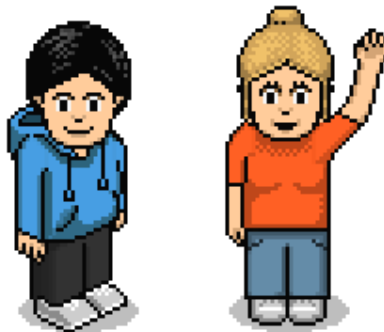


Habbo Hotel Online research

Habbo Hotel visitor and usage profile



Research Objectives



The core objectives of the research were to establish who are the service users, gain insights into their behaviour and usage of the service, as well as identify potential areas of improvement.

The research consisted of the following question areas:

- 1) Visitor profile
- 2) Usage of the service
- 3) Key User Groups

Method Description

The research was conducted over the Internet using InterQuest's technology platform. Visitors of Finland, UK, Spain, Sweden, Switzerland and Japan Habbo Hotel service were invited to participate in the survey through a pop-up window that was displayed on the site to randomly selected users.

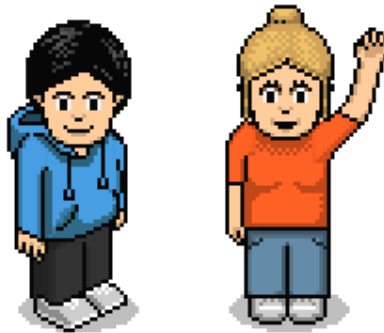
Those who accepted the survey invitation were asked to complete a brief online questionnaire containing structured and open-ended questions. To eliminate double answers and minimize survey irritation each respondent was invited to participate only once. As laid out by code of conduct of interviewing children, respondents under 14 years of age were requested to ask permission from the parent/guardian before they could access the questionnaire.

The survey was conducted between 19th March and 20th April 2004. The sample was collected in each Habbo Hotel country website as follows:

I	<u>Sample size</u>	<u>Response rate</u>
Finland	N=326	35 %
UK	N=390	29 %
Spain	N=357	27 %
Sweden	N=320	24 %
Switzerland	N=266	24 %
Japan	N=380	22 %

