

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates

26 February 2014

Question: AET 1059

Topic: Market Research (ATO)

Written: 5 March 2014

Senator LUDWIG asked:

1059) List any market research conducted by the department/agency since 7 September 2013.

- 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:

1059) 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.

Between 7 September 2013 and 28 February 2014, members of our market research panel were in the process of conducting seven ongoing projects, defined as market research, on our behalf:

- November 2013 Corporate Perception Survey
- ATO Corporate perception and service satisfaction research
- Call Centre Satisfaction Survey
- ATO Prevention of Aged Debt Research
- Research to optimise online lodgement of individual paper lodgers
- Standard Business Reporting market research
- Statistical Service for Sampling Methodologies.

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

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

- a) The total cost of the seven ongoing market research projects being conducted between 7 September 2013 and 28 February 2014 was \$1,038,815.50. Most of the projects in progress had either started before 7 September 2013 or will be completed after 28 February 2014. Market research contracts awarded to panel members are published on the AusTender website, www.tenders.gov.au.

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- 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.