

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE – QUESTIONS ON NOTICE 2003-2004 SUPPLEMENTARY ESTIMATES HEARING

Outcome: CSIRO
Output Group: - CSIRO

DEST Question No. E652_04

Senator Carr asked on 5 November 2003, EWRE Hansard pages 65-66.

Question:

I would like copies of the reports undertaken by Market Attitudinal Research Services (MARS) and AC Nielsen.

Answer:

CSIRO has provided the following response.

Reports undertaken by MARS and AC Nielsen

CSIRO commissioned opinion surveys to gauge public and stakeholder perceptions and beliefs about the organisation, to aid in communication and marketing planning.

Surveys were undertaken by MARS in 1998 and 2000, and AC Nielsen in 1999. Copies of these reports are attached.