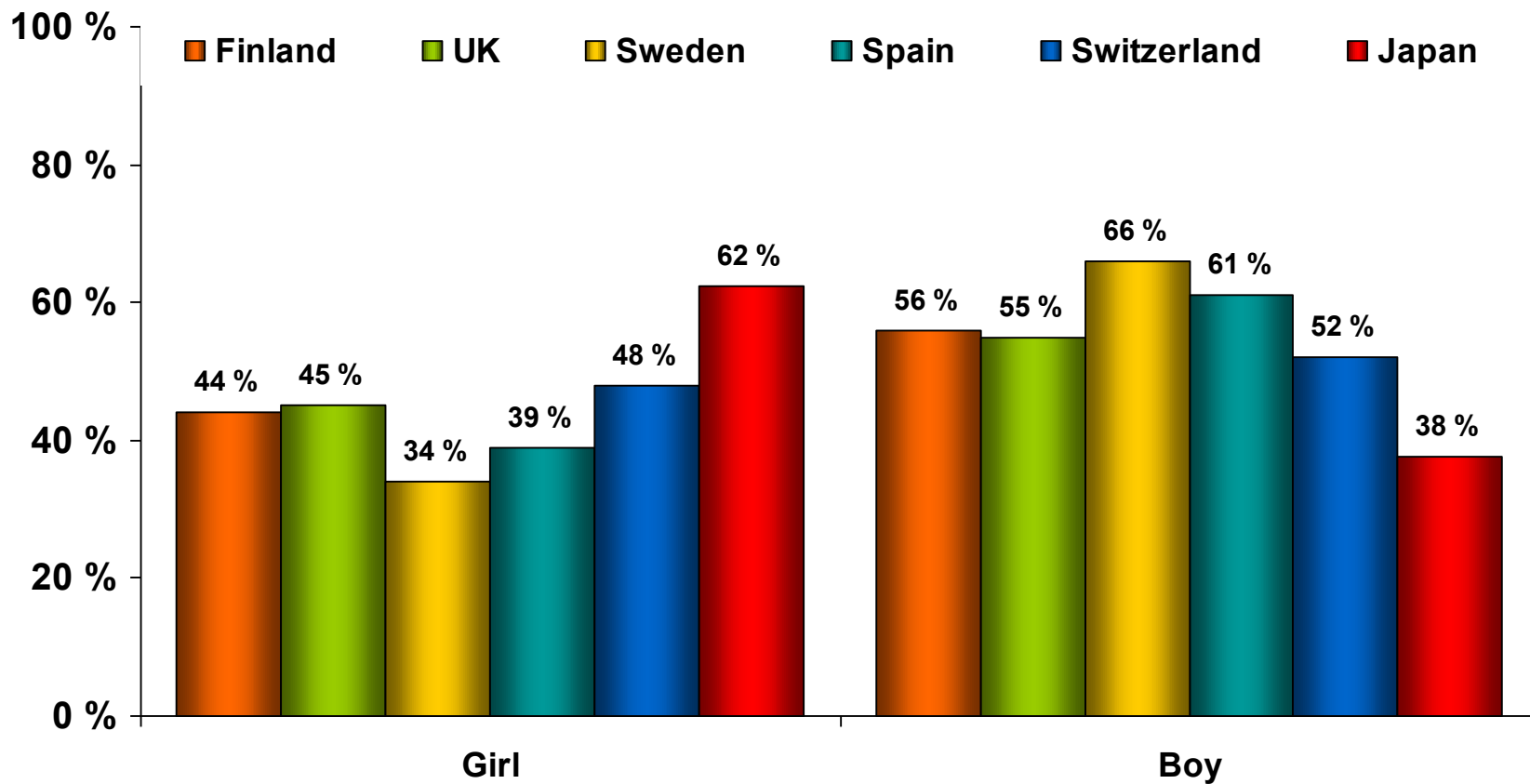
Total results

Habbo Hotel visitor profile



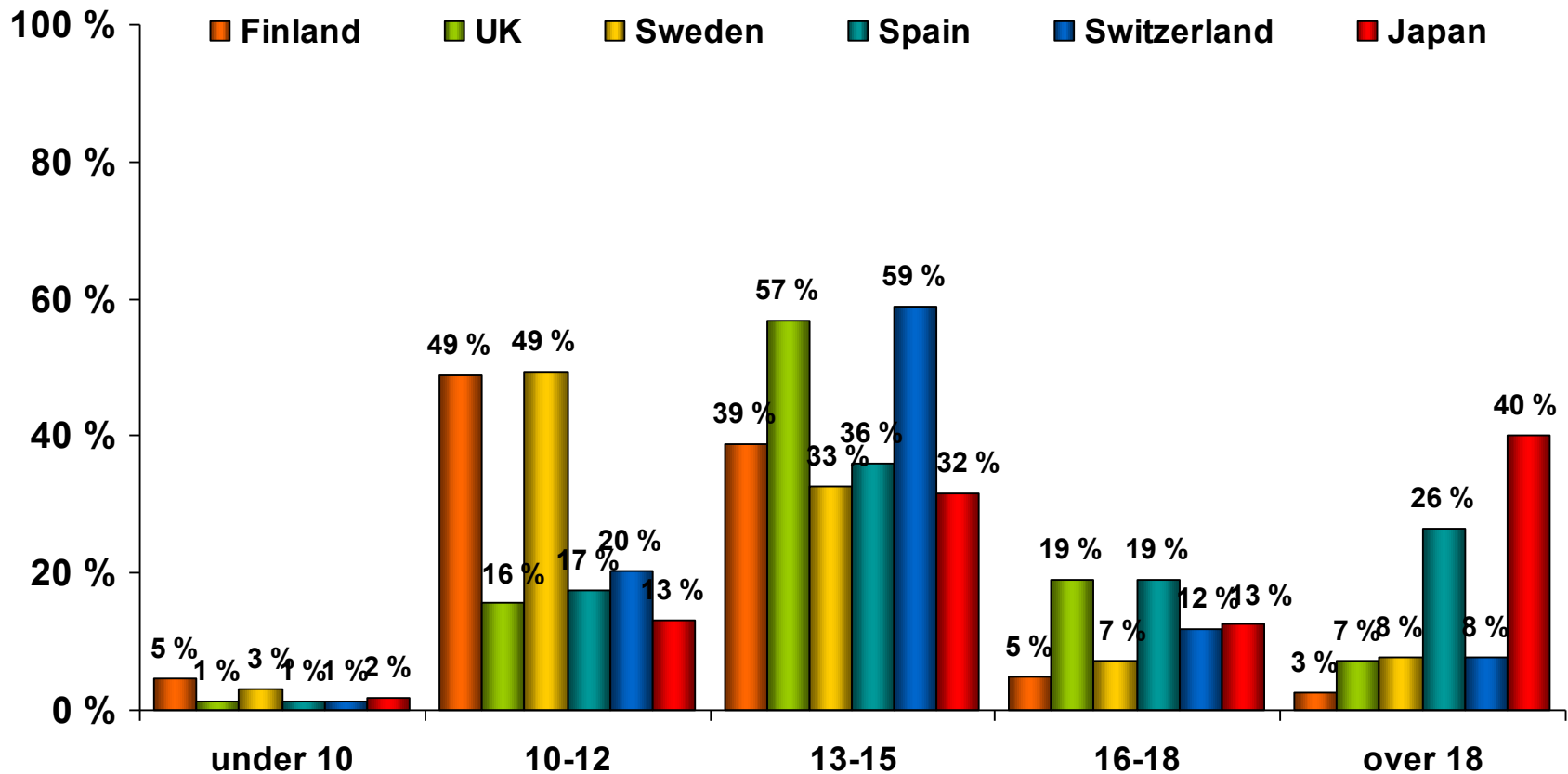
Visitor profile

Gender



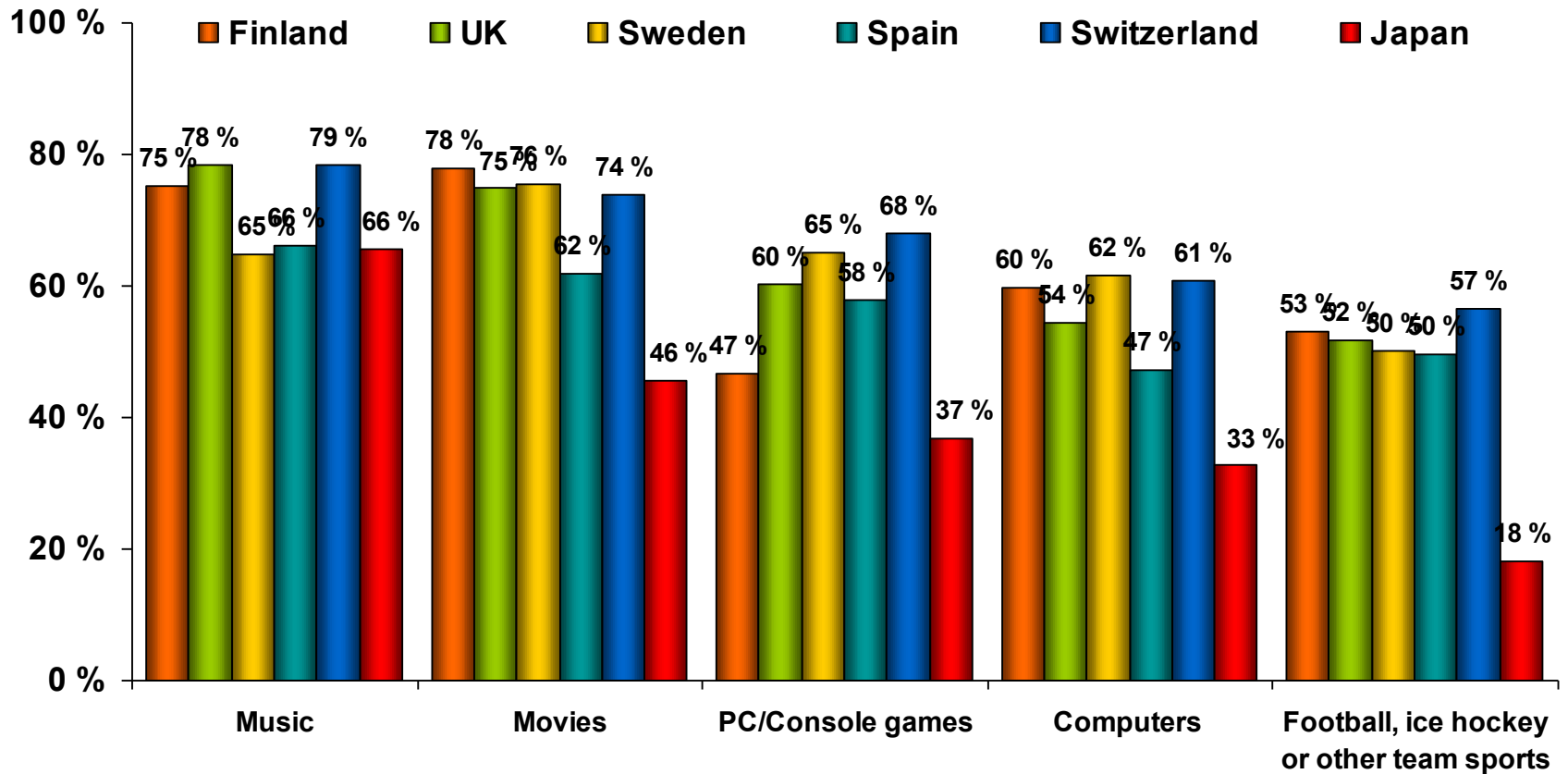
Visitor profile

Age



Visitor profile

Most interesting hobbies and activities



Visitor profile

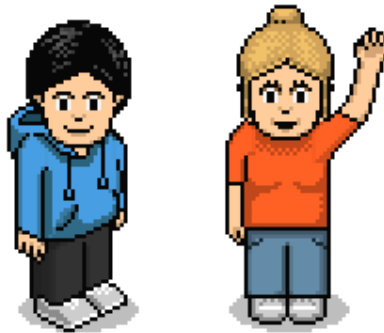
Summary

In terms of Habbo Hotel users' gender and age there are some notable country differences. Habbo Hotel Sweden is male dominated and Habbo Hotel Japan is clearly more female dominated compared to other countries. In terms of age, the Habbo Hotel users of Finland and Sweden are younger whereas users in Spain and particularly in Japan are considerably older.

The most interesting hobbies or activities are music and movies for users of all six Habbo Hotel countries. Also computers, PC/computer games, team sports and taking care of pets are popular activities to many.

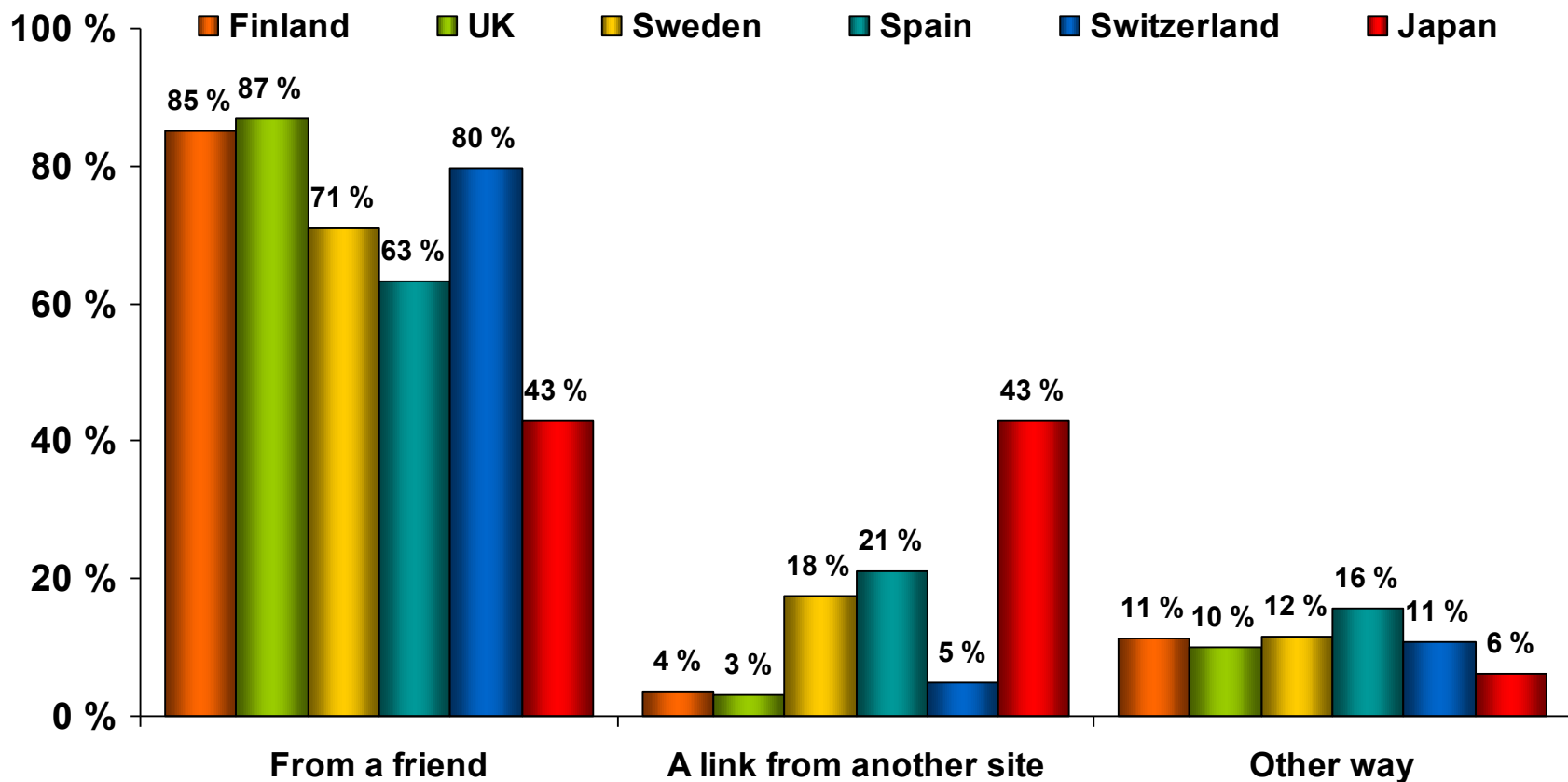
Total results

Habbo Hotel visitors' usage history



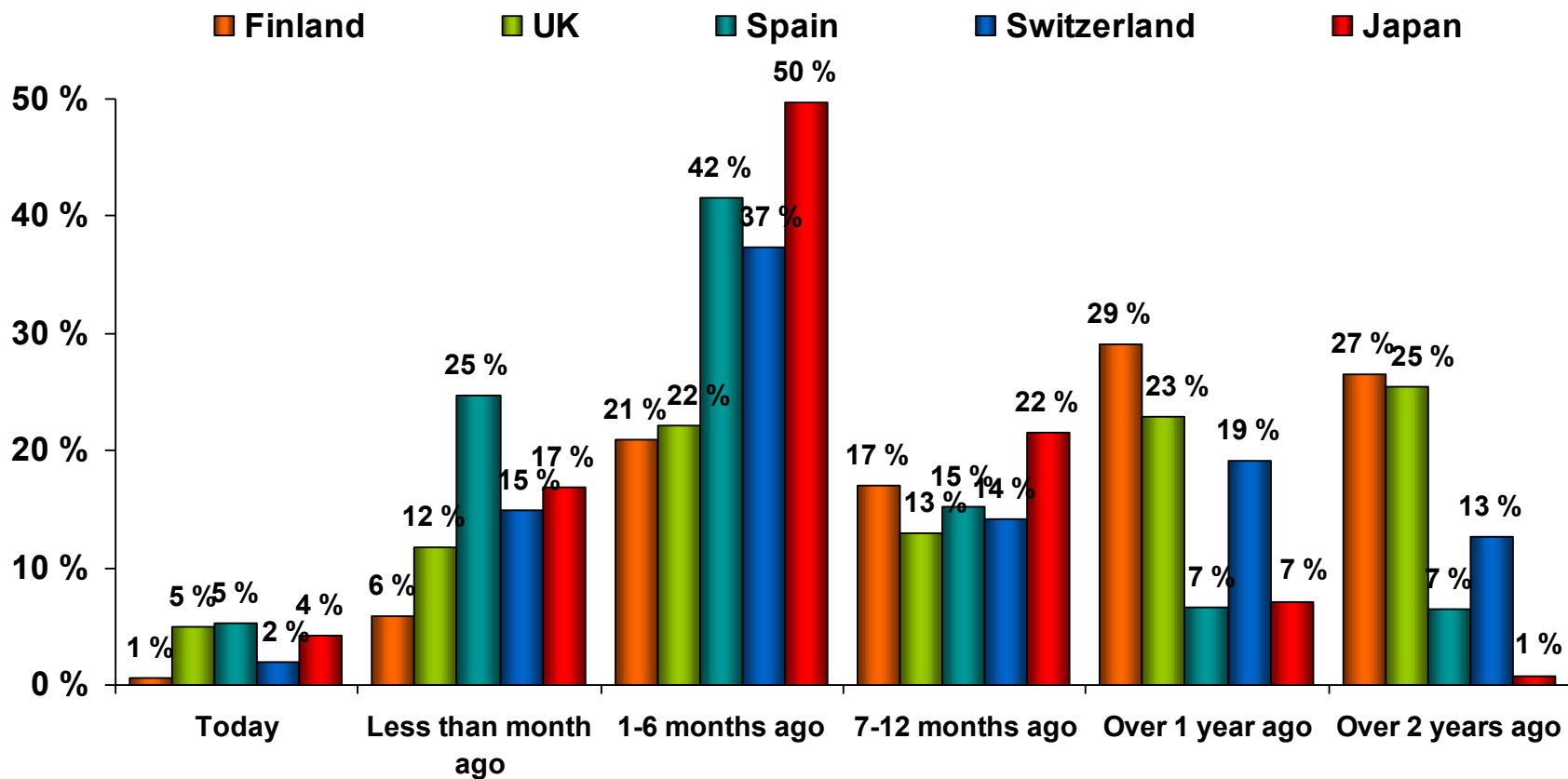
Visitors' usage history

How did first learn about Habbo Hotel?



