

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio (ACCC)

Budget Estimates, 22 June 2009

Question: bet 179

Topic: No. of Hits to the GROCERYchoice Website

Hansard Page: E29

Senator Xenophon asked:

Senator XENOPHON—Is the ACCC aware of the number of hits or visits that the GROCERYchoice website has received since the Choice takeover and how does that compare to previously?

Mr Cassidy—I think the first Choice publication was in respect of the month of January. I may be misleading you. I can give you the numbers and then I will jump back. I have numbers up until January, which was the period in which we were running the website, but I have no information on what the hits on the website have been since then.

Senator XENOPHON—Can you take that on notice?

Mr Cassidy—We can. That will involve our asking Treasury and Treasury may need to ask Choice.

Answer:

- The Grocerychoice website received 0.88 million ‘page views’ and 1.60 million ‘hits’ from February 2009 until May 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.