

11 August 2025

[REDACTED]  
[REDACTED]

By email: [REDACTED]

Dear [REDACTED]

**Your request for information under the Official Information Act 1982 (OIA) [CAS- CAS-150146]**

We refer to your request dated 22 July 2025 for the following information:

*Please provide responses under the OIA to these questions.*

*The number of total visits to your agency website (fma.govt.nz) by financial year, for the 2024-'25 FY, and going back to 2021-2022. Number of visits to the underlying pages of the website (**Request 1**):*

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

*Please provide 3 highest visited pages on the website going back to June 2015, (ie Page visited, number of visits.) Provide 3 highest visited pages in the consumer section going back to 2015. (**Request 2**)*

*Provide information on the sources/referrals of website visits/traffic according to these standard categories (**Request 3**):*

- *Search*
- *Organic*
- *Social Media*
- *News/Media organisations*
- *Direct*

Our responses are below. Please note the following:

- The FMA transitioned from Google Analytics to Google’s new analytics platform GA4 in 2022. We have only retained certain website traffic data from prior to the transition. The retained data is limited to the following sections of the website: ‘Consumer’, ‘Business/Financial Professionals’, ‘Scams warnings and alerts’, ‘News and Insights’ and ‘About us’. We have not retained top page views of other sections.
- We only track referrals to the website for the organic search, direct, email and social media channels.

Consequently, we are unable to provide data on:

- Visits to the corporate publications, guidance and reports, or the three highest visited pages to the website or to the consumer section prior to the 2022/23 year; or
- Referrals of website traffic from news / media organisations.

These aspects of your request are refused under s 18(g) of the OIA, on the basis that this information is not held by the FMA.

### Request 1

#### Visits to FMA website / specified pages

Year	Total	Consumer	Business (industry)	Media releases	Corporate publications	Guidance	Reports
2020/21	1,535,884	145,424	521,728	118,300			
2021/22	2,108,394	211,354	471,786	380,052			
2022/23	1,375,427	78,305	382,532	63,463	498	5,458	15,925
2023/24	1,500,000	88,000	417,400	116,389	708	12,527	21,262
2024/25	1,445,888	78,152	408,778	197,390	6,352	12,425	18,616

### Request 2

#### 3 highest visited pages: FMA website

Year	Highest page / views	2 <sup>nd</sup> highest page / views	3 <sup>rd</sup> highest page / views
2022/23	Warnings and alerts 215,582	Home page 53,149	Finance professionals 25,511
2023/24	Licensed and reporting entities 100,770	Home page 88,199	Warnings and alerts 84,324
2024/25	Home page 102,913	Warnings and alerts 65,576	Licensed and reporting entities 35,721

#### 3 highest visited pages: consumer section

Year	Highest page / views	2 <sup>nd</sup> highest page / views	3 <sup>rd</sup> highest page / views
2022/23	Consumer landing page 9,626	Wholesale investments 5,109	How do I find an adviser? 3,059

2023/24	Consumer landing page	14,466	Wholesale investments	7,931	KiwiSaver projections	4,536
2024/25	Wholesale investments	10,818	Consumer landing page	10,660	KiwiSaver projections	5,414

### Request 3

#### How traffic is referred to the website (tracked channels)

Year	Organic search	Direct	Email	Social
2021/22	214,460	733,122	28,105	21,333
2022/23	174,841	273,636	14,430	28,141
2023/24	538,353	780,397	26,696	13,020
2024/25	606,300	615,500	27,371	21,997

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you have any questions about this response, please contact me.

Yours sincerely



**Ariarna Hakaraia**  
**Manager, Internal Governance**