

NZRS 

an  InternetNZ company

**2016 .nz
Registrant
Survey**



Introduction and methodology

Thanks for taking the time to read the results of the 2016 .nz registrant survey.

For four weeks from mid-May to mid-June 2016 NZRS ran a survey that was sent to registrants by their registrars as soon after their registration or renewal of a .nz domain name as possible. Registrars were offered the opportunity to opt-in to the survey resulting in:

- 9 registrars, all New Zealand based, participating in the survey covering 58% of market share.
- 934 completed survey responses received providing a 3% margin of error for these results.

This report is divided into the following sections mirroring those in the survey:

1	The registration, registrant and online presence	3
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In addition the survey asked registrants their view of their domain name provider and what the provider can do to improve. That data has been shared individually with the registrars that participated in this survey and is not included here.

The text used in the charts is not that used in the questions but has been shortened to aid readability.

A number of questions allowed the registrant to enter a free form 'other' answer. These answers have been studied and used to adjust the answers given where appropriate.

Very soon, when the data has been suitably anonymised we will be publishing it on our Internet Data Portal (<https://idp.nz>) where the raw data from our previous surveys covering a range of subjects can be found.

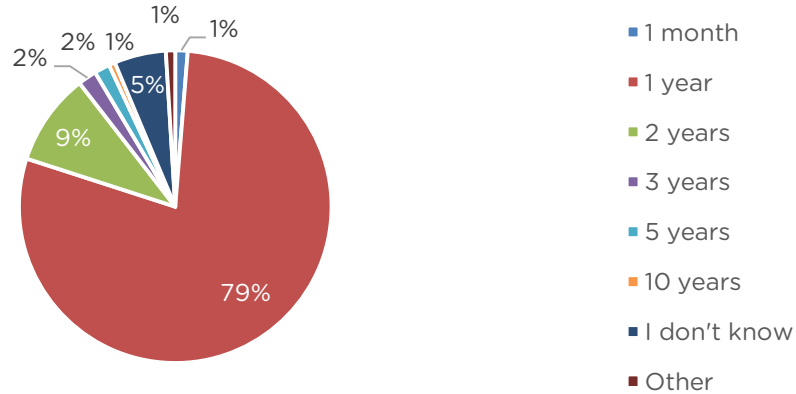
We hope that you find this useful and welcome any feedback or questions



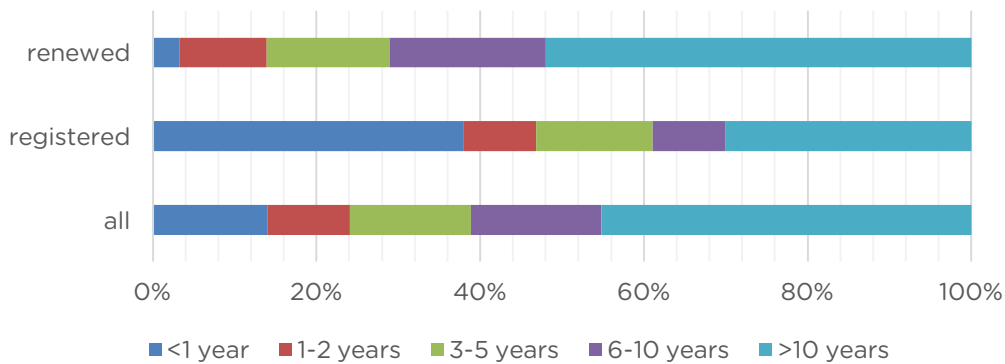
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Chief Executive, NZRS Ltd
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1 The registration, registrant and online presence

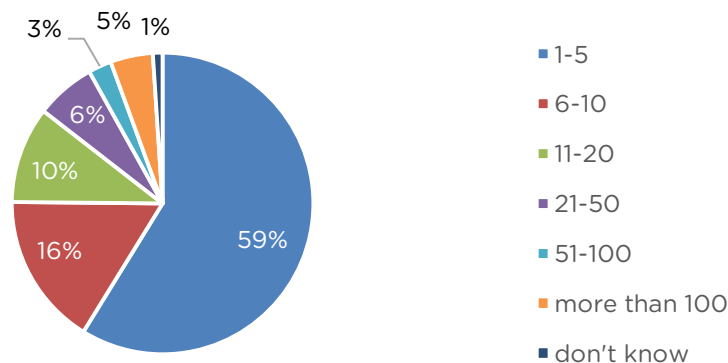
Of the 934 registrants who responded, 32% registered a domain name and 68% renewed a .nz domain name. The most frequently chosen length of registration was 1 year, followed by 2 years.



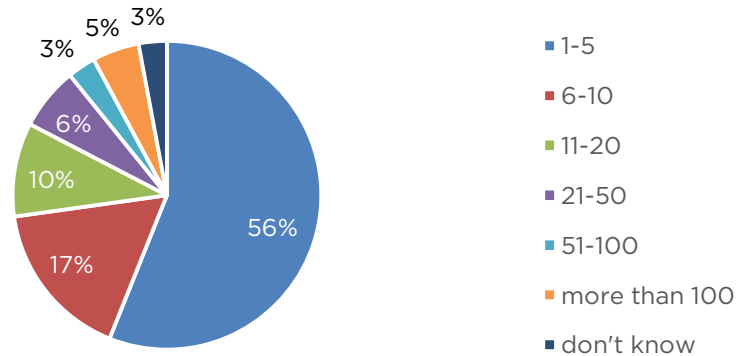
33% registered/renewed the domain name as an individual and 67% as an organisation. Of the organisations, the distribution of age of organisation shows, as expected, a high proportion of new registrations coming from organisations <1 year old but also an almost equally high proportion coming from organisations >10 years old:



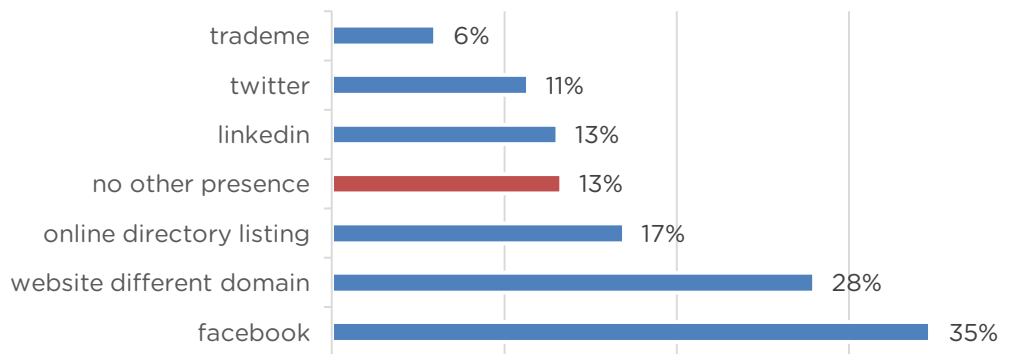
For 48% of those that registered and 49% of those that renewed, this was their first domain, making a total of 48% of all respondents. Looking at those for whom this is not their first domain, the pattern of ownership is as follows. The representation of those with >100 domains is disproportionate for the register as a whole:



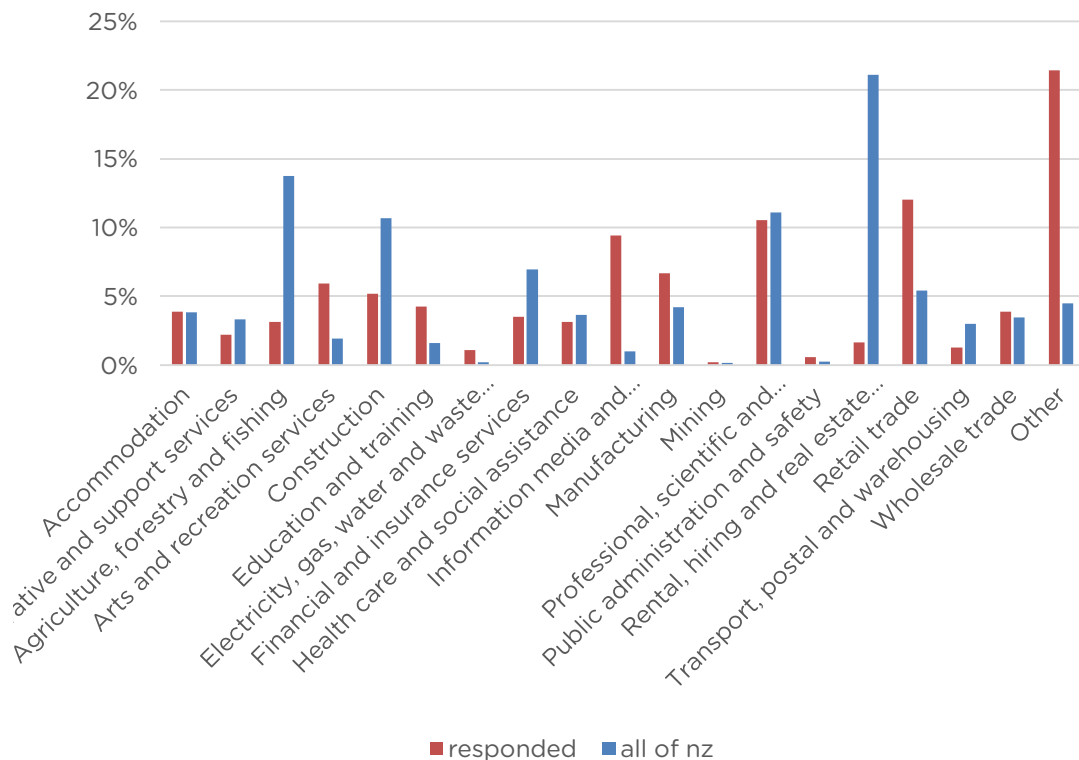
33% of respondents have non-.nz domains with a similar distribution



Respondents have a variety of online presences. Only 13% have no other online presence.

