ICANN
GLOBAL REGISTRANT SURVEY

SEPTEMBER 2015

BACKGROUND

- ICANN's New gTLD Program was developed as part of a community-driven policy development process that spanned several years and aims to **enhance competition** and **consumer choice** for both registrants and Internet users.
- To assess the current TLD landscape, as well as measure factors such as awareness, experience, choice, and trust with new gTLDs and the domain name system in general, audience tracking research was implemented among two groups:
  - Global online **consumer end-users** (including prospective registrants)
  - Global domain name **registrants**

This report focuses on wave 1 results among the Registrant Segment. Wave 1 results among the Consumer Segment were published in May 2015. A second comparison wave will be conducted in approximately a year's time and will provide a set of comparison data.

METHODOLOGY

Qualifying criteria

- Adults 18+
- Registered a domain name
- Primary decision maker

Total of **3357 Registrants**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 17 languages

- Countries: United States, Canada, Mexico, Argentina, Brazil, Colombia, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, British English, Bahasa

Significance testing is performed at a 95% confidence level throughout this report:

- Letters denote where a region is significantly higher than the region whose column is marked with that letter
- Green and red circles denote where a region is significantly ● higher or ● lower than the Total

ONLINE SURVEY
February 19-May 15, 2015 (ICANN Sample)
August 5-13, 2015 (Nielsen Sample)

SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

DATA COLLECTION

- Data was collected in two phases.
- The first phase, conducted 19 February – 15 May 2015 using samples provided by ICANN, produced 768 total completes.
  - In 2014, NORC at the University of Chicago was commissioned by ICANN to conduct a pilot study on WHOIS accuracy rates. ICANN worked with NORC to design a random sampling methodology that produced the sample that was used in the Pilot Study. This same sample was sent to Nielsen for the registrant survey.
  - Due to low response rates, Nielsen requested an additional sample per country from ICANN.
  - The second sample provided was obtained from a contracted service provider for purposes of completing a consumer survey in support of the upcoming Competition, Consumer Trust, and Consumer Choice review process. This sample was drawn from WHOIS records according to the estimated target numbers for each country provided by Nielsen. These WHOIS records were parsed and sorted by the country code for the registrant.
- Response rates remained too low to complete data collection and between 5-13 August 2015, Nielsen utilized its consumer panel and sample partners in order to obtain the remaining completes by country, which produced 2589 completes in total.
- All respondents were screened to ensure they were 18+, had ever registered a domain name, were at least a partial decision maker in domain registration decisions, were aware of the purpose of the domain name, and in which TLDs names had been registered.

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SUMMARY OF HIGH LEVEL FINDINGS

AVERAGE AWARENESS AND VISITATION

The new gTLDs have room to grow with registrants

In general, registrants appear to be more engaged and have higher levels of awareness for the less common gTLDs, as compared with consumers in general, but visitation is still relatively low.

LEGACY gTLDs	TOTAL	
AVERAGE AWARENESS (%)		
High	81%	(75%-92% across regions)
Moderate	52%	(45%-69% across regions)
Low	19%	(14%-22% across regions)
Geographically Targeted TLDs	85%	(74%-98% across country)
AVERAGE VISITATION (%)		
High	75%	(68%-88% across regions)
Moderate	35%	(29%-42% across regions)
Low	8%	(6%-10% across regions)
Geographically Targeted TLDs	80%	(59%-98% across country)

High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

NEW gTLDs	TOTAL	
AVERAGE AWARENESS (%)		
Generic Extensions	23%	(12%-33% across regions)
Geographically Targeted TLDs	22%	(7%-33% across country)
AVERAGE VISITATION (%)		
Generic Extensions	16%	(7%-25% across regions)
Geographically Targeted TLDs	14%	(8%-19% across country)

Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

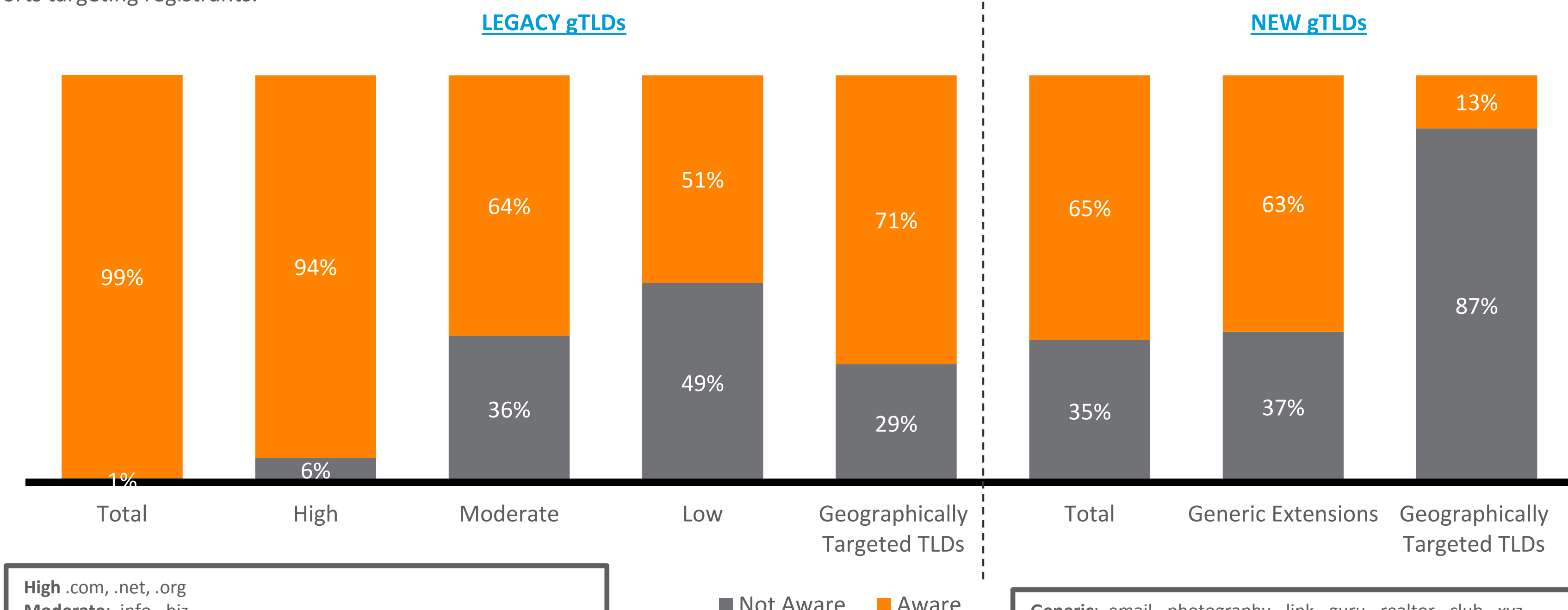
AWARENESS OF gTLDs

Traditional extensions clearly lead awareness

Registrant awareness levels of these top gTLDs is very close to the consumer levels.

Registrant familiarity with newer gTLDs however is substantially higher than among consumers

Awareness is a full 20 points above consumer levels, indicating the news has spread more quickly to the registrant base – possibly due to the marketing efforts targeting registrants.



High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

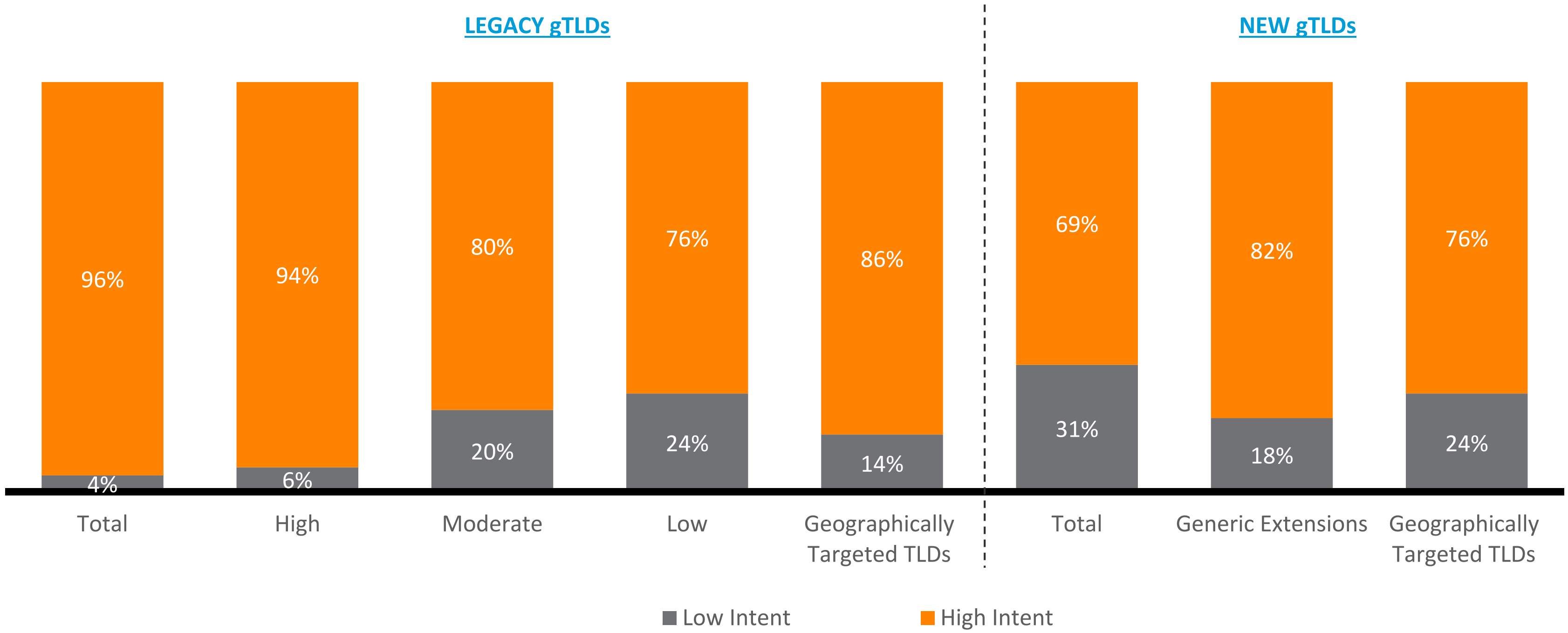
Generic: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

INTENT TO VISIT AMONG THOSE AWARE

Awareness generally translates to visitation

When we look at the relationship between awareness and visitation, we see relatively few registrants who are aware of a gTLD but who have low intent to visit it—very similar to consumers—the difference between the two groups appears to be more in awareness—once aware, visitation levels are similar.



TRUST IN gTLDs

Lack of familiarity appears to limit trust in both audiences

Relative to the top-tier legacy gTLDs, or to the industry in general, the reference set of new gTLDs has relatively lower trust levels and this is consistent between consumers and registrants--the unfamiliar is perceived at least as unproven, translating to less trustworthy.

Trust can be improved by having some level of purchase restrictions

Just as we saw with consumers, despite registrants being slightly less likely to favor purchase restrictions, they acknowledge that those restrictions do improve the level of trustworthiness.

But registrants are even more likely to modify their online behavior

Greater familiarity and awareness not withstanding, more registrants say they alter their online behavior than general online consumers—being more savvy goes hand in hand with a level of caution.

LEGACY gTLDs	TOTAL	
AVERAGE TRUST (T2B%)*		
Legacy Extensions	91%	(87%-96% across regions)
Geographically Targeted TLDs	93%	(84%-100% across country)

NEW gTLDs	TOTAL	
AVERAGE TRUST (T2B%)*		
New Extensions	52%	(42%-57% across regions)
Geographically Targeted TLDs	58%	(26%-69% across country)

Legacy: .com, .net, .org

New: .email, .photography, .link, .guru, .realtor, .club, .xyz

Geographically Targeted: based on only those shown in that region

*T2B% = % who say very/somewhat trustworthy

TRUST IN THE DOMAIN NAME INDUSTRY

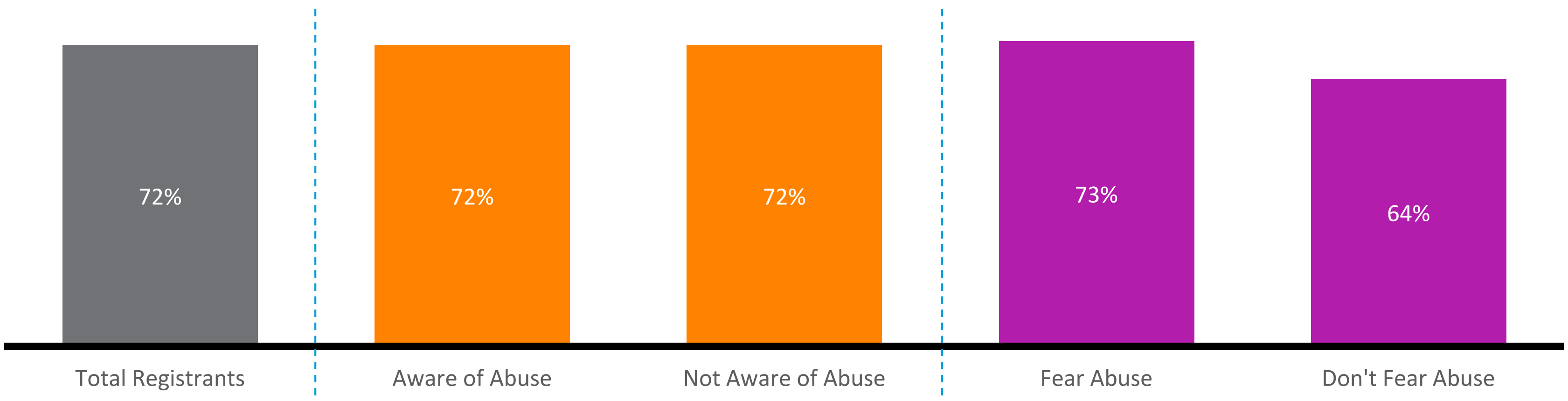
Despite having experienced more bad behavior, registrant perspectives mirror consumers

Registrants report more personal experience with online bad-behaviors like phishing, spamming and cybersquatting, however they have less fear about these effects. This is coupled with the acknowledgement that they have altered their online behavior in response to these bad actions.

Nonetheless, fear is still strong

While they have less fear than the general population, the level of fear is still strong ,and the best approach to take to avoid problems is not always apparent even to the more savvy registrant group. However, trust in the domain industry remains as high or higher relative to consumers. The responsibility for resolving bad behaviors is generally seen to lie with various types of law enforcement or consumer protection groups.

TRUST IN DOMAIN NAME INDUSTRY



Total: Scores are an average of the % who said they trust entities (very/somewhat trustworthy) that offer domain names to:
Take precautions regarding who gets a domain name
Give consumers what they think they're getting
Screen individuals/companies who register for certain special domain names

Aware/Not Aware: Trust among those Aware or Not Aware of any internet abuse

Fear Abuse/Don't Fear Abuse: Trust among those are Very/Somewhat scared vs Not of any internet abuse

SUMMARY AND NEXT STEPS

- **Recap Phase 1**: Separate **Consumer** and **Registrant** surveys were conducted in 2015 covering 24 countries in Asia, Europe, Africa, North America, and South America. A total of 6144 consumers and 3357 Registrants were surveyed.
- Phase 2 to begin one year after interviewing was completed for each study:
  - **Consumer**: February 2016
  - **Registrants**: August 2016
- **The findings will be shared** with ICANN's Competition, Consumer Trust and Consumer Choice Review Team for consideration as part of their review of the new gTLD Program.
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UNDERSTANDING OF AND EXPERIENCE WITH LEGACY gTLDs

KEY TAKEAWAYS – LEGACY gTLDs

This section focuses on legacy gTLDs, exploring registrant perceptions in the established domain extension space. Also creating a base of knowledge to interpret findings relative to the new gTLDs and understanding DNS changes.

1 Registrants appear more informed and active

Across the board registrants appear to have higher levels of awareness and are more likely to have visited or plan to visit the less common gTLDs, as well as to engage in behaviors like trying to find out who created a website.

2 But perceptions and motivations are in line

Like the general consumer space, registrants are motivated to visit by a sense of need, the expectation that the site will have valuable information, and that it feels legitimate. And, just like consumers, they perceive the legacy gTLDs to be useful and legitimate.

3 However, still a gap in knowledge

If there is suspicion that a website is being improperly operated, even a large percentage of registrants are unsure about who to turn to. Those in Asia are most confident—they would contact the website owner.

4 Generally, registrant responses similar to consumers

These patterns aside, the major conclusions about legacy gTLDs are the same for registrants and consumers:

- The top three gTLDs, and especially .com, are far above the other legacy gTLDs in awareness and visitation
- Purchase restrictions are a little less popular among registrants, but there is still a strong sense that purchase restrictions increase the trustworthiness of domains.
- Country level names are widely seen as trustworthy and are frequently visited in their respective countries.
- Interest in lesser known extensions is higher outside North America and Europe.

AWARENESS OF DOMAIN EXTENSIONS

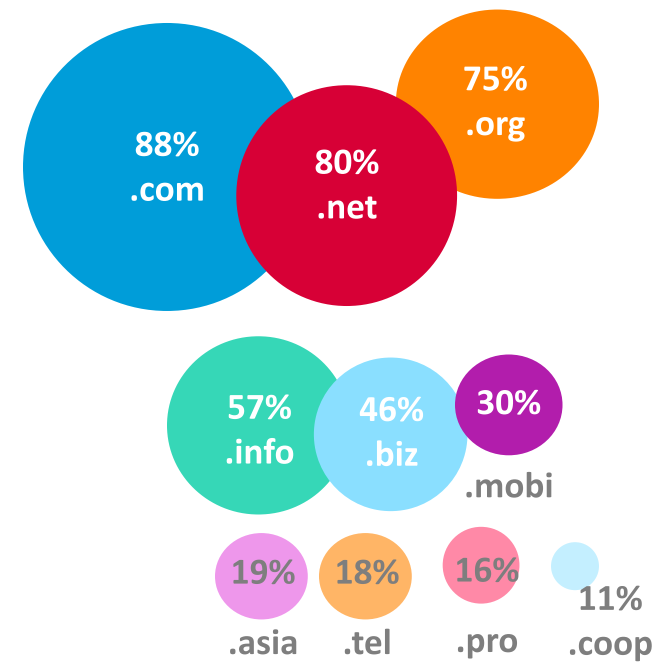
Nearly all registrants are aware of common legacy extensions - .com, .net, and .org. And there is moderate awareness of .info and .biz.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	**100% BCDE** 🟢	**99%**	**99%**	**98% A**	**99%**
.com	94% BCE 🟢	88%	87%	91% E	86% 🔴
.net	92% BCDE 🟢	80% E	82% E	81% E	75% 🔴
.org	91% BCDE 🟢	80% E 🟢	81% E 🟢	83% E 🟢	64% 🔴
.info	70% BCDE 🟢	57% E	63% BE 🟢	60% E	50% 🔴
.biz	68% BCDE 🟢	32% 🔴	53% BE 🟢	53% BE 🟢	39% B 🔴
.mobi	40% BCE 🟢	22% 🔴	29% BE	46% BCE 🟢	24% 🔴
.asia	22% BD	11% 🔴	18% BD	13% 🔴	23% BCD 🟢
.tel	20% BD	13% 🔴	22% BD 🟢	11% 🔴	19% BD
.pro	18% BD	9% 🔴	19% BD	10% 🔴	18% BD 🟢
.coop	11% D	13% D	15% DE 🟢	5% 🔴	11% D

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

TOTAL AWARENESS BY DOMAIN EXTENSION – TOTAL

99% Aware of Any



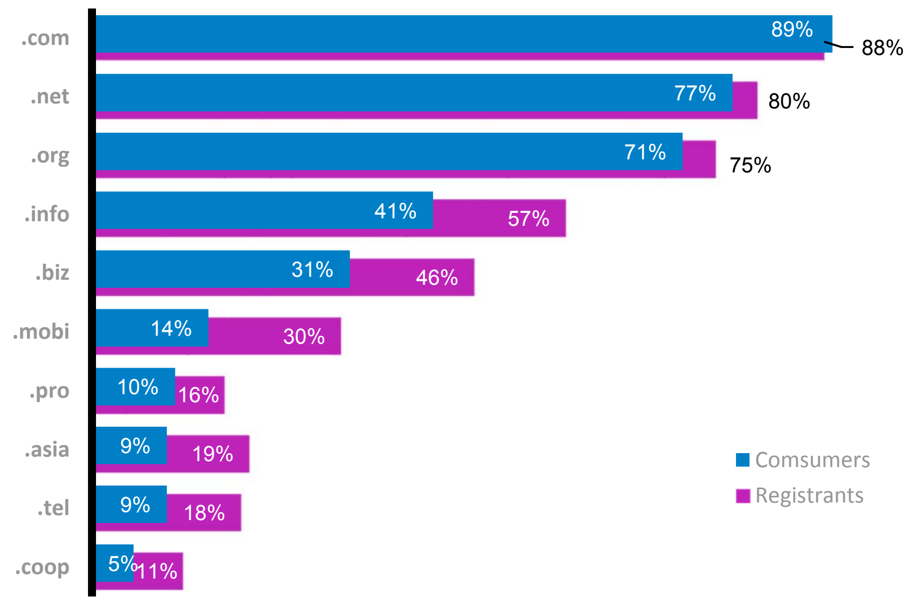
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

AWARENESS OF LEGACY gTLDs – CONSUMERS VS. REGISTRANTS

Registrants report much higher awareness of .info, .biz, and .mobi relative to consumers.

TOTAL AWARENESS BY LEGACY DOMAIN EXTENSION

Consumers - 98% Aware of Any
Registrants - 99% Aware of Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

AWARENESS OF GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS

Registrant awareness of geographically targeted extensions is quite high.

HIGH AWARENESS

74% or more are aware

NORTH AMERICA

.us (United States)
.mx (Mexico)
.ca (Canada)

SOUTH AMERICA

.co (Colombia)
.ar (Argentina)
.br (Brazil)

EUROPE

.it (Italy)
.es (Spain)
.pl (Poland)
.uk (UK)
.fr (France)
.de (Germany)
.tr (Turkey)

AFRICA

.za (South Africa)
.ng (Nigeria)
.eg (Egypt)

ASIA

.jp (Japan)
.ru (Russia)
.id (Indonesia)
.vn (Vietnam)
.cn (China)
.kr (Korea)
.ph (Philippines)
.in (India)

Respondents were shown TLDs targeted to their individual country.

