

House of Representatives Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Review of the APRA Annual Report (Second Report) 2019

Division/Agency: Australian Prudential Regulation Authority
Question No: APRA04QON
Topic: Heatmap
Reference: Hansard 5 August 2020 pp. 25
Member: Daniel Mulino

Question:

Dr MULINO: I just had a couple of very quick questions on the heatmap. Are you able to provide information on how many times the heat map has been accessed, and, if possible, a bit of a breakdown as to how many times by individuals and how times many by organisations?

Mrs Rowell: We'd have to take that on notice. I certainly don't have that information to hand, but I'm happy to look and see what information we could provide.

Answer:

The MySuper Product Heatmap was published on the APRA website on 10 December 2019.

The numbers below cover the period between 10 December 2019 and 5 August 2020.

Page name	Page views ¹	Unique page views ²
MySuper Product Heatmap	33,738	28,327
MySuper Product Heatmap FAQs	2,527	2,299

We are unable to ascertain the breakdown by individual or organisation.

¹ Page views record all visits to the page, including when a user reloads the page or returns to the page multiple times.

² Unique page views aggregate page views that are generated by a single user. For example, if one user visits the page six times, it is recorded as six page views but only one unique page view.