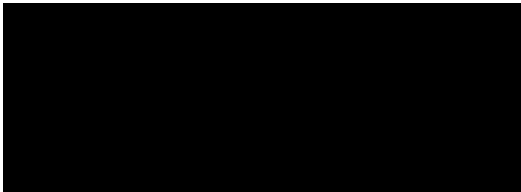


21 August 2025



Kia ora 

### Official Information Act request 25.022

Thank you for your Official Information Act 1982 (the OIA) request of 24 July 2025 for information about the number of total visits to the Commerce Commission (the Commission)'s website.

Please note that due to a platform change to Google Analytics in 2022, we only have one month of data available for the 2021/22 financial year period – and do not have access to historical data previous to that.

1. *The number of total visits to your agency website ([comcom.govt.nz](http://comcom.govt.nz)) by financial year, for the 2024-'25 FY, and going back to 2021-2022.*

Financial Year (FY)	Total views
1 July 2021 – 30 June 2022	163,781
1 July 2022 – 30 June 2023	2,138,107
1 July 2023 – 30 June 2024	2,868,796
1 July 2024 – 30 June 2025	2,359,106

2. *Number of visits to the underlying pages of the website:*

*Industry, Consumer, Media Releases, Corporate publications, Industry reports, Guidance*

#### Industry

<a href="https://comcom.govt.nz/regulated-industries">https://comcom.govt.nz/regulated-industries</a>	Total views
1 July 2021 – 30 June 2022	1,029
1 July 2022 – 30 June 2023	11,327
1 July 2023 – 30 June 2024	11,593
1 July 2024 – 30 June 2025	6,690

**Consumer**

<a href="https://comcom.govt.nz/consumers">https://comcom.govt.nz/consumers</a>	Total views
1 July 2021 – 30 June 2022	688
1 July 2022 – 30 June 2023	8,708
1 July 2023 – 30 June 2024	7,676
1 July 2024 – 30 June 2025	5,599

**Media Releases**

<a href="https://comcom.govt.nz/news-and-media">https://comcom.govt.nz/news-and-media</a>	Total views
1 July 2021 – 30 June 2022	830
1 July 2022 – 30 June 2023	6,771
1 July 2023 – 30 June 2024	7,619
1 July 2024 – 30 June 2025	5,316

**Corporate publications, Industry reports, Guidance**

<a href="https://comcom.govt.nz/about-us/strategic-planning-and-accountability-reporting">https://comcom.govt.nz/about-us/strategic-planning-and-accountability-reporting</a>	Total views
1 July 2021 – 30 June 2022	73
1 July 2022 – 30 June 2023	1,183
1 July 2023 – 30 June 2024	1,157
1 July 2024 – 30 June 2025	967

3. Please provide 3 highest visited pages on the website going back to June 2015, (ie Page visited, number of visits.)

As we no longer have access to the analytics platform used prior to 2021, we do not hold data prior to June 2021.

1 July 2021 – 30 June 2022	Views, % of total
<a href="https://comcom.govt.nz/case-register">https://comcom.govt.nz/case-register</a>	17,058 (10.42%)
<a href="https://comcom.govt.nz/">https://comcom.govt.nz/</a>	13,305 (8.12%)
<a href="https://comcom.govt.nz/search">https://comcom.govt.nz/search</a>	6,627 (4.05%)

1 July 2022 – 30 June 2023	Views, % of total
<a href="https://comcom.govt.nz/case-register">https://comcom.govt.nz/case-register</a>	288,252 (13.48%)
<a href="https://comcom.govt.nz/">https://comcom.govt.nz/</a>	139,085 (6.51%)
<a href="https://comcom.govt.nz/search">https://comcom.govt.nz/search</a>	70,574 (3.3%)

1 July 2023 – 30 June 2024	Views, % of total
<a href="https://comcom.govt.nz/">https://comcom.govt.nz/</a>	139,423 (4.86%)
<a href="https://comcom.govt.nz/case-register">https://comcom.govt.nz/case-register</a>	104,715 (3.65%)
<a href="https://comcom.govt.nz/search">https://comcom.govt.nz/search</a>	70,222 (2.45%)

1 July 2024 – 30 June 2025	Views, % of total
<a href="https://comcom.govt.nz/documents">https://comcom.govt.nz/documents</a>	399,377 (16.93%)
<a href="https://comcom.govt.nz/">https://comcom.govt.nz/</a>	132,591 (5.62%)
<a href="https://comcom.govt.nz/case-register">https://comcom.govt.nz/case-register</a>	129,980 (5.62%)

**4. Provide 3 highest visited pages in the consumer section going back to 2015.**

The table below shows the highest visited pages that sit under the Consumer tab.

1 July 2021 – 30 June 2022	Views, % of total
/consumers/dealing-with-typical-situations/buying-goods-and-services/pricing	1,669 (0.5%)
/consumers/your-rights-as-a-consumer	1,016 (0.3%)
/consumers/dealing-with-typical-situations/returns-and-refunds	892 (0.27%)

1 July 2022 – 30 June 2023	Views, % of total
/consumers/dealing-with-typical-situations/buying-goods-and-services/pricing	10,795 (0.46%)
/consumers/your-rights-as-a-consumer	8,140 (0.35%)
/consumers/dealing-with-typical-situations/returns-and-refunds	5,405 (0.23%)

1 July 2023 – 30 June 2024	Views, % of total
/consumers/dealing-with-typical-situations/buying-goods-and-services/pricing	6,880 (0.23%)
/consumers/your-rights-as-a-consumer	6,544 (0.22%)
/consumers/make-an-enquiry-or-complaint	4,147 (0.14%)

1 July 2024 – 30 June 2025	Views, % of total
/consumers/compare-customer-service-for-mobile-and-broadband-providers/compare-providers-for-the-best-mobile-customer-service	32,831 (1.31%)
/consumers/compare-customer-service-for-mobile-and-broadband-providers/compare-providers-for-the-best-broadband-customer-service	20,902 (0.835)
/consumers/compare-customer-service-for-mobile-and-broadband-providers/compare-providers-for-the-best-mobile-customer-service?gad_campaignid=20792851439	11,842 (0.47%)

**5. Provide information on the sources/referrals of website visits/traffic according to these standard categories: Search, Organic, Social Media, News/Media organisations, Direct**

Categories	21/22 FY	22/23 FY	23/24 FY	24/25 FY
Organic search	41,231	479,551	522,691	236,279
Direct	26,339	246,291	258,910	190,785
Organic Social	901	14,404	23,588	12,029
Referral	3,771	60,312	66,568	30,160

Please note, we have used the terms available in GA4.

### Further information

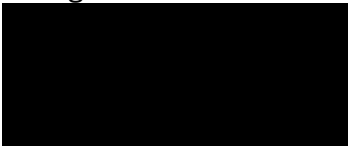
We hope this response has been helpful.

If you have any questions about this response, please do not hesitate to contact us at [oiacomcom.govt.nz](mailto:oiacomcom.govt.nz).

If you are unhappy with our response, you have the right to complain to the Ombudsman. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

Please note, the Commission may publish this response on our website. All personal information will be redacted prior to publication.

Ngā mihi nui



Adam McFerran  
**Senior Advisor | OIA & Information**