

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Human Services Portfolio

Additional Estimates 2006-2007, 13th and 16th February, 2007

Question: HS53

Agency: Australian Hearing

Outcome #, Output #

Topic: Opinion polls/market research

Hansard Page/Written Question on Notice: Written Question on Notice

SENATOR WONG asked on 16/02/2007:

- (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 that 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) Australian Hearing spent \$290,408 on market research in 2006 in relation to our brand and quality of service.

(2) Australian Hearing completed the following research projects in 2006:

| Research Project | Research Agency |
|--------------------------------|---------------------------|
| Brand Tracking April/May 2006 | Quantum Market Research |
| GP Research June May 2006 | Quantum Market Research |
| Mystery Shopper September 2006 | Robinson & James Research |
| CSO Research June 2006 | Quantum Market Research |
| Brand Research October 2006 | Quantum Market Research |
| Brand Tracking September 2006 | Quantum Market Research |

- (3) None of the research studies listed above were conducted at the request of the Minister's office.
- (4) Australian Hearing considers market research essential to measure and evaluate the agency's operational and marketing activities to maintain its market share in a competitive market. Outcome and satisfaction studies also ensure client satisfaction and future strategy development.

To prepare this answer it has taken approximately 5 hours 30 minutes at an estimated cost of \$327.