nielsen

ICANN GLOBAL CONSUMER RESEARCH WAVE 2

JUNE 2016

ICANN

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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 gTLD landscape, as well as measure factors such as consumer 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**
  - Global domain name **registrants**, who were interviewed and will be reported separately

This report focuses on the 2016 (wave 2) results among the Consumer Segment.

METHODOLOGY

Qualifying criteria

- Adults 18+; Teens 15-17 (added in 2016 (wave 2))
- 5+ hours spent per week on Internet
- Demographically projectable to each region's online population – representing 75% of global users

Total of **5,452 Consumers**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

- Countries: China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, Canada, Mexico, United States, Argentina, Brazil, Colombia
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, Latam_Spanish, 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 in marked that that letter
- Green and red circles denote where a region is significantly higher or lower than the Total
- Arrows denote significant differences 2016 vs 2015.

ONLINE SURVEY
April 12-May 2
2016

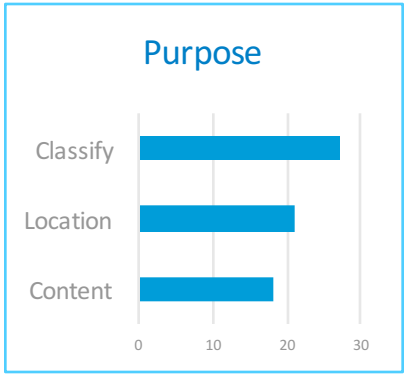
SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

EXECUTIVE SUMMARY

THE DOMAIN SYSTEM PROVIDES STRUCTURE, INTENT

The domain system provides structure

When asked why websites have different extensions, 1 in 5 are unsure, but the majority of responses focus on providing some form of structure-to classify by the type of site, the purpose, the location or region affiliated with or to give an indication of the content that site contains.



As time has gone by, demand for Web pages increases. Out of concern, more must be created. (LAC)

Better structure, recognizability/assigning companies to fields of activity. (EUR)

So that more people or companies can create their own pages for their businesses or services. (LAC)

Because of the demand on the Internet and sites and to make sure of their credibility (Africa)

New gTLDs are expected to continue this function, as well as meet demand

And when asked why the new gTLDs were created, for many, its to further the same goals and improve the structure. But other common themes relate to improving credibility and meeting demand.

AVERAGE AWARENESS AND VISITATION ON THE RISE

For legacy gTLDs, an upward trend

Awareness and visitation rates have grown wave-over-wave for all three tiers of legacy gTLDs.

New gTLDs show less movement

Among the reference set of new gTLDs that were shown in both waves, average awareness has only ticked up slightly and reported visitation has actually decreased. However, the new gTLDs added in this wave have higher average awareness and visitation that the reference set.

New gTLDs stronger outside of NA and EUR

We see strong regional differences for the new gTLDs—awareness of any new gTLD in AP, Africa and LAC is as much as 20 points higher than in the US and EUR.

LEGACY TLDS	2015	2016	
AVERAGE AWARENESS (%)			
High	79%	89%	(76%-99% across regions)
Moderate	36%	43%	(20%-64% across regions)
Low	9%	13%	(5%-12% across regions)
Geographically Targeted TLDs	86%	88%	(51%-99% across country)
AVERAGE VISITATION (%)			
High	71%	81%	(63%-97% across regions)
Moderate	22%	27%	(11%-44% across regions)
Low	4%	7%	(2%-32% across regions)
Geographically Targeted TLDs	81%	81%	(29%-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 TLDS	2015	2016	
AVERAGE AWARENESS (%)			
Consistent gTLDs	14%	16%	(2%-39% across regions)
Added gTLDs	NA	20%	(7%-37% across regions)
Geographically Targeted gTLDs	10%	13%	(1%-34% across country)
AVERAGE VISITATION (%)			
Generic Extensions	15%	12%	(2%-37% across regions)
Added gTLDs	NA	15%	(2%-34% across regions)
Geographically Targeted gTLDs	12%	9%	(1%-23% across country)

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

TOTAL AWARENESS OF gTLDS

Awareness of any of the legacy gTLDs has increased over the last year and awareness of consistent new gTLDs is also up.