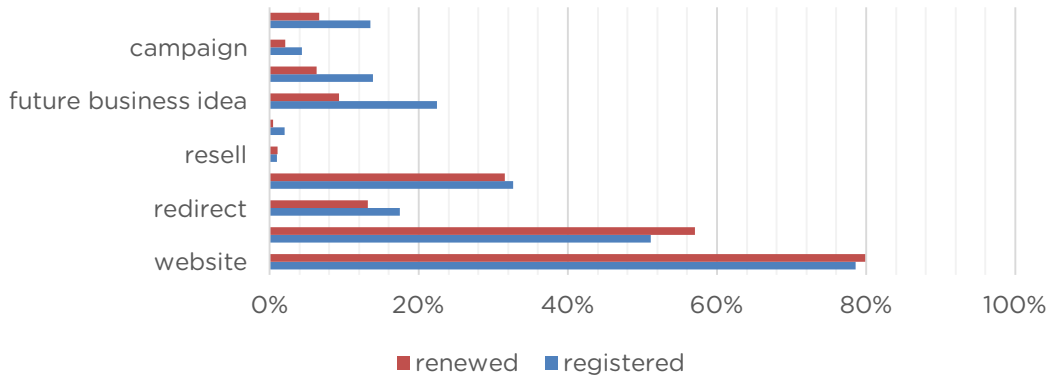


The organisations represent a wide variety of industry sectors:

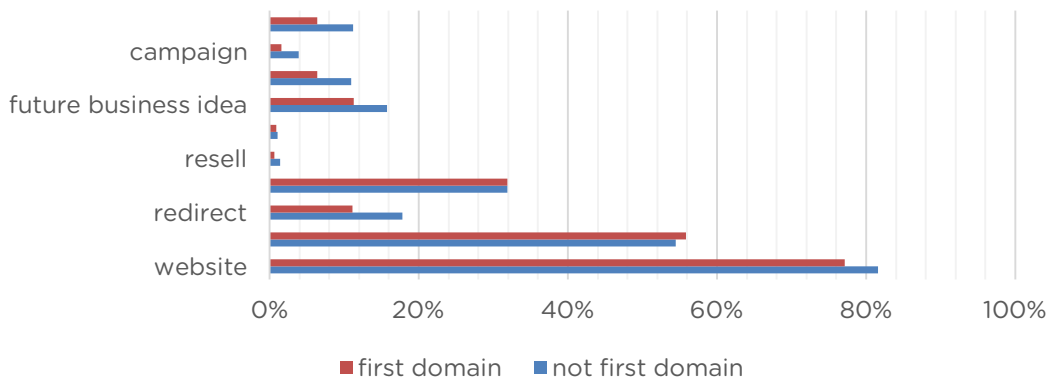


2 The registrant's intentions for this domain name

The purposes for which this domain name was purchased are mainly the traditional uses of websites and email but a significant number register to protect the name. Registrants were free to choose more than one option.



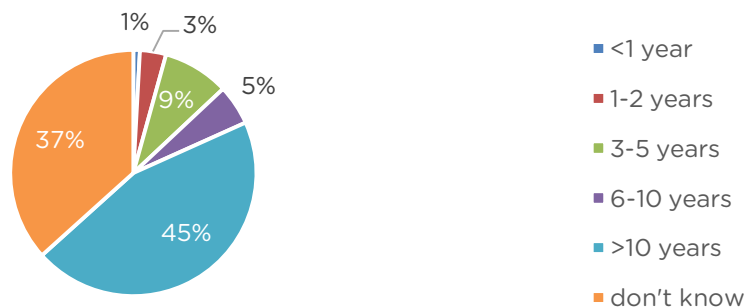
Looking at this by whether or not this was the first domain registered shows the same pattern.



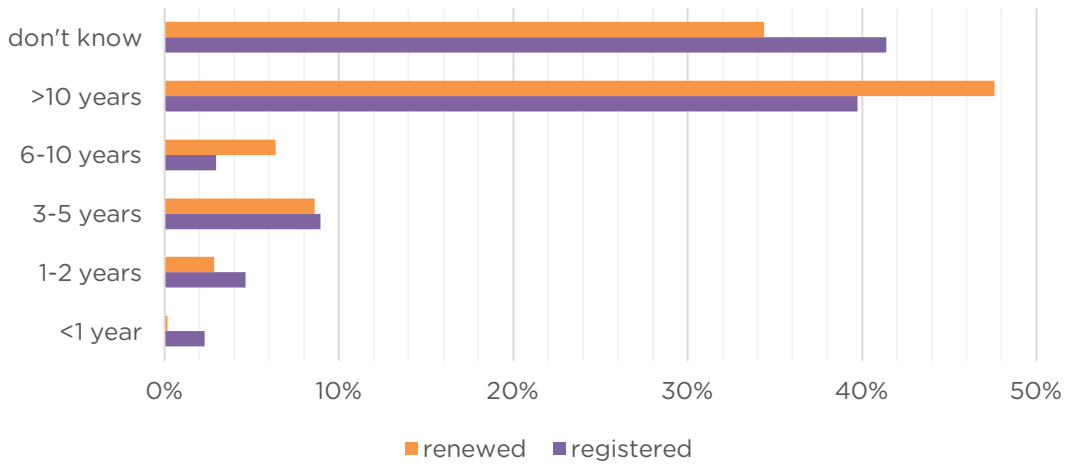
If we dig deeper we find that:

- 46% of registrants intend to use their domain with both a website and email.
- 34% intend to use their domain for a website but not email.
- 9% intend to use their domain for email but no website.
- 79% of those who registered to protect their domain will also have a website or email and 32% will redirect it (while also having a website).

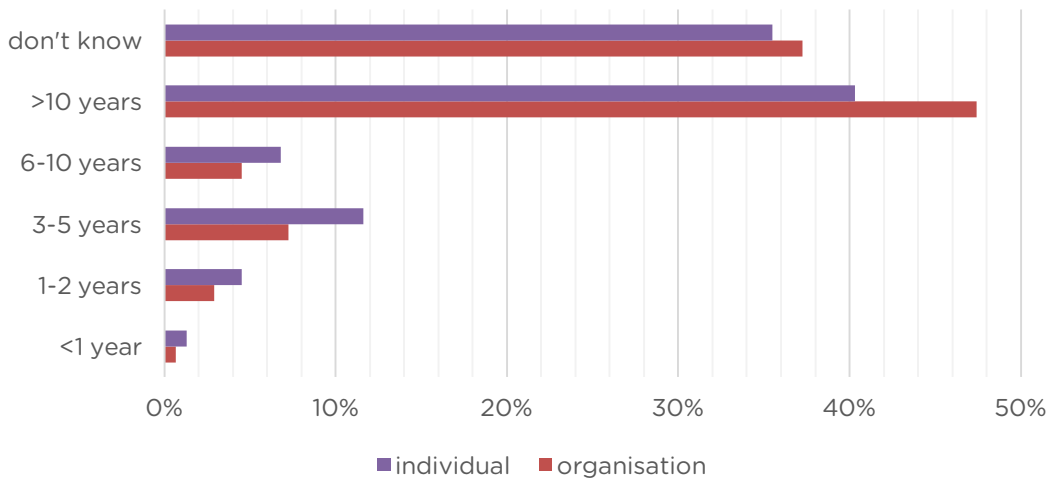
Registrants were asked how long they intend to keep the domain for:



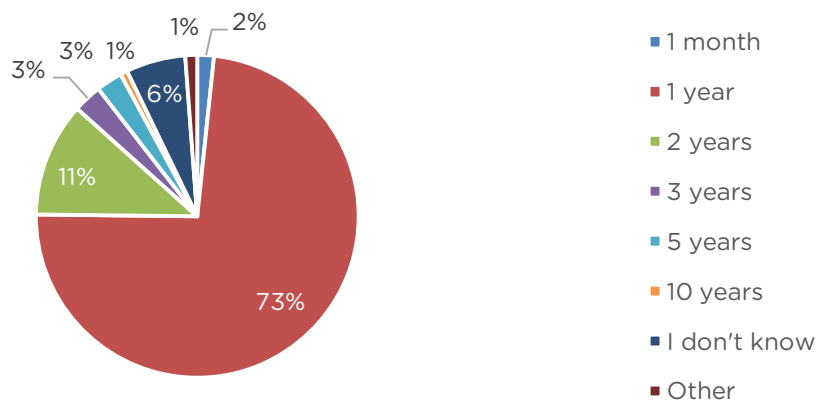
The 45% who intend to keep the domain name for >10 years seems higher than expected given the terms that domains are registered for. Splitting this by registered and renewed shows a different pattern for >10 years and don't know:



