

Q. 2 Market research agencies used	Market research agencies used: Service	ex GST	GST	incl GST	Payment date	Q.3 How much of the expenditure was at the request of the minister's office?	Q.4 What benefits-cost assessments have been done which assess the returns from the research?
Roy Morgan Research	Shadow Shopping	\$ 304,094	\$30,409	\$ 334,503	9/05/2006	None	None
Roy Morgan Research	Single Source data	\$ 136,360	\$13,636	\$ 149,996	24/07/2006	None	None
Roy Morgan Research	Investor Research - Phase One	\$ 45,361	\$ 4,536	\$ 49,897	4/12/2006	None	None
Roy Morgan Research	Superannuation Choice switching report - 4 issues	\$ 9,800	\$ 980	\$ 10,780	24/02/2006	None	None
Whatlf	Whatlf branding research	\$ 48,636	\$ 4,864	\$ 53,500	30/11/2006	None	None
	Spend on market research in 2006		Total	\$ 598,676			

Opinion poll agencies used	Opinion poll agencies used: Service	ex GST	GST	incl GST	Payment date	How much of the spend was at the request of the minister's office?	What benefits-cost assessments have been done which assess the returns from the research?
None	None	\$ -	\$ -	\$ -	n/a	n/a	n/a
	Spend on opinion polls in 2006		Total	\$ -			

Focus group agencies used	Focus group agencies used: Service	ex GST	GST	incl GST	Payment date	How much of the spend was at the request of the minister's office?	What benefits-cost assessments have been done which assess the returns from the research?
None	None	\$ -	\$ -	\$ -	n/a	n/a	n/a
	Spend on focus groups in 2006		Total	\$ -			