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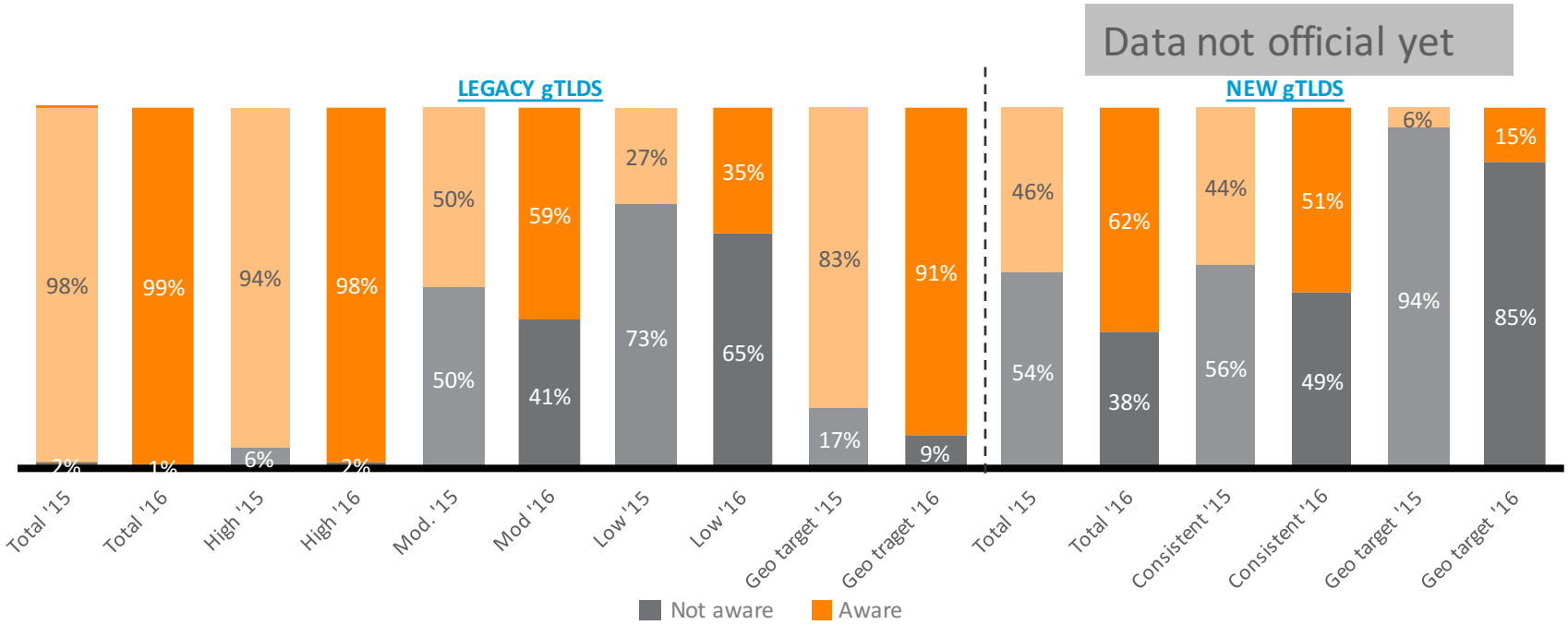


High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

TRUST IN gTLDS AND RESTRICTIONS

Trust levels are stable

And the new set of gTLDS added this wave have higher trust levels than the reference set, showing trust can vary based on interpretation.

gTLDS TRUST	2015	2016	
AVERAGE TRUST (T2B%)			
Legacy Extensions	90%	91%	(80%-98% across regions)
ccTLDs/IDNs	94%	95%	(75%-99% across country)
New gTLD Consistent	49%	45%	(17%-67% across regions)
New gTLD Added	NA	52%	(24%-79% across regions)
ccTLDs/IDNs	53%	52%	(14%-76% across country)

Legacy: .com, .net, .org
Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top (for restriction question, .Bank, .Pharmacy, .Builder)
Geographically Targeted: based on only those shown in that region

T2B% = % who say very/somewhat trustworthy

Restrictions are increasingly expected

The percentage of consumers who say that registering of domain names should be unrestricted has decreased and a clear majority feel that there should be at least some level of restrictions on who can register—for both new and old gTLDs. Restrictions include credentials, location and consistent use.