Splitting this by individual and organisation also shows a difference for >10 years:

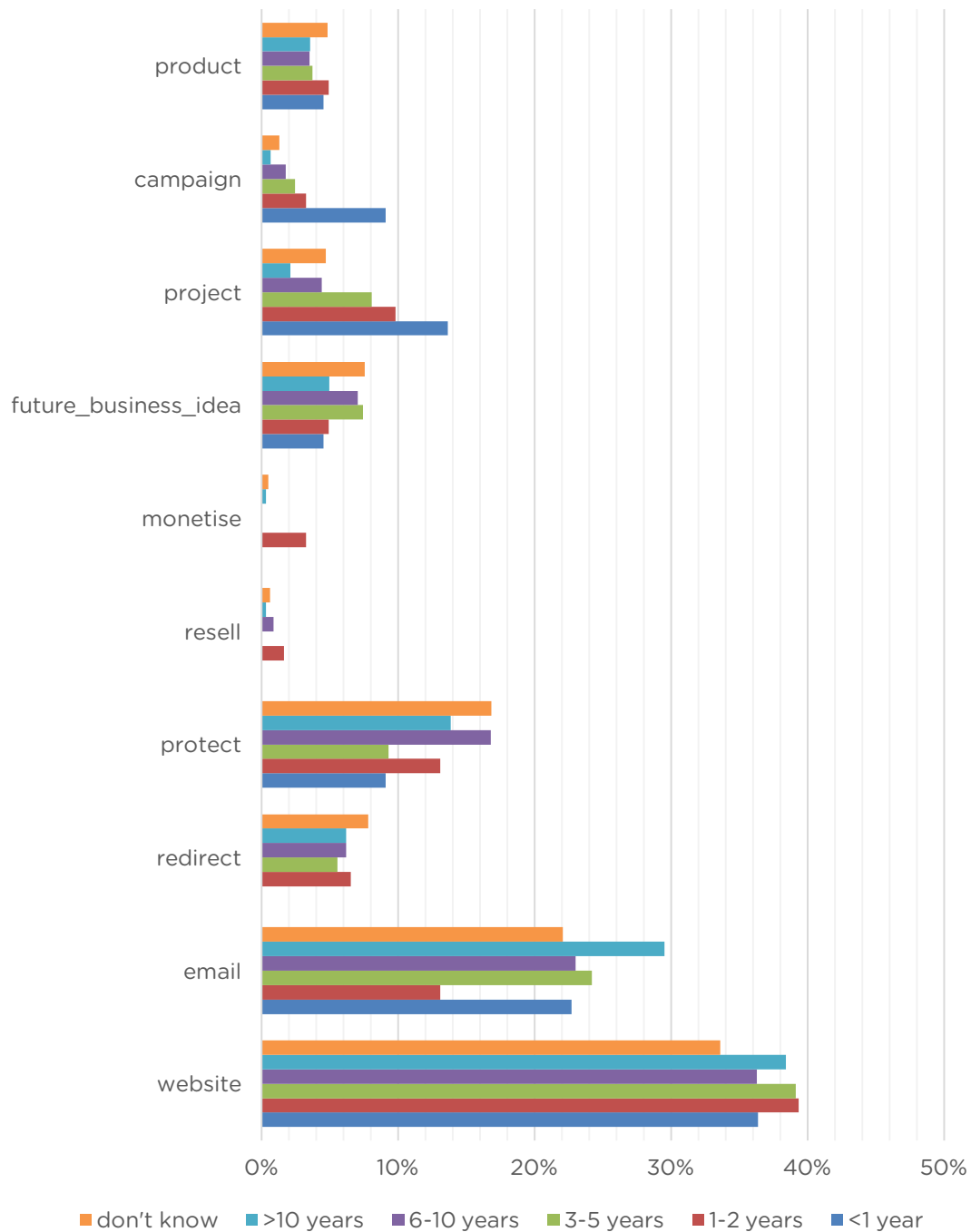


If we look at just those who intend to hold the domain for >10 years and see how long they registered for then a discrepancy appears with the vast majority only registering for 1 year. As shown later, this may be down to a lack of options.



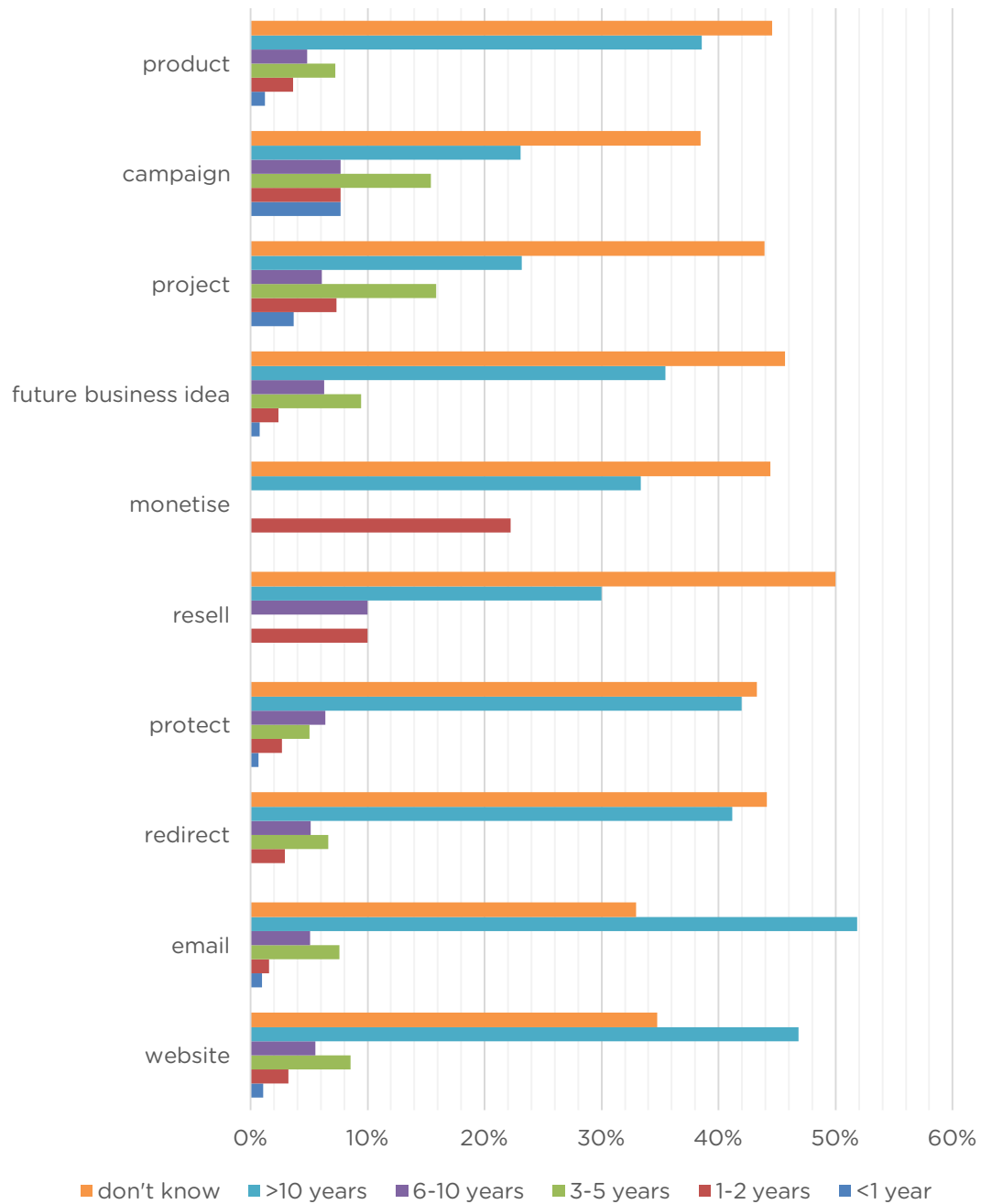
The following chart combines the purpose for which a domain was registered with how long the registrant intends to keep the domain (shown as percentage of how long they intend to keep it for) and produces some interesting insights:

- Registrants who intend to use the domain name for a project or campaign favour shorter registrations.
- Registrants that intend to monetise the domain are disproportionately likely to intend to keep the domain for only 1-2 years, which presumably they consider the time needed to determine if a domain can be profitably monetised or sold.



