

**Senate Finance and Public Administration Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Finance and Administration Portfolio**

**Australian Electoral Commission**

**Budget Estimates Hearing – May 2007**

**Question: F44**

**Outcome 2, Output 2.1.4**

**Topic: Reason for disparity in advertisement showings**

**Hansard Page: F&PA 20**

**Senator Brown asked:**

**Mr Pickering**—I actually do not have the information or the rationale behind the number of showings in Hobart with me at this stage.

**Senator BOB BROWN**—It does not come down to an intelligence rating?

**Mr Pickering**—It certainly does not.

**Senator BOB BROWN**—It would be interesting to know what the reason for the disparity is. Could you provide the committee with that?

**Mr Pickering**—Okay.

**Answer:**

When television advertising space is bought the aim is to achieve a similar reach in each market. The reach is a calculation from the ratings each programme has against the target audience (People aged 18+). In Sydney, the ratings per programme are less than in Hobart. Therefore, to achieve the same reach in Sydney and Hobart you need to have more spots in Sydney and less in Hobart. It is not necessary to buy as many spots in Hobart to achieve the same proportional reach as in Sydney.