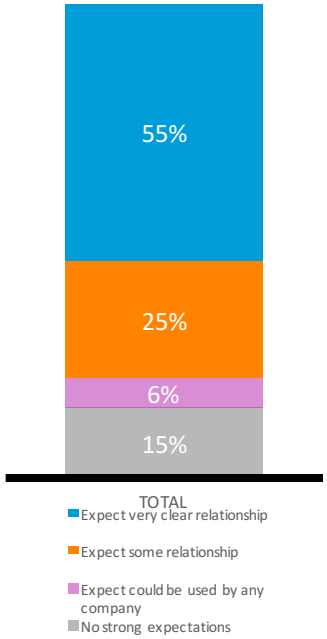
RESTRICTIONS	2015	2016
% SOME OR STRICT		
Legacy Extensions	63%	72%
ccTLDs/IDNs	62%	70%
New gTLD Consistent	67%	73%
New gTLD Added	NA	82%
ccTLDs/IDNs	67%	77%

70% Restrictions increase trust, 2016

56% 2015

And domains should reflect the intent of the gTLDs

While slightly weaker in Europe and AP, there is none-the-less a strong sense that the website should have a clear relationship to the gTLD under which it is registered.



IMPACT OF TRUST ON BEHAVIOR

Overall, trust of the industry relative to other tech companies has improved

Trust is highest compared to ISPs. The most common justification for this trust is that it is in the industry's own best interest to protect their reputation. Trust is also a key theme when people talk about the domain system in general. Positive associations with the domain system have increased since 2015.

Comfort levels with online activities are high

Respondents tend to report at east being "somewhat" comfortable doing a wide range of activities online. The lowest comfort level is around putting personal information about family or activities on social media sites.

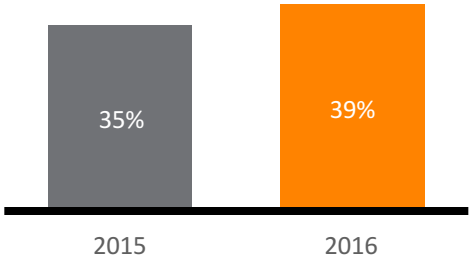
And fear is not driving a change in online behavior

There is no significant rise in the percentage of people who have limited their online behavior out of fear, and in fact the level of action taken to protect against abusive behaviors in general is largely the same as last year.

However, comfort level is lower with new gTLDs; higher for ccTLDs.

When we examine types of information a site may request, we see wide acceptance of inputting email, and then progressively less for data like financial information or health care info. Typically, comfort for these tasks is on par for .com vs the respondents' ccTLD (especially if localized language); substantially lower for a new gTLD.

RELATIVE TRUST IN DOMAIN NAME INDUSTRY



It is their business so they protect their name and reputation. (AP)

COMFORT LEVELS
(% Very/somewhat)

92% Info Search

76% Banking

63% Social Media

GLOBALLY, TEENS SHOW SIMILAR PATTERNS TO ADULTS

Teens are more similar than dissimilar on most metrics

By and large, we don't see dramatically different results for teens compared to adult internet users. A detailed recap of statistically significant variations is found later in the report.

Awareness tips toward newer gTLDs, lower visitation of less common legacy gTLDs

For legacy gTLDs like .net, .org and .biz, teens slow slightly lower awareness and visitation rates; .biz is the most affected with a 12 point drop in awareness and a 9 point drop in visitation. Trust is also lower for .net, .org, .pro and .coop—about 4 percentage points. However when we look at the new gTLDs, there is a general pattern for increased awareness among teens.

