

**Senate Finance and Public Administration Legislation Committee**  
**ANSWERS TO QUESTIONS ON NOTICE**  
**BUDGET ESTIMATES 2013-2014**

**Finance and Deregulation Portfolio**

**Department/Agency: Australian Electoral Commission**

**Outcome/Program: General**

**Topic: Market testing**

**Senator: Ryan**

**Question reference number: 67**

**Type of question: Hansard, F&PA Committee, Page 64-65, 30 May 2013**

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**Number of pages: 2**

**Question:**

While it might sound strange coming from politicians, market testing does not answer every question. What is the scale of the market testing? Which groups are you using? I assume there is going to be an age and demographic spread. What consultants are we using? How many groups are we doing? I was not aware that the change to this was under consideration.

**Answer:**

Ipsos Social Research Institute market tested a number of concepts of the referendum booklet in 2012 and 2013. The methodology used was qualitative. Each round of testing involved 12 discussion groups, with up to 8-10 participants, run for approximately one and a half to two hours. The purpose of the research was to establish which concept was perceived to present the information in the most readable and unbiased manner.

All participants were Australian citizens and were enrolled to vote. Group discussions were structured according to a mix of gender, age, ancestry, location and socioeconomic status. See Tables 1 & 2 below.

All past referendum booklets have presented the 'yes' case followed by the 'no' case, except in 1999. The AEC routinely undertakes market testing of communication products as part of its preparations for an electoral event.

**Table 1 – 2012 testing**

<b>Group</b>	<b>Location</b>	<b>Participant characteristics</b>
1	Melbourne	Metropolitan (live <20km from the city), low socioeconomic, minimum 4 with kids, minimum 3 CALD. Mix of gender and age.
2	Melbourne	Suburban (live >20km from city), aged 25-44, minimum 4 with kids, minimum 4 own house. Mix of gender.
3	Ballarat	Aged 65+, mix of gender.
4	Ballarat	Aged 45-64, minimum 4 with kids, minimum 4 own house. Mix of gender.
5	Sydney	Metropolitan (live <20km from the city), aged 18-30, no kids, minimum 3 CALD. Mix of gender.
6	Sydney	Suburban (live >20km from the city), low socioeconomic, minimum 4 with kids, minimum 1 Indigenous. Mix of gender and ages.
7	Orange	Aged 25-44 minimum 4 with kids, minimum 4 own house. Mix of gender.
8	Orange	Aged 18-30, no kids. Mix of gender.
9	Adelaide	Metropolitan (live <10km from the city), aged 65+, minimum 3 CALD. Mix of gender.
10	Adelaide	Suburban (live >10km from the city), aged 45-65, minimum 4 with kids, minimum 4 own house, minimum 1 Indigenous. Mix of genders.
11	Port Augusta	Low socioeconomic, minimum 1 Indigenous. Mixture of age and gender.
12	Port Augusta	Aged 45-65, minimum 4 with kids, minimum four own house. Mix of gender.
<b>Total: 12 group discussions</b>		

**Table 2 – 2013 testing**

<b>Group</b>	<b>Location</b>	<b>Participant characteristics</b>
1	Melbourne	Live <20km from city, all low socioeconomic, minimum 4 with kids, minimum 3 CALD.
2	Melbourne	Live >20kms from city, 25-44, minimum 4 with kids, minimum 4 own a house.
3	Bendigo	Aged 65+
4	Bendigo	Aged 45-64, minimum 4 with kids, minimum 4 own a house.
5	Sydney	Aged 18-30, no kids, minimum 3 CALD.
6	Sydney	All low socioeconomic, minimum 4 with kids, minimum 1 indigenous.
7	Wollongong	Aged 25-44, minimum 4 with kids, minimum 4 own a house.
8	Wollongong	Aged 18-30, no kids.
9	Perth	Aged 65+, minimum 3 CALD.
10	Perth	Aged 45-64, minimum 4 with kids, minimum 4 own a house, minimum 1 indigenous.
11	Bunbury	All low socioeconomic, minimum 1 indigenous.
12	Bunbury	Aged 45-65, minimum 4 with kids, minimum 4 own a house.
<b>Total: 12 group discussions</b>		