

Finance and Public Administration Legislation Committee

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Commonwealth Ombudsman Office

Estimates 2006-07 — Additional Estimates Hearings, 12 February 2007

Question: PM 42

Topic: Opinion Polls / Market Research

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 of market research?

Answer:

1. \$64,350 (GST inclusive) was spent on a benchmark awareness survey conducted in regional and rural Australia.
2. ACNielsen was contracted to conduct the awareness survey.
3. None.
4. Assessment of the market survey results has informed future planning and activities for outreach and service delivery in regional and rural Australia.