a product or service testing.