

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates 14 – 15 February 2007

**Question:** aet 32 (NCC)

**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) The NCC did not incur any expenditure on opinion polls, focus groups or market research in 2006.
- (2) (3) and (4) Not applicable