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Media Release

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Counting down to one million visits

The Retirement Commission is counting down to the millionth unique visitor session to its personal financial planning website, Sorted, and with only six thousand visits to go, the Commission expects it to happen by Friday.

“That we’re only six thousand visits away from the millionth visitor is exciting and demonstrates the success of our online strategy to provide free and impartial financial information and tools for New Zealanders of all ages,” said Retirement Commissioner Diana Crossan.

“It also demonstrates the quality of the calculators and information on the Sorted website. Users get real satisfaction from using the site, particularly the interactive calculators, because they provide a clear picture of their financial situation and the options available. People tell us that Sorted is making a real difference to their lives.

“The number of people visiting the Sorted website for help with their personal finances has increased significantly since it was launched. In the last six weeks alone we’ve had over one hundred thousand people visiting the website. We expect the millionth unique visitor session will happen some time later this week.

“We’re proud of the extensive range of interactive tools and information we’ve added since Sorted was launched in 2001. Sorted can now help New Zealanders of all ages and stages, including students, retirees, parents and children,” said Ms Crossan.

The Retirement Commission launched the Sorted programme in October 2001, with the objective to provide impartial financial information and tools for New Zealanders of all ages.

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