Mores apps and wikis, less reliance on gTLDs

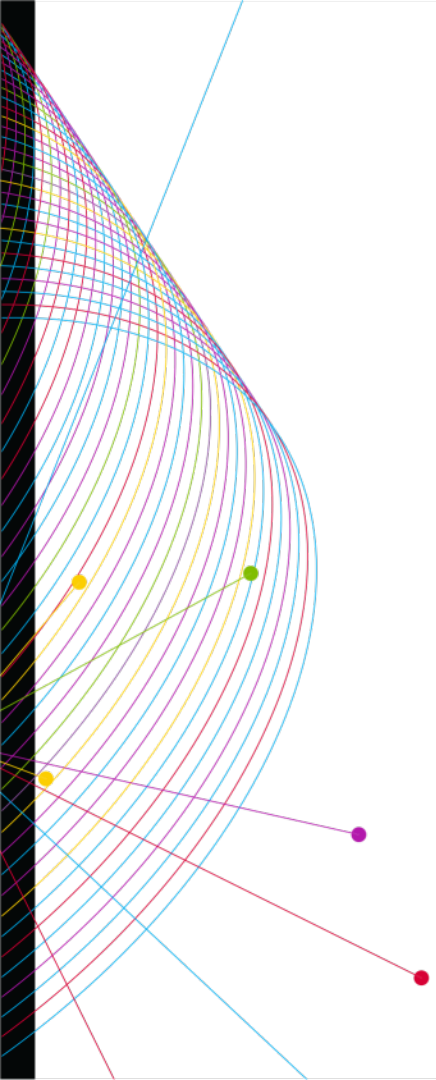
As would be expected, teens are more likely to use smartphones to surf (increase of 6 points), see the value in using apps, to have used QR codes and URL shorteners and to get information from an online encyclopedia than use more traditional search methods. Perhaps as a result, teens are more likely (8 points) to say that they don't pay attention to the domain extension.

Less likely to expect restrictions and enforcement

Teens are more likely to advocate no restrictions on registration by about 5 percentage points (leaving the strong majority still in favor of restrictions.) The pattern is seen with both new and legacy gTLDs. More pronounced, they are less likely to believe restrictions will be enforced by a margins of 7 to 14 points, depending on the nature of the restriction.

Teen comfort levels tend to be lower

There is a general pattern that teens are less comfortable with online behaviors (especially online banking—where they may just lack experience). The exception is for social media, where teens are more comfortable entering information about friends and family than are adults (71% to 63%). However, when it comes to abusive behaviors like spam, malware and phishing attacks, teens tend to be less aware, concerned or fearful than the adults.



UNDERSTANDING OF AND EXPERIENCE WITH LEGACY gTLDS

KEY TAKEAWAYS – LEGACY gTLDS

This section focuses on legacy gTLDs, exploring consumer perceptions in the established domain extension space; also creating a base of knowledge for reference in interpretation of findings relative to the new gTLDs and understanding DNS changes.

1 Traditional extensions maintain strong position

When we look at the legacy extensions, we see the same pattern as in last year's wave--.com, .org and .net have strong awareness while the other legacy gTLDs are much less well know. However, awareness and visitation show a steady increase across the board, and the top three legacy gTLDS are widely considered to be trustworthy.

2 Country gTLDs also stay strong

Consistent with last years wave, the country code gTLDS also maintain their strong position, especially outside of the United States. Most have broad awareness and are seen as trustworthy by 9 in 10.

3 While trust and related behaviors are stable, expectations for restrictions increase

While there is no increase in distrust about the legacy gTLDs, there is a growing expectation that at least *some* restrictions should be placed on who can register domains names using these gTLDs—the percentage who said there should be no restrictions drops an average of 8.5 percentage points across legacy gTLDs. And, the presence of restrictions is even more likely to improve trust compared to a year ago.

4 Familiarity breeds trust

When asked what makes these gTLDs trustworthy, the top responses focus around it being a recognizable or well known gTLD or being from a groups, agency or place of origin that inspires trust.