Visitors' usage history

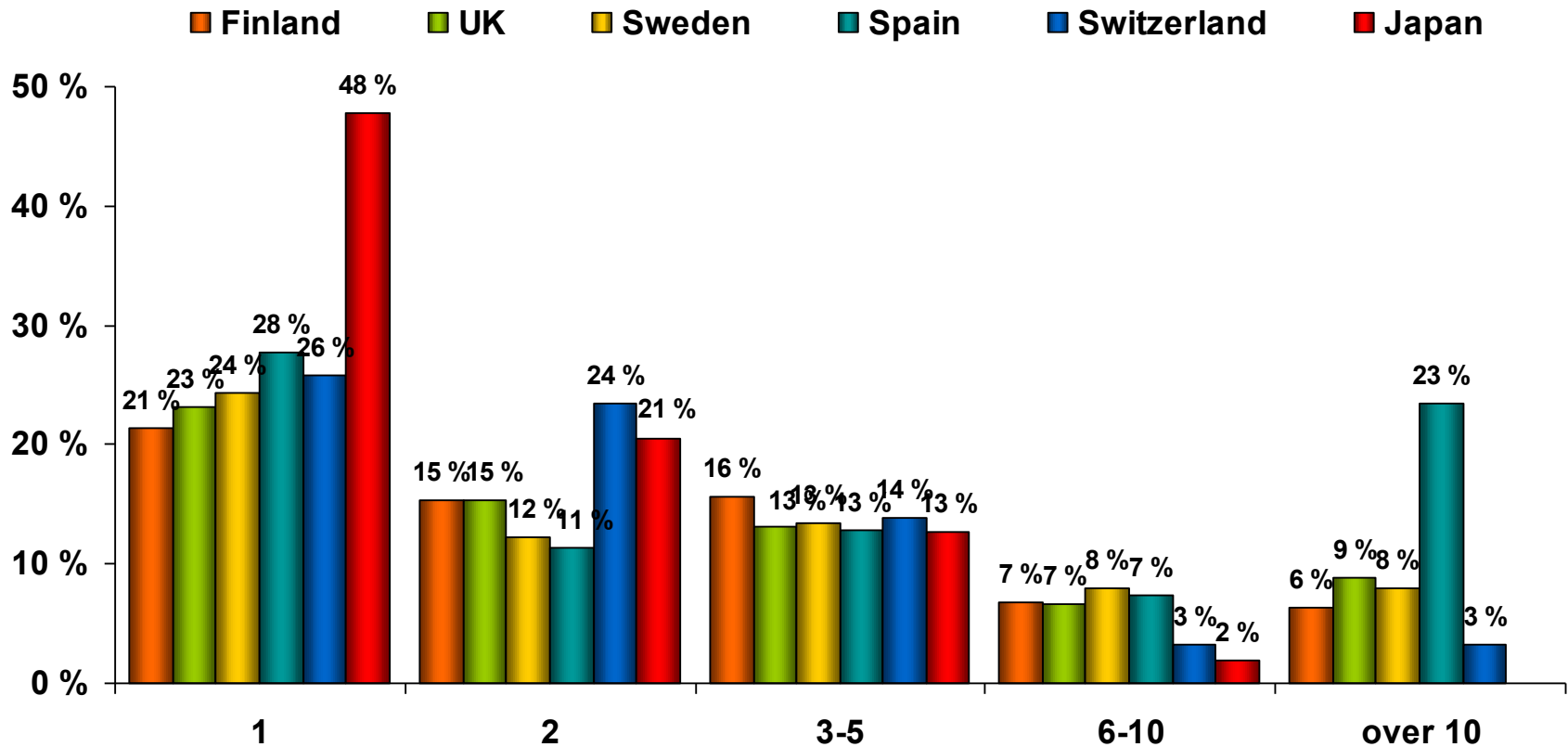
When did first create a Habbo character?



*Visitors of Sweden Habbo Hotel didn't have the question

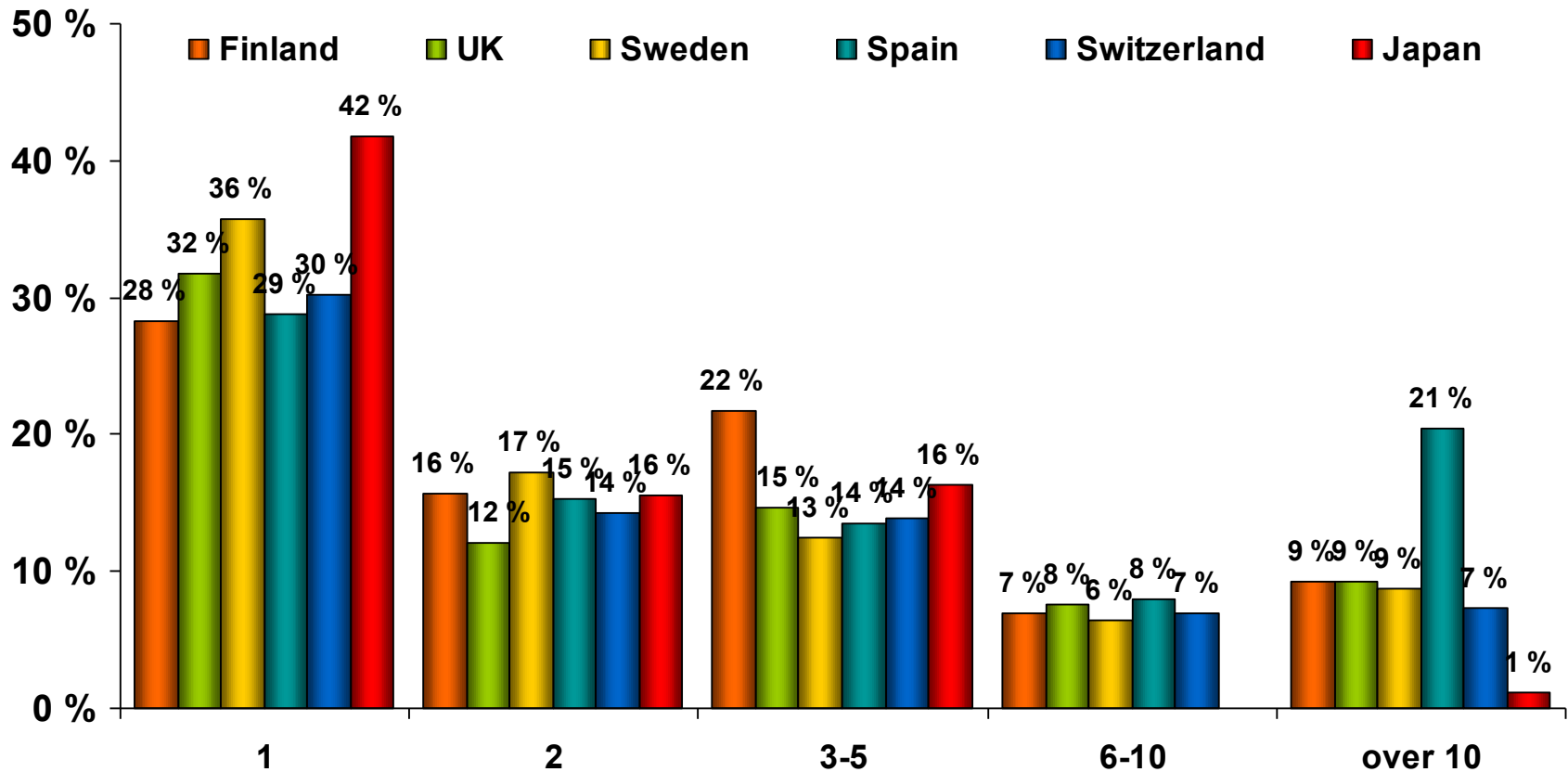
Visitors' usage history

How many girl characters has created?



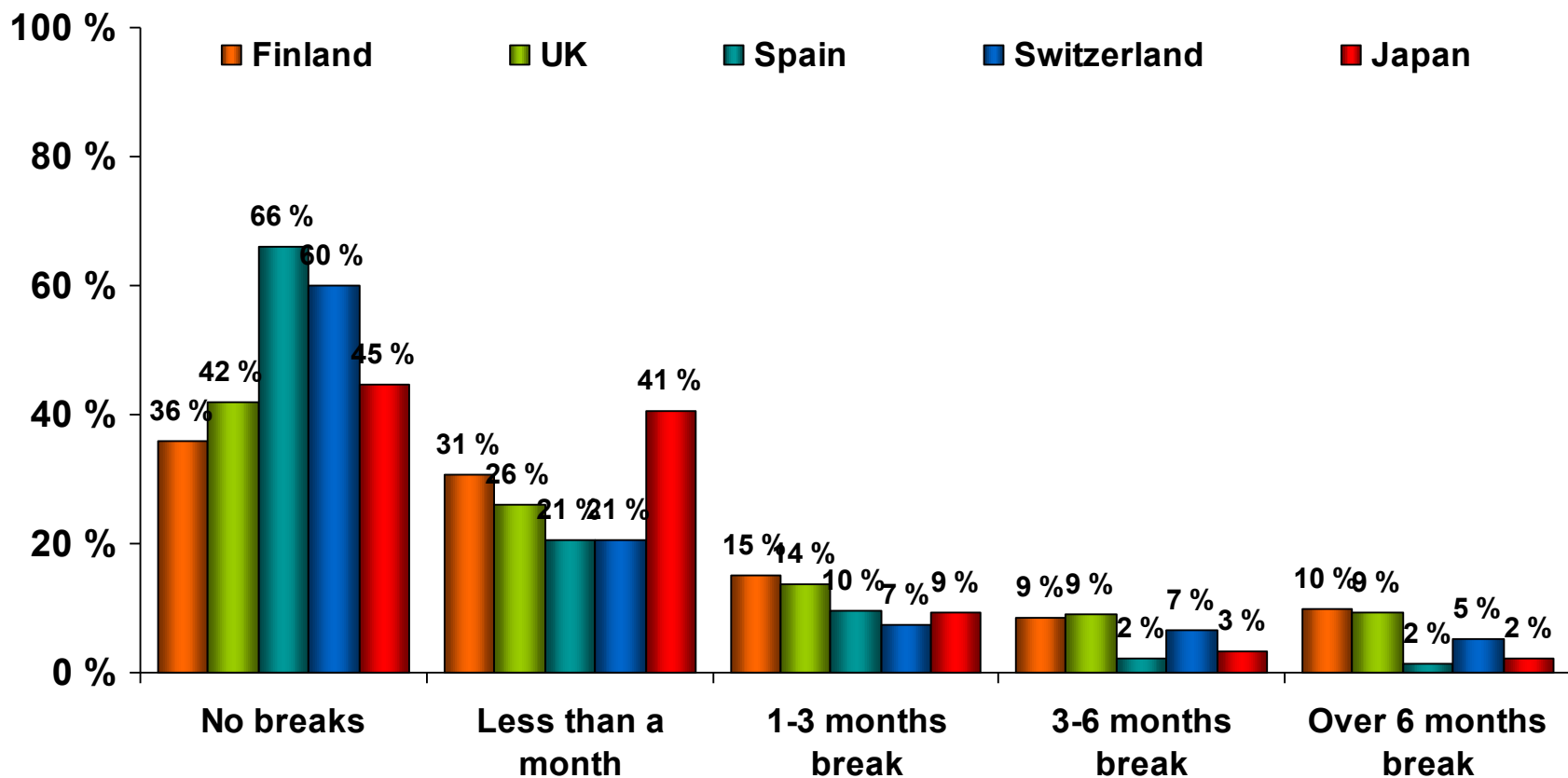
Visitors' usage history

How many boy characters has created?