DOMAIN NAME EXTENSIONS VISITED

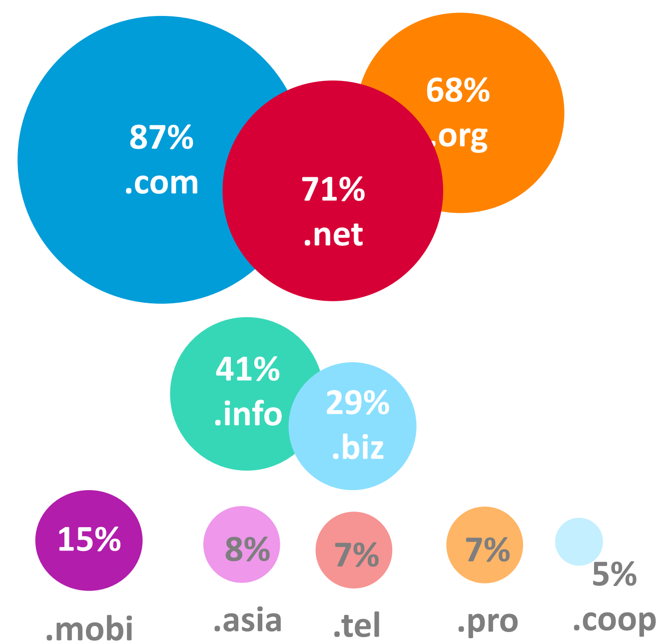
The three most common legacy extensions are highly visited currently by registrants.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Visited any below	**99%**	**100% ACDE**	**99%**	**99%**	**99%**
.com	93% BCE	86%	86%	91% BCE	84%
.net	84% BCDE	71% E	73% E	76% E	65%
.org	87% BCDE	74% E	74% E	79% CE	55%
.info	44% E	39%	49% BE	45% E	37%
.biz	36% BE	19%	34% BE	36% B	25% B
.mobi	16% B	9%	12%	31% ABCE	13% B
.asia	4%	5%	5%	5%	11% ABCD
.tel	4%	6%	7%	5%	9% ABD
.pro	4%	4%	8% ABD	3%	9% ABD
.coop	3% D	6% D	5% D	1%	6% AD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

VISITATION BY DOMAIN EXTENSION - TOTAL

99% Visited Any

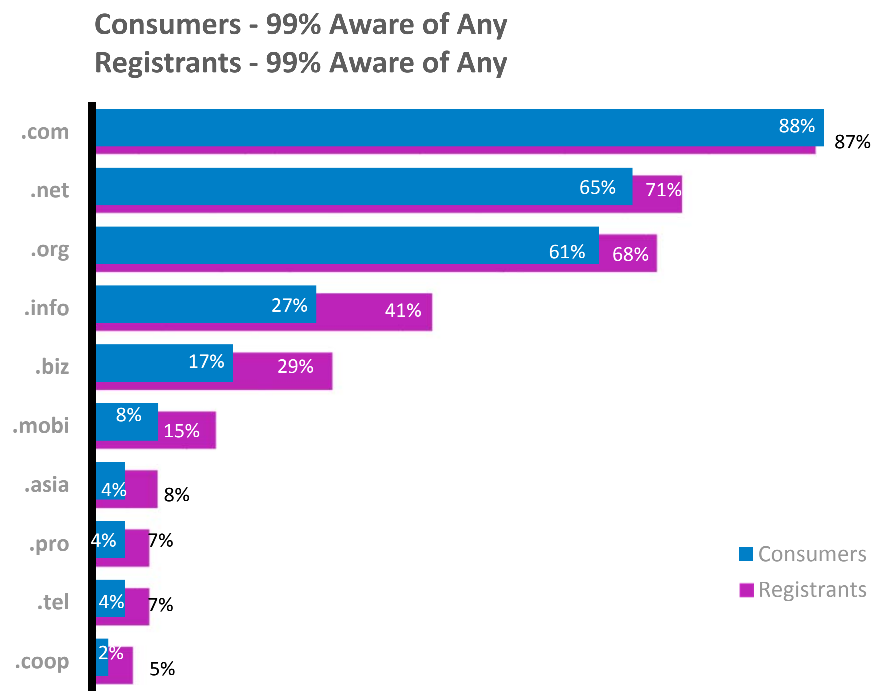


Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LEGACY gTLDs VISITED – CONSUMERS VS. REGISTRANTS

Similar to awareness, registrants report much higher visitation of .info, .biz, and .mobi relative to consumers.

VISITATION BY LEGACY DOMAIN EXTENSION



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS VISITED

The high awareness of the geographically targeted extensions does not translate to visitation for all countries.
With a few exceptions, three-quarters or more of registrants say they visited their geographically targeted extension.

HIGH VISITATION

NORTH AMERICA	SOUTH AMERICA	EUROPE	AFRICA	ASIA
.mx (Mexico) .ca (Canada)	.co (Colombia) .ar (Argentina) .br (Brazil)	.it (Italy) .es (Spain) .pl (Poland) .uk (UK) .fr (France) .de (Germany)	.za (South Africa) .ng (Nigeria)	.vn (Vietnam) .jp (Japan) .kr (Korea) .ru (Russia)
.us (United States)		.tr (Turkey)	.eg (Egypt)	.ph (Philippines) .id (Indonesia) .cn (China) .in (India)

75% or more have Visited

59%-74% have visited

Respondents were TLDs targeted to their individual country.

DOMAIN EXTENSIONS LIKELY TO VISIT IN NEXT 6 MONTHS

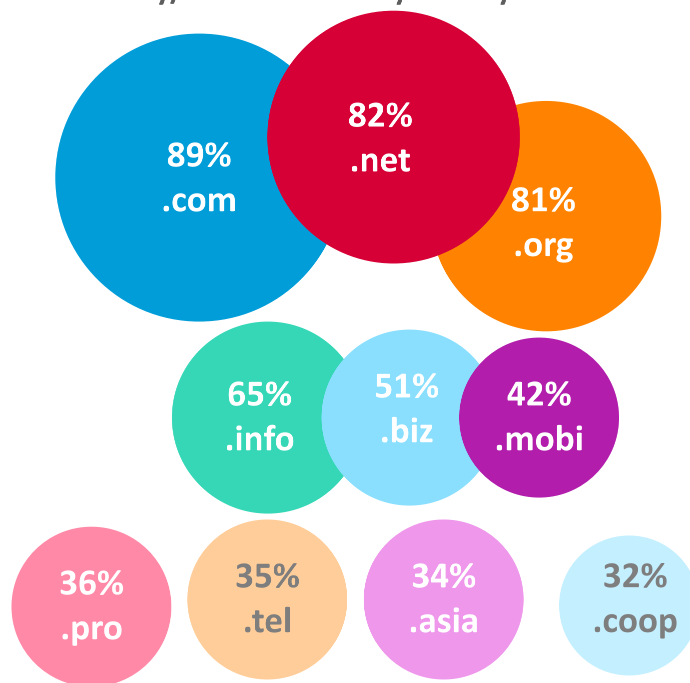
Future intent scores exceed current visitation among registrants. The South American and European regions express lower intent relative to their counterparts.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**98% BC**	**92%**	**94%**	**97% BC**	**97% BC**
.com	93% BC	82%	85%	90% BC	90% BC
.net	86% BC	79%	77%	83% C	84% BC
.org	89% BCE	82% E	77%	86% CE	77%
.info	56%	67% A	65% A	70% A	67% A
.biz	47% B	38%	44%	56% ABC	56% ABC
.mobi	30%	37% A	31%	52% ABC	49% ABC
.pro	20%	31% A	30% A	27% A	46% ABCD
.tel	18%	31% A	28% A	29% A	45% ABCD
.asia	16%	25% A	26% A	25% A	48% ABCD
.coop	16%	31% AD	26% A	21% A	41% ABCD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FUTURE VISITATION BY DOMAIN EXTENSION - TOTAL

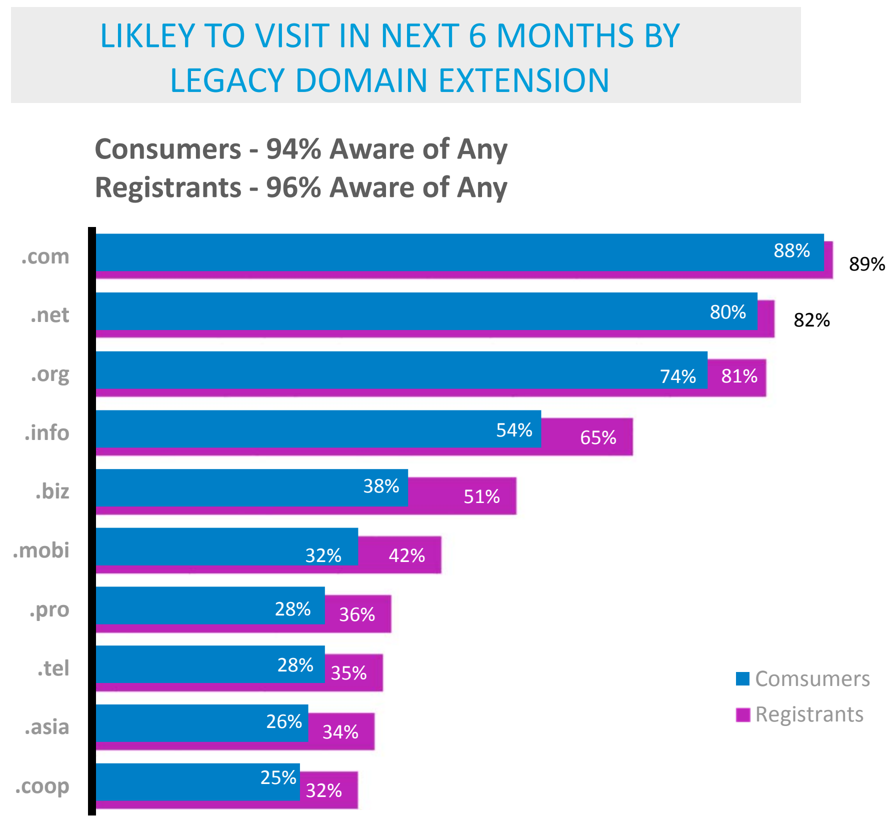
96% Very/Somewhat Likely for Any



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LIKELY TO VISIT IN NEXT 6 MONTHS – CONSUMERS VS. REGISTRANTS

Registrants are not only more aware, they say they are more likely than consumers to visit nearly all legacy gTLDs in the next 6 months than consumers.



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

REASONS VERY LIKELY/UNLIKELY TO VISIT WEBSITE - TOTAL

Top drivers of visitation are largely consistent across extension – familiarity with the type of site being the most notable. Secondary are trust and need.

Reasons likely to visit (among those who said they are likely to visit each extension)

Reasons unlikely to visit (among those who said they are unlikely to visit each extension)

TOTAL	Have never been to this type of website before	Have been to this type of website before	Have no reason to go there	Has information I'm seeking	Don't trust this extension	Trust this extension	Doesn't seem legitimate	Seems legitimate	It's where you go for specific information	Afraid of my information being stolen if I go there	Not afraid of my info being stolen if I go here
.com	6%	54%	15%	47%	8%	47%	5%	37%	35%	14%	21%
.net	11%	54%	24%	41%	9%	41%	11%	33%	29%	13%	20%
.org	17%	52%	29%	42%	14%	46%	7%	36%	35%	14%	21%
.info	32%	44%	41%	39%	13%	33%	12%	29%	31%	10%	16%
.biz	39%	40%	43%	34%	18%	27%	14%	25%	27%	12%	16%
.mobi	45%	36%	45%	27%	18%	25%	14%	26%	25%	11%	16%
.tel	46%	29%	48%	28%	17%	26%	15%	27%	26%	11%	16%
.pro	49%	29%	47%	25%	16%	31%	15%	30%	23%	12%	19%
.coop	48%	27%	47%	23%	18%	29%	17%	25%	24%	13%	17%
.asia	48%	24%	49%	28%	19%	25%	13%	27%	25%	14%	16%

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION OF LEGACY gTLDs FOR OWN WEBSITE

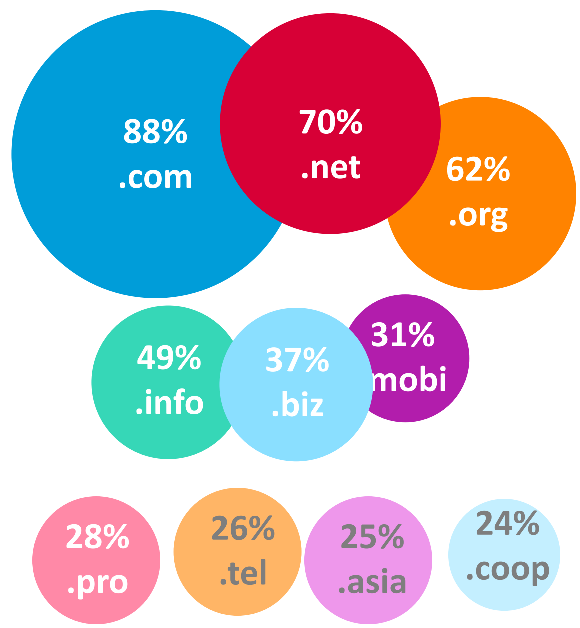
Registrants in North America, South America, and Europe said they are less likely to consider setting up a website in one of the less common extensions - as opposed to registrant in Africa and Asia who are more willing.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**97% BC**	**95%**	**95%**	**98% BC**	**96%**
.com	91% BC	86%	81%	94% BCE	89% C
.net	64%	64%	63%	73% ABC	75% ABC
.org	62%	57%	57%	70% ABCE	62% BC
.info	35%	42%	44% A	54% ABC	55% ABC
.biz	26%	26%	28%	45% ABC	45% ABC
.mobi	20%	25%	22%	34% ABC	39% ABC
.pro	17%	22% A	23% A	18%	39% ABCD
.tel	11%	22% A	18% A	20% A	37% ABCD
.asia	8%	18% AD	17% AD	12% A	38% ABCD
.coop	10%	21% AD	19% A	14% A	34% ABCD

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PURCHASE CONSIDERATION BY DOMAIN EXTENSION - TOTAL

96% Likely for Any



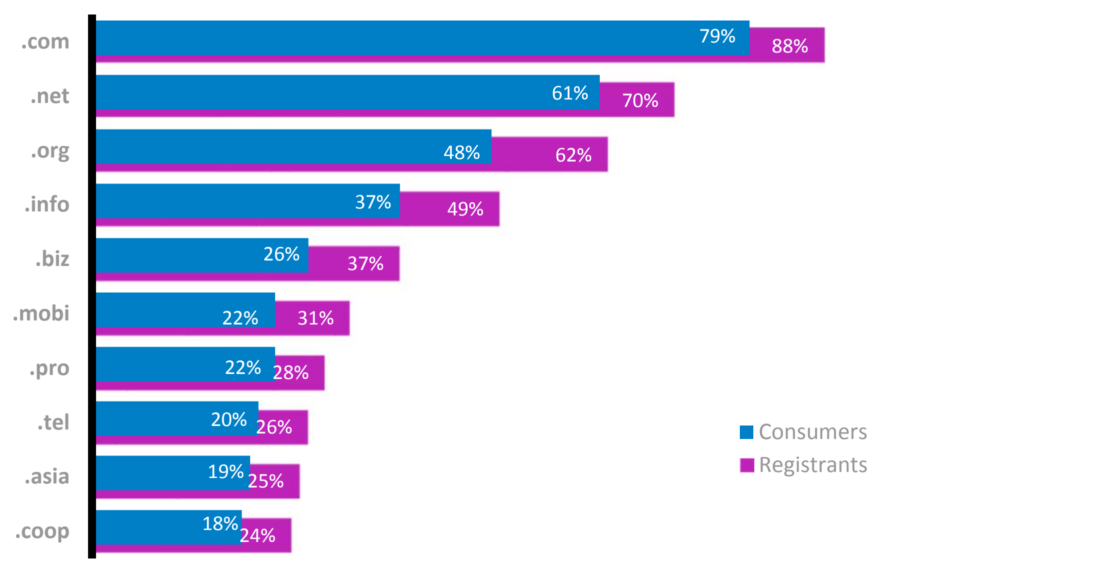
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION FOR OWN WEBSITE – CONSUMERS VS. REGISTRANTS

Registrants are also more likely to consider using the less common gTLDs when setting up their own websites relative to consumers, but the biggest difference in willingness to purchase a new gTLD between registrants and consumers is among the most common gTLDs.

CONSIDERATION BY LEGACY DOMAIN EXTENSION

Consumers - 88% Aware of Any
Registrants - 96% Aware of Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

DOMAIN EXTENSION TRUSTWORTHINESS

As would be expected, the common extensions, such as .com and .org, are highly trusted across all regions.

By country, three-quarters or more trust their geographically targeted extension as well.

70% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.mx
.ca
.us

SOUTH AMERICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.ar
.co
.br

EUROPE

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.pl .es
.de .uk
.it .tr
.fr

AFRICA

General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.ng
.za
.eg

ASIA

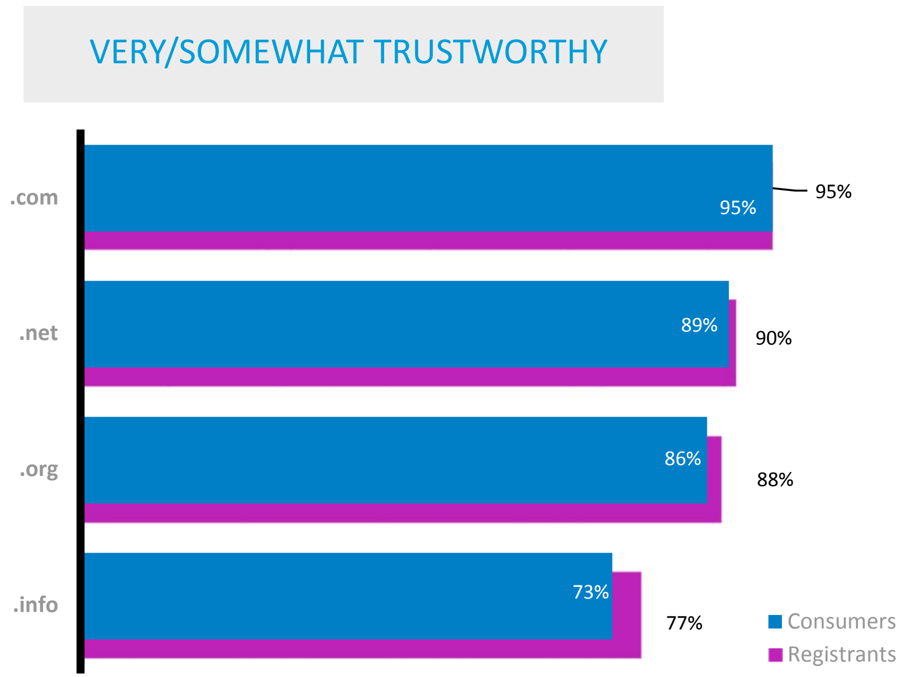
General Extensions
.com
.org
.net
.info

Geographically Targeted Extensions
.id .vn
.ph .cn
.in .jp
.ru .kr

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LEGACY gTLD TRUSTWORTHINESS – CONSUMERS VS. REGISTRANTS

Registrants express slightly higher trust levels with some legacy gTLDs relative to consumers.



Registrants

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LEGACY gTLD EXPERIENCE

Very few negative user experiences are reported for any extension within any region.

75% or more had Very/Somewhat Positive experience with extension

NORTH AMERICA

General Extensions

.com
.org
.net
.info
.mobi
.pro
.coop

Geographically Targeted Extensions

.mx
.ca
.us

SOUTH AMERICA

General Extensions

.com
.org
.net
.info
.mobi
.tel
.pro
.coop

Geographically Targeted Extensions

.co
.br
.ar

EUROPE

General Extensions

.com
.org
.net
.info
.biz
.mobi
.tel
.pro
.asia
.coop

Geographically Targeted Extensions

.it
.tr
.de
.pl
.uk
.es
.fr

AFRICA

General Extensions

.com
.org
.net
.info
.biz
.mobi
.tel

Geographically Targeted Extensions

.za
.eg
.ng

ASIA

General Extensions

.com
.org
.net
.info
.biz
.mobi
.tel
.pro
.asia
.coop

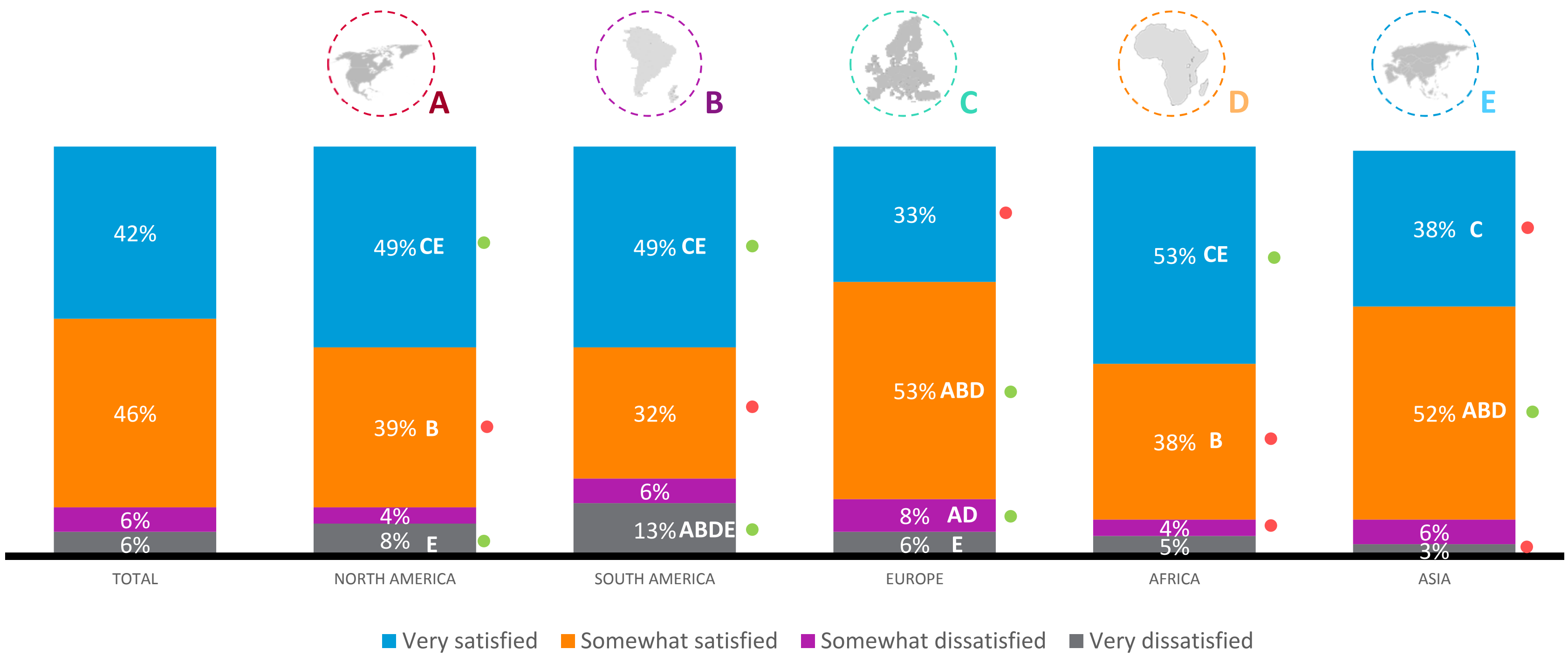
Geographically Targeted Extensions

.ph
.id
.vn
.kr
.ru
.in
.jp
.cn

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Only those with base over 30 reported

