

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
Additional Estimates 2015 - 2016

Prime Minister and Cabinet Portfolio

Department/Agency: Department of the Prime Minister and Cabinet
Outcome/Program: Outcome 1: Prime Minister and Cabinet
Topic: Cuttingredtape.gov.au website

Senator: Wong, Penny

Question reference number: 265

Type of question: Written

Date set by the committee for the return of answer: 1 April 2016

Number of pages: 4

Question:

Since the cuttingredtape.gov.au website became live, how visits have been made to the website?

Can the Department provide details of the number of visits made to the website each week since the website became live.

Answer:

Visits to the Cutting Red Tape website

	17 Mar – 31 Dec 2014	1 Jan – 31 Dec 2015	1 Jan – 29 Feb 2016	17 Mar 2014 – 29 Feb 2016 (total)
No. of Visits	55,651	39,551	4,350	99,552
No. of Unique Visitors (approx)	35,400	24,300	2,900	62,315
Average No. of Page Visits	2.85	3.17	2.86	2.98

Note: The 'Unique Visitor' numbers cited above are approximate only. Exact numbers are subject to slight inaccuracy due to the IT analytical tool's sampling methodology.

While visitor identities cannot be determined, manual analysis of their service provider addresses indicates that at least 50 per cent of visitors are from within Government.

Number of visits to the website each week since the website became live

Week beginning	No. of Visits
17-Mar-14	16652
24-Mar-14	4269
31-Mar-14	2442
7-Apr-14	1604
14-Apr-14	819
21-Apr-14	578
28-Apr-14	961
5-May-14	768
12-May-14	783
19-May-14	725
26-May-14	730
2-Jun-14	720
9-Jun-14	540
16-Jun-14	644
23-Jun-14	630
30-Jun-14	631
7-Jul-14	587
14-Jul-14	570
21-Jul-14	634
28-Jul-14	622
4-Aug-14	640
11-Aug-14	576
18-Aug-14	676
25-Aug-14	709
1-Sep-14	725
8-Sep-14	764
15-Sep-14	859
22-Sep-14	1285
29-Sep-14	632
6-Oct-14	659
13-Oct-14	865
20-Oct-14	2437
27-Oct-14	2199
3-Nov-14	1019
10-Nov-14	856
17-Nov-14	763
24-Nov-14	977
1-Dec-14	954
8-Dec-14	910
15-Dec-14	759
22-Dec-14	368

Week beginning	No. of Visits
29-Dec-14	182
5-Jan-15	800
12-Jan-15	799
19-Jan-15	854
26-Jan-15	785
2-Feb-15	919
9-Feb-15	864
16-Feb-15	895
23-Feb-15	986
2-Mar-15	993
9-Mar-15	892
16-Mar-15	2389
23-Mar-15	1819
30-Mar-15	634
6-Apr-15	609
13-Apr-15	746
20-Apr-15	770
27-Apr-15	704
4-May-15	667
11-May-15	760
18-May-15	702
25-May-15	807
1-Jun-15	758
8-Jun-15	535
15-Jun-15	2740
22-Jun-15	584
29-Jun-15	578
6-Jul-15	527
13-Jul-15	694
20-Jul-15	616
27-Jul-15	594
3-Aug-15	597
10-Aug-15	665
17-Aug-15	648
24-Aug-15	573
31-Aug-15	655
7-Sep-15	648
14-Sep-15	572
21-Sep-15	592
28-Sep-15	452
5-Oct-15	464
12-Oct-15	673
19-Oct-15	633

Week beginning	No. of Visits
26-Oct-15	579
2-Nov-15	635
9-Nov-15	934
16-Nov-15	712
23-Nov-15	530
30-Nov-15	570
7-Dec-15	536
14-Dec-15	472
21-Dec-15	255
28-Dec-15	92
4-Jan-16	385
11-Jan-16	513
18-Jan-16	534
25-Jan-16	434
1-Feb-16	630
8-Feb-16	543
15-Feb-16	558
22-Feb-16	585
29-Feb-16	140