Visitors' usage history

How long breaks have had from Habbo Hotel?



*Visitors of Sweden Habbo Hotel didn't have the above question

Visitors usage history summary

Summary

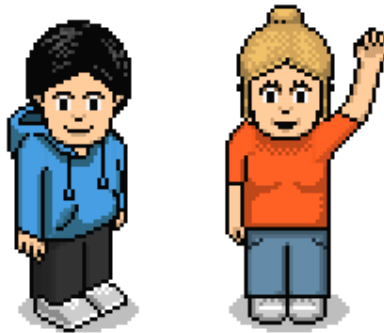
The users of all six Habbo Hotel countries are heavy internet users – the majority spends more than one hour a day online and every fourth more than four hours a day. Most of the users of Habbo Hotel Finland, UK and Switzerland learned about Habbo Hotel from a friend. Every fifth of Habbo Hotel Sweden, Spain and almost half of Habbo Hotel Japan users found their way to Habbo Hotel from another internet site.

Over half of the Habbo Hotel users of Finland and UK created their first Habbo character over a year ago. Most of the users of Spain, Switzerland and Japan Habbo Hotel created their first character less than six months ago. There are a lot of users who have created more than one Habbo character – two thirds of Habbo Hotel users in Finland, UK, Sweden, Spain and Switzerland have created more than one character and in Spain every fifth user has over 10 characters. In comparison, Japanese have fewer characters - nearly half has got only one character.

The users of Habbo Hotel Spain and Switzerland have had no major breaks from the Habbo Hotel. However, two thirds of Habbo Hotel users in Finland, UK and Japan have had a break, but it has lasted less than a month.

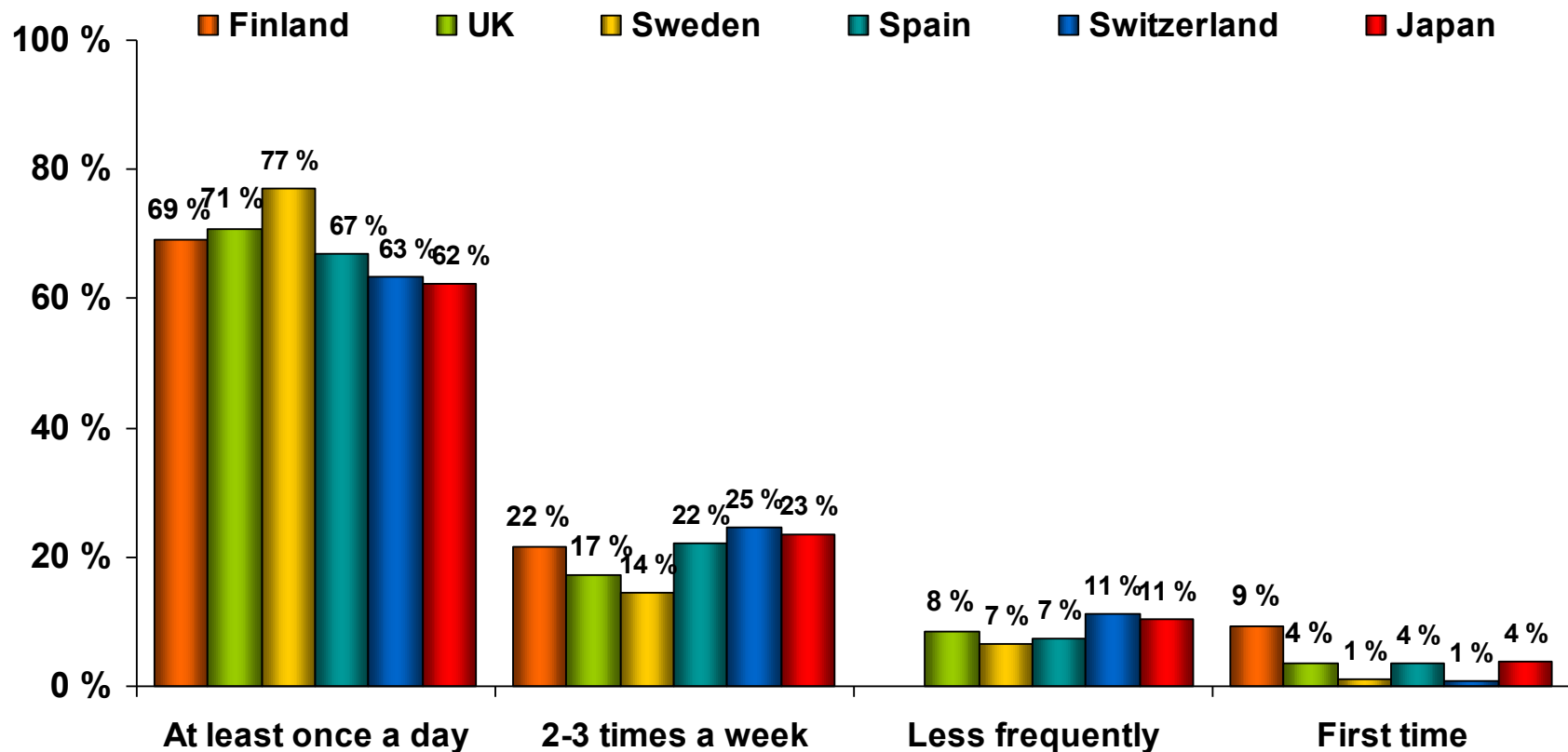
Total results

Habbo Hotel usage



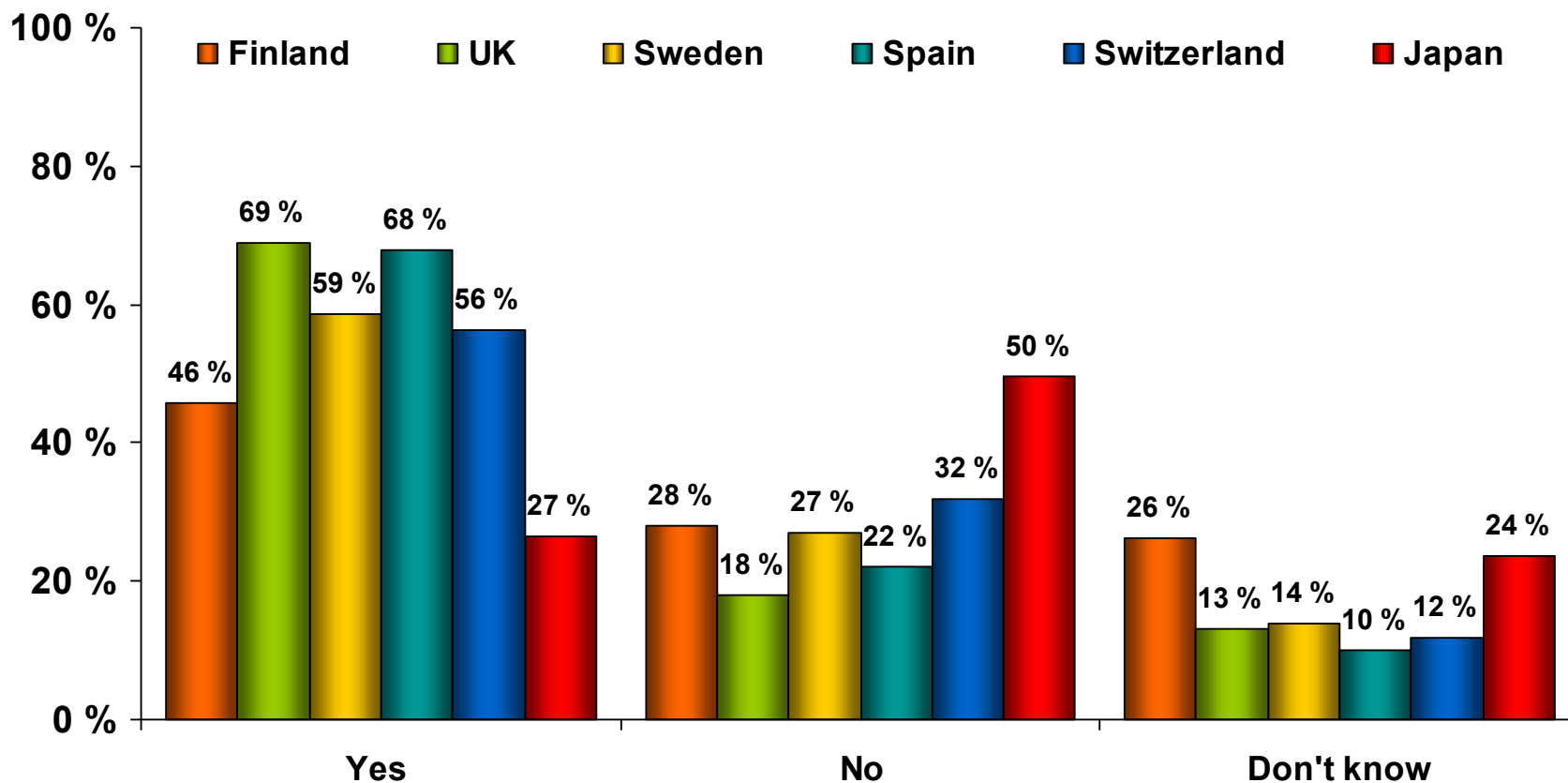
Habbo Hotel usage

How often visits Habbo Hotel?