SATISFACTION WITH LEGACY gTLDs

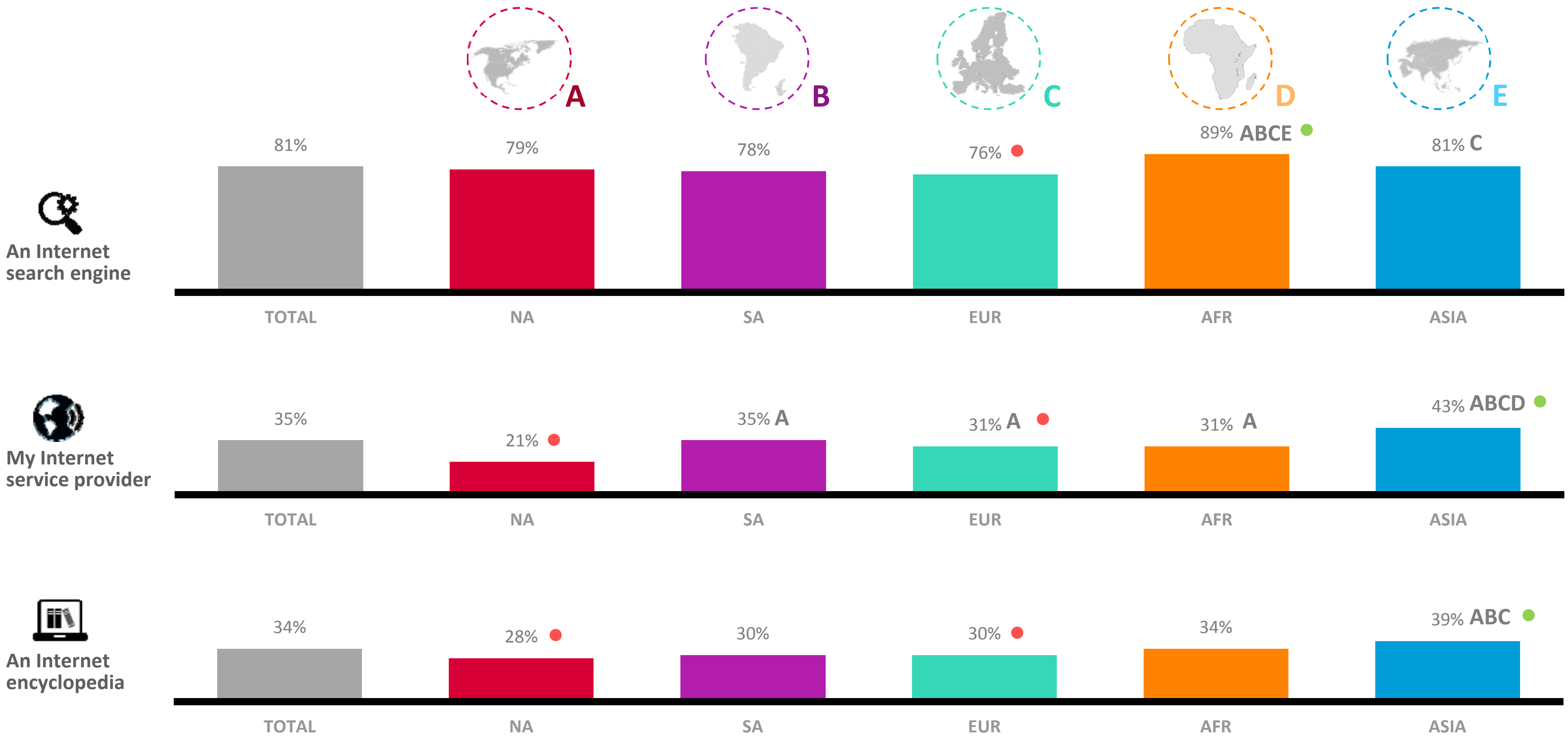
Most registrants report being at least somewhat satisfied with the legacy gTLDs shown in the survey.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PREFERRED SOURCES FOR MORE INFORMATION

Internet search is by and large the primary means registrants would use to learn more about domain name extensions—Internet service providers a slightly stronger resource for registrants over consumers.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

PERCEPTIONS OF LEGACY gTLDs – CONSUMERS VS. REGISTRANTS

Perceptions of the legacy gTLDs between consumers and registrants is largely aligned.

	CONSUMERS	REGISTRANTS
Useful	84%	86%
Informative	83%	83%
Practical	81%	83%
Helpful	81%	82%
Trustworthy	80%	80%
Technical	75%	75%
For People Like Me	75%	77%
Interesting	72%	73%
Innovative	67%	66%
Cutting Edge	63%	63%
Exciting	55%	57%
Overwhelming	46%	46%
Extreme	45%	48%
Unconventional	38%	41%
Confusing	29%	30%

gTLD RESTRICTIONS

Few registrants feel that strict purchase restrictions should be required on these TLDs.

Strict purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	18%	8%	13% A	12% A	21% ABC	23% ABC
.info	15%	12%	14%	13%	17% AC	17% AC
.net	14%	9%	13%	9%	16% AC	18% ABC
.org	24%	27% C	28% C	18%	23%	24% C

Some purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	33%	25%	27%	31% A	29%	39% ABCD
.info	43%	37%	42%	39%	39%	47% ACD
.net	39%	32%	34%	36%	37%	45% ABCD
.org	41%	38%	35%	40%	39%	44% AB

No purchase restrictions should be required	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	49%	67% BCDE	60% DE	55% DE	49% E	38%
.info	41%	49% E	44% E	47% E	43% E	35%
.net	45%	58% DE	53% E	53% E	46% E	36%
.org	34%	33%	36% E	40% CE	38% E	31%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LEGACY gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

Overall, registrants are slightly more opposed to restrictions, relative to consumers.

Strict purchase restrictions should be required	Consumers	Registrants
.com	19%	18%
,net	16%	14%
.info	16%	15%
.org	25%	24%

Some purchase restrictions should be required	Consumers	Registrants
.com	40%	33% ↓
,net	47%	39% ↓
.info	49%	43% ↓
.org	44%	41% ↓

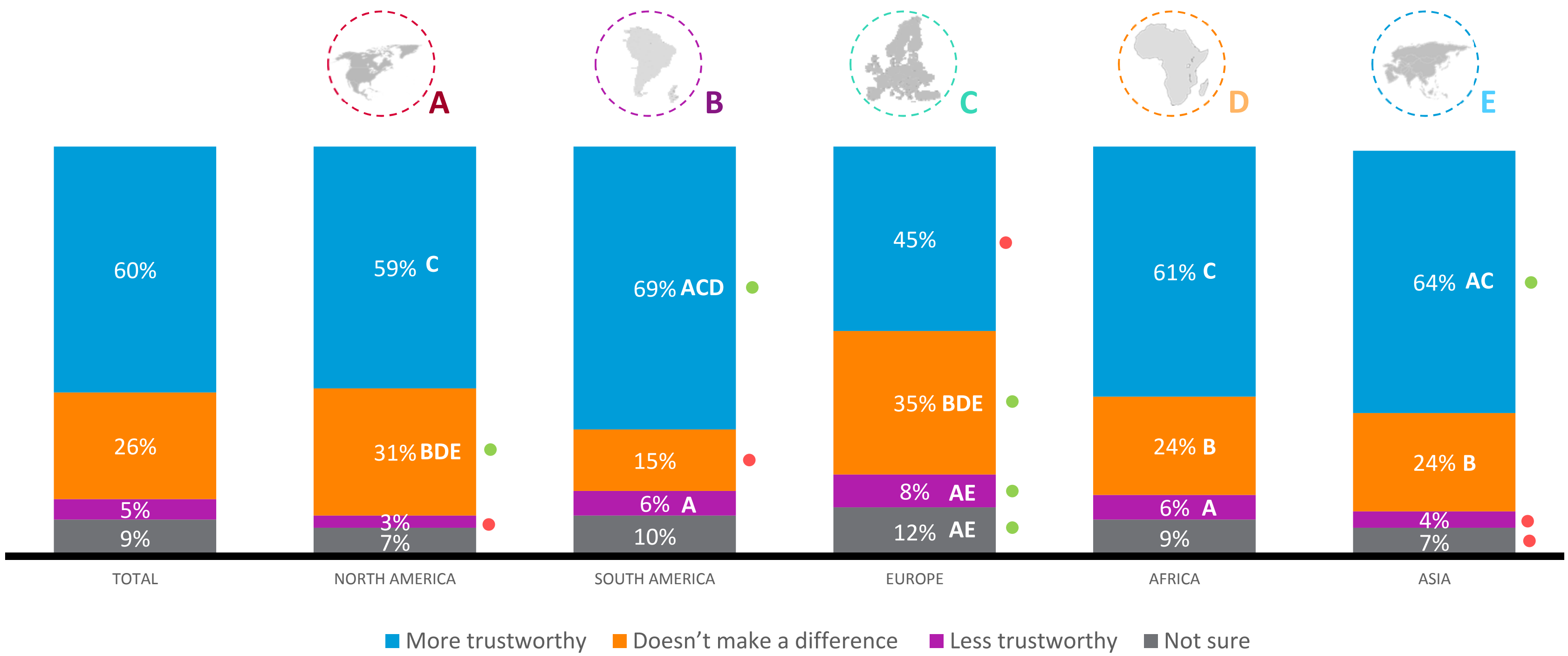
No purchase restrictions should be required	Consumers	Registrants
.com	41%	49% ↑
,net	38%	45% ↑
.info	36%	41% ↑
.org	31%	34% ↑

Registrants significantly Higher ↑ Lower ↓ than Consumers

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

IMPACT OF PURCHASE RESTRICTIONS ON TRUST

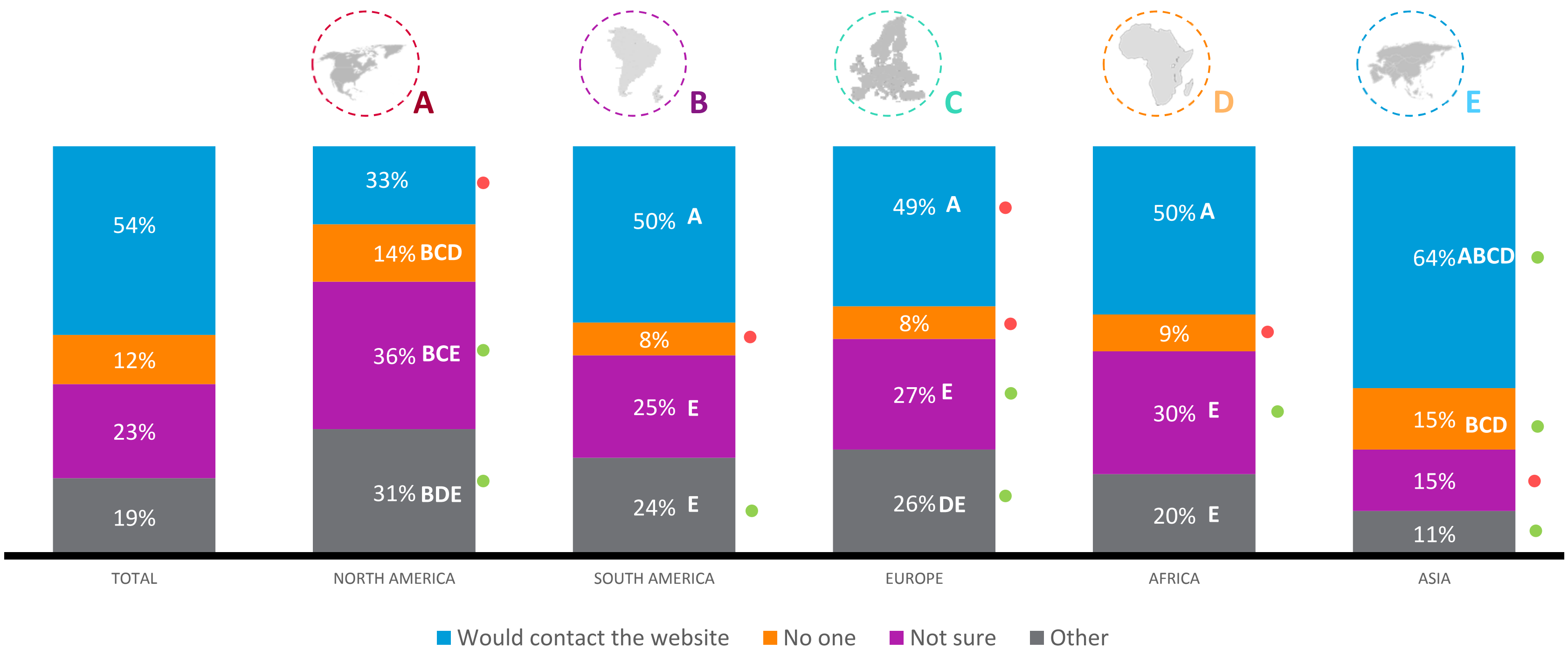
It is clear that having some purchase restrictions does contribute to a sense of trust around the globe, especially among registrants in South America, Africa, and Asia. Registrants globally are more likely to say restrictions improve trustworthiness, but this is particularly strong in North America.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

REPORTING SITE ABUSE

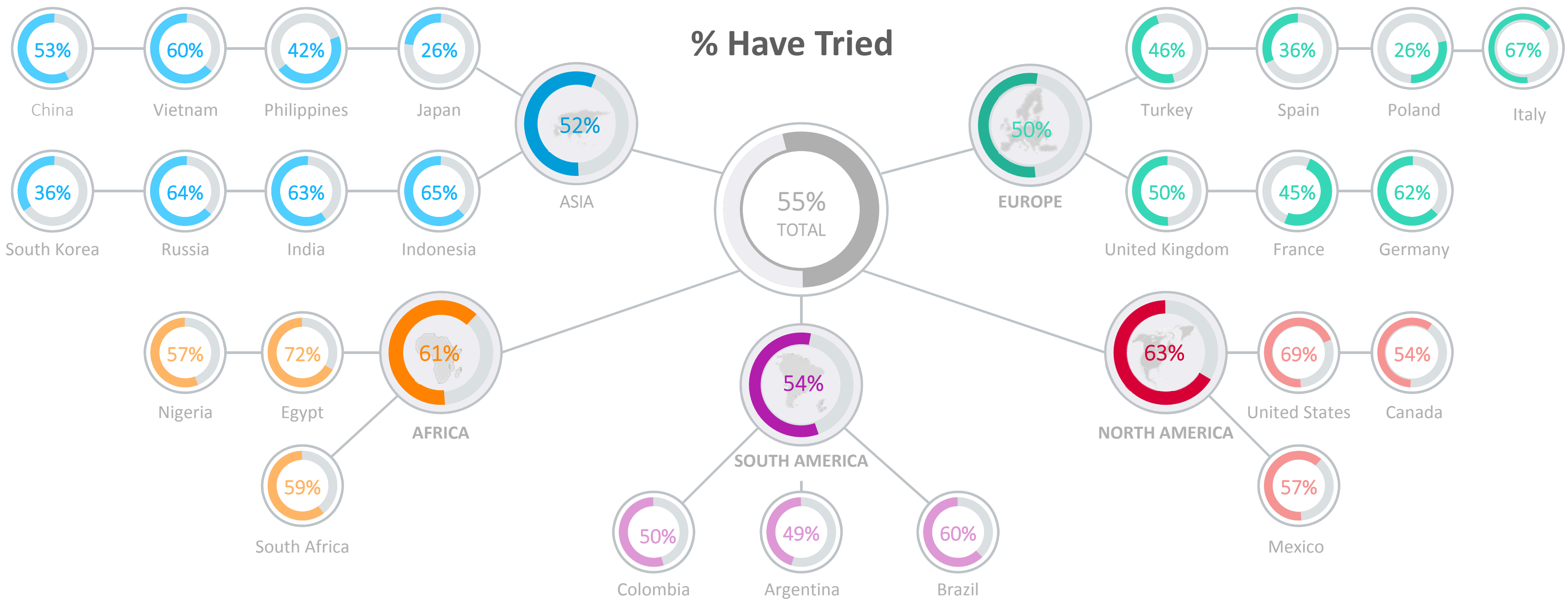
Like consumers, many registrants are unsure of how they would report an improperly run site. Registrants in Asia are more inclined to contact the website than respondents in other regions. Other cited options include the police or authorities.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

IDENTIFYING WEBSITE CREATORS

About half of registrants have tried to identify the creator of a website. When asked how they did so, the most common specific mention is WHOIS (22%), while some form of Internet search is mentioned by 28%.



AN UNCOMMON SENSE OF THE CONSUMER™

UNDERSTANDING OF AND EXPERIENCE WITH NEW gTLDs

KEY TAKEAWAYS – NEW gTLDs

This section is focused on registrant perceptions and experience with newer gTLDs. In addition to exploring levels of awareness and visitation, intent to visit and what affects this willingness, we also look at factors related to purchasing domain names in new extensions.

1 **Overall, new gTLDs are slightly stronger with registrants**

In contrast with the larger consumer sample, registrants show a slightly more informed profile, with higher awareness and generally strong consideration and visitation of the new gTLDs.

2 **Trust and Relevance remain key**

The ability to trust the legitimacy of the domain is as key for registrants as for consumers. However, registrants are a bit less willing to accept purchase restrictions to help ensure this position.

3 **New gTLDs are generally viewed positively, on par or better than consumers**

Positive associations like "innovative" and "helpful and consistent" are slightly stronger with registrants than consumers, while there is no increase in the perception of "confusing". This fits with a general pattern that registrants are willing to embrace many of the new gTLDs.

AWARENESS OF NEW gTLDs

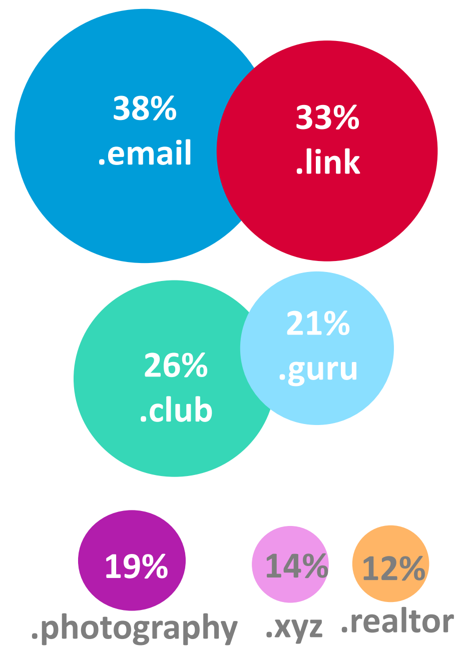
Two-thirds of registrants are aware of at least one new gTLD.
Asia and South America report heightened awareness relative to registrants in North America, Europe, and Africa.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Aware of any below	59%	66% ACD	58%	58%	70% ACD
.email	33%	42% AD	35%	33%	41% ACD
.link	22%	43% ACDE	24%	35% AC	37% AC
.club	24% D	25% D	22%	17%	30% ACD
.guru	29% BCE	22% C	15%	24% C	20% C
.photography	23% CD	19%	17%	14%	20% D
.xyz	12%	10%	13%	9%	17% ABCD
.realtor	28% BCDE	5%	7%	6%	12% BCD

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

TOTAL AWARENESS BY NEW DOMAIN EXTENSION – TOTAL

65% Aware of Any

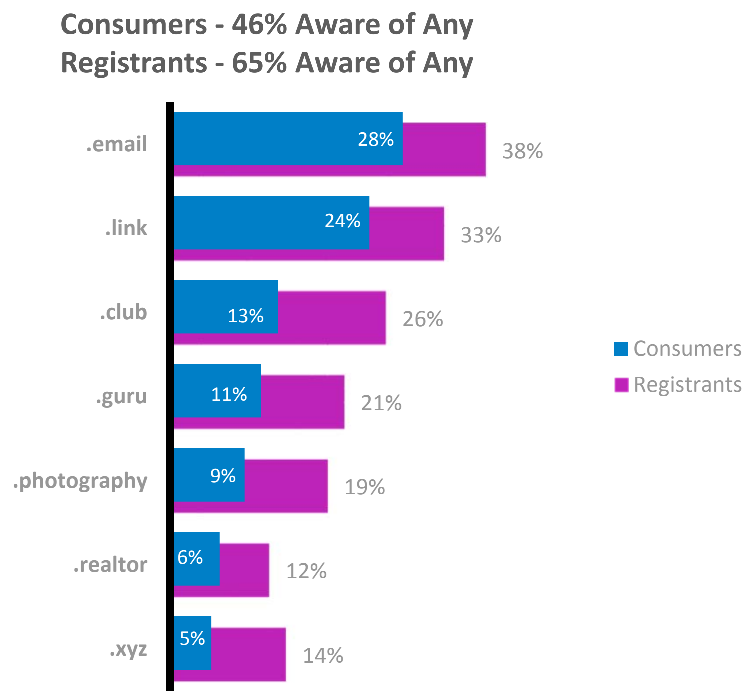


Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

AWARENESS OF NEW gTLDs – CONSUMERS VS. REGISTRANTS

Registrants are significantly more attuned to new gTLDs overall than consumers.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

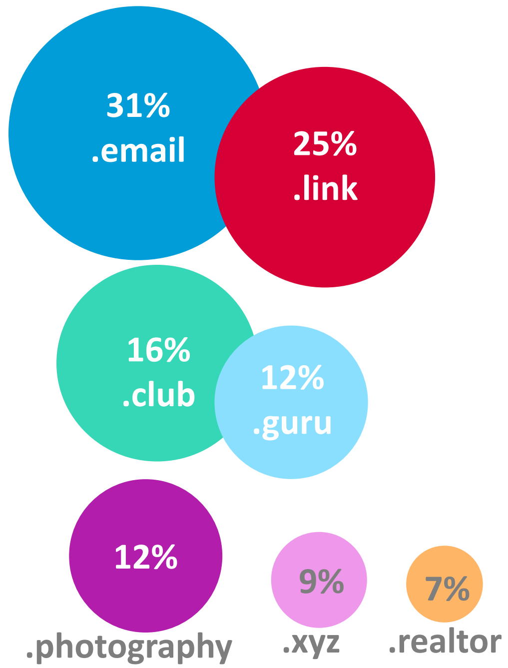
NEW gTLDs VISITED

Visitation of any new gTLDs in South America and Asia is notably higher than other regions.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Visited any below	**38%**	**64% AC**	**47% A**	**59% AC**	**77% ABCD**
.email	14%	35% AC	25% A	27% A	38% ACD
.link	12%	32% AC	16%	28% AC	29% AC
.club	8%	12%	13%	10%	21% ABCD
.guru	8%	14% AC	8%	16% AC	14% AC
.photography	10%	10%	11%	10%	14%
.xyz	4%	5%	8% AD	3%	13% ABCD
.realtor	9% BD	3%	6% D	2%	9% BD

VISITATION BY NEW DOMAIN EXTENSION - TOTAL

64% Visited Any



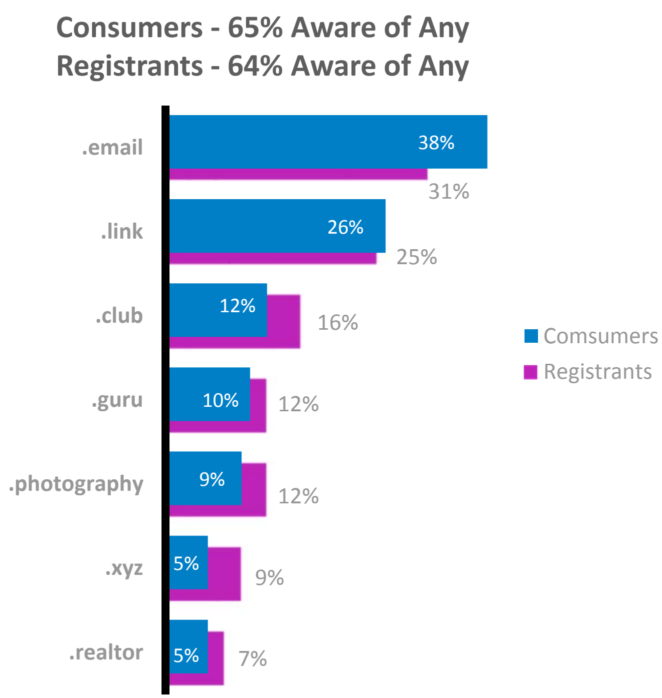
Letters indicate significantly higher than region. Region vs. Total Higher Lower

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NEW gTLDs VISITED – CONSUMERS VS. REGISTRANTS

And the same is generally true of visitation as well – registrants are more likely to have visited new gTLDs, the exceptions being .email or .link, which consumers are more likely to think they have visited.