If we look at the same data but now shown as a percentage of each purpose we can see:

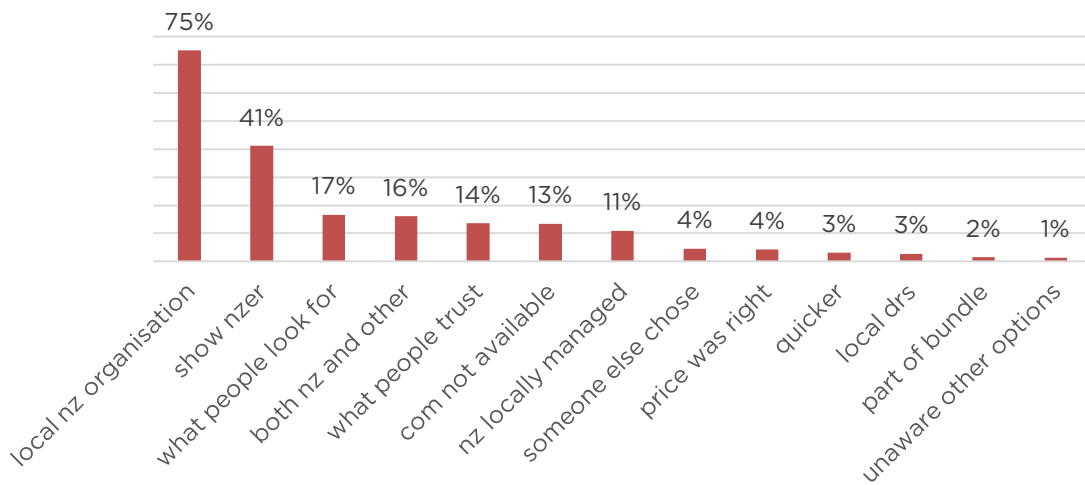
- Registrants who intend to use the domain name for email or a website are far more likely to know how long they intend to keep the domain for and more likely to intend to keep it for >10 years.
- For every purpose other than email and website, the largest proportion is of those people who don't know how long they intend to keep the domain. For every purpose, including email and website, of those that do know how long they intend to keep the domain, the majority intend to keep it for >10 years.



3 Why they chose the product they chose

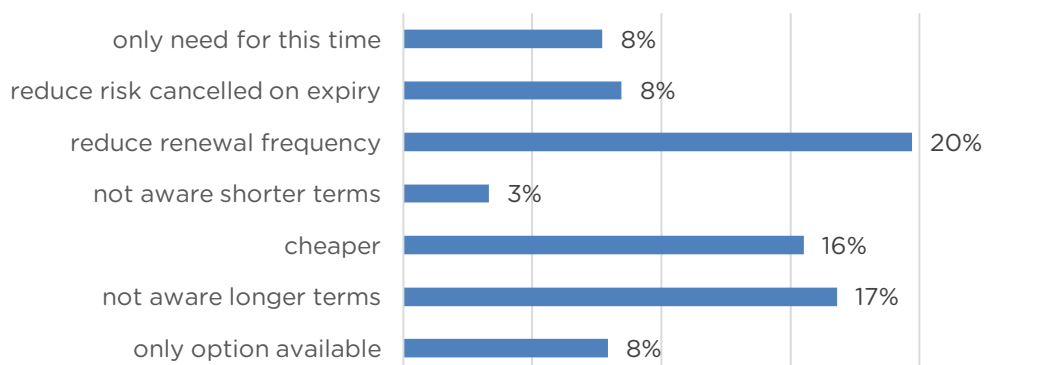
Registrants were asked why they chose .nz over other TLDs, with multiple choices allowed:

- The overwhelming response is down to .nz signifying New Zealand and this being important to the registrant. Even some of the lesser reasons could be interpreted as second order effects of the same significance.
- The high awareness of other TLDs suggests this significance has stood up under greater competition from new gTLDs.
- Price is a very weak factor in choice.

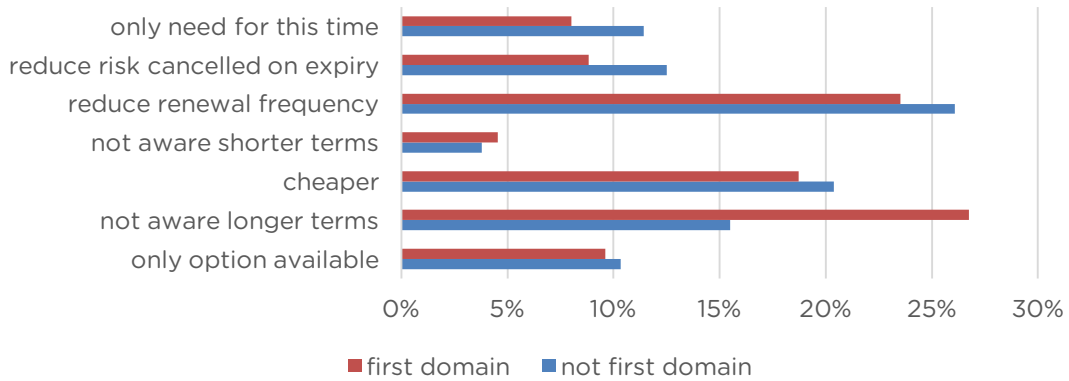


We asked why the registrant chose the registration/renewal term they did, allowing them to give multiple answers from which we learnt the following:

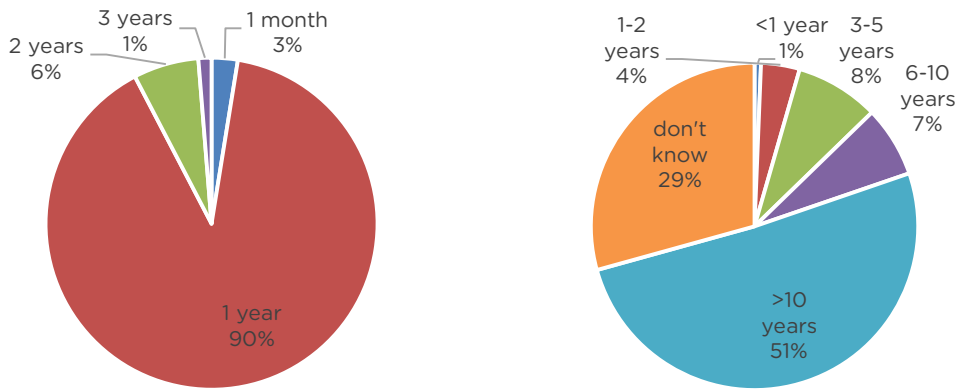
- From the comments the answer 'it was cheaper for this term' did not equate to 'within budget' for some but did for others. If the question had been differently worded then that answer would be possibly a few percentage points higher.
- A concerning 17% did not know that a longer term was available.



This problem of lack of awareness of longer terms is more pronounced among first time registrants:

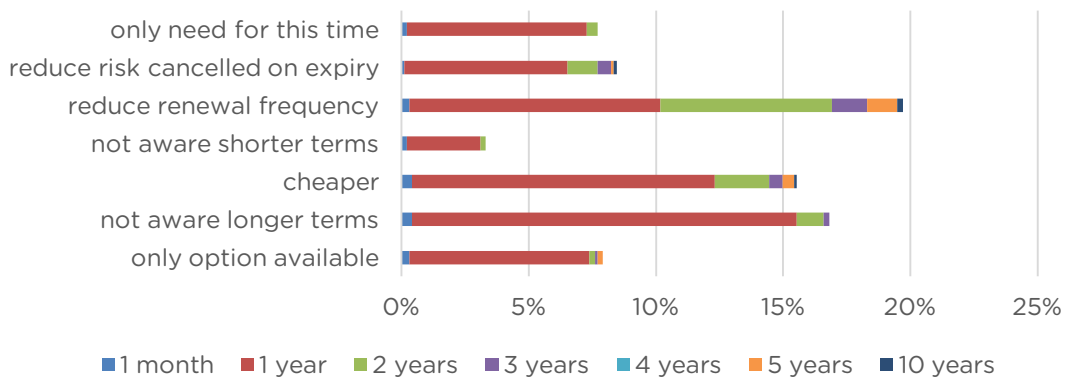


We can look at just those who did not know that a longer term is available to see first how long they actually registered for and then how long they intend to keep the domain for. From this we can see that 90% registered for 1 year but 65% wanted to register it for longer.



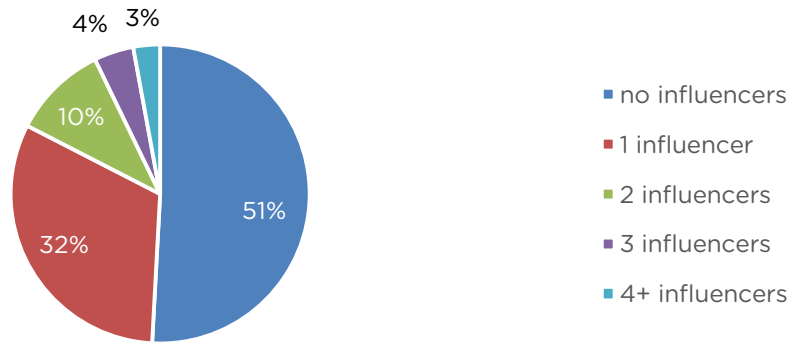
If we look at the reasons for choosing this term split by the length of the term actually chosen, we can see that

- Longer terms are primarily selected to reduce the frequency of renewal.
- Those selecting one month terms are either doing so because it is cheaper or because they were somehow limited in that choice by either only having this option or by not being aware of longer terms.



