

Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Industry, Innovation, Science, Research and Tertiary Education Portfolio
Budget Estimates Hearing 2012-13
28 and 29 May 2012

AGENCY/DEPARTMENT: INDUSTRY, INNOVATION, SCIENCE, RESEARCH AND TERTIARY EDUCATION

TOPIC: Community Awareness Sunscreen Survey

REFERENCE: Written Question – Senator Di Natale

QUESTION No.: BI-128

1. Please outline the objectives of the Community Awareness Sun Screen Use Survey conducted earlier this year.
2. How were the consultants that conducted the study selected?
3. How were the 1,000 people in the sample chosen?
4. Was the sample representative of the gender, age and population distribution in Australia as a whole?
5. Was there any weighting or stratification for regional representation?
6. Was the sampling random?
7. If no to (5) or (6) if the sample was not representative of Australia as a whole can the Department explain why two media releases were issued making generalisations about the Australian public as a whole?
8. Why was the methodology of the study not reported?
9. What was the reasoning behind the survey not including a question regarding what alternative forms of sun protection (seeking shade, protective clothing etc) people may use who have concerns regarding nanoparticle risk?

ANSWER

1. The main objective of the Community Awareness Sun Screen Use Survey conducted earlier this year was to assess the impacts of risk messages regarding nanotechnology and sunscreens on the public.
2. The provider that conducted the survey was selected through direct source procurement.
3. The sample was randomly sourced based on respondent's gender, age and geographic location to ensure the collected sample matched Australian Bureau of Statistics (ABS) figures for the national population.
4. See response to question 3.
5. There was no weighting or stratification for regional representation as the survey's quota control ensured the sample was representative of age and gender across geographic locations.
6. Yes.

7. See response to question 3 and 5.
8. The survey's media release and online summary advise of the survey's sample size. Departmental contact details are available on the media release and the Innovation website for further queries including information on survey methodology.
9. The survey data collected allows for analysis to show what forms of sun screen protection respondents with concerns regarding nanoparticle risk may use.