VISITATION BY NEW DOMAIN EXTENSION



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

AWARENESS AND VISITATION OF NEW gTLDs – BY COUNTRY

By country, awareness and visitation vary widely. As seen with consumers, scores in Japan are lower than seen in the rest of Asia and US and Canada are driving the lower North America numbers.

AWARENESS	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Aware of any below	**65%**	**59%**	**61%**	**47%**	**65%**	**66%**	**73%**	**62%**	**64%**	**58%**	**65%**	**70%**	**34%**	**64%**	**57%**	**51%**	**64%**	**58%**	**58%**	**46%**	**70%**	**70%**	**79%**	**87%**	**58%**	**49%**	**62%**	**72%**	**74%**	**64%**
.email	38%	33%	35%	20%	40%	42%	52%	28%	42%	35%	52%	38%	22%	47%	27%	28%	40%	33%	32%	24%	43%	41%	45%	58%	30%	22%	28%	39%	49%	34%
.link	33%	22%	16%	14%	43%	43%	42%	45%	43%	24%	39%	38%	16%	30%	14%	21%	25%	35%	37%	21%	44%	37%	39%	50%	32%	26%	42%	36%	41%	32%
.club	26%	24%	25%	18%	25%	25%	30%	22%	24%	22%	33%	28%	14%	13%	22%	23%	19%	17%	17%	12%	23%	30%	37%	29%	21%	11%	30%	38%	28%	31%
.guru	21%	29%	34%	20%	25%	22%	38%	17%	13%	15%	20%	26%	4%	8%	20%	13%	14%	24%	29%	21%	20%	20%	15%	21%	23%	6%	12%	30%	33%	26%
.photography	19%	23%	26%	17%	21%	19%	23%	16%	18%	17%	22%	24%	14%	17%	19%	16%	12%	14%	11%	15%	22%	20%	18%	17%	21%	7%	12%	21%	29%	27%
.xyz	14%	12%	13%	11%	11%	10%	8%	9%	11%	13%	17%	22%	2%	13%	12%	14%	10%	9%	10%	4%	13%	17%	21%	25%	10%	22%	13%	15%	14%	12%
.realtor	12%	28%	38%	21%	9%	5%	3%	2%	8%	7%	4%	6%	4%	4%	10%	8%	9%	6%	8%	4%	3%	12%	15%	10%	7%	4%	7%	11%	17%	8%

VISITATION	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES*	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Visit any below	**64%**	**38%**	**30%**	**33%**	**62%**	**64%**	**59%**	**39%**	**81%**	**47%**	**46%**	**71%**	**69%**	**62%**	**25%**	**48%**	**40%**	**59%**	**59%**	**50%**	**65%**	**77%**	**89%**	**84%**	**81%**	**52%**	**62%**	**51%**	**79%**	**62%**
.email	31%	14%	9%	13%	29%	35%	32%	13%	49%	25%	29%	34%	44%	35%	11%	27%	20%	27%	29%	17%	28%	38%	42%	56%	31%	21%	21%	26%	47%	25%
.link	25%	12%	5%	15%	26%	32%	24%	25%	41%	16%	20%	34%	31%	12%	9%	19%	6%	28%	31%	17%	30%	29%	32%	33%	36%	21%	37%	11%	31%	23%
.club	16%	8%	6%	13%	11%	12%	9%	7%	17%	13%	17%	34%	13%	3%	7%	15%	9%	10%	12%	7%	11%	21%	29%	24%	10%	7%	16%	11%	17%	23%
.guru	12%	8%	7%	6%	11%	14%	21%	8%	11%	8%	9%	17%	-	-	12%	8%	6%	16%	21%	17%	7%	14%	12%	16%	15%	6%	8%	12%	21%	16%
.photography	12%	10%	10%	6%	14%	10%	11%	7%	12%	11%	9%	23%	13%	15%	11%	10%	6%	10%	9%	11%	11%	14%	12%	13%	22%	7%	11%	6%	19%	17%
.xyz	9%	4%	2%	4%	6%	5%	2%	-	11%	8%	11%	17%	-	12%	5%	8%	6%	3%	3%	2%	4%	13%	17%	18%	7%	14%	10%	4%	12%	5%
.realtor	7%	9%	11%	10%	2%	3%	-	-	6%	6%	-	6%	6%	3%	7%	8%	6%	2%	3%	2%	-	9%	11%	9%	3%	6%	10%	3%	9%	6%

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Base below 30

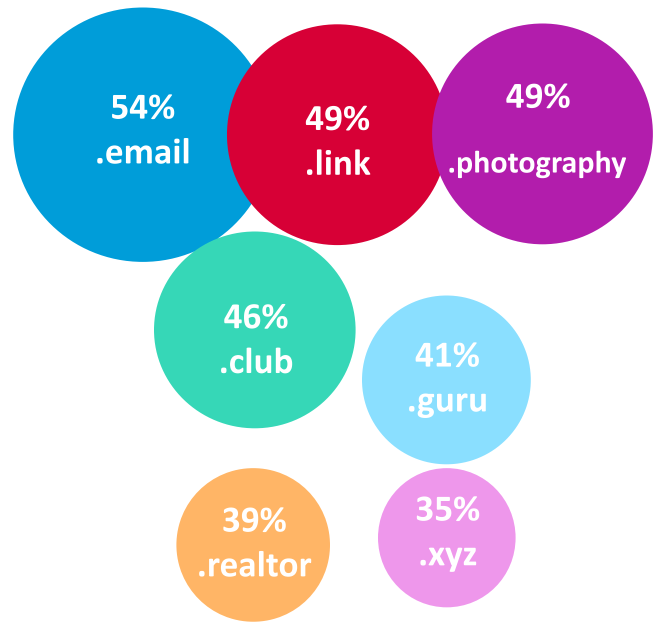
LIKELY TO VISIT NEW gTLDs IN NEXT 6 MONTHS

In South America, Africa and Asia, 7 in 10 registrants say they are likely to visit new gTLDs in the next 6 months, well above more moderate levels in North America and Europe.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	60% C	71% AC	53%	77% AC	75% AC
.email	40%	57% AC	38%	60% AC	62% AC
.link	29%	53% AC	32%	57% AC	58% ABC
.photography	40%	53% AC	35%	54% AC	55% AC
.club	34%	44% AC	30%	46% AC	55% ABCD
.guru	29%	39% AC	25%	46% ABC	50% ABC
.realtor	36% C	32% C	21%	41% BC	47% ABCD
.xyz	16%	30% AC	23% A	32% AC	47% ABCD

FUTURE VISITATION BY NEW DOMAIN EXTENSION

69% Likely for Any



Letters indicate significantly higher than region. Region vs. Total Higher Lower

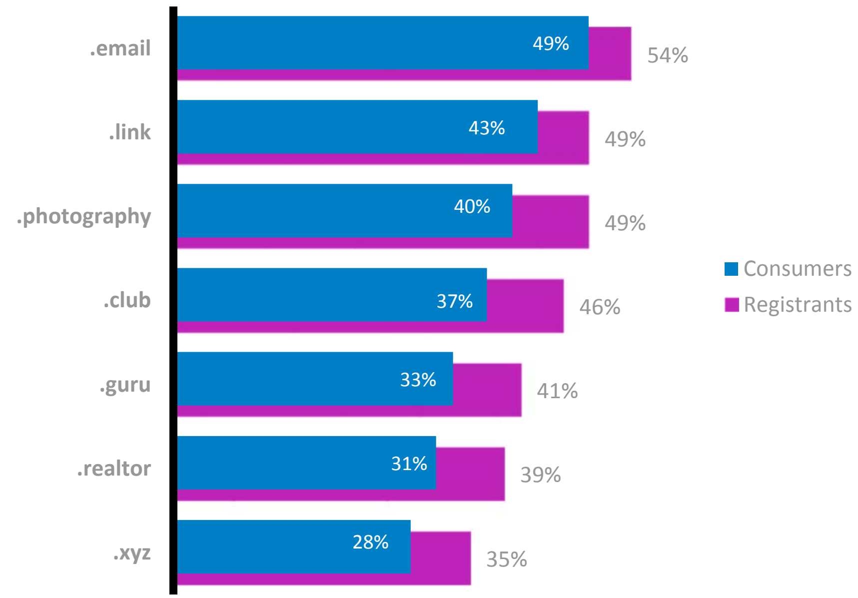
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

LIKELY TO VISIT IN NEXT 6 MONTHS – CONSUMERS VS. REGISTRANTS

Registrants are not only more aware, they say they are more likely to visit the new gTLDs in the next 6 months than consumers.

FUTURE VISITATION BY NEW DOMAIN EXTENSION

Consumers - 59% Aware of Any
Registrants - 69% Aware of Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

LIKELIHOOD TO VISIT NEW gTLDs – BY COUNTRY

Japan does not share the high likelihood of visiting new gTLDs as seen in other parts of Asia. Mexico expresses above average intent for North America. Within Europe, intent is particularly low in the UK.

Likely Visitation	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below	**69%**	**60%**	**56%**	**54%**	**75%**	**71%**	**71%**	**62%**	**77%**	**53%**	**52%**	**64%**	**56%**	**53%**	**39%**	**48%**	**62%**	**77%**	**82%**	**62%**	**81%**	**75%**	**89%**	**81%**	**73%**	**39%**	**54%**	**62%**	**85%**	**68%**
.email	54%	40%	34%	39%	60%	57%	63%	41%	62%	38%	35%	50%	38%	43%	21%	40%	43%	60%	60%	50%	69%	62%	77%	69%	55%	28%	38%	40%	73%	57%
.link	49%	29%	22%	26%	50%	53%	49%	48%	58%	32%	43%	46%	30%	38%	16%	35%	33%	57%	60%	39%	67%	58%	73%	48%	51%	28%	42%	44%	65%	57%
.photography	49%	40%	38%	31%	56%	53%	56%	39%	58%	35%	39%	50%	40%	38%	21%	33%	35%	54%	57%	45%	57%	55%	65%	46%	50%	22%	36%	45%	67%	58%
.club	46%	34%	28%	32%	51%	44%	42%	35%	50%	30%	35%	38%	34%	30%	21%	34%	27%	46%	45%	37%	57%	55%	70%	44%	43%	27%	32%	43%	63%	57%
.guru	41%	29%	26%	25%	40%	39%	40%	29%	45%	25%	28%	42%	24%	26%	19%	25%	21%	46%	52%	31%	50%	50%	62%	37%	38%	19%	27%	39%	62%	54%
.realtor	39%	36%	38%	30%	34%	32%	27%	23%	41%	21%	17%	40%	26%	26%	14%	22%	18%	41%	45%	31%	42%	47%	60%	35%	40%	18%	25%	35%	60%	38%
.xyz	35%	16%	10%	17%	29%	30%	26%	25%	37%	23%	31%	40%	16%	25%	12%	27%	19%	32%	32%	19%	45%	47%	65%	23%	29%	22%	23%	30%	54%	43%
.wang	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64%	64%	-	-	-	-	-	-	-
.xn-55qx5d	68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68%	68%	-	-	-	-	-	-	-
.xn-ses554g	68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68%	68%	-	-	-	-	-	-	-
.london	35%	-	-	-	-	-	-	-	-	35%	33%	46%	36%	28%	31%	34%	38%	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	28%	28%	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	40%	-	-	-	-	-	-	-	-	40%	-	-	-	-	-	-	40%	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	16%	-	-	-	-	-	-	-	-	16%	-	-	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	-	-

T2B% = % who say very/somewhat likely

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

REASONS VERY LIKELY/UNLIKELY TO VISIT NEW gTLDs - TOTAL

Top drivers of visitation are largely consistent across extension – trust, need, and perceptions of legitimacy. These motivations are largely similar to the consumer survey.

Reasons likely to visit (among those who said they are likely to visit each extension)

Reasons unlikely to visit (among those who said they are unlikely to visit each extension)

TOTAL	Doesn't seem legitimate	Seems legitimate	Don't trust this extension	Trust this extension	Have no reason to go there	Has information I'm seeking	It's where you go for specific information	Have never been to this type of website before	Have been to this type of website before	Afraid of my information being stolen if I go there	Not afraid of my info being stolen if I go here
.email	15%	38%	20%	32%	45%	31%	27%	36%	27%	13%	19%
.link	18%	31%	21%	27%	45%	30%	24%	36%	24%	13%	16%
.photography	16%	32%	18%	23%	46%	37%	33%	39%	17%	12%	17%
.club	16%	33%	19%	28%	49%	28%	30%	35%	24%	11%	16%
.realtor	18%	32%	21%	26%	46%	30%	29%	38%	16%	13%	17%
.guru	19%	30%	22%	27%	46%	29%	27%	37%	22%	13%	16%
.xyz	27%	28%	27%	27%	42%	30%	20%	38%	21%	14%	20%

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
Few notable differences observed between regions

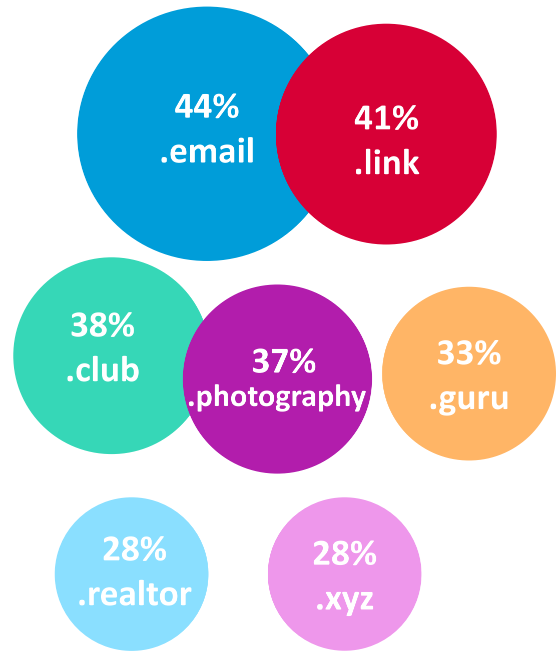
CONSIDERATION OF NEW gTLDs FOR OWN WEBSITE

South America, Africa, and especially Asia are more open to considering one of the new gTLDs for their own website.

Top 2 Box (Very/ Somewhat Likely)	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very/Somewhat Likely for ANY below	**44%**	**62% AC**	**46%**	**66% AC**	**70% ABC**
.email	22%	43% AC	31% A	44% AC	55% ABCD
.link	19%	41% AC	29% A	45% AC	52% ABCD
.club	21%	35% AC	25%	32% AC	49% ABCD
.photography	22%	35% AC	25%	34% AC	47% ABCD
.guru	20%	27% AC	20%	32% AC	43% ABCD
.realtor	13%	22% AC	16%	22% AC	39% ABCD
.xyz	11%	21% A	18% A	17% A	41% ABCD

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION - TOTAL

61% Likely for Any



Letters indicate significantly higher than region. Region vs. Total Higher Lower

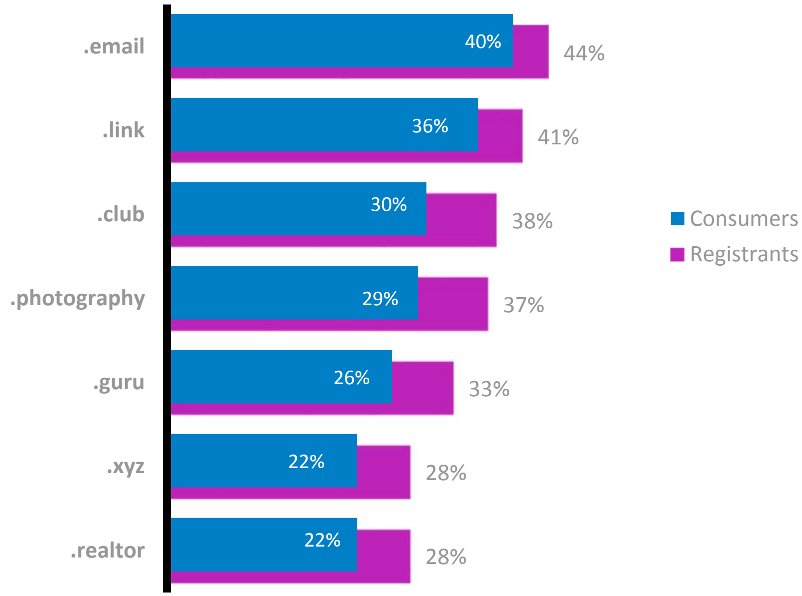
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

CONSIDERATION FOR OWN WEBSITE – CONSUMERS VS. REGISTRANTS

Registrants are also more likely to consider using the new gTLDs when setting up their own websites relative to consumers, with the biggest differences in North America, Europe and Asia.

CONSIDERATION FOR OWN WEBSITE

Consumers - 52% Likely for Any
Registrants - 61% Likely for Any



Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

CONSIDERATION FOR OWN WEBSITE– BY COUNTRY

As seen previously, Japan is not as open to the new gTLDs as other parts of Asia. And in North America, US and Canada express intent well below average. Within Europe, UK and France are less open to the new gTLDs.

Over half of registrants in China are open to the new geographically targeted gTLDs (.wang, .xn-55qx5d, and .xn.ses554g).

Consideration	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below	**61%**	**44%**	**37%**	**36%**	**68%**	**62%**	**62%**	**56%**	**65%**	**46%**	**48%**	**70%**	**50%**	**62%**	**27%**	**33%**	**51%**	**66%**	**68%**	**59%**	**68%**	**70%**	**82%**	**79%**	**67%**	**37%**	**46%**	**56%**	**82%**	**65%**
.email	44%	22%	16%	17%	45%	43%	43%	29%	50%	31%	30%	60%	34%	49%	13%	22%	31%	44%	44%	40%	48%	55%	69%	62%	42%	27%	33%	33%	67%	47%
.link	41%	19%	13%	17%	37%	41%	31%	39%	49%	29%	37%	48%	26%	36%	15%	28%	27%	45%	45%	34%	54%	52%	64%	46%	40%	27%	37%	32%	63%	45%
.club	38%	21%	17%	13%	38%	35%	31%	29%	41%	25%	35%	36%	26%	34%	15%	22%	22%	32%	30%	28%	40%	49%	66%	35%	33%	25%	31%	37%	53%	48%
.photography	37%	22%	19%	17%	35%	35%	34%	23%	43%	25%	30%	54%	26%	34%	14%	18%	22%	34%	35%	27%	38%	47%	57%	33%	44%	22%	27%	32%	62%	46%
.guru	33%	20%	19%	12%	28%	27%	27%	16%	33%	20%	28%	42%	16%	28%	13%	13%	18%	32%	35%	28%	31%	43%	52%	31%	28%	18%	23%	31%	61%	37%
.realtor	28%	13%	12%	13%	19%	22%	15%	13%	31%	16%	19%	34%	12%	21%	10%	13%	16%	22%	25%	15%	25%	39%	53%	21%	31%	22%	20%	22%	48%	29%
.xyz	28%	11%	8%	6%	24%	21%	15%	11%	31%	18%	20%	38%	10%	32%	8%	13%	18%	17%	17%	10%	25%	41%	56%	17%	26%	22%	23%	24%	49%	29%
.wang	57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57%	57%	-	-	-	-	-	-	-
.xn-55qx5d (company)	60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60%	60%	-	-	-	-	-	-	-
.xn-ses554g (network address)	59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59%	59%	-	-	-	-	-	-	-
.london	20%	-	-	-	-	-	-	-	-	20%	24%	38%	12%	21%	20%	17%	18%	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	10%	10%	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	26%	-	-	-	-	-	-	-	-	26%	-	-	-	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	15%	-	-	-	-	-	-	-	-	15%	-	-	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NEW gTLD TRUSTWORTHINESS

Trust perceptions of the new TLDs are divided, with about half of registrants reporting high levels of trust in most, while others are not seen as particularly trustworthy.

The majority of the new geographically targeted gTLDs are seen as trustworthy by about half of registrants as well.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.email
.photography
.realtor

Geographically Targeted Extensions
.nyc

SOUTH AMERICA

General Extensions
.email
.photography
.link
.club

EUROPE

General Extensions
.email
.photography
.link

Geographically Targeted Extensions
.london
.berlin

AFRICA

General Extensions
.email
.photography
.link
.club

ASIA

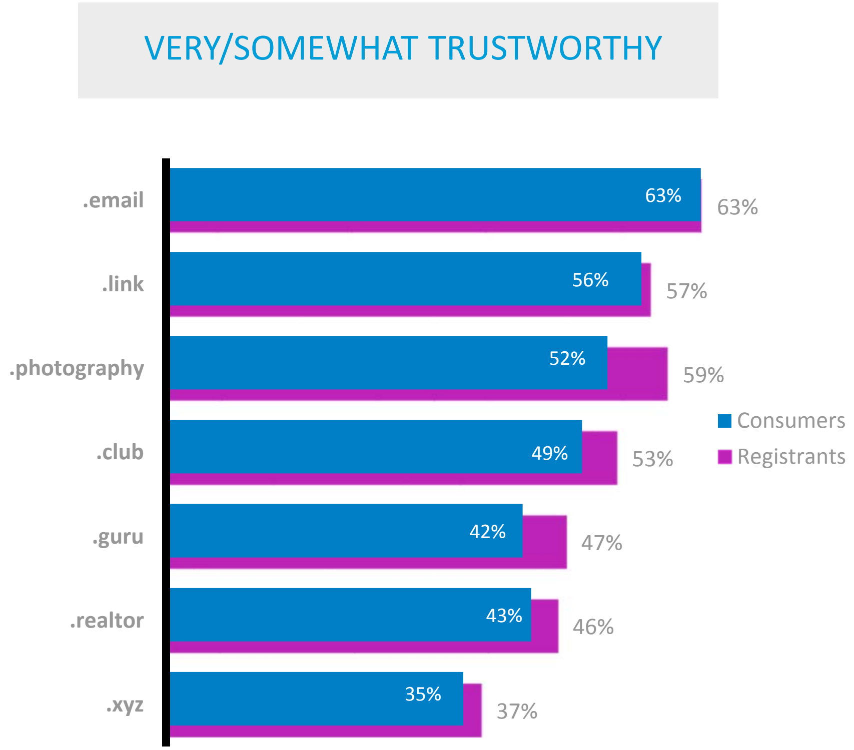
General Extensions
.email
.photography
.link
.club
.guru
.realtor

Geographically Targeted Extensions
.xn-55qx5d (company)
.xn-ses554g (network access)
.wang

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NEW gTLD TRUSTWORTHINESS – CONSUMERS VS. REGISTRANTS

Registrants express slightly higher trust levels with some new gTLDs than consumers.



Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NEW gTLDs EXPERIENCE

Registrants report positive experiences with new gTLDs.