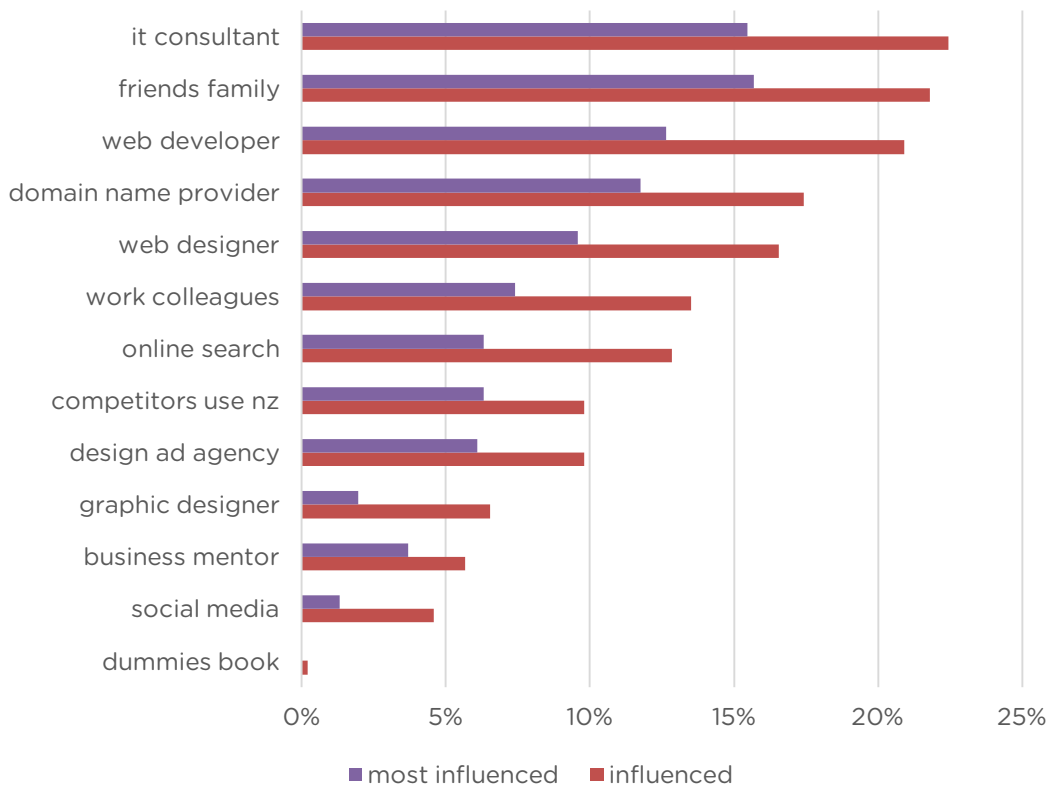
4 Who or what influenced them and how

We asked registrants who or what had influenced them in this purchase and which of those influences was the most important. 38% said they were not influenced by anything and an additional 13% listed no influencers giving a total of 51% who were not influenced in their purchase. For the 49% that acknowledge an influence, the number of influencers was rarely more than two.



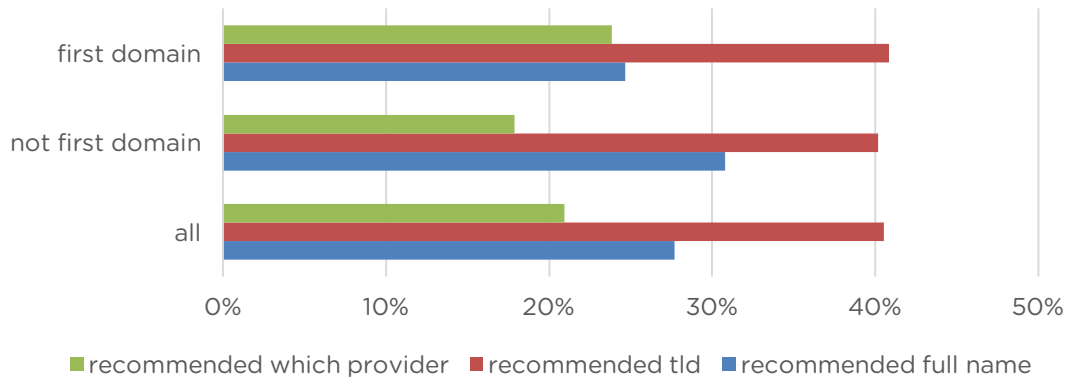
Looking at these 49% of registrants and examining who or what influenced them, we can see the following:

- No particular influence dominates. Influence comes from a variety of sources.
- Domain name providers are only the 4th most important influence.
- It is not clear if 'IT consultant' means someone with whom the registrant has a formal relationship or not.

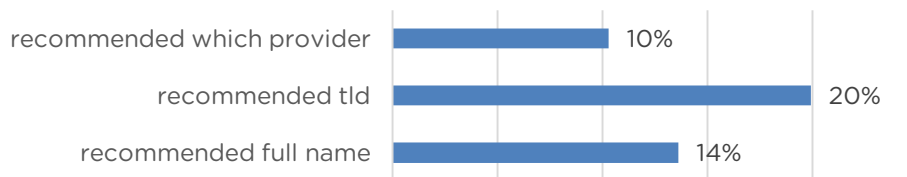


Having asked about the influencers we went on to ask how these influencers influenced the registrant, accepting multiple answers. This shows:

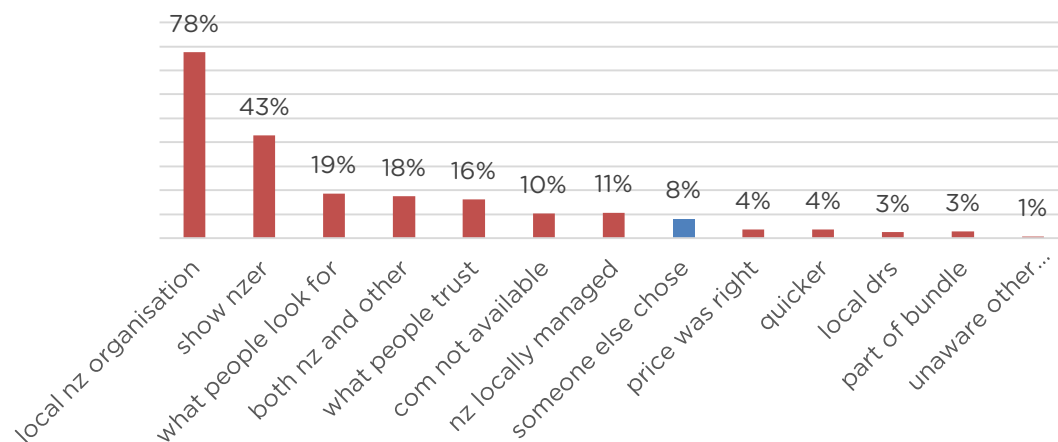
- A greater proportion of first time registrants took a recommendation on which provider to use than those who had already registered a domain.
- Interestingly, a greater proportion of registrants who were not first time registrants had the full domain name recommended to them.
- The most recommended element across the board was the TLD.



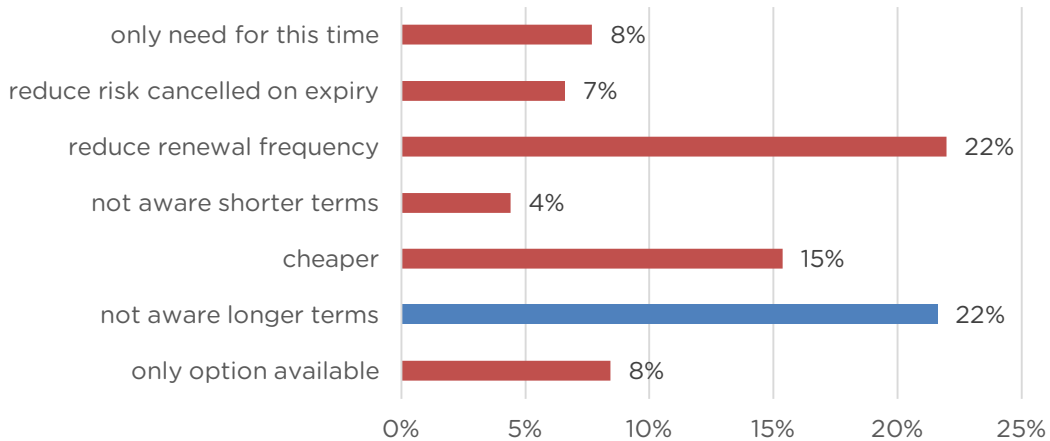
To put this in perspective, the total percentage of registrants who took recommendations is as follows:



If we take the 29% of registrants that were recommended either the full name or the TLD and see why they chose .nz, the only significant difference is an increase in “someone else’s choice”, which is to be expected.

