



Viestintävirasto



Fi-domain name

Market survey

2008



Market survey on fi-domain name

Background and implementation of survey



- FICORA's domain name unit was interested in commissioning a survey on the current and potential customers of the fi-domain name.
- The objective of the survey was to establish why and for what purposes the current customers use their fi-domain names.
- FICORA also wanted to find out which customer groups are the most potential ones for fi-domain names.
- The survey was carried out in two parts:

Market survey for current fi-domain name customers

- The respondents were sent a personal invitation by e-mail.
- The responses to the survey were collected during 3 and 26 September 2008.
- The invitation to the survey was sent to about 1,900 persons. There were a total of 632 responses.
- The response rate was about 33%

Market survey for potential fi-domain name customers

- The respondents were invited to the survey with a pop-up invitation on the weather section of the MTV3.fi website and the home page of the suomi24.fi website. These portals were used because their user profiles represent well the average Finnish internet user.
- The respondents were randomly selected among the website visitors. The invitation was shown when the visitor was about to exit the site.
- The responses to the survey were collected during 1 and 12 September 2008.
- There were a total of 1127 responses.
- The response rate was 18% for the weather section of MTV3 and 20% for the home page of Suomi24.



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Current customers

Background information – Current customers

Summary



- The majority of the respondents were male. The average age of the respondents is 42 years.
- A clear majority of the respondents live in urban-like municipalities.
- About half of the respondents were well-educated. They either had a higher vocational diploma or university degree.
- Nearly two respondents out of three were employed as senior officers, at the least.
- A clear majority of the respondents use the internet daily or several times a day.
- The respondents' computer skills were of different level. Over a half masters computer technology very well and every third uses the computer and various software fluently.
- The computer skills of private entrepreneurs or professional workers and the retired were slightly poorer than the average.

Getting a fi-domain name

Summary

- A majority of the respondents told that they became interested in getting a domain name because of their business operations. They had or were about to start their own business or needed a domain name for sales and marketing or general support for business.
- Nearly every fifth respondent told that they became interested because their own name would show in the domain name. Of these respondents, about every third told that the reason was that private persons could now apply for fi-domain names.
- Nearly every tenth respondent mentioned hobbies or own website as the most important reason.
- The websites or search services of companies or organisations providing services were the most popular ways of searching information about domain names.
- Persons mastering basic computer skills asked for help from their friends or colleagues more often than the average. Whereas persons with IT skills looked for information directly from FICORA's website more often than the average.

Getting a fi-domain name

Summary



- When the respondents were asked why they had decided to get a fi-domain name, the most frequent reason was that it was Finnish. The respondents felt that a fi-domain name referred to Finland and represented or emphasized Finnishness. It was also felt as a natural and logical choice in Finland or for a Finn.
- Respondents also felt that a fi-domain name was trustful, familiar, safe and an easy choice. Some respondents chose it because it was possible for them as private persons to apply for it.
- Some respondents told that they chose a fi-domain name because their business took place in Finland or was based on Finnish.
- More than a third of the respondents had bought their fi-domain name directly from FICORA. Respondents between 20 and 29 years and IT professionals had acquired their domain name more often than the average directly from FICORA. Persons with basic computer skills had acquired their domain name from Elisa more often than others.

Granting and use of fi-domain name

Summary

- A majority of the respondents use their fi-domain name for their websites. In addition, more than half of the respondents use the domain name for their e-mail. Business users use the fi-domain name in a more versatile way than private entrepreneurs.
- Over half of the respondents told that they use the fi-domain name for private purposes and a third told they mainly use it for business. Some respondents used the domain name for an organisation.
- A clear majority of the respondents told that they would renew their fi-domain name after its validity period ends. Persons using the domain name for e-mail purposes and IT professionals are more likely than the average to renew their agreement.
- Those who are unlikely to renew their agreement told that the main reason for that is that they no longer needed the domain name. Every fifth told that the possibility of making a year-long agreement would affect their renewal plans.
- A clear majority of the respondents regarded the EUR 15 fee as suitable for a year-long agreement - nearly four out of five agreed. It does not seem as if the price would be a significant barrier to renewing the agreement.
- Nearly all respondents were aware that the fi-domain names are granted by FICORA. Persons under 30 years of age and IT professionals were particularly well aware of this.

Significance of features and contentment with fi-domain name



Summary

- The majority of the respondents were of the opinion that credibility and effective functions are the most significant features of the domain name. On the other hand, these features must work in any case. In particular, 20 to 29-year-olds regarded these features as important.
- About half of the respondents maintained that good price level, Finnishness, high level of information security and the easiness of the acquisition were important. Women appreciate Finnishness somewhat more than men.
- In general, the respondents were content with the different features of the fi-domain name. The respondents were particularly content with the credibility, effective functions and Finnishness of the service/product.
- The average was somewhat lower with regard to qualities such as how versatile, modern and international the services or products were, because rather a large group of the respondents have a neutral attitude to these factors.
- The respondents were the least content with the price level and ease of getting a domain name. One group, men of 20 to 29 years of age and private users, stood out from the group of those who were discontent with the price level. The majority of the respondents were, however, content with these features.
- Women and elder responders are more content than others with the ease of getting a domain name.