80% or more had Very/Somewhat Positive experience with extension

NORTH AMERICA

General Extensions
.email
.realtor
.photography
.guru
.link
.club

Geographically Targeted Extensions
.nyc

SOUTH AMERICA

General Extensions
.email
.realtor
.photography
.guru
.link
.club

EUROPE

General Extensions
.email
.realtor
.photography
.guru
.link
.club
.xyz

Geographically Targeted Extensions
.berlin
.ovh

AFRICA

General Extensions
.email
.realtor
.photography
.guru
.link
.club

ASIA

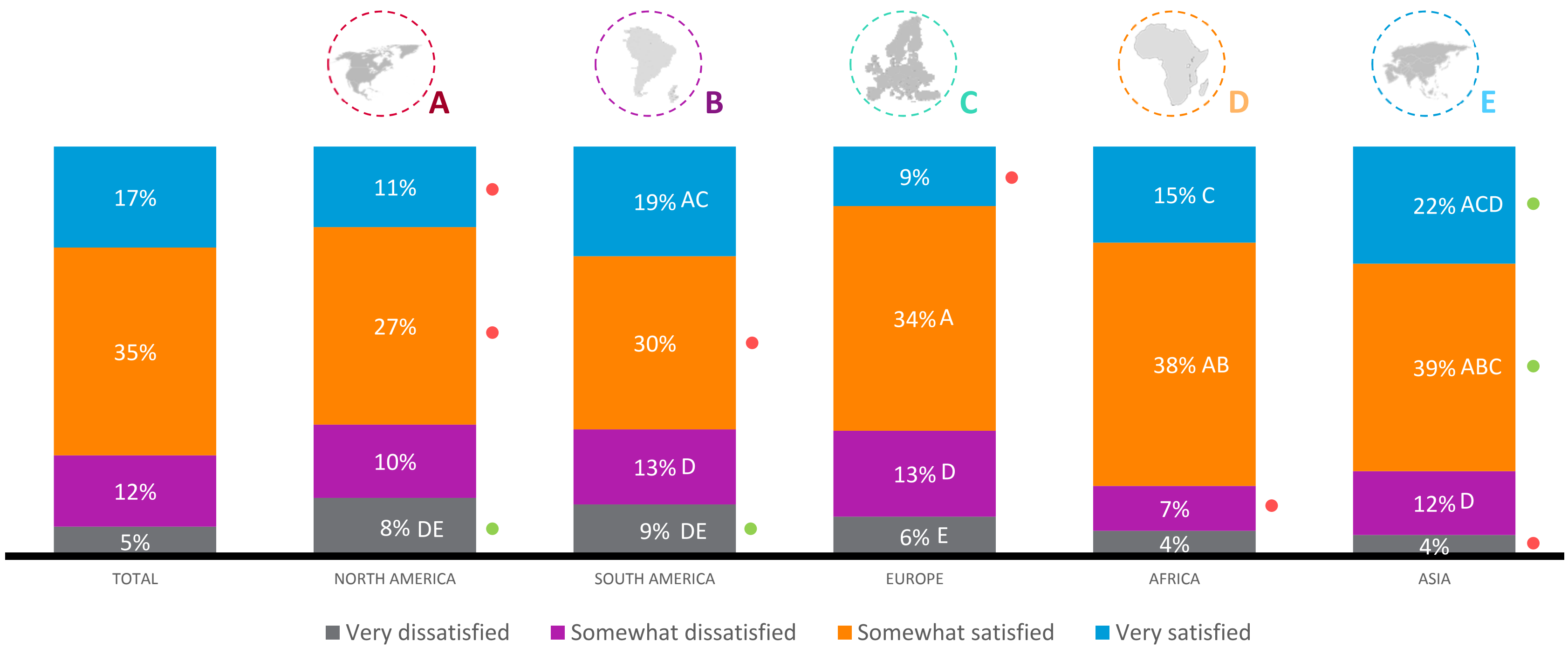
General Extensions
.email
.realtor
.photography
.guru
.link
.club
.xyz

Geographically Targeted Extensions
.xn-ses554g
.xn-55qx5d
.wang

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
* Only extensions with base over 30 reported

SATISFACTION WITH NEW gTLDs

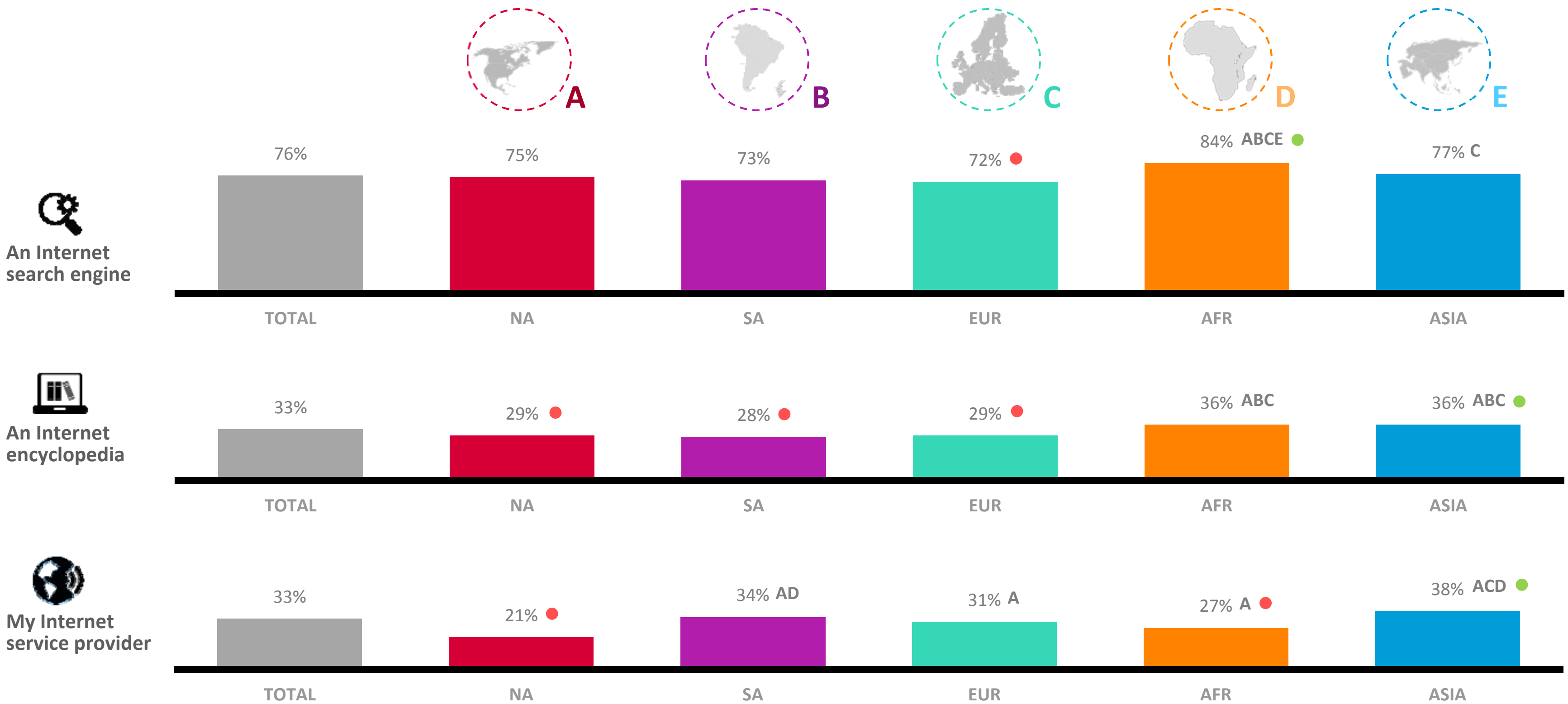
Most registrants report being at least somewhat satisfied with the new gTLDs.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

PREFERRED SOURCES FOR MORE INFORMATION ON NEW gTLDs

Again, we see Internet search as the dominant method for online populations to locate information about new gTLDs.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PERCEPTIONS OF NEW gTLDs – CONSUMERS VS. REGISTRANTS

While registrants do report stronger association of the below listed attributes to new gTLDs, the pattern is largely aligned with consumer perceptions.

	CONSUMERS	REGISTRANTS
Innovative	64%	65%
Useful	63%	66%
Informative	62%	66%
Helpful	60%	64%
Practical	60%	63%
Interesting	60%	64%
Technical	59%	60%
Cutting Edge	52%	56%
Trustworthy	50%	52%
Unconventional	49%	55%
Exciting	46%	50%
For People Like Me	46%	50%
Confusing	40%	40%
Extreme	39%	43%
Overwhelming	39%	41%

NEW gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

Overall, registrants are slightly more opposed to restrictions.

Strict purchase restrictions should be required	Consumers	Registrants
.email	20%	21%
.link	18%	17%
.club	18%	17%
.guru	18%	17%
.photography	18%	18%
.realtor	19%	20%
.xyz	18%	17%

Some purchase restrictions should be required	Consumers	Registrants
.email	48%	41% ↓
.link	49%	41% ↓
.club	50%	45% ↓
.guru	48%	40% ↓
.photography	50%	44% ↓
.realtor	49%	43% ↓
.xyz	46%	37% ↓

No purchase restrictions should be required	Consumers	Registrants
.email	32%	37% ↑
.link	33%	40% ↑
.club	32%	36% ↑
.guru	34%	40% ↑
.photography	32%	36% ↑
.realtor	32%	35% ↑
.xyz	37%	44% ↑

Registrants significantly Higher ↑ Lower ↓ than Consumers

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

AN UNCOMMON SENSE OF THE CONSUMER™

DOMAIN NAME REGISTRATION

KEY TAKEAWAYS – REGISTRATION

This section explores findings related to perceptions of the domain name system in more general terms—ease of registration, trust in the industry, and expectations regarding the behavior of the industry.

1 Domain name industry exceeds typical tech company trust levels

In fact, registrants are more likely to see the domain registration industry as more trustworthy than e-commerce or web-based marketing companies.

2 Registration is perceived to be harder outside of North America

About 3/4 of North American registrants consider the process to be very or somewhat easy—nearly double the levels in Africa, South America and Asia.

3 A faster, cheaper, easier process is desired

While all regions desire reductions in the price of registrations, speed improvements and reduction in complexity are key process improvements desired outside of North America.

4 A cautious registration approach is expected

Results among registrants are very similar to those seen in the larger internet user population—there is an expectation that the industry takes a prudent approach about who actually can register a domain, and is effective in ensuring registrants know what they are getting.

PURPOSE FOR REGISTERING DOMAIN NAME

Overall, personal or commercial small business uses are the most common purpose for registering a domain name; true across all regions as well.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Registered for personal use	56%	55% D	50% (Lower)	53% D	46% (Lower)	62% ABCD (Higher)
Business (Small)	49%	65% CDE (Higher)	60% CE (Higher)	43% (Lower)	57% CE (Higher)	40% (Lower)
Nonprofit	17%	23% CE (Higher)	19% E	18%	20% E	15% (Lower)
Academic/Education	16%	14%	21% ACE (Higher)	10% (Lower)	22% ACE (Higher)	15% C
Business (Large)	13%	13% C	17% C (Higher)	8% (Lower)	16% C	13% C
Investments	12%	6% (Lower)	13% AC	7% (Lower)	19% ABCE (Higher)	13% AC (Higher)
Business (Multinational)	10%	8%	9%	9%	11%	10%
Government	5%	4%	6%	6% D	3%	5%
Other	1%	1%	2%	2%	2%	1%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

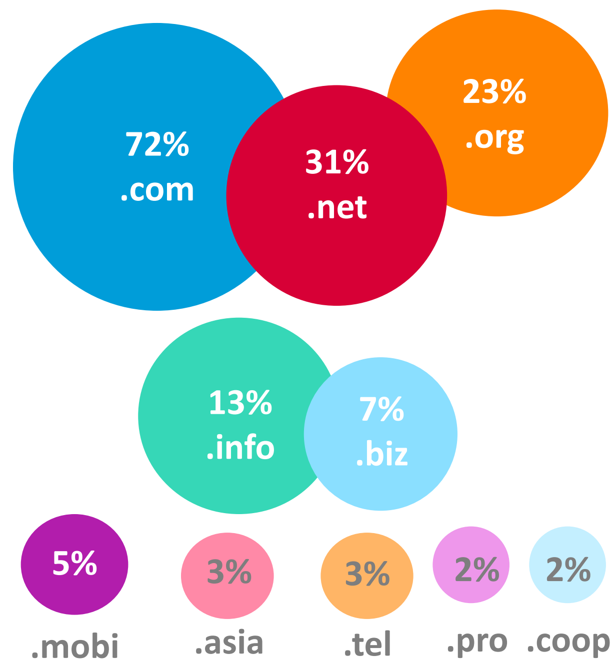
Registrants were asked to select all the reasons for which they have registered a domain names.

IN WHICH gTLDs ARE DOMAIN NAMES REGISTERED

.com is favored by three quarters of registrants; followed by .net and .org.
.info and .biz are used more prevalently in North America than seen elsewhere.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.com	84% BCDE 🟢	75% C	53% 🔴	79% CE 🟢	72% C
.net	42% BCDE 🟢	32% D	27% 🔴	25% 🔴	32% CD
.org	40% BCDE 🟢	23% E	24% E	24% E	18% 🔴
.info	19% BCDE 🟢	9% 🔴	14% BD	9% 🔴	13% B
.biz	14% BCDE 🟢	3% 🔴	9% BDE	5%	6% B 🔴
.mobi	6% B	3%	5%	6%	5%
.asia	3% D	1% 🔴	3% D	<1% 🔴	4% BD 🟢
.tel	1% 🔴	3%	2%	1% 🔴	4% AD 🟢
.pro	2% D	1% D	3% D	0% 🔴	3% BD 🟢
.coop	1%	2%	2% D	<1% 🔴	3% D 🟢

TLDS USED – TOTAL



Letters indicate significantly higher than region. Region vs. Total Higher 🟢 Lower 🔴 Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. They could select multiple choices from the list.

NUMBER OF DUPLICATE DOMAINS REGISTERED

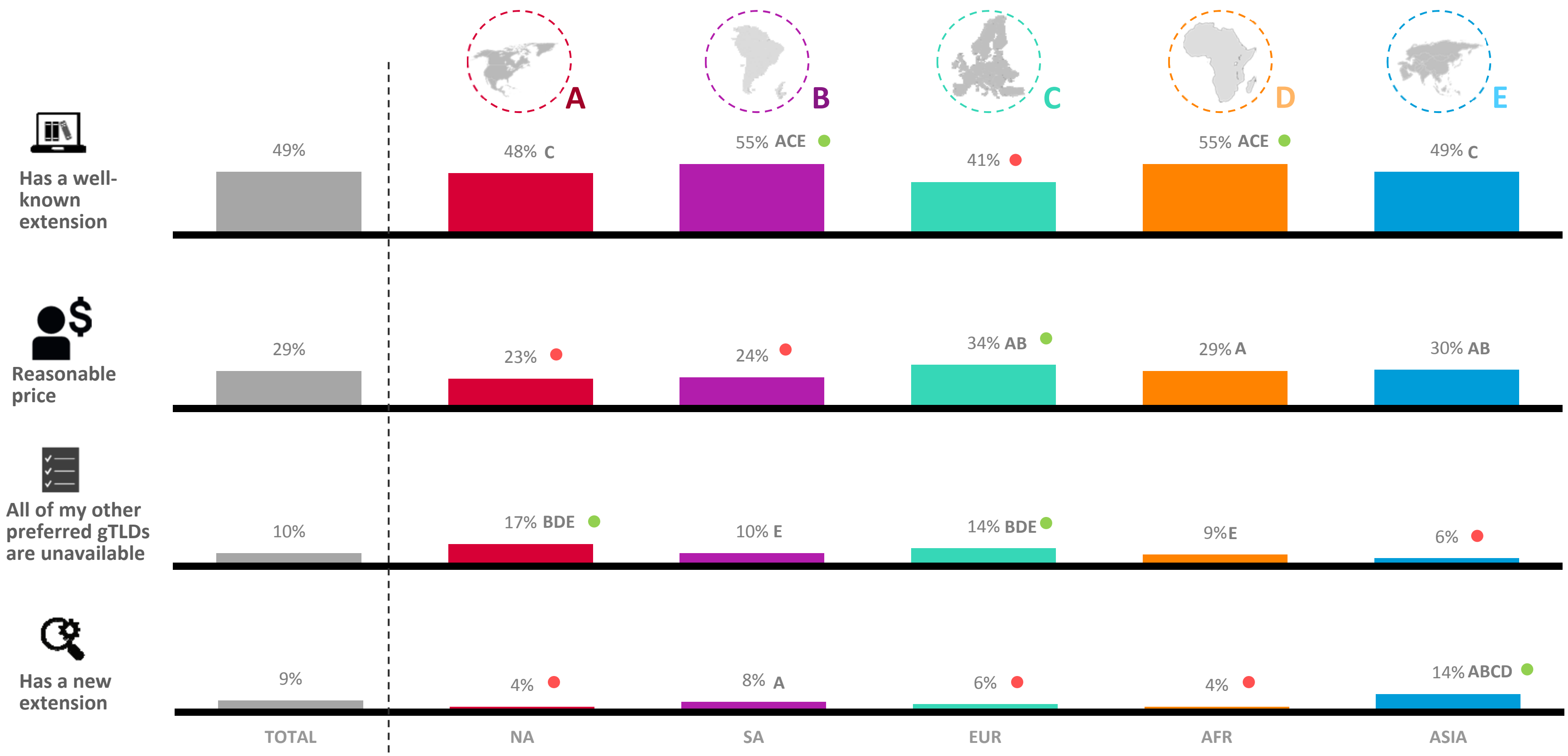
The majority of respondents have registered between 1-5 domain names. And the majority have not registered duplicate domain names. Of note, registering duplicate names is more prevalent among small businesses versus those who registered for personal use.

Number of Domains Registered	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
1-5	80%	58% ●	75% A ●	80% A	85% AB ●	86% ABC ●
6-10	7%	10% CDE ●	9% CD	5%	6%	7% C
11-25	5%	11% BCDE ●	6% E	6% E	4%	3% ●
26 or more	8%	21% BCDE ●	10% DE	9% E	6% E	3% ●
Registered Duplicate Domain Names						
Yes	40%	46% DE ●	41% D	42% D	31% ●	39% D
No	60%	54% ●	60%	58%	69% ABCE ●	61% A

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

FACTORS IN gTLD PURCHASE

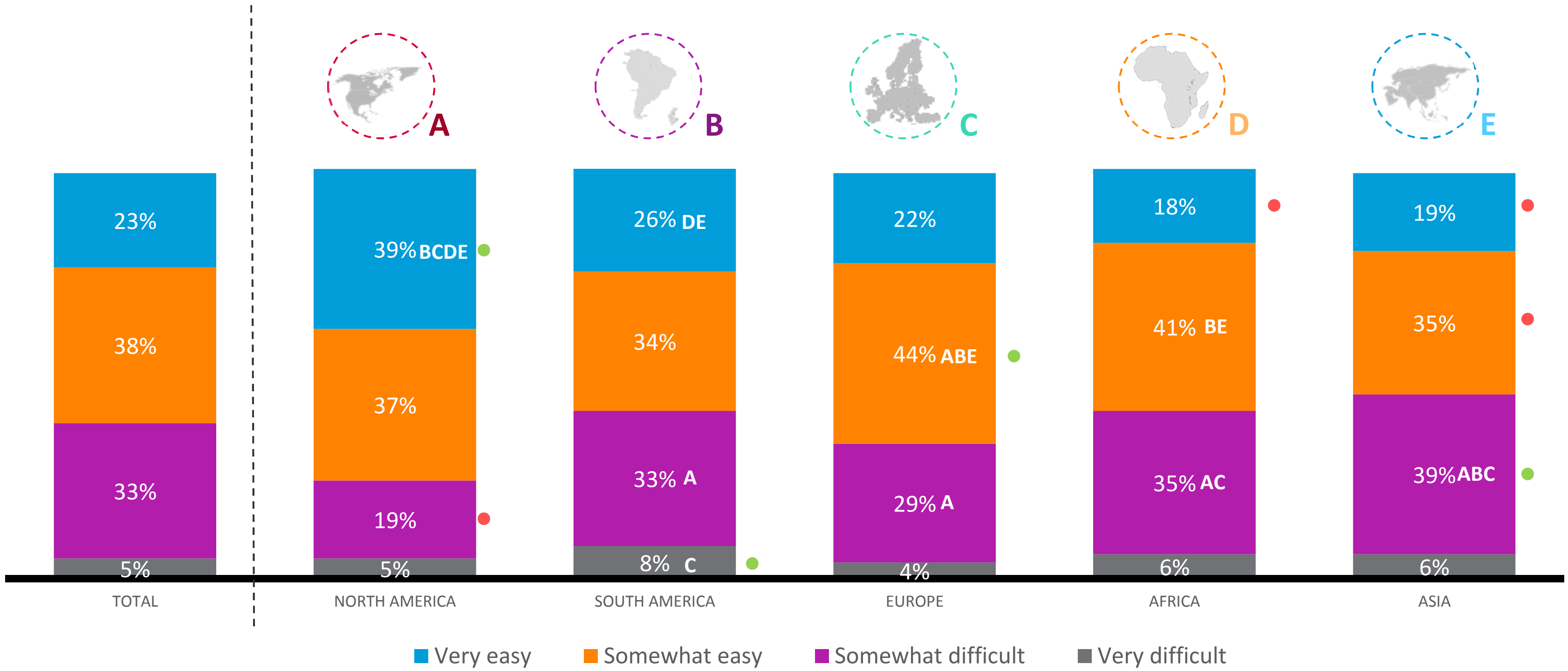
Having a well-known extension is the main factor across the board in determining which gTLD to purchase.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

EASE OF REGISTERING A DOMAIN NAME

Registering a domain name is seen as at least a somewhat easy task, especially for those in North America.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

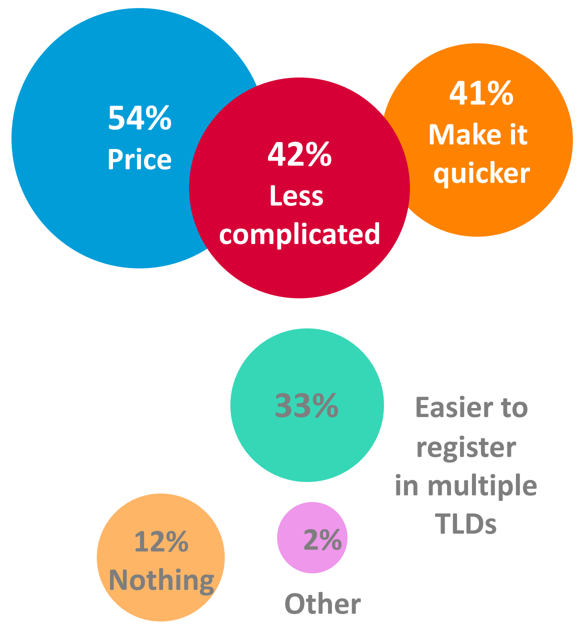
CHANGES TO THE PURCHASE PROCESS

About half of registrants would prefer a cheaper, quicker, less complicated experience when purchasing a domain name. A third of registrants would also like the process of registering in multiple TLDs to be easier.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Price	49%	46%	50%	65% ABCE	56% ABC
Make it less complicated	27%	34% A	29%	47% ABC	52% ABC
Make it quicker	18%	41% AC	27% A	47% AC	50% ABC
Make it easier to register in multiple TLDs	28%	30%	27%	38% ABC	37% ABC
Other	5% BCDE	3%DE	2% D	<1%	1%
Nothing	26% BCDE	15% DE	19% DE	7%	5%