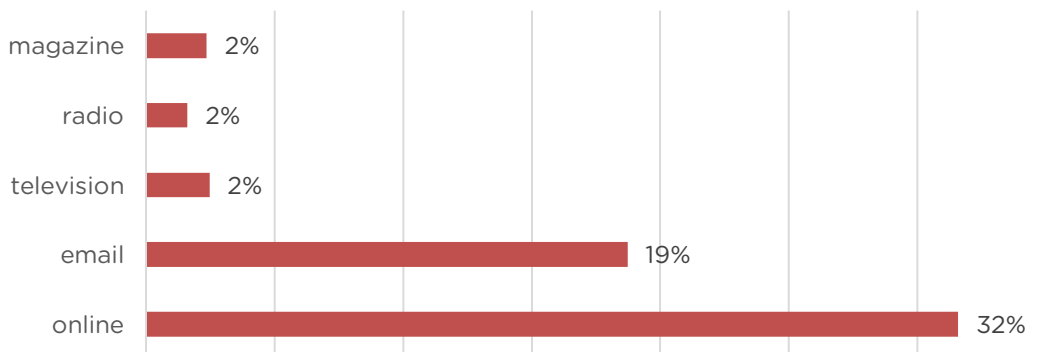


If we take the same 29% and see why they chose the length they did, the only significant difference we see is that fewer are aware of longer terms:

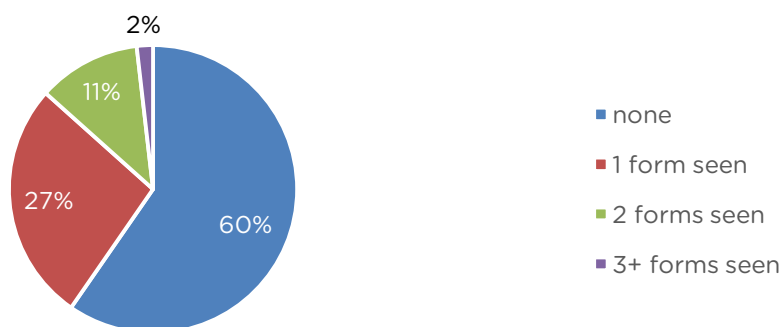


We went on to ask registrants if they had seen any advertising for .nz domain names and what they had seen and been influenced by. 45% had seen advertising and 40% had been influenced by it, meaning that almost 90% of those that saw advertising were influenced by it.

The percentages of registrants that saw and were influenced by various forms of advertising is:



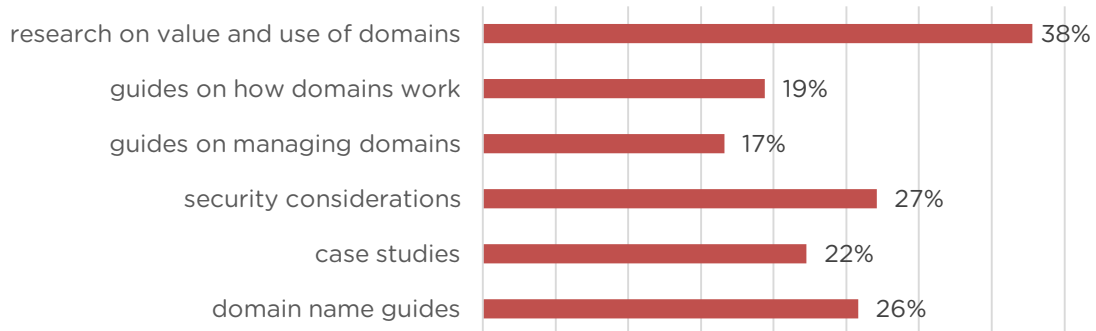
If we further examine how many forms of advertising our registrants encountered and were influenced by, including those who encountered nothing, we see that few registrants see more than one form of advertising:



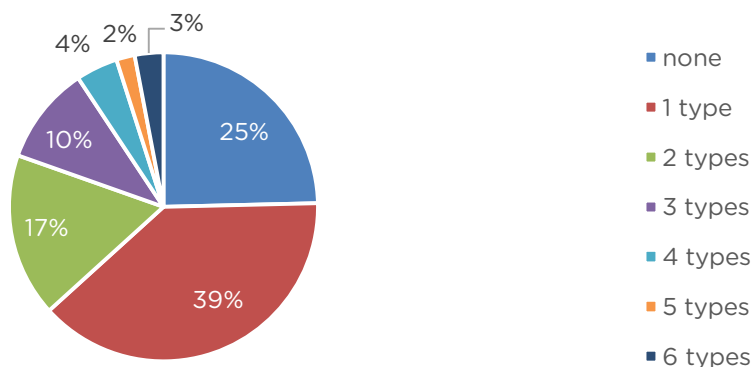
5 What content might influence registrants

We asked registrants what content might influence them and then what form they prefer to consume their content in. 75% indicated that one form of content or another might influence them. However, there was a problem with that question that was corrected part way through the survey and so these results may not be as reliable as others in this survey.

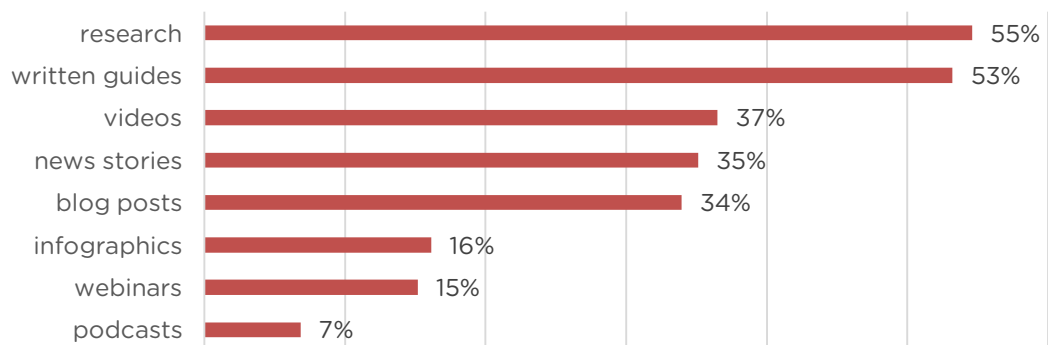
Registrants were free to select as many of the following types of content that might influence them as applied. Research came out the clear winner followed by others that reflect real-life experience.



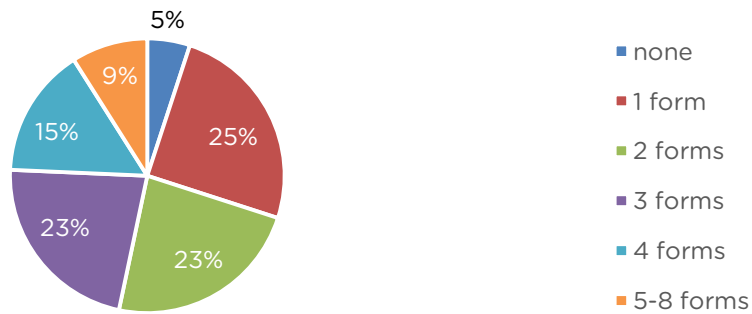
Looking at how many types of content a registrant thought might influence them we can see that people generally have one specific choice and so multiple types of content are needed to reach a wide number of registrants.



We asked the registrants what form they prefer their content to come in. The word 'research' may have been interpreted as a type not a form of content and so that result should be treated as a likely duplicate of the result above.

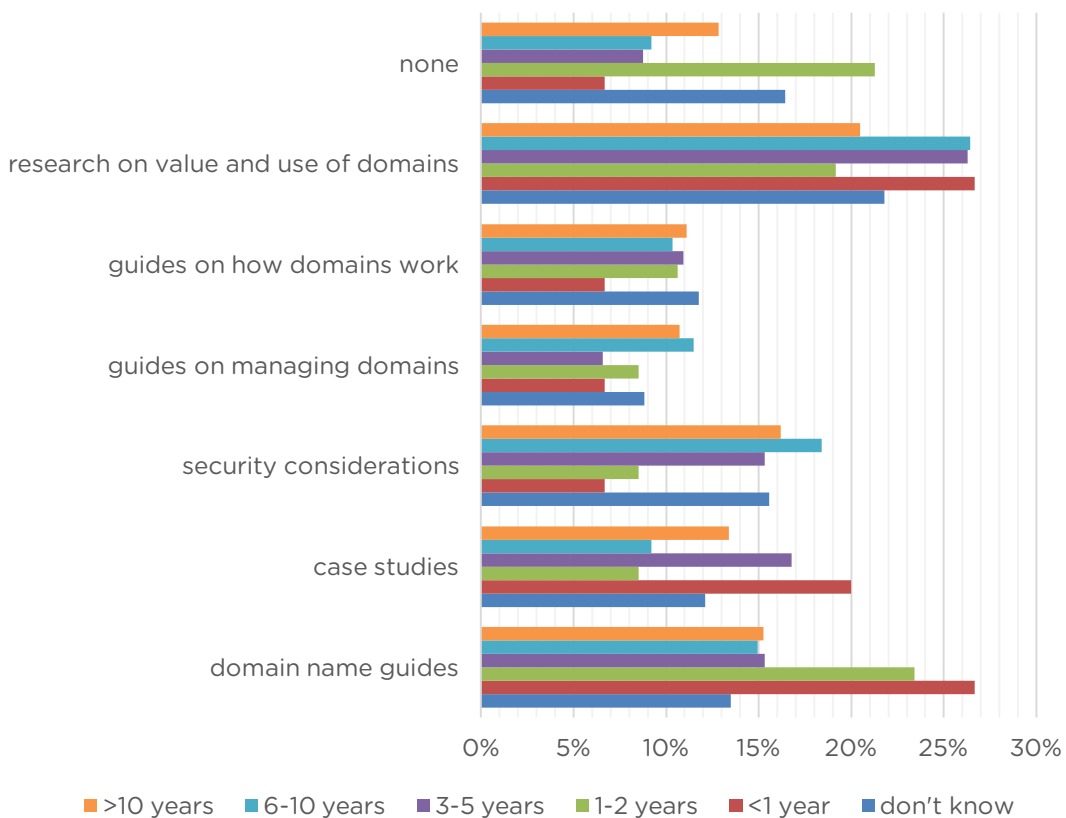


The number of forms of content that registrants prefer shows that registrants are generally open to a variety of forms:



