

**SENATE FINANCE AND PUBLIC ADMINISTRATION COMMITTEE**

**ADDITIONAL ESTIMATES 2006-07 – HEARING 12 FEBRUARY 2007**

**DEPARTMENT OF THE SENATE**

**ANSWERS TO QUESTIONS ON NOTICE**

**QUESTION: P18**

SENATOR WONG:

**OPINION POLLS/ MARKET RESEARCH**

- (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?

**Answer:** \$5,472.50 (December 2006)

- (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?

**Answer:** Eureka Strategic Research (payment represented the first 25 per cent of the total fee for the conduct of the 2007 Senators' Survey).

- (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?

**Answer:** N/A

- (4) What benefit-cost assessments have been done which assess the returns from opinion polls, focus groups of market research?

**Answer:** N/A