5 The purpose is to convey intent

When asked why there are different gTLDs at all, the reasons provided focus on communicating something specific—type of entity behind the site, country of origin, intended content/purpose.

6 Views about the domain name system continue to be largely positive

However, more negative sentiments that the system is confusing or technical, while still the least common terms associated with the domain structure, are on the rise.

AWARENESS OF DOMAIN EXTENSIONS

Awareness beyond the common legacy extensions - .com, .net, and .org – is relatively low; half or less of consumers across all regions. Compared to last year, however, awareness is improved across the board.

TOTAL AWARENESS BY DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any below	98%	**99%** ↑	98%	**99%**	99%	**100% ACE** ↑	97%	**99%** ↑	98%	**100% ACE** ↑	98%	**99%** ↑
.com	89%	95% ↑	92%	96% C ↑	90%	95% ↑	89%	94% ↑	91%	99% ABCE ↑	88%	96% C ↑
.net	77%	88% ↑	85%	94% CE ↑	82%	92% CE ↑	80%	86% ↑	78%E	93% CE ↑	73%	87% ↑
.org	71%	83% ↑	89%	95% CE ↑	80%	94% CE ↑	79%	85% E ↑	76%	93% CE ↑	61%	76% ↑
.info	41%	50% ↑	33%	37% ↑	44%	52% A ↑	48%	53% A ↑	50%	64% ABCE ↑	40%	52% A ↑
.biz	31%	36% ↑	33%	36% B	18%	20%	36%	38% B	41%	53% ABCE ↑	29%	36% B ↑
.mobi	14%	18% ↑	8%	11% ↑	9%	14%	12%	14%	40%	49% ABCE ↑	14%	18% ABC ↑
.pro	10%	13% ↑	5%	6%	8%	10% A	8%	10% A	3%	9% A ↑	13%	18% ABCD ↑
.tel	9%	14% ↑	8%	9%	12%	11%	8%	10%	7%	14% AC	10%	17% ABC ↑
.asia	9%	13% ↑	3%	5% ↑	5%	4%	6%	9% AB ↑	6%	8% AB	12%	19% ABCD ↑
.coop	5%	8% ↑	3%	4%	8%	11% ACD	4%	6% A ↑	2%	6% ↑	6%	11% ACD ↑

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

Letters indicate significantly higher than region. Region vs. Total

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS

By country, awareness of most geographically targeted extensions is quite high and many have improved over last year. Only .us (US) and .eu (Spain, UK, France, Italy, Germany) report moderate awareness in 2016.

2015

HIGH AWARENESS

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

MODERATE AWARENESS

- .us (United States)
- .eg (Egypt)

2016

HIGH AWARENESS

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

MODERATE AWARENESS

- .us (United States)
- .eu (Spain, UK, France, Italy, Germany) (not asked 2015)

80% or more Aware

50%-79% Aware

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

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

DOMAIN NAME EXTENSIONS VISITED

Similarly, only the three common legacy extensions are highly visited currently. Compared to last year, however, visitation is improved across the board.

TOTAL VISITATION BY DOMAIN EXTENSION





	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any below	99%	**99%**	98%	**99%**	99%	**100% ACE**	98%	**99%**	99%	**99%**	98%	**99%**
.com	88%	94%	91%E	95% C	88%	95% C	86%	89%	91%	97% CE	87%	94% C
.net	65%	76%	71%	79% C	65%	81% CE	63%	67%	71%	84% ACE	63%	76% C
.org	61%	72%	80%	87% CE	73%	90% ACE	64%	68% E	72%	90% CE	50%	63%
.info	27%	34%	17%	21%	25%	33% A	34%	35% A	35%	44% ABCE	27%	35% A
.biz	17%	20%	13%	13%	9%	11%	22%	21% AB	27%	34% ABCE	17%	22% AB
.mobi	8%	11%	3%	6%	3%	7%	6%	8%	31%	32% ABCE	8%	11% ABC
.pro	4%	7%	2%	2%	3%	6% A	3%	4% A	1%	4% A	6%	9% ABCD
.asia	4%	6%	1%	1%	2%	2%	2%	3% A	1%	4% A	6%	10% ABCD
.tel	4%	7%	2%	3%	4%	5% A	3%	4%	2%	6% A	4%	9% ABCD
.coop	2%	4%	1%	2%	5%	6% ACD	2%	3% A	0%	2%	3%	5% ACD