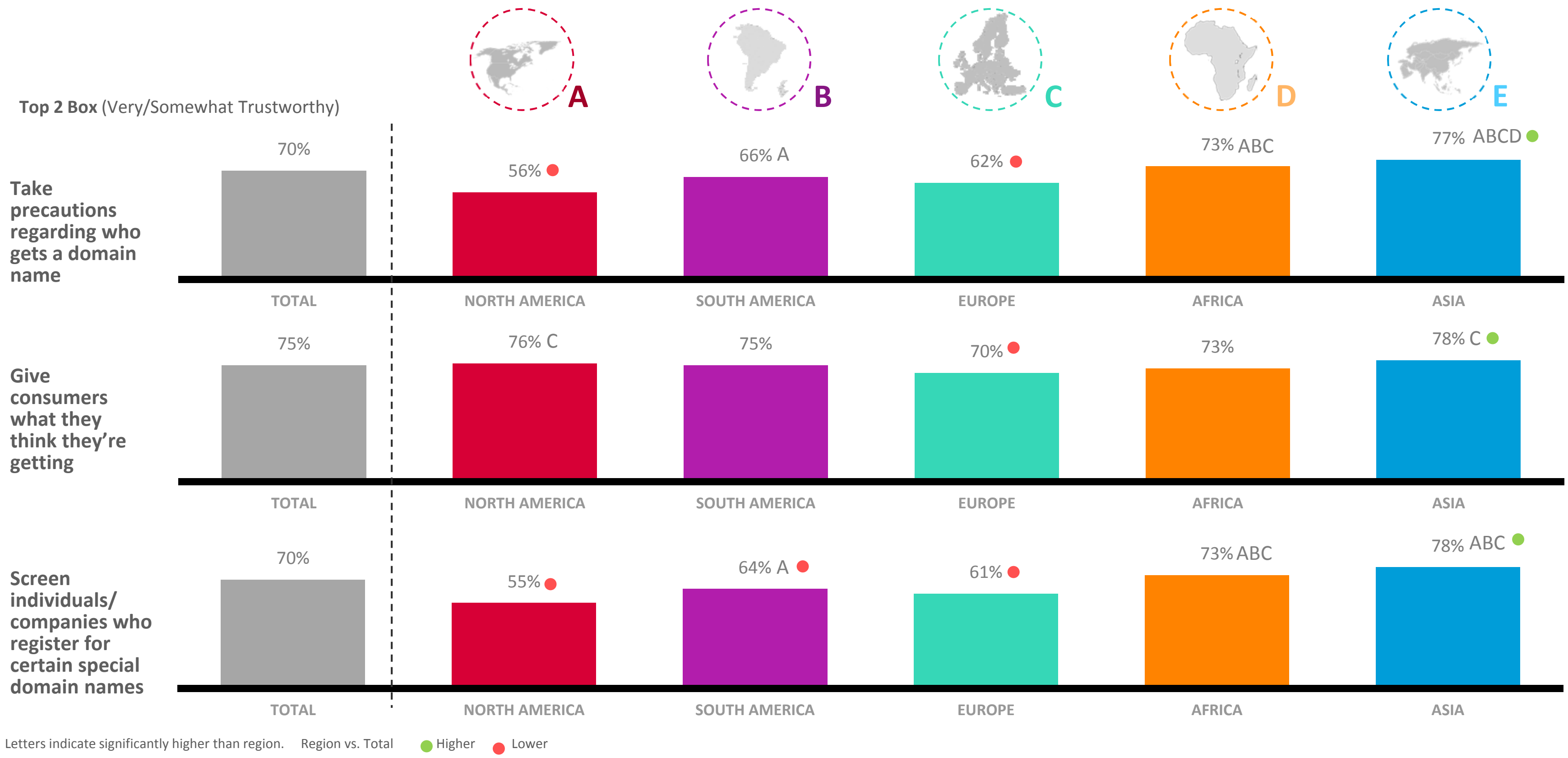
Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

CHANGES TO THE DOMAIN NAME PROCESS - TOTAL



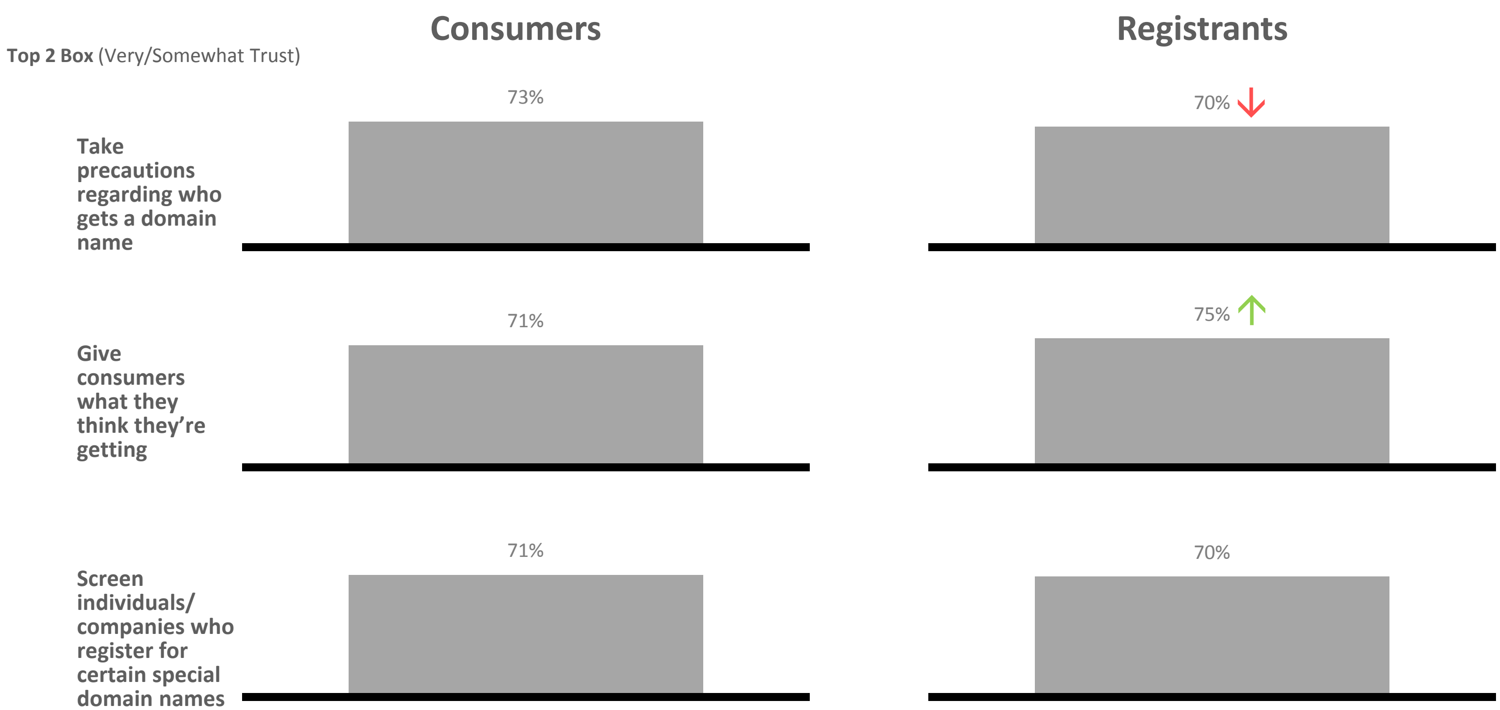
TRUSTWORTHINESS OF ENTITIES THAT OFFER DOMAIN NAMES

There are generally high levels of trust that the domain name entities will use due diligence, although somewhat tempered in North America and Europe.



TRUSTWORTHINESS OF ENTITIES THAT OFFER DOMAIN NAMES – CONSUMERS VS. REGISTRANTS

Consumers more than registrants trust that entities take precautions regarding who gets a domain name. Registrants are more likely to trust the entities that offer domain names to give consumers what they think they're getting.

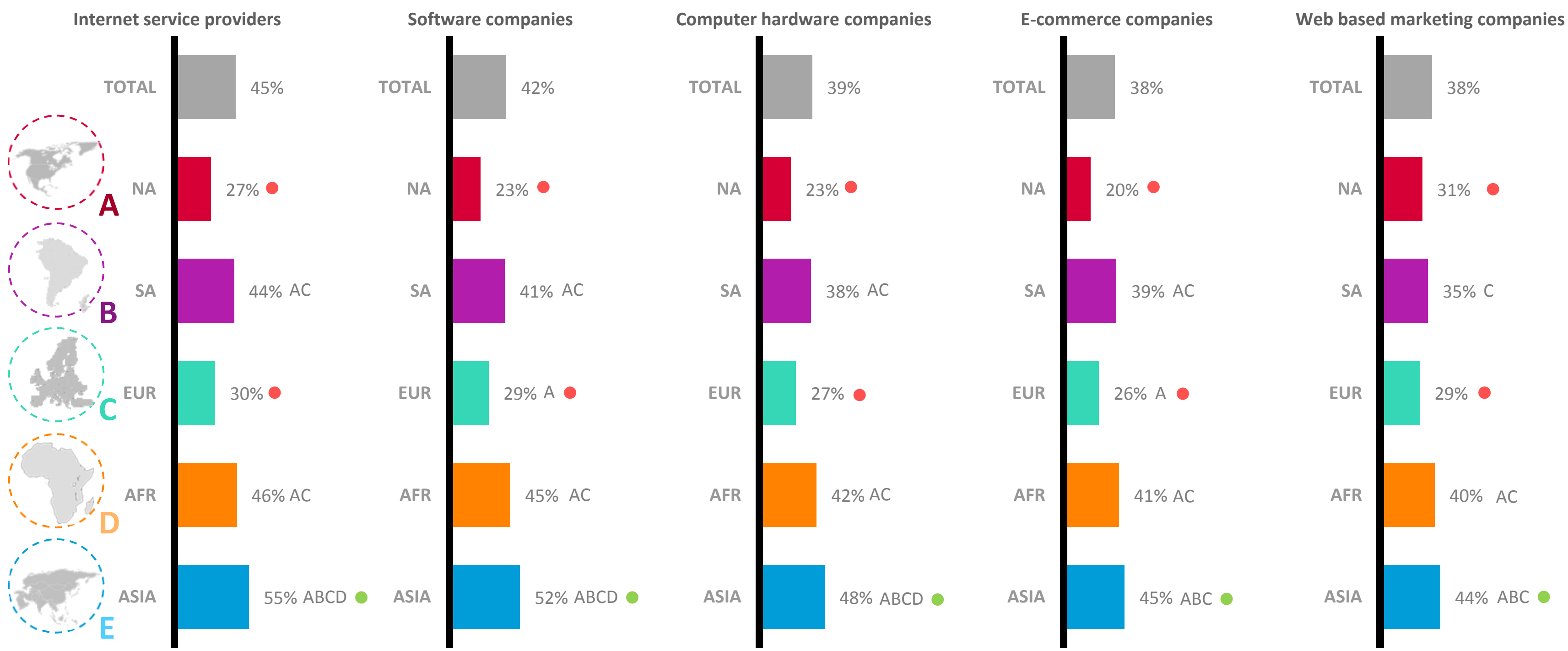


Registrants significantly Higher ↑ Lower ↓ than Consumers

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

Results are similar to consumers when it comes to trust in the domain name industry relative to other industries. More so than other regions, in Asia registrants say they hold comparatively higher trust in the Domain Name industry.

Top 2 Box (Trust **Domain Name Industry** much more/somewhat more)



Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower

REACHING THE INTENDED WEBSITE

KEY TAKEAWAYS – REACHING WEBSITES

This section focuses on general Internet behaviors, such as device usage, preference for accessing websites, and experience with URL shorteners and QR codes.

1 **Registrants navigate the web in the same ways**

Registrants do show a more sophisticated profile with higher use of laptops, tablets and smartphones to navigate versus consumers.

URL shorteners and QR codes are not showing widespread adoption, but it is interesting that registrants, especially in North America, have used QR codes—it may be that the rate at which web site owners are displaying QR codes is greater than the rate consumers are using them.

2 **Registrants are even more likely to know URLs**

This could reflect that they have domains they registered, but there is also a pattern toward typing it into the browser while reported use of search engines to find websites is lower.

URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

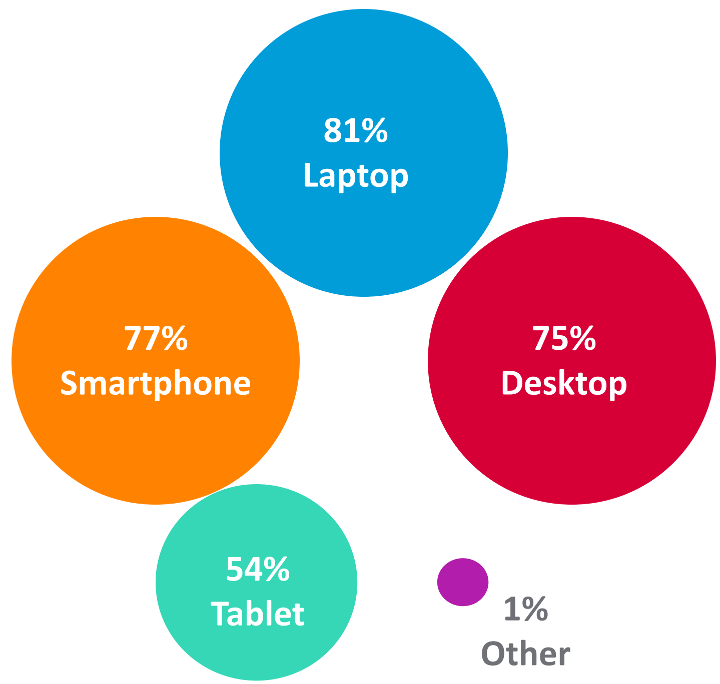
DEVICES USED FOR INTERNET ACCESS

Roughly 8 in 10 registrants use laptops, desktops and smartphones to access the Internet. Registrants are more likely to use all types of devices.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Laptop computer	86% BCE ● (higher)	79%	81%	86% BCE ● (higher)	79% ● (lower)
Smartphone	84% CE ● (higher)	80% E	75%	81% CE ● (higher)	74% ● (lower)
Desktop computer	77% D	79% D	73% D	67% ● (lower)	75% D
Tablet	67% BCDE ● (higher)	56% E	59% E ● (higher)	52%	48% ● (lower)
Other	4%	3%	2%	<1%	<1%

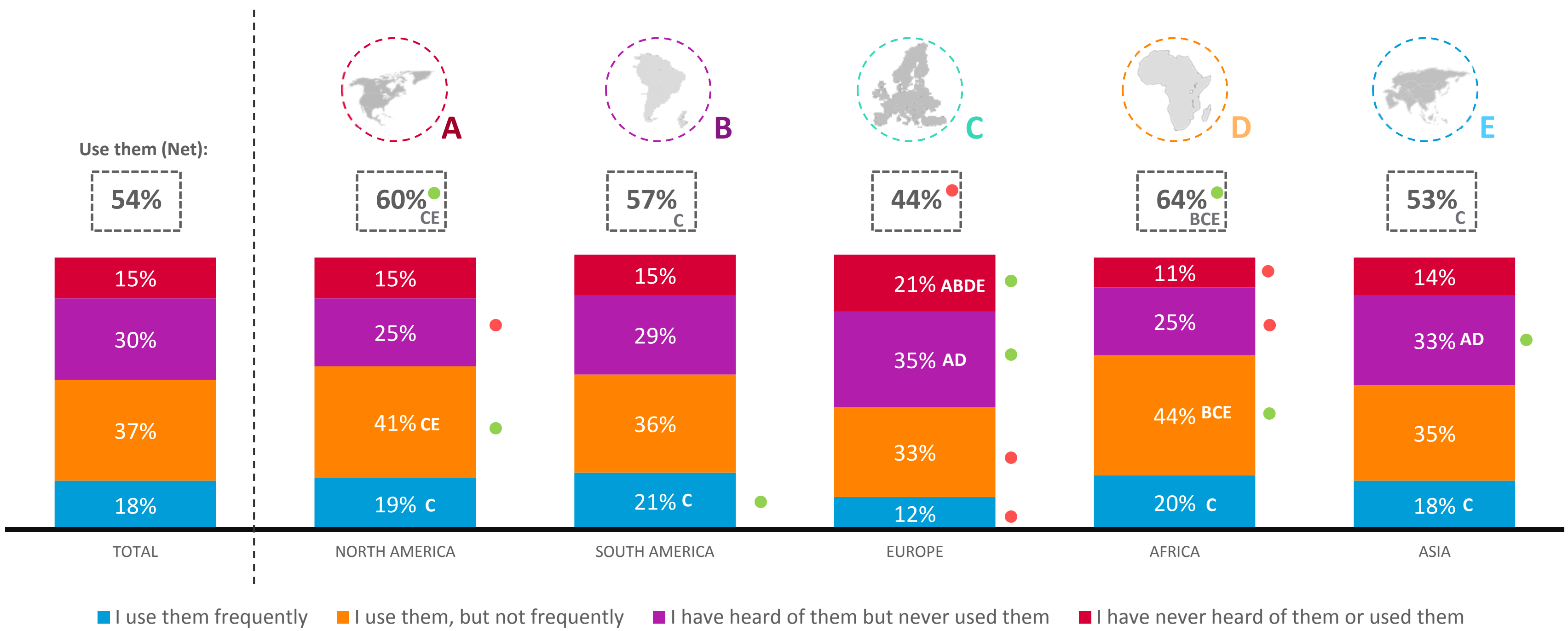
Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

TOTAL DEVICES USED



URL SHORTENER USAGE

Usage of URL shorteners is low overall, at least in part due to lack of awareness, but overall much higher use among registrants than consumers. Europe and Asia are more likely to say they have heard of them, but don't use.



URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASONS FOR USING/NOT USING URL SHORTENER

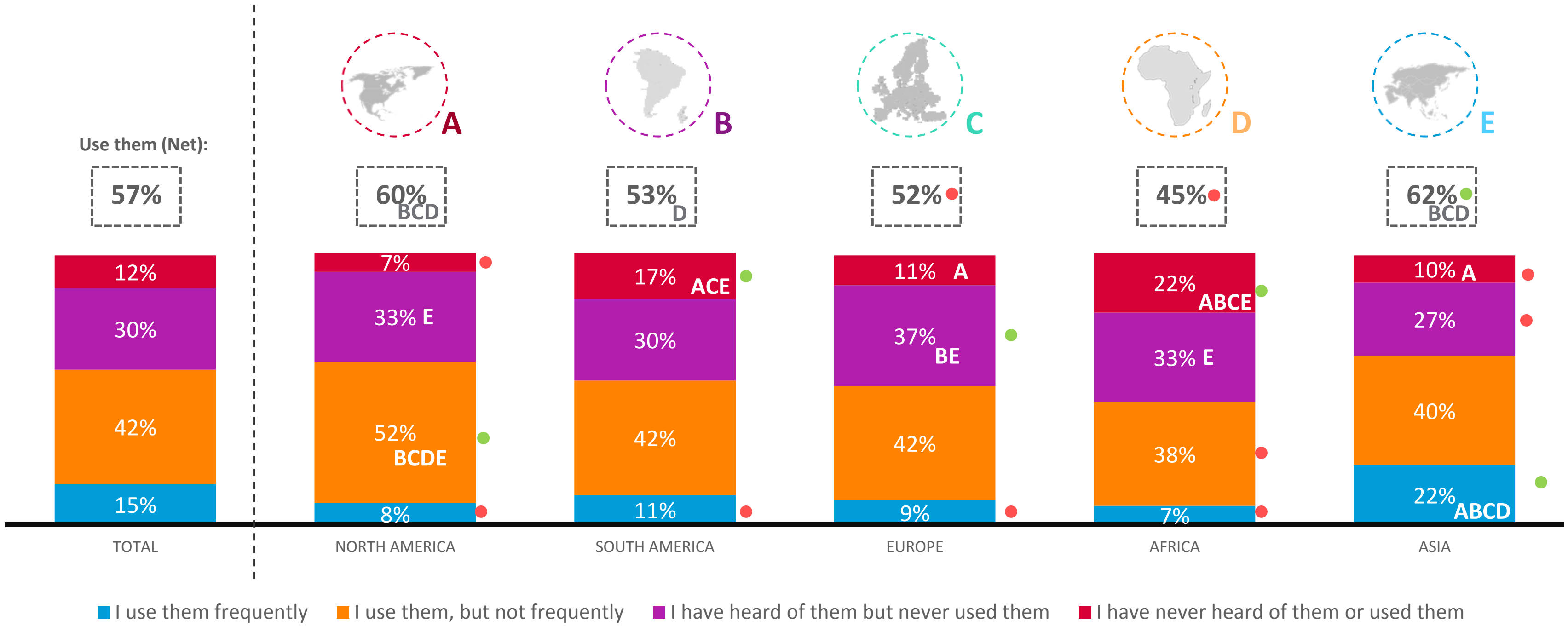
Convenience and time savings are key benefits to using URL shorteners, while lack of need is the main reason cited for non-use, followed by a lack of awareness.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reasons for Using						
They are convenient	67%	68% B	59% 🔴	69% B	68% B	67% B
They save me time	52%	39% 🔴	50% A	43% 🔴	55% AC	58% ABC 🟢
It's the latest thing	22%	8% 🔴	16% A 🔴	14% A 🔴	21% AC	31% ABCD 🟢
Other	12%	28% BCDE 🟢	12% E	16% DE	9% E	5% 🔴
Reasons for Not Using						
Never needed to	47%	48%	48%	48%	48%	46%
Never heard of them	26%	34% E 🟢	31% E	29% E	25%	22% 🔴
Confused about website I'm going to	24%	16% 🔴	22%	19% 🔴	26% A	28% AC 🟢
Don't trust them	11%	9%	9%	11%	14%	12%
Don't like them	9%	6%	11% D	9% D	3% 🔴	10% D

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

EXPERIENCE WITH QR CODES

QR code usage is also relatively low, with only about half of registrants ever using one, however this is higher than for consumers. Registrant usage, albeit infrequent, is greatest in Asia and North America.