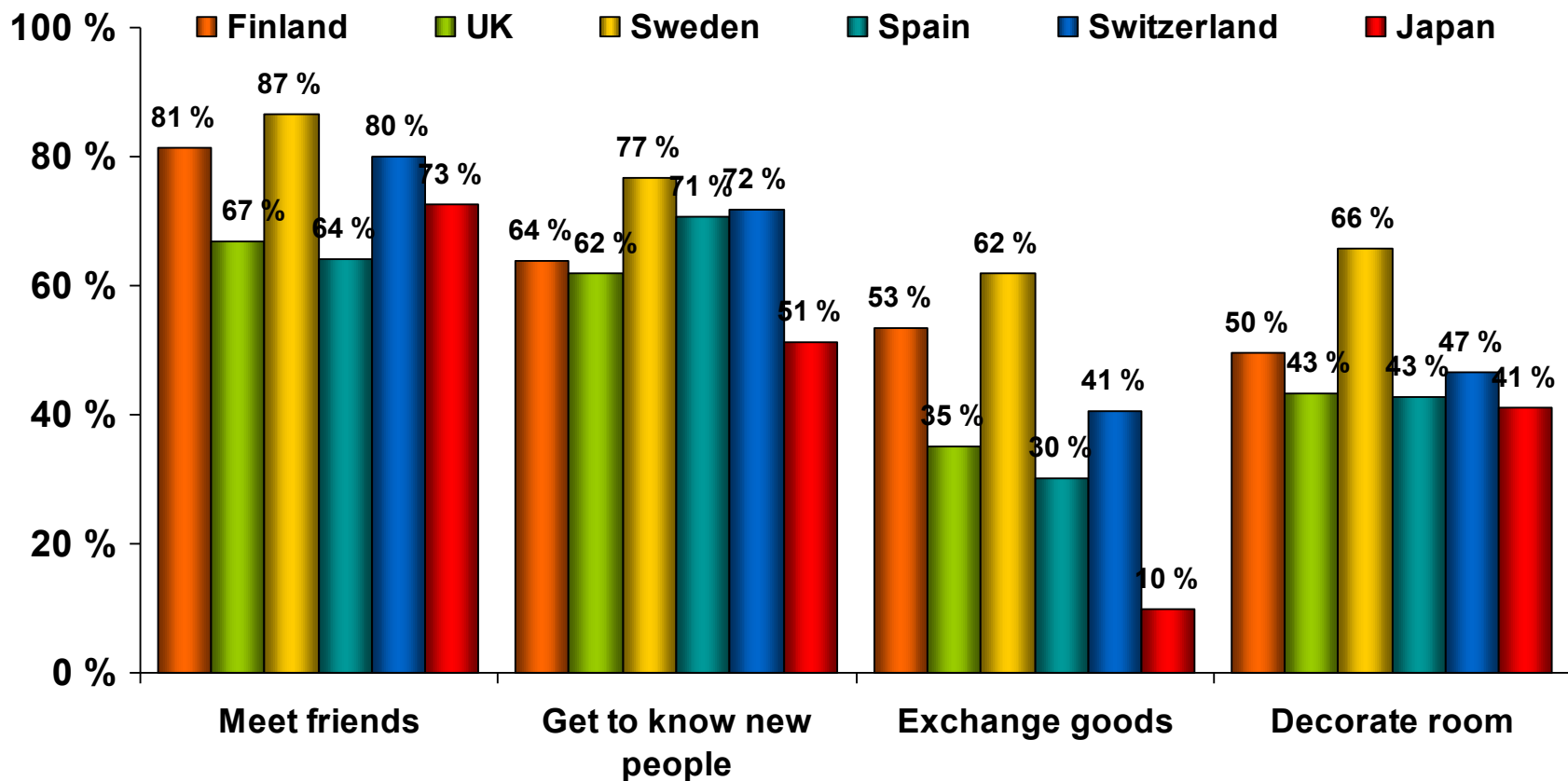
Habbo Hotel usage

Do users belong to a group of friends on Habbo Hotel?



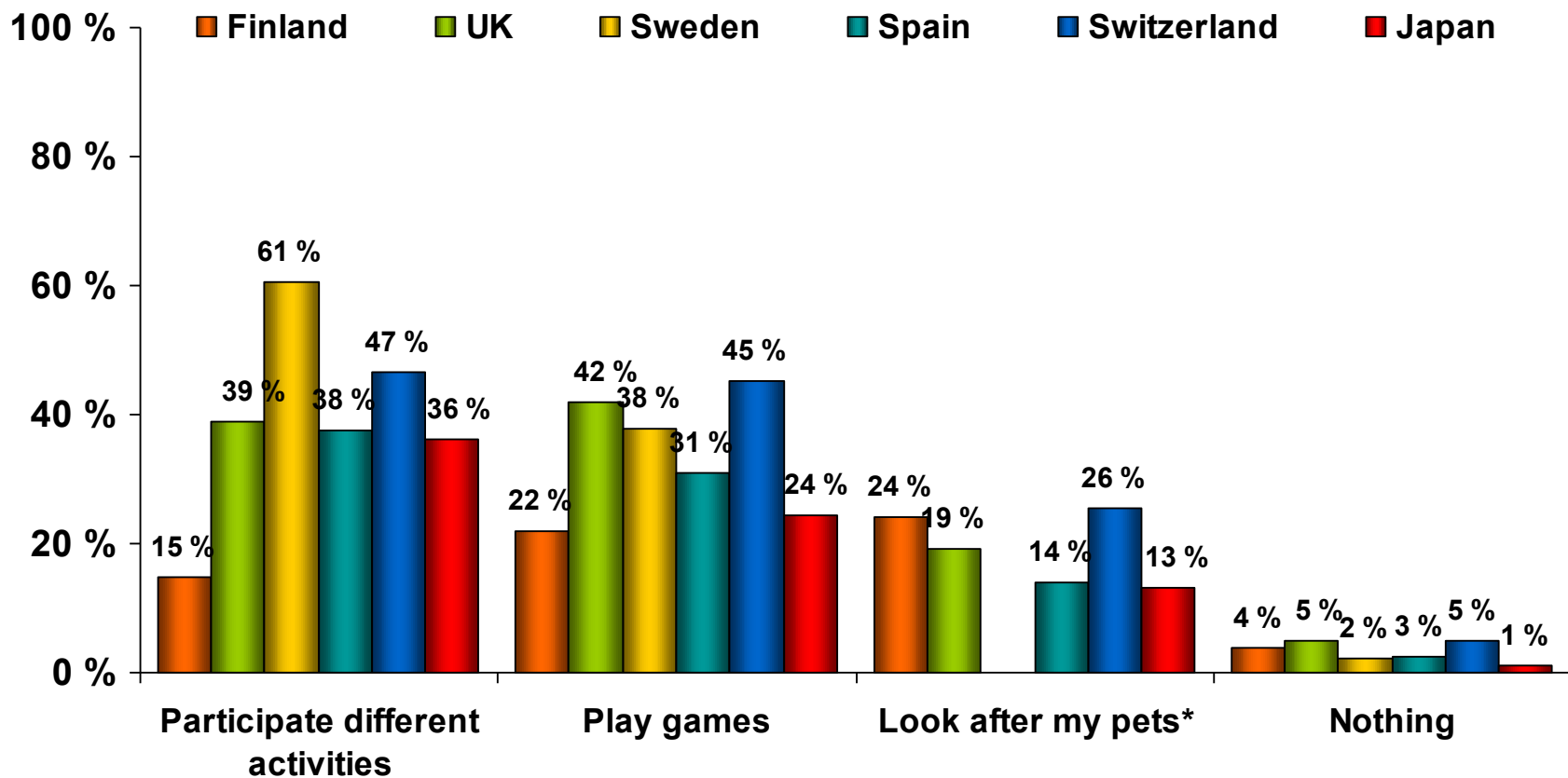
Habbo Hotel usage

What likes most doing on Habbo Hotel?



Habbo Hotel usage

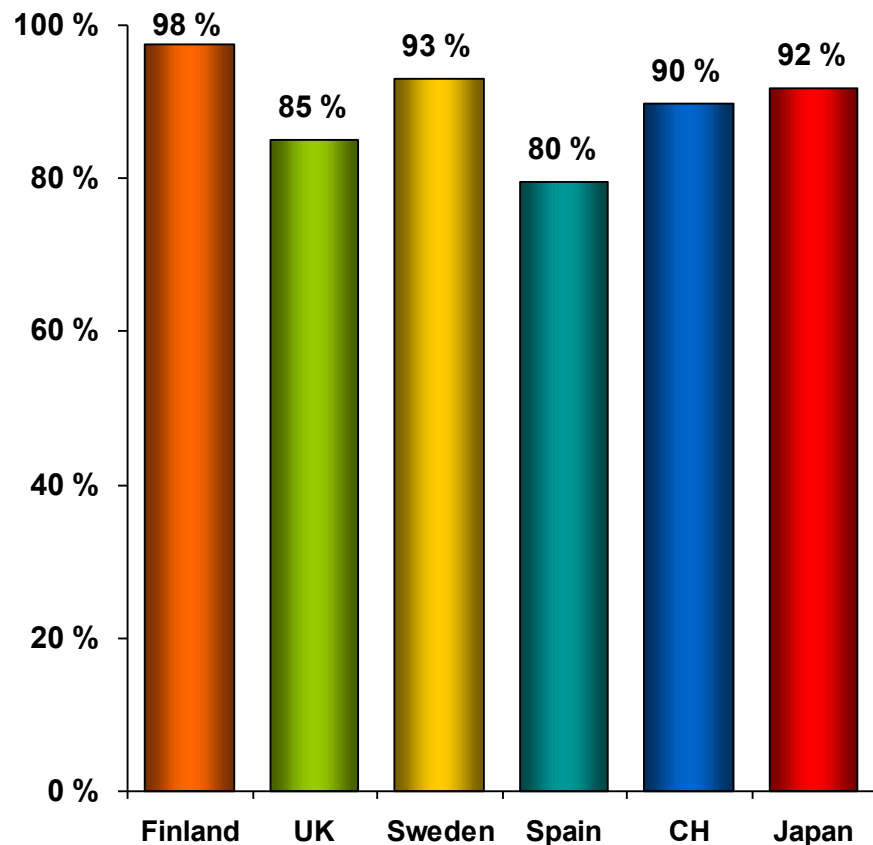
What likes most doing on Habbo Hotel?



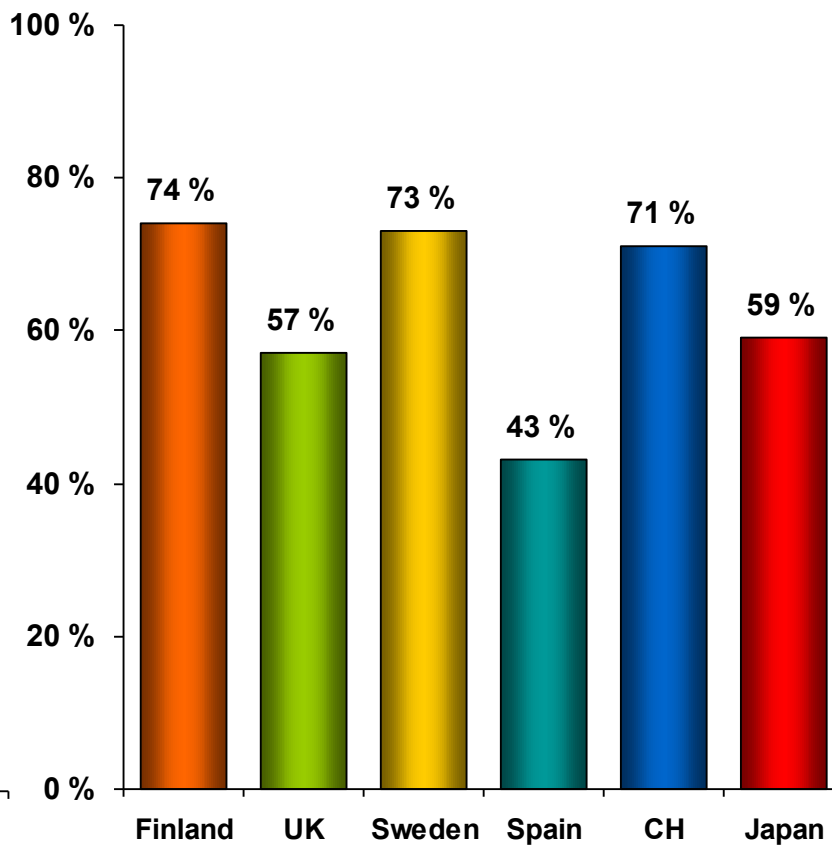
*Visitors of Sweden Habbo Hotel didn't have the question

