

Senate Economics Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Treasury Portfolio
Supplementary Budget Estimates
2015 - 2016

Department/Agency: ASIC
Question: SBT 2571
Topic: Insurance Comparison Website
Reference: written - 30 October 2015
Senator: McLucas, Jan

Question:

How many 'hits' has the insurance comparison website received on a month-by-month basis? (Taken on notice during Estimates hearing - refer to transcript p107)

Answer:

ASIC does not report on "hits". This is technical number of requests between the customers' browser and our web servers, but we report on the following:

Sessions: The number of visits from Users
Users: Unique people

Therefore the Sessions and Users "received on a month-by-month basis" are:

Month	Sessions	Users
March (31st only)	1,011	900
April	2,986	2,417
May	582	380
June	513	331
July	432	345
August	385	325
September	366	300
October	439	355
Total	6,714	5,353

Note. The number of Sessions is higher than Users as some people may have visited more than once.

Technical definitions:

- How a session is defined in Analytics:

<https://support.google.com/analytics/answer/2731565?hl=en>

- How the Users metric is calculated:

<https://support.google.com/analytics/answer/2992042?hl=en>