A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

REASONS FOR USING/NOT USING QR CODES

Using QR codes is seen as a convenient time saver, but about a third of registrants are drawn to the novelty. Those that have not used QR codes see no need to do so.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reasons for Using						
They are convenient	66%	59%	55%	64% B	63%	71% ABCD
They save me time	52%	44%	51% C	41%	63% ABCE	55% AC
It's the latest thing	34%	18%	30% A	25%	39% AC	41% ABC
Other	7%	17% BCDE	9% DE	10% DE	3%	3%
Reasons for Not Using						
Never needed to	57%	56%	55%	63% E	58%	54%
Never heard of them	23%	20%	27% C	17%	32% ACE	22%
Don't like them	14%	17% BCD	10%	11%	7%	19% BCD
Don't trust them	11%	6%	10%	12% A	7%	15% AD
Other	5%	13% BCDE	5%	6%	3%	3%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

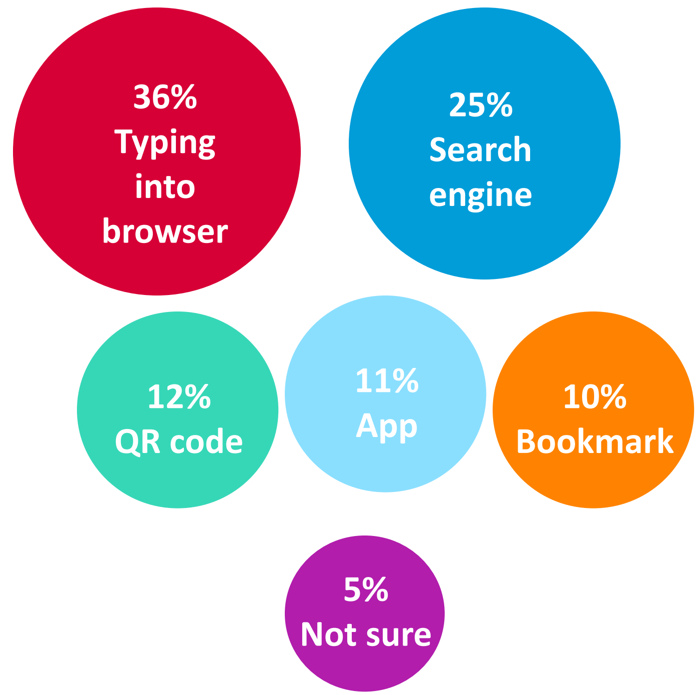
WEBSITE ACCESS SAFETY

The majority of registrants feel more comfortable accessing websites by typing the name into a browser or finding via an Internet search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	51% BCDE	43% E	39% E	43% E	28%
Finding via an Internet search engine	21%	25%	21%	26%	27% AC
Accessing via a QR code	6%	11% A	10% A	12% A	16% ABCD
Using an app	6%	8%	11% A	10% A	14% AB
Accessing via a bookmark	9%	10%	10%	7%	11% D
Not sure	6% D	4%	9% ABDE	2%	4%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL



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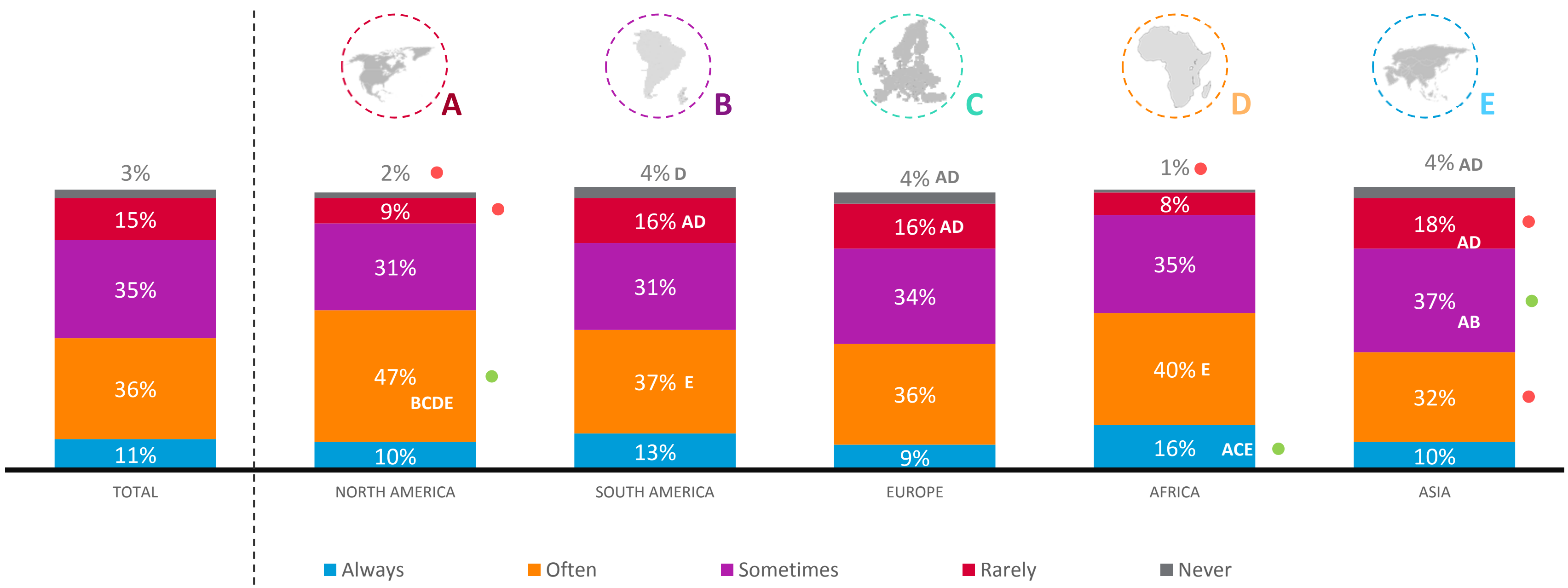
WEBSITE ADDRESS RECALL

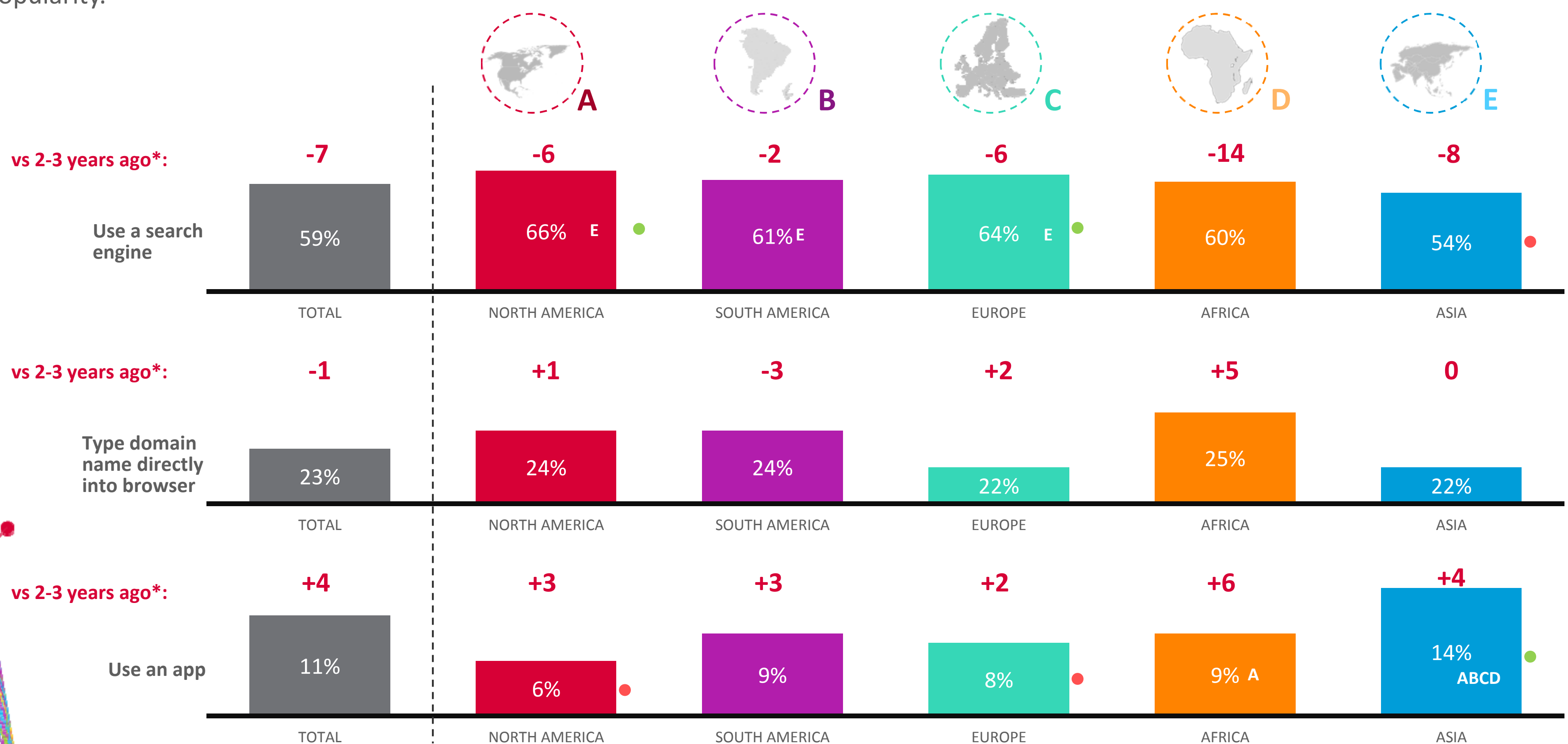
And many registrants report at least somewhat frequent recall of specific website addresses they want to visit.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

PREFERRED WAY OF FINDING WEBSITES - PAST AND PRESENT

Overall, the preferred way to find a website was and remains to use a search engine. However, using an app has gained slightly in popularity.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower *self-reported based on respondent's memory

AN UNCOMMON SENSE OF THE CONSUMER™

ABUSIVE INTERNET BEHAVIOR

KEY TAKEAWAYS – INTERNET ABUSE

This section focuses on awareness, experience with, and perceptions with regard to protection against abusive Internet behavior.

1 Overall, registrant perspectives match consumers

Findings in the section following consumer results closely, leaving the same major conclusions:

- Bad Internet behavior is the law's responsibility.
- There is a minority who expect ICANN to play a role in the solution.

2 Registrants have experienced more bad behavior

They tend to have less fear related to these behaviors than consumers in general—however, fear is still strong.

3 Registrants are more likely to alter online behavior

While personal antivirus software is the #1 reported step for combating all forms of bad behavior—there is a slight indication that registrants are more aware of its limitations. And, registrants are more likely than the general population to say they alter their behavior to minimize risk and also to turn to identity protection plans.

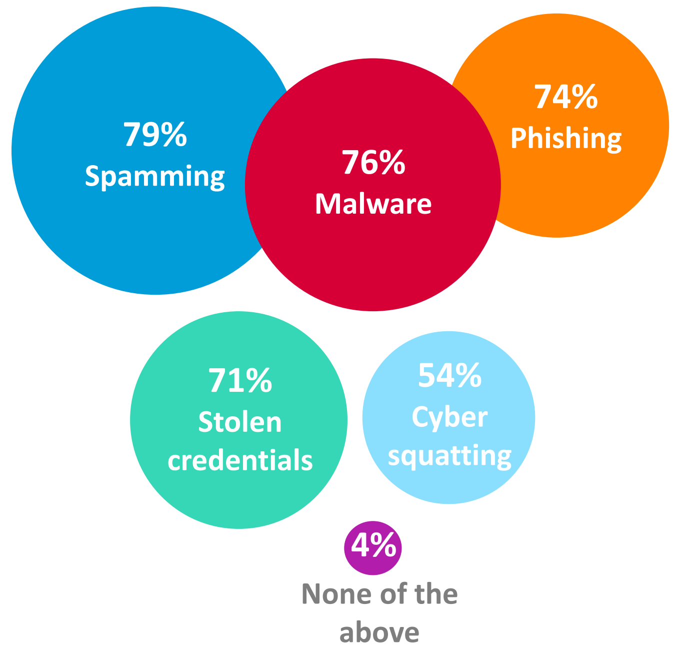
AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR

The majority of registrants are attuned to most abusive Internet behavior, with the exception of cyber squatting, which is more familiar in North America and Africa. Awareness is similar to consumers, except registrants are more aware of cyber squatting.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	95% BCDE 🟢	83% E	81% E	86% CE 🟢	71% 🔴
Malware	93% BCDE 🟢	81% E 🟢	80% E 🟢	80% E	68% 🔴
Phishing	89% BCDE 🟢	68% 🔴	74% BE	78% BE	69% 🔴
Stolen credentials	86% BCDE 🟢	67%	75% BE 🟢	75% BE 🟢	65% 🔴
Cyber squatting	71% BCDE 🟢	48% 🔴	50% 🔴	61% BCE 🟢	51% 🔴
None of the above	1% 🔴	3% AD	5% AD	1% 🔴	6% ABD 🟢

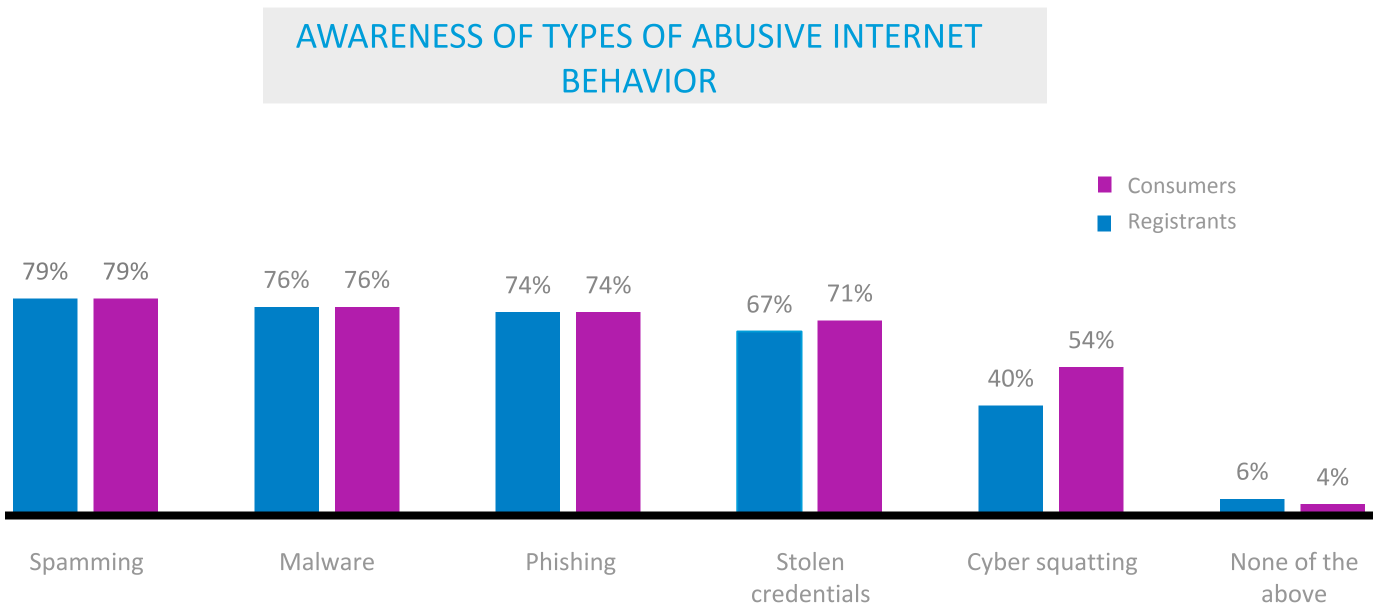
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR - CONSUMERS VS. REGISTRANTS

Registrants have a heightened awareness of abuses such as stolen credentials and especially cyber squatting relative to Consumers.



SOURCES OF ABUSIVE INTERNET BEHAVIOR

Registrants generally consider organized groups and individuals equally to blame for Internet abuse.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net within and outside country)	64%	72% BDE	53%	70% BD	49%	65% BD
Individuals (Net within and outside country)	61%	71% CDE	65% CD	55%	56%	60%
Don't know	12%	9%	11%	14% A	18% ABE	11%
Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net within and outside country)	64%	75% BCDE	56%	69% BDE	53%	64% BD
Individuals (Net within and outside country)	60%	68% CDE	64% CD	50%	55%	61% CD
Don't know	11%	9%	11%	15% AE	15% AE	10%
Cyber squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net within and outside country)	64%	66% BD	57%	69% BD	55%	66% BD
Individuals (Net within and outside country)	60%	74% BCDE	61% D	58% D	47%	58% D
Don't know	12%	8%	11%	15% A	20% ABE	11%
Stolen credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net within and outside country)	67%	76% BDE	61%	71% BD	55%	67% D
Individuals (Net within and outside country)	59%	71% BCDE	57%	57%	55%	58%
Don't know	11%	8%	15% AE	13% A	14% AE	10%
Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Organized groups (Net within and outside country)	69%	77% BDE	62%	73% BD	61%	69% BD
Individuals (Net within and outside country)	57%	69% BCDE	54%	55%	48%	56% D
Don't know	13%	9%	15% A	14% A	16% AE	12%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

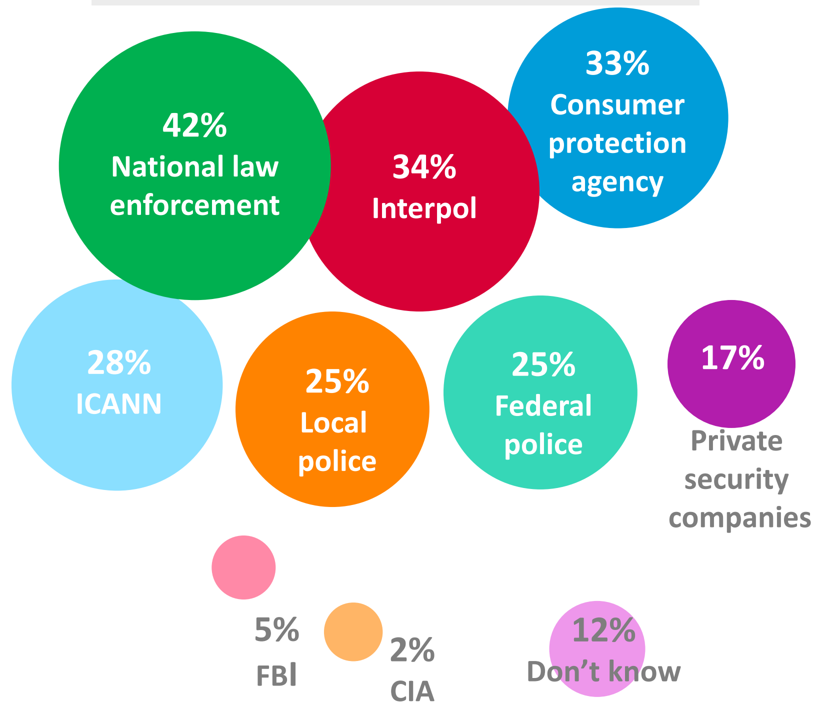
PARTY RESPONSIBLE FOR STOPPING PHISHING

Overall, registrants favor putting responsibility for protection against phishing on law enforcement and consumer protection agencies. ICANN is mentioned more prevalently in Asia.

Phishing	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	19%	37% A	50% ABD	37% A	50% ABD
Interpol	35%	38% E	41% DE	31%	32%
Consumer protection agency	39% BCE	27%	29%	39% BC	33%
ICANN	28% BC	20%	21%	29% BC	32% BC
Local police	17%	24% AC	17%	20%	32% ABCD
Federal police (non-US only)	16%	34% ADE	38% ADE	24% A	23% A
Private security companies	20% E	20% E	16%	17%	15%
FBI (US only)	30%	--	--	--	--
CIA (US only)	11%	--	--	--	--
Don't know	17% BE	10%	14% E	13% E	9%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PARTY RESPONSIBLE FOR STOPPING PHISHING – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

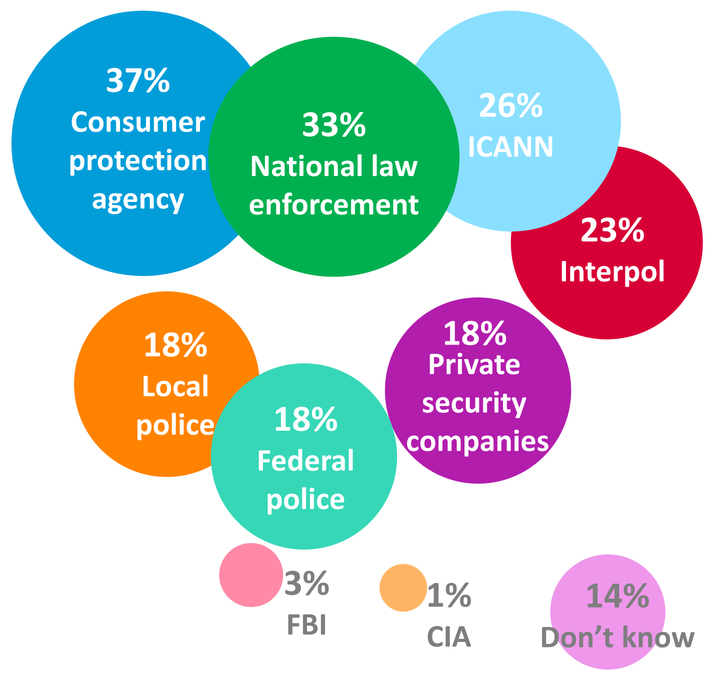
PARTY RESPONSIBLE FOR STOPPING SPAMMING

With regard to spamming, most regions agree that the consumer protection agency should be responsible, along with national law enforcement. In North America and Asia, a third of registrants look to ICANN for protection.

Spamming	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	43% E	36%	37%	42% E	33%
National law enforcement (non-US only)	14%	29% A	38% ABD	27% A	43% ABD
ICANN	30% BC	16%	19%	26% BC	30% BC
Interpol	22%	20%	26%	20%	24%
Local police	11%	16% D	14%	11%	25% ABCD
Federal police (non-US only)	10%	20% A	26% ABDE	17% A	19% A
Private security companies	20%	21% C	15%	18%	17%
FBI (US only)	19%	--	--	--	--
CIA (US only)	7%	--	--	--	--
Don't know	18% E	17% E	16% E	15% E	11%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PARTY RESPONSIBLE FOR STOPPING SPAMMING– TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

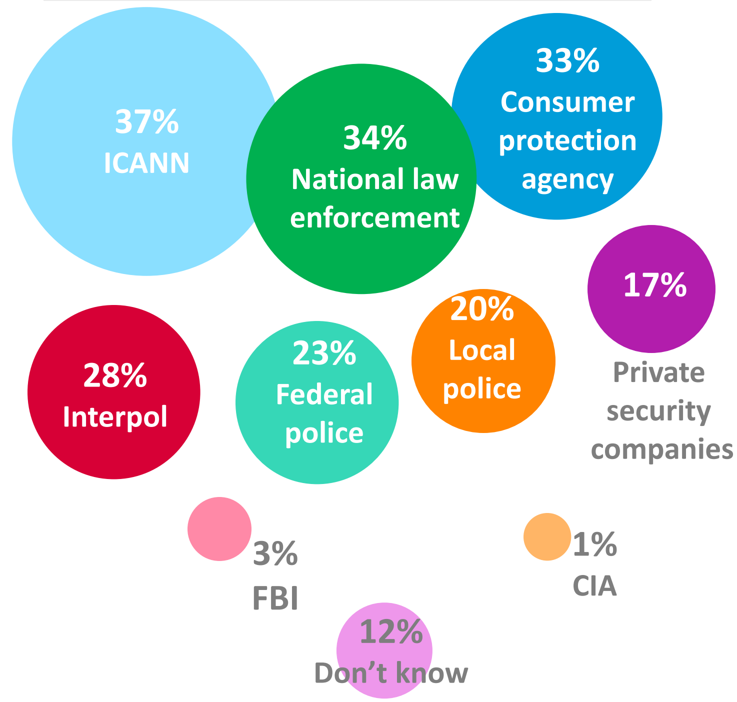
PARTY RESPONSIBLE FOR STOPPING CYBER SQUATTING

With cyber squatting, a less familiar type of abuse, registrants are almost equally likely to expect ICANN's involvement as much as consumer protection agencies and national law enforcement.

