

Senate Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Additional Budget Estimates Hearings 2006-2007, 12-15 February 2007

Question: PM 37

Topic: Expenditure on opinion polls, focus groups and market research

Direct on Notice:

Senator Wong asked:

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?

The answer to the honourable senator's questions is as follows:

The Department of the Prime Minister and Cabinet did not conduct any community-based opinion polls, focus groups or market research in 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?

The answer to the honourable senator's questions is as follows:

Not applicable for the Department of the Prime Minister and Cabinet.

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?

The answer to the honourable senator's questions is as follows:

Not applicable for the Department of the Prime Minister and Cabinet.

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

The answer to the honourable senator's questions is as follows:

Not applicable for the Department of the Prime Minister and Cabinet.