Significance of features and contentment with fi-domain name

Summary

- When comparing contentment with various factors and their importance, credibility and effective functions stand out as the strengths of the fi-domain name. These factors are very important for the respondents and they are content with them.
- Also, Finnishness and a good level of information security can be regarded as the strengths of fi-domain names.
- Other important factors were the price level and ease of getting a domain name, but they were ranked lower. The analysis shows that these are the development targets of the service. When interpreting the results, it should be borne in mind that the grades for all factors are rather good.
- Measured by contentment, the fi-domain name is the weakest when it comes to using it in a versatile way. Neither is it very modern or international. The quality of customer service was neither very good. On the other hand, they were not very important to the respondents. These features should be paid attention to, because if they become more important, expectations cannot soon be met. Then, the features may have a negative impact on corporate and product images.



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Potential customers

Background information – Potential customers

Summary



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- A slight majority of the respondents were women. Examined by the grade of potentiality, men were considered as slightly more potential customers than women. However, the difference is rather small.
- When different age groups are scrutinized, 40-year-olds and older are a somewhat more potential target group than others. A clear majority of potential customers are over 40 years.
- The majority of the very potential and potential persons live in urban-like municipalities. However, the proportional share does not differ much from the average respondent profile.
- Nearly half of the respondents had a professional degree. It seems that education plays hardly any role in terms of potentiality. Among the least potential customers, respondents with an academic degree stood out somewhat.
- It also seems that the link between the professional status and potentiality is weak. However, the retired make an exception as a seemingly rather potential group. Students form an opposite for them since there seems to be less potential customers among them.

Background information – Potential customers

Summary



- A clear majority of the survey participants use the internet daily or several times a day.
- The computer skills of the great majority of the respondents are average or below.
Computer skills do not seem to have much impact on how potential the customer may be.

Getting a fi-domain name

Summary



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- About two respondents out of five are domain name holders. Respondents under 30 years of age had clearly less frequently domain names than other age groups; only every fourth respondent under 30 years had a domain name.
- Every fifth respondent who did not yet own a domain name said they would, however, consider getting one. Compared to women, a slightly greater part of male respondents had at one point considered getting a domain name. Also, respondents over 40 years of age had considered getting a domain name more often than younger respondents.
- Slightly over a third of the respondents who did not yet own a domain name, considered it likely that they will get a domain name sometime in the future.
- Men are slightly more likely to get a domain name somewhere in the future than women. Two men out of five believe that they are very likely or rather likely to get a domain name.
- Nearly half of the respondents under 20 years thought that it was very likely or rather likely that they would get a domain name of some kind. In other words, they are more likely to get a domain name than other age groups.
- The respondents mentioned lack of need as the most common reason for not getting a domain name. Some of the respondents were simply not interested in getting a domain name or they did not know what it meant.

Selecting a domain name and the right price

Summary



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- The majority of the respondents would include the fi-domain name as one of the candidates for a potential domain name for themselves. Slightly over half of the respondents said it would be the most likely choice.
- A clear majority of the respondents under 20 considered the fi-domain name only as their secondary choice. Also a clear minority of those living in the Helsinki metropolitan area would choose the fi-domain name as their primary choice.
- The respondents who would choose a fi-domain name explained that they base their choice on Finnishness and that the fi-domain name is well-known and easy to remember.
- Respondents who had chosen a .com domain name based their choice on that the .com is international, easy to remember and broadly-known or common.
- Two respondents out of five regard the option to make the domain name agreement for a year at a time as very or rather important. Especially women think that this option is particularly important.
- The majority of the respondents regard that the annual fee of 15 euros is suitable. Nearly a third of the respondents consider the price as rather or very high.

