

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 14 – 15 February 2007

Question: **aet 24 (ABS)**

Topic: **Opinion Polls/ Market Research**

Hansard Page: **Written**

Senator WONG asked:

- (1) What sum was spent on opinion polls, focus groups or market research in 2006 by each department and agency in the Minister's portfolio?
- (2) Will the Ministers provide a list of the opinion polls, focus groups, or market research agencies what are used by department and agencies in the Minister's portfolio?
- (3) How much of the opinion polls, focus groups or market research expenditure of agencies or departments was conducted at the request of the Minister's office?
- (4) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

Answer:

- (1) \$252,705.
- (2) Wallis Consulting Group, Market Attitude Research.
- (3) Nil.
- (4) Focus groups and market research have helped guide the 2006 Census of Population and Housing public relations campaign development, and to evaluate its effectiveness.