

**Senate Economics Legislation Committee**

**ANSWERS TO QUESTIONS ON NOTICE**

**Treasury Portfolio**

Additional Estimates

2015 - 2016

**Department/Agency: Australian Securities and Investments Commission**

**Question: AET1-4**

**Topic: North Queensland home insurance comparison website**

**Reference: written - 11 February 2016**

**Senator: McLucas, Jan**

**Question:**

1. Please provide the number of sessions, number of users and features/quotes comparisons made on a monthly basis from October 2015 to the present. (ie update Treasury's table from last estimates)
2. Have there been any updates since October 2015?
3. How many insurers and how many brands are included on the website?
4. Has there been any evaluation of user satisfaction or usefulness of the website to date? Is any evaluation planned?

**Answer:**

1. As requested, below is a table containing the requested monthly statistics (from October 2015 to the end of Jan 2016).

	Sessions	Unique users	Overall number of contents comparisons	Overall number of building comparisons
October 2015	446	361	31	260
November 2015	372	324	42	240
December 2015	332	285	52	218
January 2016	469	399	79	288

2. Yes, since October 2015, there have been 3 updates (as at 19 February 2016) to the premium data of various insurers on the website.
3. The website compares 9 insurers with a total of 12 brands.
4. We have not conducted any formal evaluations of user satisfaction or usefulness of the website. The website offers users the opportunity to provide feedback, which allows some measure of user experience.