

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Supplementary Estimates 22-23 October 2008

Question: sbt 69

Topic: GROCERYchoice Website (ACCC)

Hansard Page: E101

Senator JOYCE asked:

Senator JOYCE —How many hits are you getting at the moment?

Mr Dimasi —I do not have the exact number.

Senator JOYCE —Is it going down or up?

Mr Dimasi —The nature of this thing is that you would expect to get a big hit when we put it on and then, of course, for the rest of the month the numbers decline.

Senator JOYCE —You must have a rough idea how many hits you are getting.

Mr Samuel —I could stand corrected, but I think there have been about 3.5 million hits since the website was started.

Senator JOYCE —Can you take on notice how many hits it had last week as opposed to how many hits it had when it first started?

Mr Samuel —Yes.

Senator BUSHBY —I would like to know how many week-by-week.

Answer:

The number of hits per week for the website www.grocerychoice.gov.au is provided below.

Week	Hits
6 August—10 August 2008	2005684
11 August—17 August 2008	482340
18 August—24 August 2008	452562
25 August—31 August 2008	361357
1 September—7 September 2008	288010
8 September—14 September 2008	116657
15 September—21 September 2008	23727
22 September—28 September 2008	13229
29 September—5 October 2008	42998
6 October—12 October 2008	13255
13 October—19 October 2008	19784
20 October—26 October 2008	18158
27 October—2 November 2008	18035
3 November—9 November 2008	28027

Note: The first week was not a full week and reflects the number of hits from the date the site was launched, 6 August 2008.