

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Budget Estimates, 2 June – 4 June 2009

Question: bet 122

Topic: Hits to GROCERYchoice.gov.au

Hansard Page: Written

Senator Ryan asked:

1. How many hits did the GROCERYchoice website receive from the time it was launched to the time it was handed over to CHOICE?

Answer:

- The Grocerychoice website received 4.17 million 'page views' and 10.89 million 'hits' from its launch in August 2008 until January 2009 (inclusive).
- The terms 'hits' and 'page views' tend to be used interchangeably by the general public, despite having different meanings. Treasury considers that page views are the best indicator of the usage of the Grocerychoice website.
 - One 'page view' is equal to one webpage.
 - One 'hit' is equal to one graphic. One webpage contains multiple graphics. As such, the number of 'hits' is greater than the number of pages launched and dependent on the number of graphics on a website.
 - As Choice made significant changes to the graphics of Grocerychoice, the number of 'hits' measured during the ACCC's and Choice's management of the Grocerychoice website are not directly comparable.