

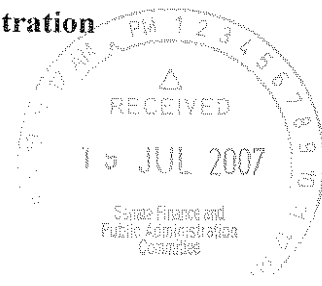
Senate Standing Committee on Finance and Public Administration

ANSWERS TO QUESTIONS ON NOTICE

Prime Minister and Cabinet Portfolio

Department of the Prime Minister and Cabinet

Budget Estimates Hearings 2007-2008, 21-22 May 2007



Question: PM 59

Outcome 1, Output 4.3

Topic: Government Communications

Hansard Page: F&PA 65 & 66

Senator Evans asked: What was the target for a media buy of \$4 million in six days?

Answer: Universal McCann, the Commonwealth's master media agency, estimated that on the basis of the media buy, 72 per cent of the target audience would see the television advertising at least once.