

**Senate Economics Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Supplementary Budget Estimates

2014 - 2015

**Department/Agency: ABS**

**Question: SBT521**

**Topic: Market Research**

**Reference: Written - 30 October 2014**

**Senator: Ludwig, Joe**

**Question:**

521. 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:**

521. The Australian Bureau of Statistics conducted four market research projects between 3 June and 30 October 2014.
- a. The total cost of this research was \$211,018.50 (GST exclusive).
  - b. The costs related to market research undertaken for the 2016 Census of Population and Housing (Census), including respondent understanding of topics being considered for the 2016 Census (\$20,964.44), effectiveness of Census household instruction materials (\$87,100.00), community perceptions on the retention of personal identifiers in the Census and plans for 2016 Census data enhancement (\$86,340.00), and usability testing of the 2016 Census online form (\$16,614.06).
  - c. The research was conducted by Hall and Partners Open Mind Pty Ltd, DBM Consultants, Colmar Brunton and Optimal Experience Pty Ltd.
  - d. The research providers were identified using the Whole-of-Government Communications Multi-Use List (CMUL) and the ABS Research and Testing for the 2016 Census Panel (SON1551661).
  - e. The research projects were conducted in major metro, regional and rural locations around Australia, including; Sydney, Melbourne, Brisbane, Perth,

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Adelaide, Geelong, Cairns, Shepparton, Newcastle, Parramatta, West Sydney, Wagga Wagga, Toowoomba and Port Pirie.

- f. A combination of research methodologies were used in the market research projects, including; focus groups, in-depth interviews and telephone interviews.
- g. A combination of research methodologies were used in the different market research projects based on the recommended approach from the appointed market research provider (see f).
- h. Research participants were recruited by the appointed market research providers, based on the agency's Statement of Requirements and research objectives. This included people from a wide cross-section of the Australian population, including demographic characteristics and geographic locations.
- i. All market research providers were appointed through an approach to market via a Request for Quotation (RFQ) to identified members of the Whole-of-Government Communications Multi-Use List (CMUL) or the ABS Research and Testing for the 2016 Census Panel (SON1551661).
- j. The Minister did not have any input.
- k. The procurement and market research listed above was approved by an ABS Delegate, with the appropriate financial delegations.
- l. Yes. An approach to market was undertaken via a Request for Quotation (RFQ) to identified members of the Whole-of-Government Communications Multi-Use List (CMUL) or the ABS Research and Testing for the 2016 Census Panel (SON1551661).