Habbo Hotel usage

Has created own room on Habbo Hotel

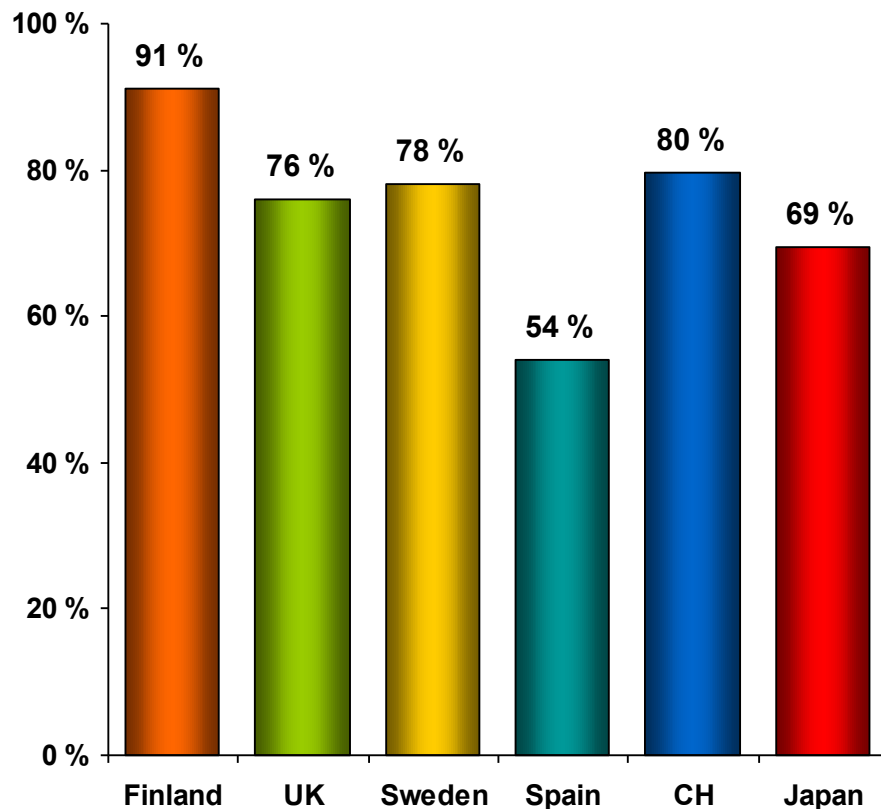


Has bought coins on Habbo Hotel

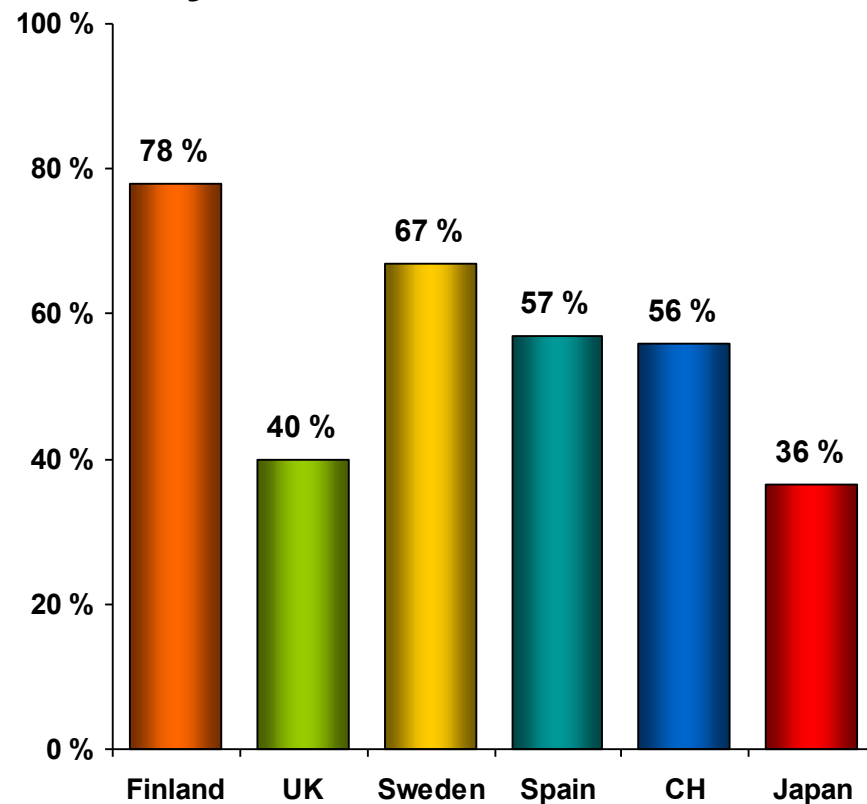


Habbo Hotel usage

Has exchanged furnitures with friends or other people

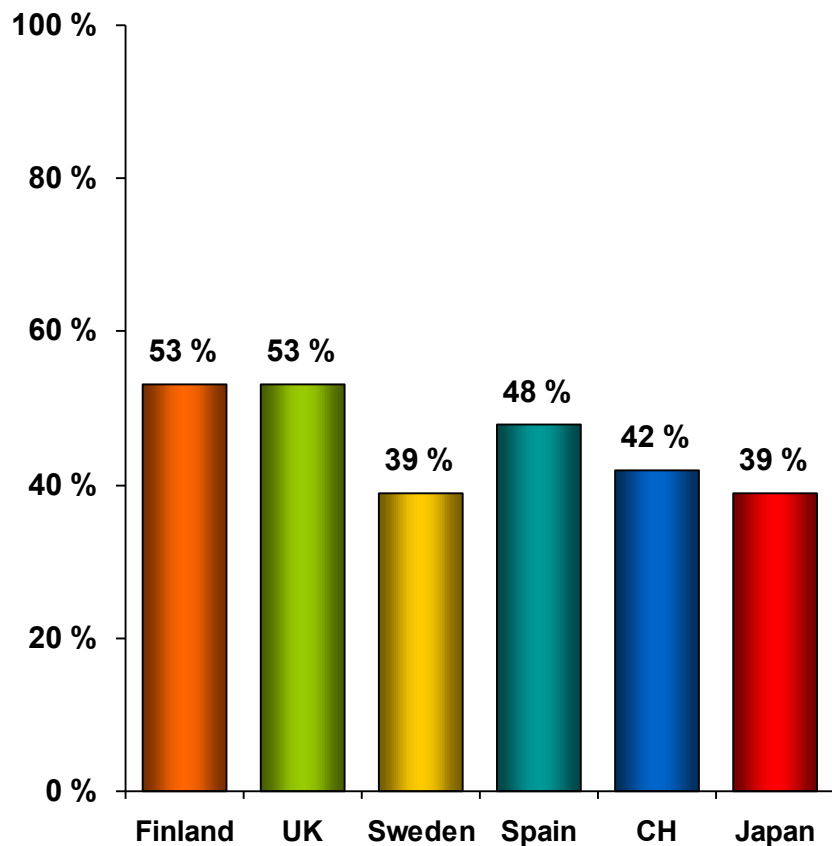


Has visited other Habbo Hotel country websites

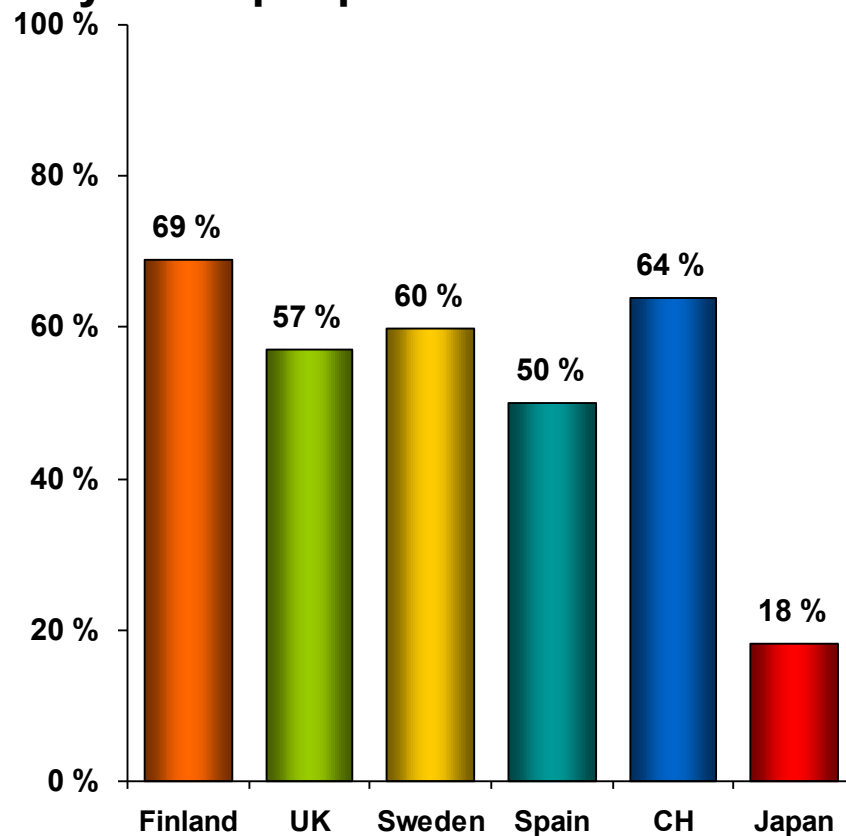


Habbo Hotel usage

Has asked help from Hobba

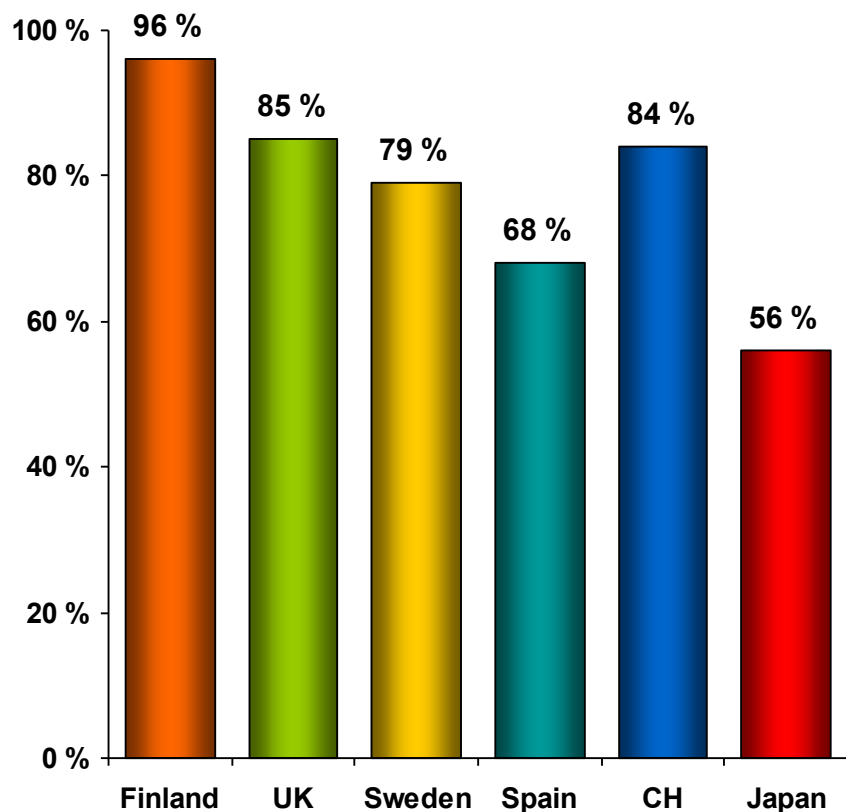


Has been cheated stuff or characters by other people on Habbo Hotel

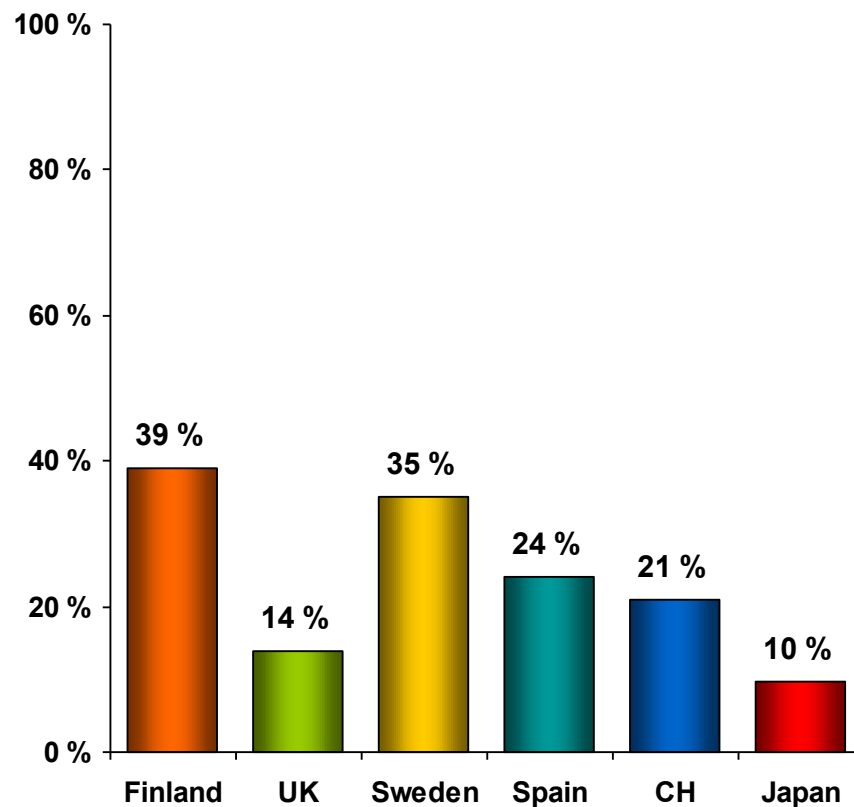


Habbo Hotel usage

Does know other Habbo Hotel visitors in real life



Has participated in Habbo Hotel visitor meetings



Habbo Hotel usage summary

Summary

The active users of all six Habbo Hotel countries generate most of the traffic flows in the service as they visit Habbo Hotel at least once a day or more often. A majority of users access Habbo Hotel from home.

Users of Habbo Hotel UK and Spain belong to a group of friends most often – whereas half of the Habbo Hotel Japan users do not belong to any group of friends or mates.

The users of all six Habbo Hotel countries like most meeting their friends online and get to know new people. On a country level, users of Habbo Hotel Sweden are the most active as in addition to meeting people they actively exchange goods, decorate rooms and participate in different activities. In comparison, only one tenth of Japanese users exchange goods.

If the users of Habbo Hotel could not visit the service, most of them would play something else with PC, watch TV or listen music. Users of Habbo Hotel Finland and Switzerland would also go outdoors.

Habbo Hotel usage summary







Summary

Two thirds of Habbo Hotel users in Finland, Sweden and Switzerland have bought Habbo coins. This is followed by UK and Japan where just over a half have bought coins. Buying coins seems to be the least attractive for Spanish where less than a half of respondents have bought coins.

Exchanging furniture with friends and other people is common practice to users but unfortunately in all researched countries except Japan half or more than half of the respondents say they have been cheated stuff or other characters.

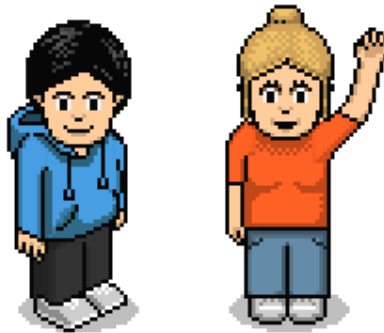
The majority of users in all countries know other Habbo characters in real-life. Compared to other countries, Japanese users know less people in real-life and also together with the Habbo Hotel UK users have the least experience in participating Habbo Hotel visitor meetings.

Habbo Hotel Country summary

	Finland	UK	Sweden	Spain	Switzerland	Japan
Age	13 avg. age 49 % 10-12 year	15 avg. age 57 % 13-15 year	13 avg. age 49 % 10-12 year	17 avg. age 46 % 16 and over	15 avg. age 59 % 13-15 year	20 avg. age 53 % 16 and over
Gender	56 % boys 	55 % boys 	66 % boys 	61 % boys 	52 % boys 	62 % girls 
Frequency	69 % daily	71 % daily	77 % daily	67 % daily	63 % daily	62 % daily
Membership	29 % 1-2 years	25 % over 2 years	NA	42 % 1-6 months	37 % 1-6 months	49 % 1-6 months
Where	85 % from a friend	87 % from a friend	71 % from a friend	63 % from a friend	80 % from a friend	44 % from the Internet
Activities TOP 3	81 % meet friends 64 % get to know new people 53 % exchange goods	67 % meet friends 62 % get to know new people 43 % decorate	87 % meet friends 77 % get to know new people 66 % decorate	71 % get to know new people 64 % meet friends 43 % decorate	80 % meet friends 72 % get to know new people 47 % decorate	73 % meet friends 51 % get to know new people 41 % decorate

Key User Groups

Habbo Hotel users



Key User Groups

Cluster analysis was used for identifying the most important visitor groups of Habbo Hotel service. Out from a cleaned sample of 1803 respondents, the cluster analysis identified seven clusters, which covers 89 % of the above sample. The clusters are:

Long-term Hangaround Habboers	"just hanging around these days and seeing my mates"	N=383	21 %
Long-term Active Habboers	"doing lots of things and still going strong"	N=355	20 %
Newcomers looking for friends	" stopping by to see if I make new friends"	N=283	16 %
New active Habboers looking for friends	" actively looking for new friends, doing other stuff too"	N=214	12 %
Activity Maniacs	" when I visit I do everything, and hey love games"	N=156	9 %
Senior Habboers	" dear all, I am looking for company of my age"	N=126	7 %
Room Decorators	" don't speak to me, I'm busy decorating my room!"	N=91	5 %