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence

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

GEOGRAPHICALLY TARGETED DOMAIN EXTENSIONS VISITED

Overall, awareness of the geographically targeted extensions is translating to visitation; however, visitation is particularly low for .us (US) and .eu (in UK and France). Compared to 2015, visitation has improved for about half of the extensions.

2015

HIGH VISITATION

- .mx (Mexico)
- .ca (Canada)
- .it (Italy)
- .tr (Turkey)
- .es (Spain)
- .pl (Poland)
- .uk (UK)
- .fr (France)
- .de (Germany)
- .za (South Africa)
- .ng (Nigeria)
- .vn (Vietnam)
- .cn (China)
- .jp (Japan)
- .kr (Korea)
- .ru (Russia)
- .in (India)
- .co (Colombia)
- .ar (Argentina)
- .br (Brazil)

MODERATE VISITATION

- .ph (Philippines)
- .id (Indonesia)
- .eg (Egypt)

LOW VISITATION

- .us (United States)

2016

HIGH VISITATION

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

MODERATE VISITATION

- .eu (Poland, Italy, Germany, Spain)

LOW VISITATION

- .us (United States)
- .eu (UK, France)

75% or more have Visited

40%-74% have Visited

35% or less have Visited

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

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

DOMAIN EXTENSION TRUSTWORTHINESS

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

By country (with one exception), a very high 90% or better trust their ccTLD as well. In the US, it's still very favorable with a high of 76%.

70% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.com
.org
.net

Geographically Targeted Extensions
.mx
.ca
.us

SOUTH AMERICA

General Extensions
.com
.org
.net

Geographically Targeted Extensions
.ar
.co
.br

EUROPE

General Extensions
.com
.org ↓
.net

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

AFRICA

General Extensions
.com
.org
.net
.info ↓

Geographically Targeted Extensions
.ng
.za
.eg

ASIA

General Extensions
.com
.org
.net

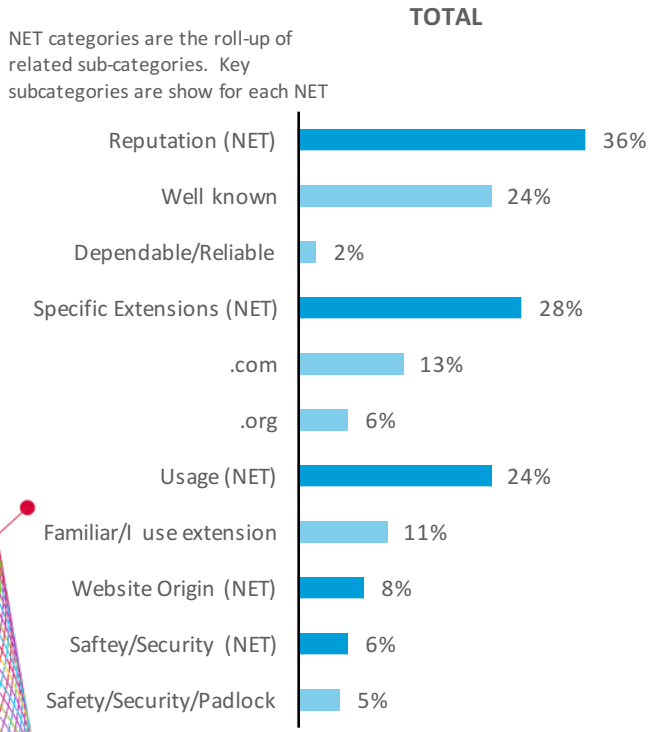
Geographically Targeted Extensions
.id
.ph
.in
.ru
.vn
.cn ↑
.jp
.kr

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

Arrows indicate significantly higher/lower than wave 1 at a 95% confidence level.