Cyber squatting	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
ICANN	45% BCD 🟢	26% 🔴	33%	33%	39% B
National law enforcement (non-US only)	13% 🔴	35% A	44% AD 🟢	33% A	41% AD 🟢
Consumer protection agency	31%	32%	31%	37%	33%
Interpol	22% 🔴	39% ACE 🟢	30% A	31% AE	25% 🔴
Federal police (non-US only)	11% 🔴	39% ADE 🟢	32% AE 🟢	28% AE	20% A 🔴
Local police	11% 🔴	20% A	18% A	19% A	24% AC 🟢
Private security companies	13% 🔴	23% A 🟢	17%	17%	18%
FBI (US only)	17% 🟢	--	--	--	--
CIA (US only)	7% 🟢	--	--	--	--
Don't know	18% BCDE 🟢	11%	12%	12%	9% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PARTY RESPONSIBLE FOR STOPPING CYBER SQUATTING – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

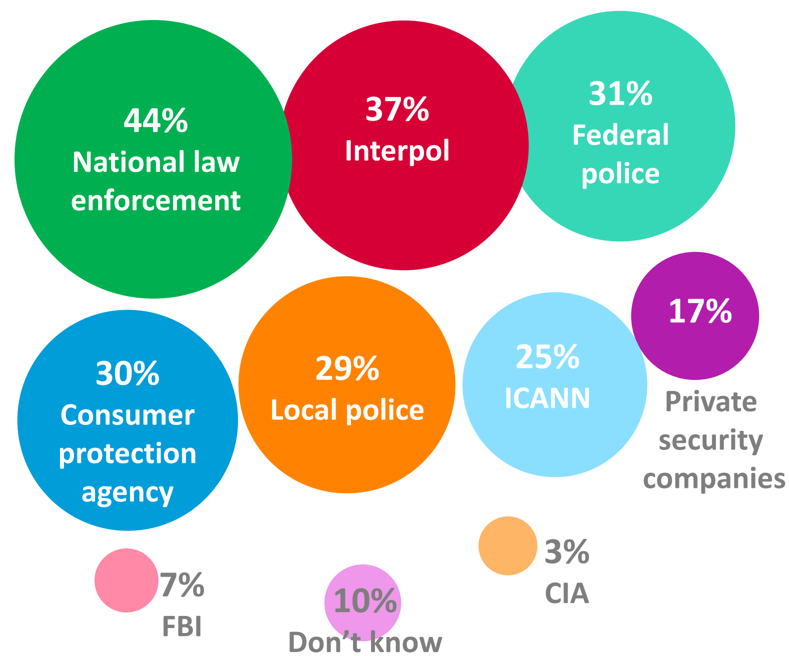
PARTY RESPONSIBLE FOR STOPPING STOLEN CREDENTIALS

A desire for law enforcement involvement is notably higher in the case of stolen credentials, especially in Europe and Asia.

Stolen credentials	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	20% 🔴	42% A	57% ABDE 🟢	40% A	50% ABD 🟢
Interpol	43% DE 🟢	40% E	44% DE 🟢	34%	33% 🔴
Federal police (non-US only)	20% 🔴	46% ADE 🟢	44% ADE 🟢	32% A	27% A 🔴
Consumer protection agency	34% BC	23% 🔴	26% 🔴	35% BC	31% B
Local police	29% D	29%	25%	22% 🔴	33% CD 🟢
ICANN	24% B	17% 🔴	19% 🔴	27% BC	29% BC 🟢
Private security companies	20%	21%	16%	16%	16%
FBI (US only)	42% 🟢	--	--	--	--
CIA (US only)	15% 🟢	--	--	--	--
Don't know	15% BCE 🟢	10%	10%	11%	9% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PARTY RESPONSIBLE FOR STOPPING STOLEN CREDENTIALS – TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

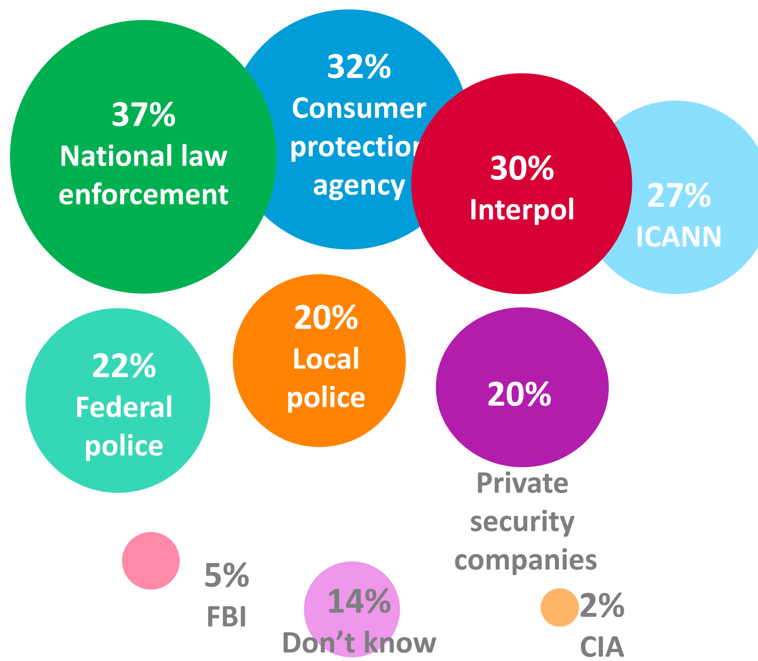
PARTY RESPONSIBLE FOR STOPPING MALWARE

As with most other types of Internet abuse, there is a sense that law enforcement should be responsible for malware abuses.

Malware	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
National law enforcement (non-US only)	14% 🔴	33% A	43% ABD 🟢	31% A 🔴	47% ABD 🟢
Consumer protection agency	36% BCE 🟢	27%	28%	38% BCE 🟢	31%
Interpol	30%	28%	35% D 🟢	27%	29%
ICANN	30% BC	18% 🔴	21% 🔴	28% BC	31% BC 🟢
Federal police (non-US only)	12% 🔴	26% AE	34% ABDE 🟢	22% A	20% A
Local police	13% 🔴	17%	17%	15% 🔴	27% ABCD 🟢
Private security companies	24% E 🟢	25% E 🟢	21%	21%	17% 🔴
FBI (US only)	29% 🟢	--	--	--	--
CIA (US only)	12% 🟢	--	--	--	--
Don't know	18% E 🟢	17% E	15%	14%	11% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PARTY RESPONSIBLE FOR STOPPING MALWARE– TOTAL



Respondents were shown a fixed list of parties responsible for preventing abusive internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

COMMONALITY OF ABUSIVE INTERNET BEHAVIOR

Spamming and malware are seen as the most common Internet abuses across regions. Phishing appears more common in North America.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	54%	72% BCDE 🟢	50%	56% E	54% E	48% 🔴
Somewhat common	33%	21% 🔴	35% A	31% A	31% A	38% ACD 🟢
Not at all/not very common	10%	4% 🔴	11% A	9% A	12% A	11% A 🟢

Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	79%	90% BCDE 🟢	84% E 🟢	79% E	84% E 🟢	70% 🔴
Somewhat common	15%	6% 🔴	10% 🔴	13% A	10% A 🔴	21% ABCD 🟢
Not at all/not very common	4%	2% 🔴	3%	3%	4% A	6% ABC 🟢

Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	38%	43% CE 🟢	38%	33%	40%	36%
Somewhat common	39%	39%	36%	37%	35%	41% 🟢
Not at all/not very common	18%	13% 🔴	18%	23% A	21% A	19% A

Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	46%	61% BCDE 🟢	45%	38% 🔴	54% BCE 🟢	42% 🔴
Somewhat common	36%	28% 🔴	32%	37% AD	29% 🔴	41% ABD 🟢
Not at all/not very common	14%	8% 🔴	17% A	20% ADE 🟢	14% A	14% A

Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very common	68%	80% BCE 🟢	72% CE	61% 🔴	75% CE 🟢	62% 🔴
Somewhat common	23%	15% 🔴	19% 🔴	28% ABD 🟢	18% 🔴	29% ABD 🟢
Not at all/not very common	5%	3% 🔴	5%	7% A	5%	6% A

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

Around 3 in 4 say they have been impacted by spamming, and over half by malware. Half of registrants in North America report being impacted by phishing.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	39%	49% BCDE 🟢	41%	33% 🔴	37%	37%
No	51%	42% 🔴	51% A	57% AD 🟢	50% A	52% A
Not sure	10%	9%	8%	9%	14% AB 🟢	11%

Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	78%	86% CDE 🟢	83% CDE 🟢	77%	76%	75% 🔴
No	17%	11% 🔴	14%	19% A	17% A	20% AB 🟢
Not sure	5%	3%	3% 🔴	4%	7% AB 🟢	6% B

Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	27%	32% CD 🟢	25%	18% 🔴	21% 🔴	29% CD 🟢
No	61%	57%	62%	72% ABE 🟢	66% AE	58% 🔴
Not sure	12%	11%	13%	11%	14%	13%

Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	24%	26% C	23% C	16% 🔴	22% C	26% C 🟢
No	65%	64%	67% E	75% ABDE 🟢	67% E	59% 🔴
Not sure	12%	9%	10%	9%	11%	14% AC 🟢

Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	67%	78% CDE 🟢	74% CE 🟢	58% 🔴	69% C	63% B 🔴
No	25%	17% 🔴	19% 🔴	34% ABDE 🟢	21% 🔴	28% ABD 🟢
Not sure	8%	5% 🔴	7%	8%	10% A	9% A

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Registrant fear is greatest around stolen credentials and malware.

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	31%	21% 🔴	43% ACDE 🟢	31% A	32% A	31% A
Somewhat Scared	39%	32% 🔴	31% 🔴	32% 🔴	35%	47% ABCD 🟢
Not Very/Not at all Scared	30%	47% BCDE 🟢	26%	37% BE 🟢	33% E	22% 🔴
Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	19%	11% 🔴	20% A	17% A	25% AC 🟢	22% AC 🟢
Somewhat Scared	33%	23% 🔴	25% 🔴	31% A	30%	42% ABCD 🟢
Not Very/Not at all Scared	47%	65% BCDE 🟢	55% DE 🟢	52% E 🟢	46% E	36% 🔴
Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	25%	11% 🔴	37% ACE 🟢	22% A	34% ACE 🟢	26% A
Somewhat Scared	35%	25% 🔴	32%	33% A	34% A	40% ABC 🟢
Not Very/Not at all Scared	40%	64% BCDE 🟢	31% 🔴	45% BDE	32% 🔴	33% 🔴
Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	49%	43% 🔴	57% ACE 🟢	44% 🔴	56% ACE 🟢	49% A
Somewhat Scared	32%	34% BD	26% 🔴	31% D	23% 🔴	36% BD 🟢
Not Very/Not at all Scared	19%	23% E 🟢	17%	24% BE 🟢	21% E	15% 🔴
Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	37%	30% 🔴	35%	33%	42% ABC 🟢	41% AC 🟢
Somewhat Scared	40%	39%	39%	39%	34% 🔴	42% D 🟢
Not Very/Not at all Scared	23%	30% E 🟢	26% E	27% E 🟢	24% E	17% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

PERSONAL IMPACT OF/FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Registrants are more likely to say they have been impacted, though they express less fear than consumers.

PERSONALLY IMPACTED BY ABUSIVE INTERNET BEHAVIORS - %YES

Phishing	Consumers	Registrants
Yes	30%	39% ↑

Spamming	Consumers	Registrants
Yes	73%	78% ↑

Cyber Squatting	Consumers	Registrants
Yes	18%	27% ↑

Stolen Credentials	Consumers	Registrants
Yes	20%	24% ↑

Malware	Consumers	Registrants
Yes	60%	67% ↑

FEAR OF ABUSIVE INTERNET BEHAVIORS - %VERY/SOMEWHAT SCARED

Phishing	Consumers	Registrants
Very/Somewhat Scared	77%	69% ↓

Spamming	Consumers	Registrants
Very/Somewhat Scared	60%	53% ↓

Cyber Squatting	Consumers	Registrants
Very/Somewhat Scared	66%	60% ↓

Stolen Credentials	Consumers	Registrants
Very/Somewhat Scared	86%	81% ↓

Malware	Consumers	Registrants
Very/Somewhat Scared	81%	77% ↓

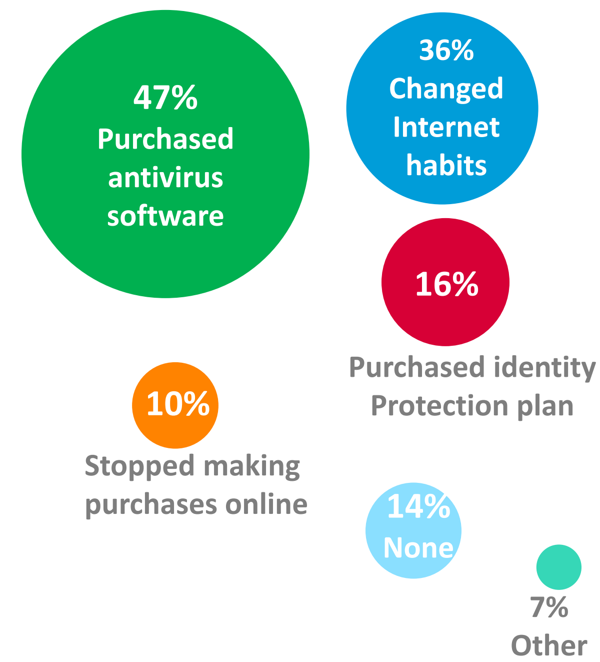
Registrants significantly Higher ↑ Lower ↓ than Consumers

MEASURES TAKEN TO AVOID PHISHING

Half of registrants report purchasing antivirus software and about a third to changing Internet habits in an attempt to protect themselves against phishing.

Phishing	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	46%	41%	49% BD	42%	49% BD
Changed my Internet habits	47% BCE	40% CE	32%	44% CE	31%
Purchased an identity protection plan	12%	11%	12%	14%	20% ABCD
Stopped making purchases online	5%	6%	6%	11% ABC	14% ABCD
Other	11% BE	3%	10% BE	8% BE	5%
None	13%	20% ADE	20% ADE	11%	11%

MEASURES TAKEN TO AVOID PHISHING – TOTAL



Letters indicate significantly higher than region. Region vs. Total Higher Lower

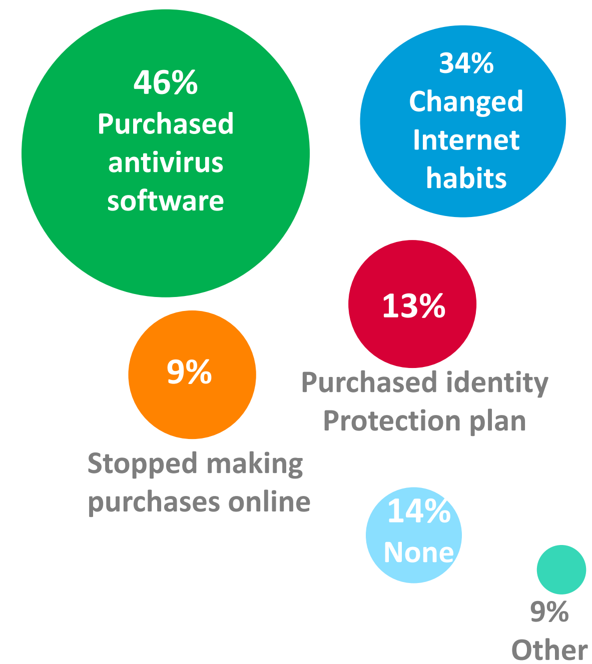
MEASURES TAKEN TO AVOID SPAMMING

Half of registrants also report purchasing antivirus software and a third to changing Internet habits in an attempt to protect themselves against spamming.

Spamming	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	47%	47%	46%	42%	47%
Changed my Internet habits	43% CE	41% CE	30%	43% CE	28%
Stopped making purchases online	3%	5%	6% A	8% AB	13% ABCD
Purchased an identity protection plan	9%	8%	11%	13% B	18% ABCD
Other	16% BDE	6% E	14% BDE	8% D	3%
None	15%	14%	19% BDE	11%	13%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID SPAMMING – TOTAL



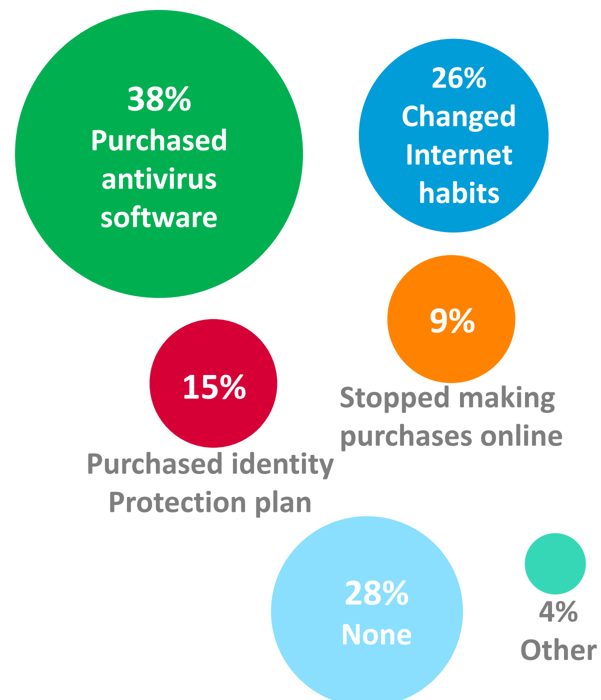
MEASURES TAKEN TO AVOID CYBER SQUATTING

Over a quarter of registrants report taking no action to avoid being affected by cyber squatting.

Cyber Squatting	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	29% 🔴	37% A	36% A	37% A	42% AB 🟢
Changed my Internet habits	28% C	32% CE 🟢	21% 🔴	33% CE 🟢	24% 🔴
Purchased an identity protection plan	7% 🔴	8% 🔴	11% A 🔴	16% ABC	20% ABC 🟢
Stopped making purchases online	3% 🔴	6% A 🔴	5% 🔴	14% ABC 🟢	12% ABC 🟢
Other	7% BE 🟢	2% 🔴	6% BE	5% B	3%
None	43% BDE 🟢	29% DE	38%BDE 🟢	20% 🔴	21% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

MEASURES TAKEN TO AVOID CYBER SQUATTING– TOTAL



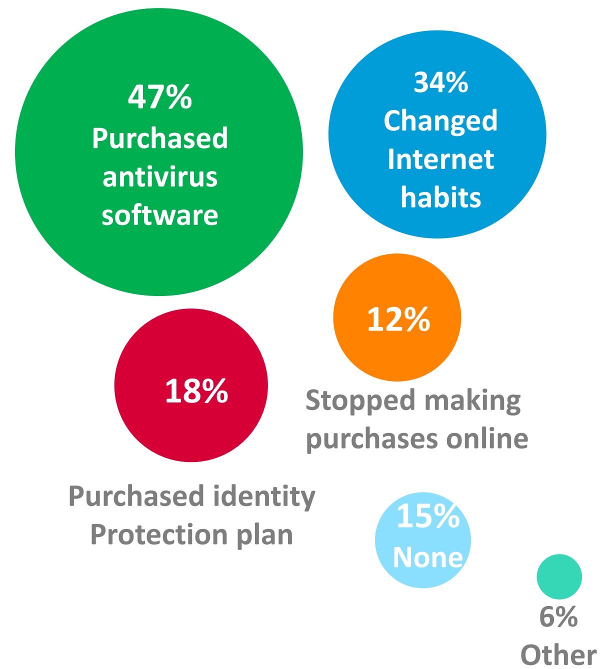
MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

To protect their credentials, nearly half of registrants purchased antivirus software and a third changed their Internet habits.

Stolen Credentials	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	47% D	42%	48% D	39%	49% BD
Changed my Internet habits	45% BCE	36% E	34% E	42% CE	28%
Purchased an identity protection plan	19% BC	11%	13%	19% BC	22% BC
Stopped making purchases online	7%	9%	6%	14% ABC	15% ABC
Other	8% BE	3%	8% BE	6% B	4%
None	15%	20% DE	19% DE	13%	12%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS – TOTAL



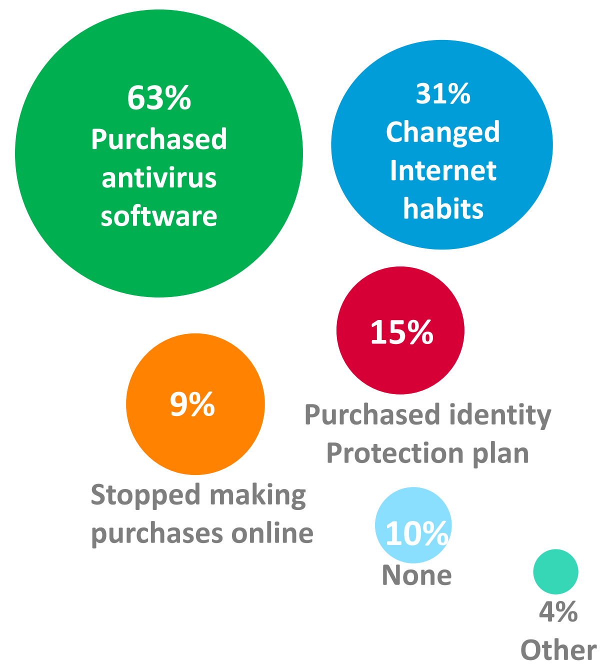
MEASURES TAKEN TO AVOID MALWARE

Nearly two-thirds of registrants globally say they purchased antivirus software to avoid being affected by malware.

Malware	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Purchased antivirus software for my computer	73% BCE	58%	64%	68% BE	59%
Changed my Internet habits	40% CDE	36% CE	30%	32% E	26%
Purchased an identity protection plan	9%	10%	12%	11%	20% ABCD
Stopped making purchases online	4%	4%	7%	7%	13% ABCD
Other	8% BDE	2%	8% BDE	3%	3%
None	7%	12% A	11% A	9%	10%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

MEASURES TAKEN TO AVOID MALWARE– TOTAL



MEASURES TAKEN TO AVOID ABUSIVE INTERNET BEHAVIOR – CONSUMERS VS. REGISTRANTS

While consumers are generally reliant on antivirus software for protection, registrants are more likely to change their Internet habits and purchase an identity protection plan to avoid abusive Internet behaviors.

	Phishing		Spamming		Cyber Squatting		Stolen Credentials		Malware	
	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants	Consumers	Registrants
Purchased antivirus software for my computer	50%	47% ↓	46%	45%	41%	38% ↓	46%	47%	61%	63% ↑
Changed my Internet habits	29%	36% ↑	25%	34% ↑	18%	26% ↑	24%	34% ↑	23%	31% ↑
Purchased an identity protection plan	11%	16% ↑	9%	13% ↑	10%	15% ↑	15%	18% ↑	10%	15% ↑
Stopped making purchases online	9%	10% ↑	10%	9%	7%	9% ↑	10%	12% ↑	7%	9% ↑
Other	5%	7% ↑	6%	9% ↑	2%	4% ↑	4%	6% ↑	3%	6% ↑
None	20%	14% ↓	23%	14% ↓	36%	28% ↓	23%	15% ↓	18%	4% ↓

Registrants significantly Higher ↑ Lower ↓ than Consumers