

28 March 2018

N Brown

fyi-request-7379-5c8e5c23@requests.fyi.org.nz

Dear N Brown

Official Information Act request

Thank you for your request received on 5 March for the following:

Based on the Google Analytics tag UA-16227605-6 used on the census.govt.nz website, how many users visited the website per day, and how many users visited through each operating system from February 6 - March 6 inclusive?

As per the demographics feature of Google Analytics, what was the user breakdown by city (Under audience > demographics > city) from February 6 - March 6 inclusive.

Google Analytics reports containing the information you have requested are attached to this response.

The reports attached are filtered to remove the IP addresses of Stats NZ and our website vendors. This is 'cleaner' from a reporting standpoint – as it removes the multiple Stats NZ and vendor visits, that are not genuine visits. This is common practice in GA reporting.

The analytics supplied are for the information website census.govt.nz only and are not representative of official 2018 Census responses. They are not a reliable measure to determine precise details around online form completions – particularly as census access codes are assigned to a household; not an individual.

Users in Google Analytics (GA) refers to the number of unique visitors to the site, based on IP address. It is a useful metric to see website traffic trends over the census campaign, but user totals in GA can vary depending on the dimensions of the report that is being pulled and the specificity of the date range.

We use various metrics in GA (not just users and operating system) to inform our understanding of high-level trends regarding user engagement with the census website.

GA uses javascript and cookies to track visitors. Because javascript can be blocked (e.g. – if people are browsing online in 'privacy mode') and cookies can be cleared (manually), GA insights should be treated with caution and we do not rely on them exclusively.

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You have the right, by way of complaint to the Office of the Ombudsman under section 28(3) of the Official Information Act 1982, to seek an investigation and review of this response to your request.

Stats NZ intends to publish its response to your request made under the Act on the Stats NZ website. This letter, with your personal details removed, will be published in its entirety. Consistent with the Act, publishing responses increases the availability of information to the public and helps promote balanced public debate.

Yours sincerely,



Denise McGregor
General Manager
2018 Census

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