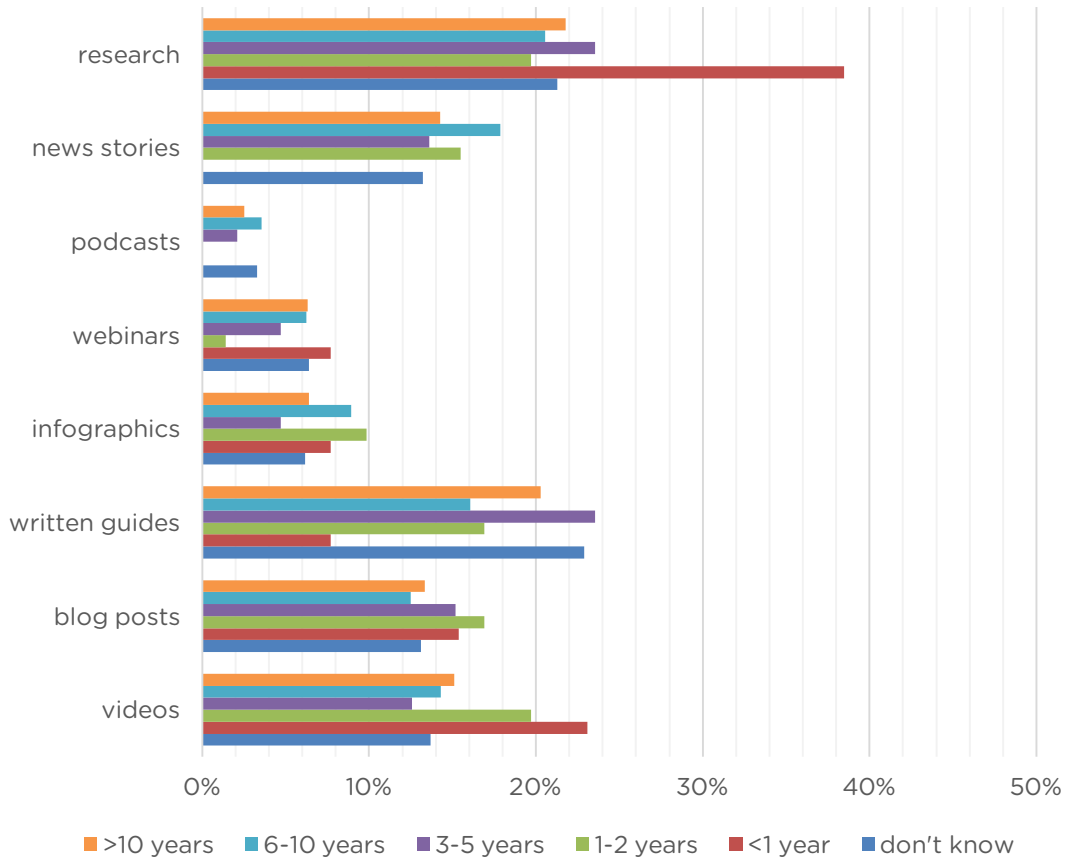
If we look at the types of content that people want compared to the length of time they intend to keep the domain name (shown as percentages of the intended length of registration) then some useful differences emerge:

- In interpreting this, it should be remembered that 46% of all registrants intend to keep their domain for >10 years and 37% don't know how long.
- General domain name guides go down in influence the longer the registrant intends to keep the domain.
- The influence of content around security considerations generally goes up as the intended length of registration goes up.
- Research on the value and use of domains has the most influence across the range of intentions with the exception of 1-2 years where guides win.

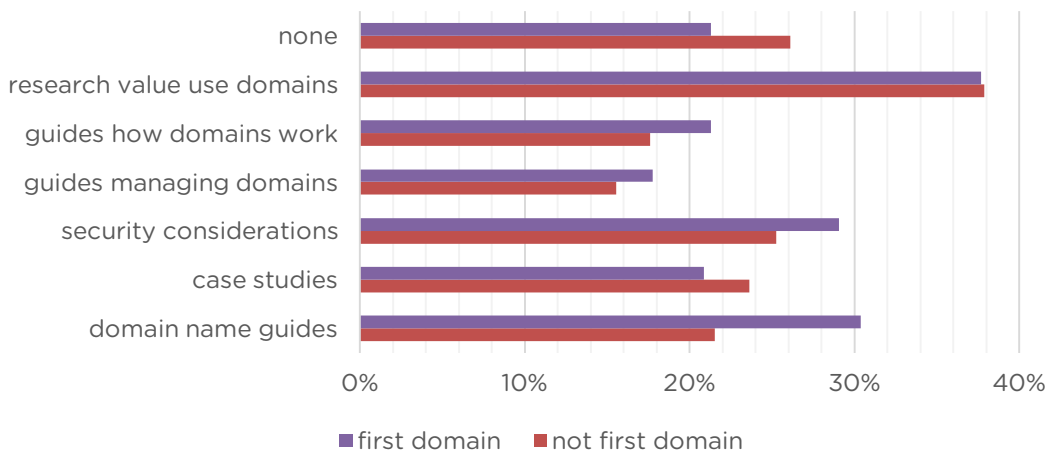


Looking at the forms in the same way (by percentage of intended length of registration) shows:

- Podcasts and webinars are low down the list for all intended lengths.
- Research matters most to those intending to keep for <1 year.

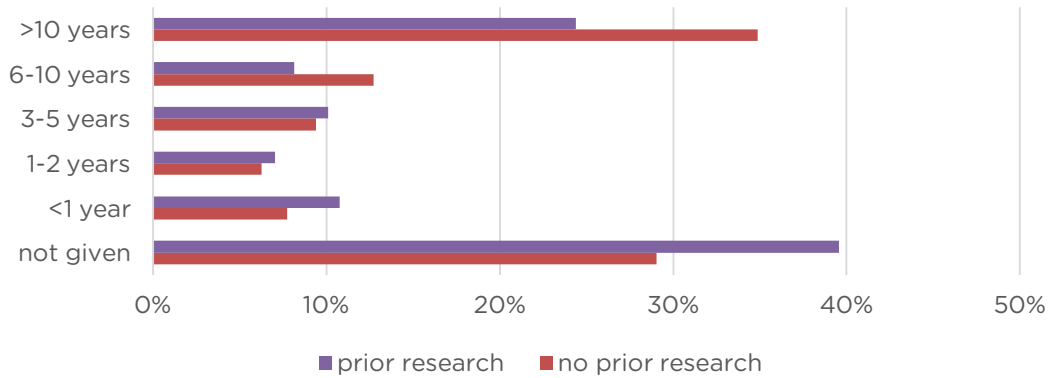


Finally, examining types of content by whether or not this is the first domain registered also shows some differences:

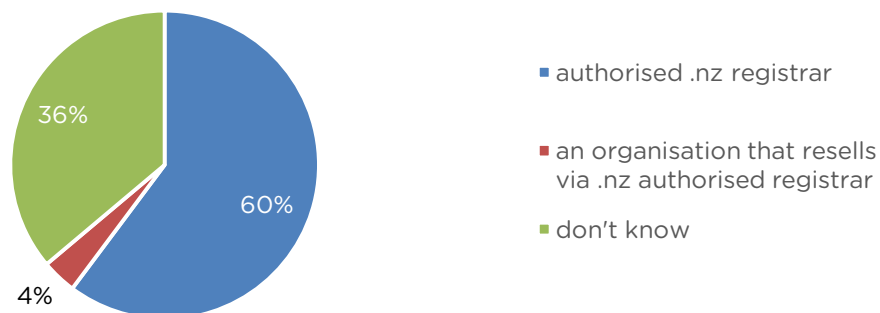


6 Why they chose their domain name provider

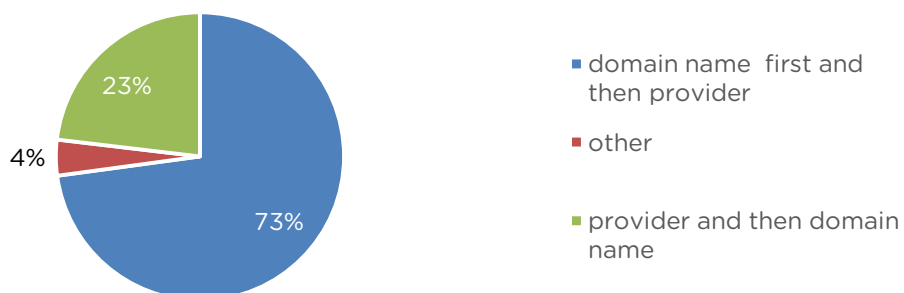
Registrants were asked if they carried out any form of prior research before choosing their domain name provider with 49% saying that they did. Splitting that by the number of domains the registrant holds shows no significant difference, but splitting it by age of the organisation does:



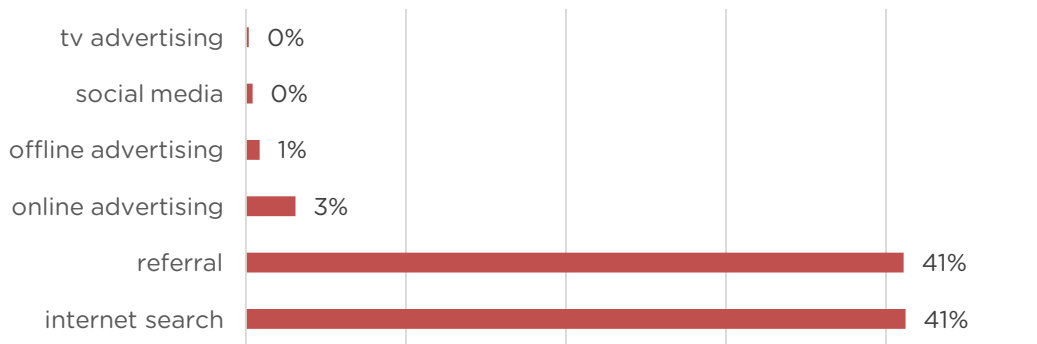
We asked the registrant if they bought their name through an authorised registrar or not. Unfortunately we are not in a position at the moment to check the accuracy of their responses. A large number did not know but as we did not ask if registrants understood the benefits of buying through an authorised registrar we are unable to judge if this is a problem.



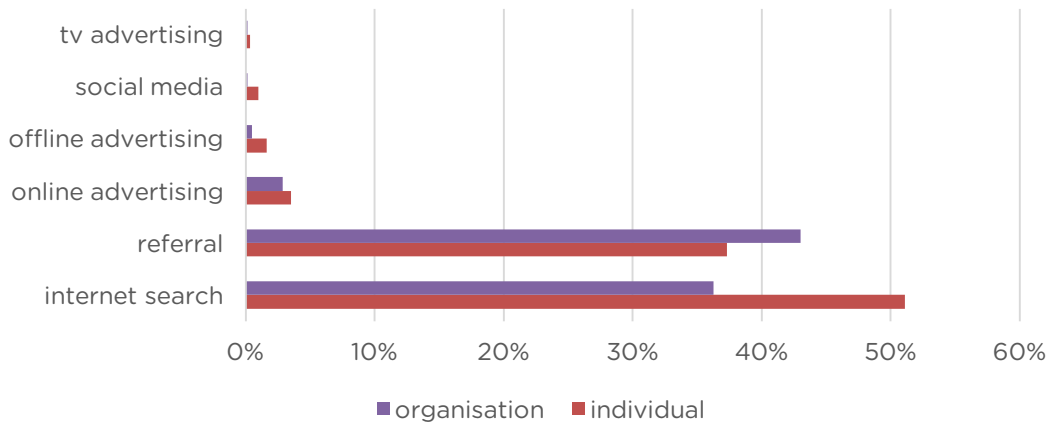
We asked registrars where they start when they buy a domain, choosing the domain name first or the provider first. The high percentage who start with the domain name indicates the need for a registrar to supply multiple TLDs to maximise the number of domains they sell and also suggests that elaborate name selection tools may not serve much purpose:



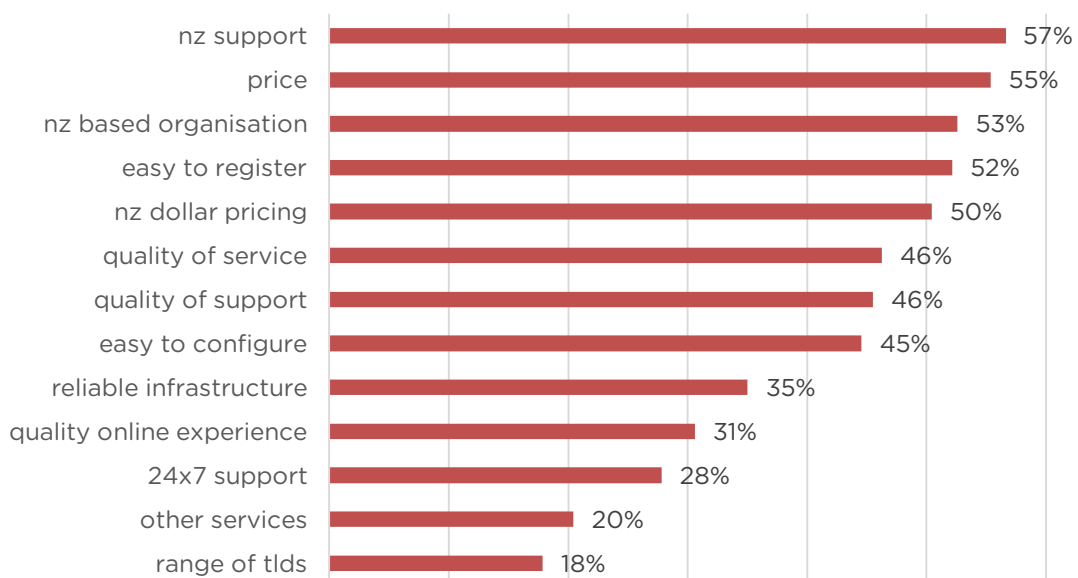
Registrants were asked how they found this provider, with the ability to select more than one option. Internet search and referral dominate the results.



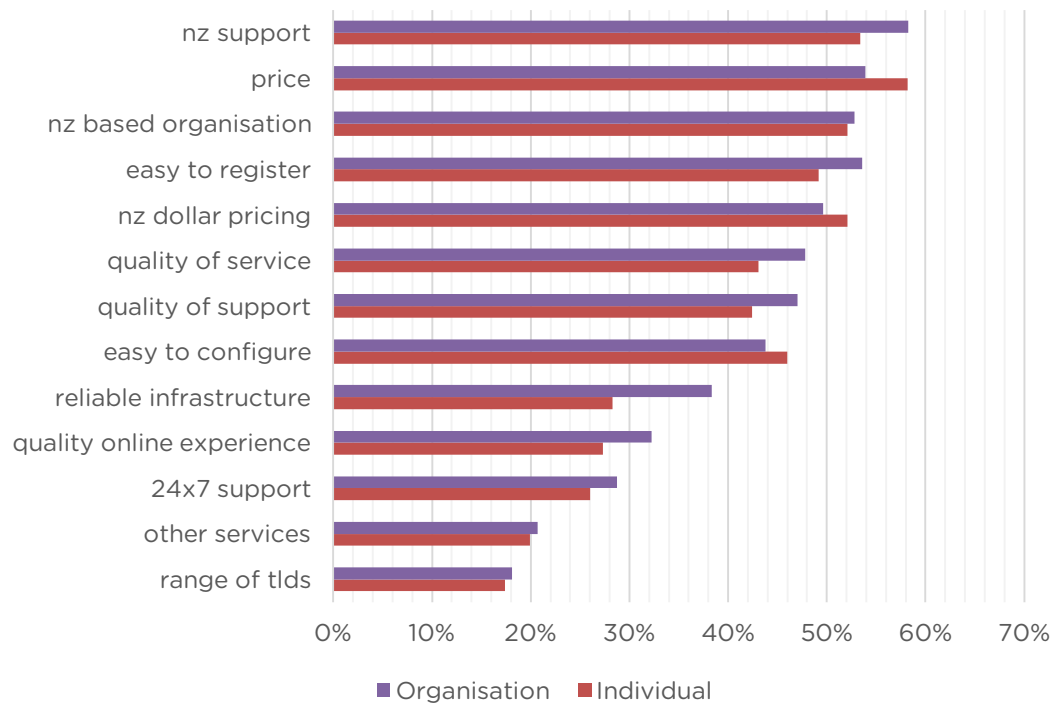
This pattern is unchanged when the results are split by the number of domains held or how long they intend to keep them for but there is a change when split by individuals and organisations:



We then asked about a number of different factors as to which affected their choice of provider. Note that price comes out 2nd highest here but when we asked about why they chose .nz prices was near the bottom of factors.



This pattern of factors does not change when split by how long the registrant intends to keep the domain for or how many domains they have but does change slightly when split by individuals and organisations:



Summary and Highlights

The data from this survey has shown up some interesting observations.

- The percentage of new registrations coming from companies >10 years old at 26% as shown on p2.
- The 87% who already have some other form of online presence, p4.
- The number of registrants who intend to keep their domain name for >10 years at 45% as shown on p5.
- The comparison between that and the lengths those registrants register for, p6.
- The use of short term domains for campaigns and projects, p7.
- The 17% of registrants who did not know that longer terms were available, p9.
- The importance of NZ identity as a reason for choosing .nz, p9.
- The role that influencers play and how many influencers there are, p11.
- The potential for research as content to influence registrants, p14.
- The dominance of referral and Internet search as the two primary means by which registrants find their domain name providers, p18.

If you think there's anything we've missed or more value that could be derived, then please let us know.