

Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

ANAO

Additional Budget Estimates Hearings 2006-2007, 12-13 February 2007



Question: PM40

Topic: Opinion Polls/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?
- (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?
- (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 or market research?

Answer: (1) *What sum was spent on opinion polls, focus groups, or market research in 2006*

- \$68,730 (for a client survey on both financial statement and performance audits and on an internal staff survey)

(2) *Provide a list of a list of agencies used*

- Orima Research Pty Ltd

(3) *How much of the expenditure was conducted at the Minister's office*

- Not applicable

(4) *What cost benefit has been done which assess the returns from opinion polls, focus groups or market research*

- Responses from client surveys are used in determining how we can improve the delivery of our services to client agencies.