Key User Groups



Long-term Hangaround Habboers

"just hanging around these days and seeing my mates"

Average age:	15 years (74 % 10-15 years)
Gender:	59 % boys
Visiting frequency:	79 % daily
First character:	43 % over a year ago
Part of group of friends:	62 % belong to a group of friends
Friends offline:	90 % know friends in real life
Meet new people:	48 % like to meet new people
Room:	98 % have created room
Room decoration:	21 % like to decorate room
Habbo Coins:	79 % have bought coins
Exchange stuff:	24 % like to exchange stuff
Play games:	17 % like to play games

Key User Groups

Long-term Active Habboers

”doing lots of things and still going strong”



Average age:	15 years (72 % 10-15 years)
Gender:	63 % boys
Visiting frequency:	85 % daily
First character:	47 % over a year ago
Part of group of friends:	69 % belong to a group of friends
Friends offline:	85 % know friends in real life
Meet new people:	84 % like to meet new people
Room:	100 % have created room
Room decoration:	89 % like to decorate room
Habbo Coins:	93 % have bought coins
Exchange stuff:	70 % like to exchange stuff
Play games:	49 % like to play games

Key User Groups



Newcomers looking for friends

"stopping by to see if I make new friends"

Average age:	15 years (72 % 10-15 years)
Gender:	52 % girls
Visiting frequency:	54 % daily
First character:	68 % less than a 6 months ago
Part of group of friends:	47 % belong to a group of friends
Friends offline:	74 % know friends in real life
Meet new people:	78 % like to meet new people
Room:	74 % have created room
Room decoration:	15 % like to decorate room
Habbo Coins:	37 % have bought coins
Exchange stuff:	6 % like to exchange stuff
Play games:	20 % like to play games

Key User Groups



New active Habboers looking for friends

"actively looking for new friends, doing other stuff too"

Average age:	14 years (79 % 10-15 years)
Gender:	55 % girls
Visiting frequency:	67 % daily
First character:	55 % less than a 6 months ago
Part of group of friends:	53 % belong to a group of friends
Friends offline:	77 % know friends in real life
Meet new people:	78 % like to meet new people
Room:	89 % have created room
Room decoration:	42 % like to decorate room
Habbo Coins:	15 % have bought coins
Exchange stuff:	39 % like to exchange stuff
Play games:	38 % like to play games

Key User Groups



Activity Maniacs

"when I visit I do everything, and hey love games"

Average age:	14 years (78 % 10-15 years)
Gender:	56 % boys
Visiting frequency:	68 % daily
First character:	45 % less than a 6 months ago
Part of group of friends:	59 % belong to a group of friends
Friends offline:	75 % know friends in real life
Meet new people:	87 % like to meet new people
Room:	92 % have created room
Room decoration:	92 % like to decorate room
Habbo Coins:	92 % have bought coins
Exchange stuff:	68 % like to exchange stuff
Play games:	71 % like to play games

Key User Groups



Senior Habboers

"dear all, I am looking for company of my age"

Average age:	20 years (34 % 10-15 years)
Gender:	53 % boys
Visiting frequency:	54 % daily
First character:	61 % less than a 6 months ago
Part of group of friends:	34 % belong to a group of friends
Friends offline:	55 % knows friends in real life
Meet new people:	61 % like to meet new people
Room:	74 % have created room
Room decoration:	41 % like to decorate room
Habbo Coins:	49 % have bought coins
Exchange stuff:	20 % like to exchange stuff
Play games:	21 % like to play games

Key User Groups



Room Decorators

"don't speak to me, I'm busy decorating my room!"

Average age:	15 years (68 % 10-15 years)
Gender:	53 % boys
Visiting frequency:	69 % daily
First character:	58 % within the last 12 months
Part of group of friends:	54 % belong to a group of friends
Friends offline:	73 % know friends in real life
Meet new people:	30 % like to meet new people
Room:	99 % have created room
Room decoration:	81 % like to decorate room
Habbo Coins:	88 % have bought coins
Exchange stuff:	56 % like to exchange stuff
Play games:	14 % like to play games

Key User Groups – Activity Chart



Meet Friends	65 %	93 %	69 %	77 %	93 %	65 %	74 %
Decorate Habbo Room	21 %	89 %	15 %	42 %	92 %	41 %	81 %
Play Games	17 %	49 %	20 %	38 %	71 %	21 %	14 %
Pets	2 %	33 %	1 %	8 %	52 %	14 %	25 %
Exchange Stuff	24 %	70 %	6 %	39 %	68 %	20 %	56 %
Get to know new people	48 %	84 %	78 %	78 %	87 %	61 %	30 %
Participate in activities	25 %	54 %	25 %	48 %	69 %	27 %	20 %
Has bought coins	79 %	93 %	37 %	15 %	77 %	49 %	88 %