Selecting a domain name and the right price

Summary

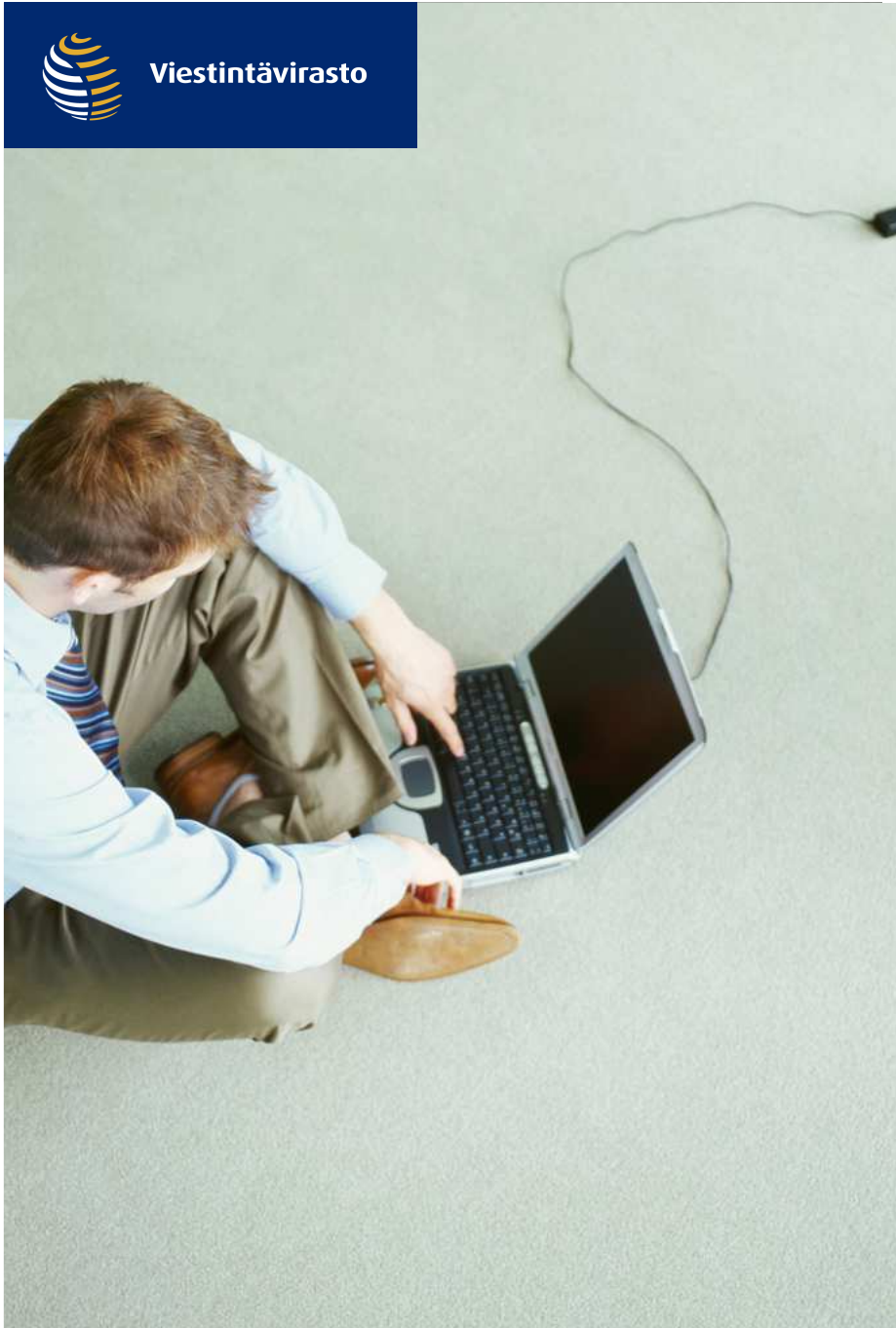


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- The respondents stated that Finnishness, credibility and the fact that the fi-domain name is known are the most suitable features for a fi-domain name. The same features already stood out as the most important reasons for choosing a fi-domain name i.e. these findings strengthen one another.
- In all, the fi-domain name received rather positive estimates. Internationality divides opinions slightly more than the other features.
- Nearly all respondents were not aware that fi-domain names are granted by FICORA. Among those who were best aware of the matter were men, those over 40 years of age and IT hobbyists and professionals.



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Conclusions

Conclusions

- A typical fi-domain name customer is a 42-year old male from a city working as a senior officer or entrepreneur and uses the computer fluently/in a versatile way.
- When the customer profiles of current and potential customers are compared, it seems that there are rather many women who are potential new users of a fi-domain name. There is also a lot of potential in those over 40 years of age. Both groups appreciate that it is easy to get a fi-domain name and appreciate the ease of getting one and Finnishness slightly more than the average.
- Both current and potential customers appreciate that the fi-domain name is Finnish, well-known and trustworthy. The respondents think that these features are suitable for a fi-domain name and they are content with them so these are the strengths of the fi-domain name.
- Although the majority of the current fi-domain name users are creative IT users, there are many users with basic skills among the potential buyers of the fi-domain name.
- Respondents under 20 years of age are a less potential group as far as the classification of potentiality is concerned. It seems, however, that getting a domain name is not yet topical for them. In addition, the majority of them would choose a fi-domain name as a their secondary choice.

Conclusions

- On the basis of the survey, an annual fee of 15 euros is felt to be suitable. In other words, pricing cannot be regarded as to be a considerable barrier to making new agreements. Surely there are some users who feel that the pricing is too high. Usually, the agreement is not renewed because there is no need for a service (e.g. a company terminates its operations or a project comes to an end).
- According to the survey, a year-long agreement would only make every fifth domain name holder to renew their agreement. About 40 per cent of non-customers think that it is important to offer a year-long agreement, so it might be a rather good alternative for luring new customers.



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