Usage

Light 0-33%

Medium 34-66%

Heavy 67-100%

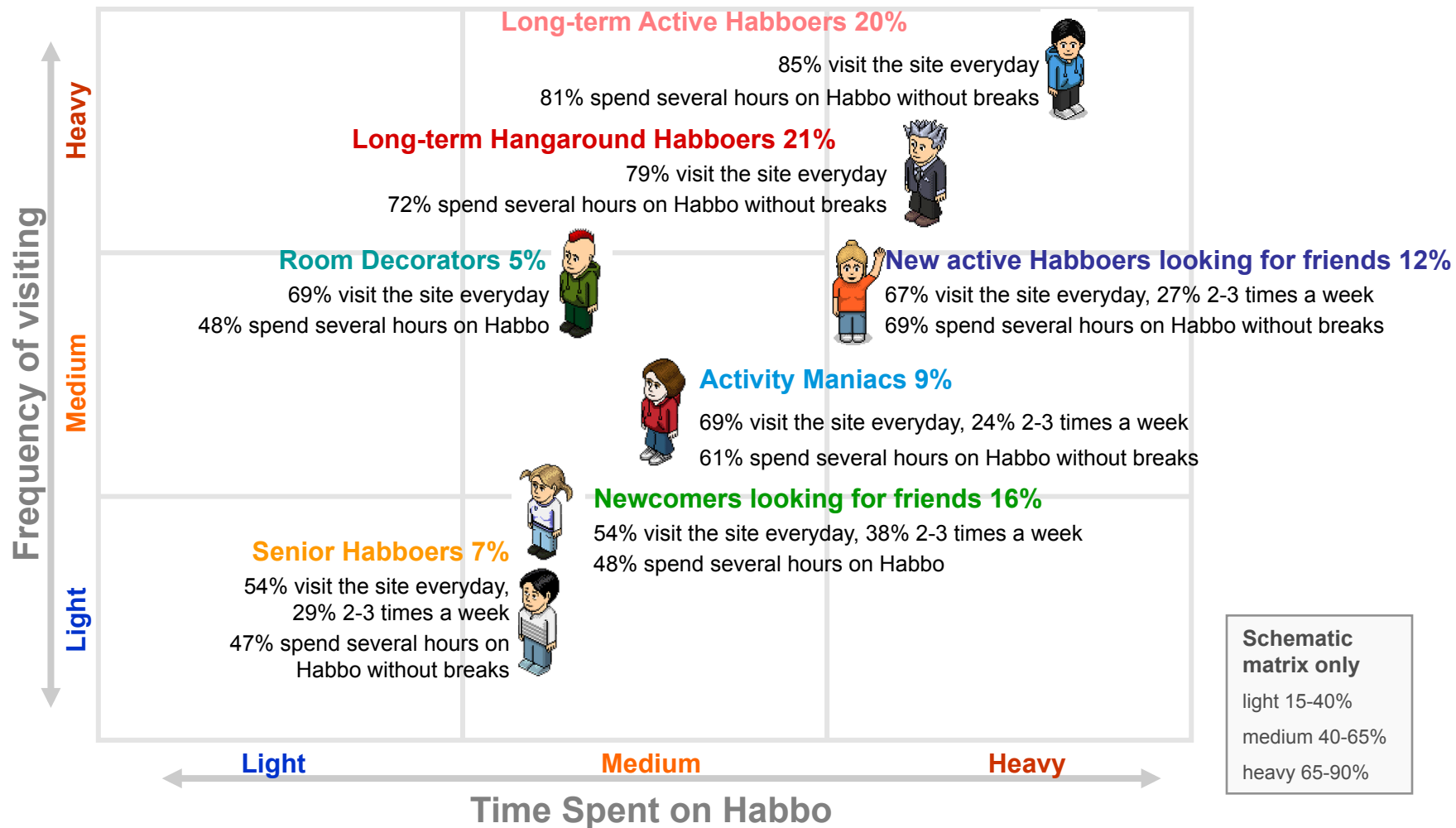
Key User Groups – Size by Country

							
Finland	32 %	23 %	8 %	11 %	6 %	4 %	8 %
UK	22 %	18 %	17 %	14 %	8 %	4 %	5 %
Japan	12 %	7 %	15 %	11 %	8 %	20 %	8 %
CH	20 %	21 %	20 %	14 %	12 %	2 %	4 %
Spain	21 %	18 %	22 %	14 %	5 %	8 %	2 %
Sweden	20 %	32 %	13 %	9 %	14 %	4 %	3 %

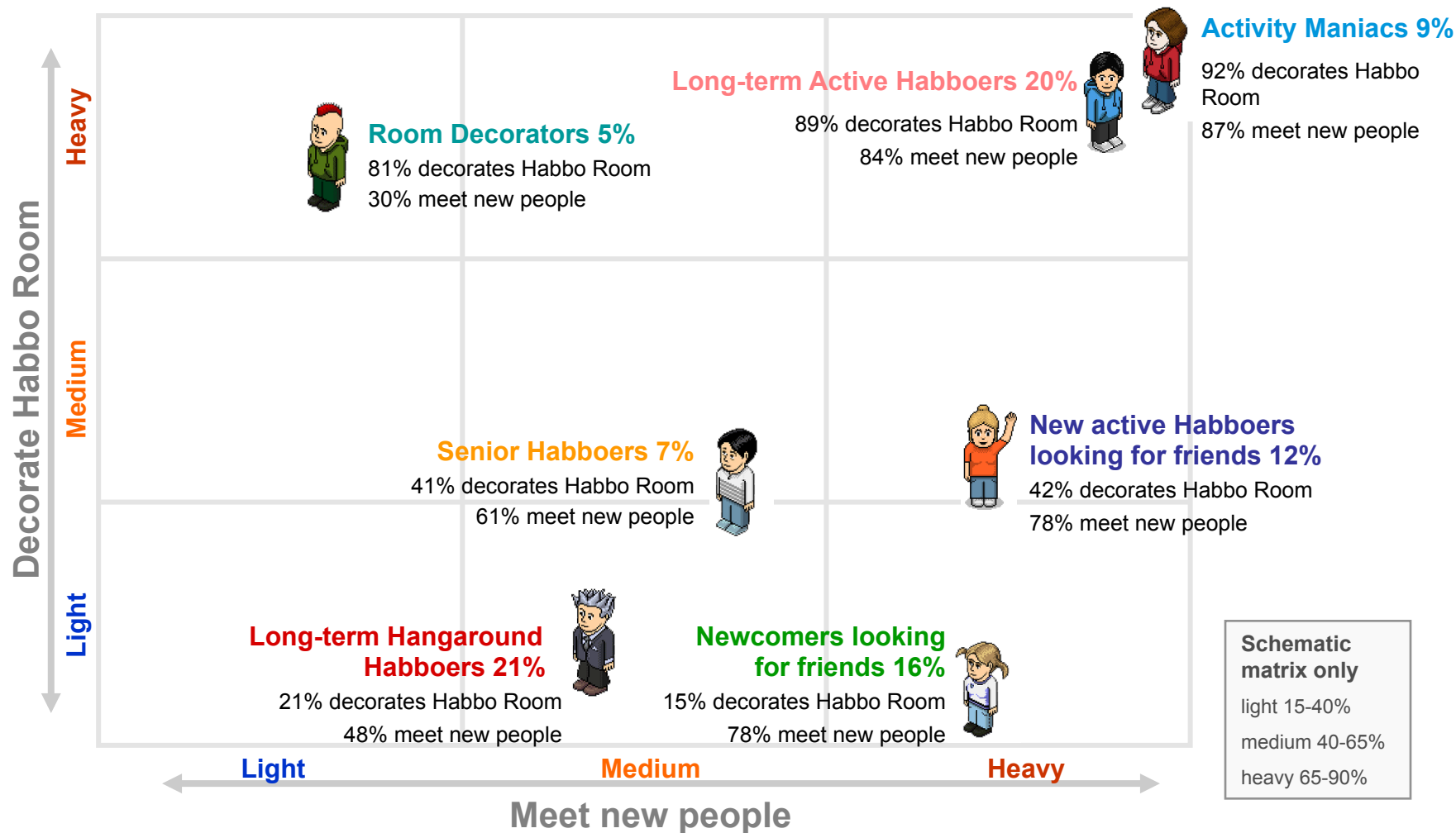
Cluster Size

Small	0-9%
Medium	10-20%
Large	21-40%

Key User Groups – usage matrix



Key User Groups – activity matrix



Key User Groups

Summary

The users of Habbo Hotel services were grouped into seven different user groups; Long-term Hangaround Habboers , Long-term Active Habboers, Newcomers looking for friends, New active Habboers looking for friends, Activity maniacs, Senior Habboers and Room Decorators. The "Long-term Hangaroun Habboers" and the "Long-term Active Habboers" are the largerst user groups all Habbo Hotel services together.

"Long-term Hangaround Habboers" are the heavy users of Habbo Hotel. This group is characterised by active interaction with friends who they already know and they spend in Habbo Hotel several hours in a row. Other Habbo Hotels in different countries are familiar to this group and they are mainly chat oriented users who do not actively participate different activities, play games or decorate room, although majority of them have a room and have bought Habbo coins. Common factor for this group is that they participate less different activies and meeting new people isn't so important.

"Long-term Active Habboers" are dominated by active interaction with other people and participation almost everything. Their relationship with the service is very loyal - they visit the service every day and spend there several hours in a row. Everyone in this group has a room of their own (which they love to decorate) and meet new people – almost everyone has got new friends. This group visits also other Habbo Hotels in different countries, exchanges most furnitures and also unlike other groups arranges games and competitions.

Key User Groups

Summary

"Newcomers looking for friends" have shorter history of visiting Habbo Hotel and they clearly visit the Habbo Hotel less frequently and spend less time online than the other user groups. In Habbo Hotel they get to know new people but don't decorate their rooms or participate in other activities as readily as others. Majority haven't visited other Habbo Hotels in different countries and every fourth of them doesn't own a room.

"New active Habboers looking for friends" visit Habbo Hotel more frequently than "Newcomers looking for friends" and they also decorate their rooms more actively and participate on different activities, although majority haven't bought Habbo coins.

"Activity Maniacs" relationship with the site is not yet as loyal as "Long-term Active Habboers" since majority of them have visited the service for the first time less than 6 months ago but this group is definitely hyper active to participate in different activities, decorate rooms, getting to know new people and especially playing games and taking care of pets - unlike other groups. Together with "Long-term Active Habboers" this group organize games and competitions themselves.

"Senior Habboers" are the eldest users of the Habbo Hotel. This group visits the Habbo Hotel less frequently and like most getting to know new people. Half of this group has history of buying Habbo coins.

"Room Decorators" are clearly more concentrate to decorating rooms than chatting with new people. For this group friends are made for exchanging furnitures.

Habbo Hotel Online research

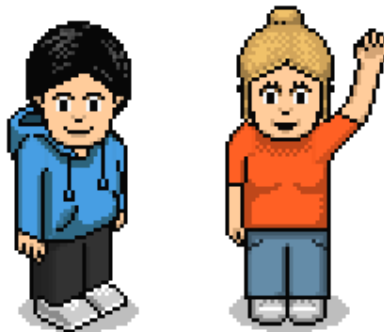
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The Segmentation Procedure

The sample was divided into segments so that members of one segment are very similar to each others but significantly different from the members of other segments.

The segmentation procedure is as follows:

- Recoding of variables into 113 dimensional space
- Data cleaning (too quick, dominantly empty and non-informative answers removed)
- Data scaling (each recoded variable was normalised to zero mean and unit variance)
- Selection of subspace projection (113 dimensional space was projected into 33 dimensional subspace, i.e., the 33 variables describing visiting behavior)
- Factor analysis (Principal Components, rotation with varimax criterion, 11 dominant factors determined)
- Segmentation (Cluster analysis, city block distance, center of gravity criterion, hierarchical clustering, seven dominant segments determined)