WHAT MAKES DOMAIN NAME EXTENSIONS TRUSTWORTHY

When consumers what makes an extension seem trustworthy as an open ended question, their responses focus on reputation and familiarity with the extension, oftentimes mentioning specific extensions.



NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
36%	45% ACE	32%	42% ACE	35%
22%	24% C	19%	29% AC	25% C
2%	12% ACDE	2%	1%	1%
27% C	27% C	20%	32% C	30% C
11% C	13% C	7%	19% ABC	16% AC
8% CE	7% CE	3%	10% CE	5%
34% BCDE	27% CDE	19%	20%	22% C
16% BCDE	10%	10%	8%	11%
8% D	8% D	12% ABDE	4%	7% D
5%	8% AE	7% E	11% ACE	4%
4%	7% E	6% E	10% ACE	4%

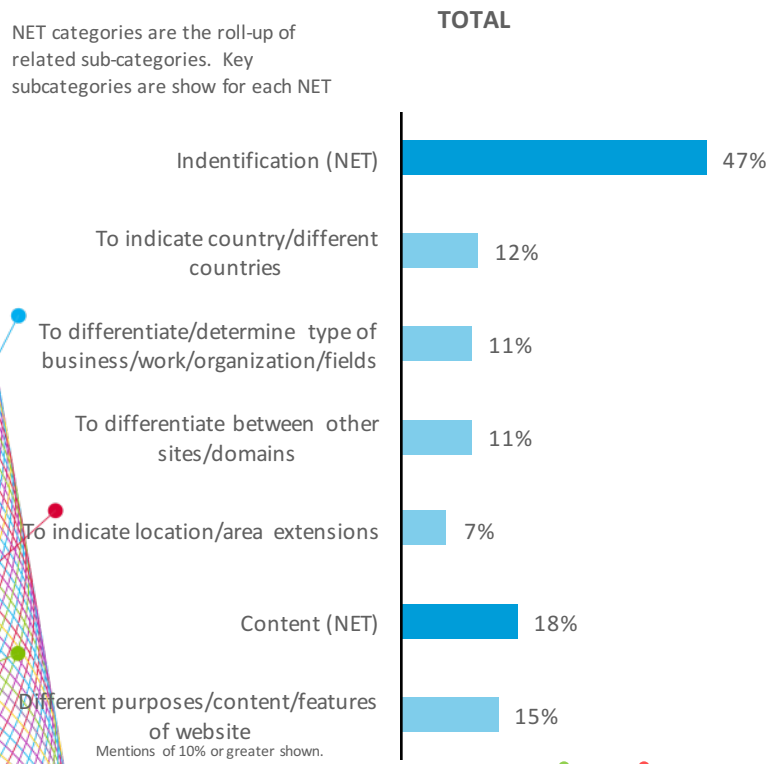
WHAT MAKES DOMAIN NAME EXTENSIONS TRUSTWORTHY

Reputation	Specific Extension	Usage	Website Origin	Safety/Security
Because it's already an old extension with a very good reputation. (LAC)	Its extension represents influential and authoritative agencies and organizations. (AP)	Experience of usage of these websites. These are official websites of organizations. (AP)	That it's from my country of origin. (LAC)	Domains for the governments give me more security. (Africa)
They belong to domains with a good reputation. (NA)	The .org extension because it's a government domain. The .com extension because it's a purchased domain. (LAC)	Used it several times and never had negative experiences. (Eur)	The country of origin, the type of organization or entity that offers it. (Eur)	Because it uses the latest technology for safety. (AP)
Its competitiveness, reputation and history give people positive impression. (AP)	The .com extension is the first one I knew of, international and the most famous. (Eur)	When it's used on the majority of sites. (LAC)	It originates from Poland or I know the extension. (Eur)	Because they are the most used by many people, so I think there is greater control of security. (LAC)

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

While 1 in 5 consumers don't know why websites have different extensions, many others feel it's to properly identify and classify the domains or that it identifies it's location or content.

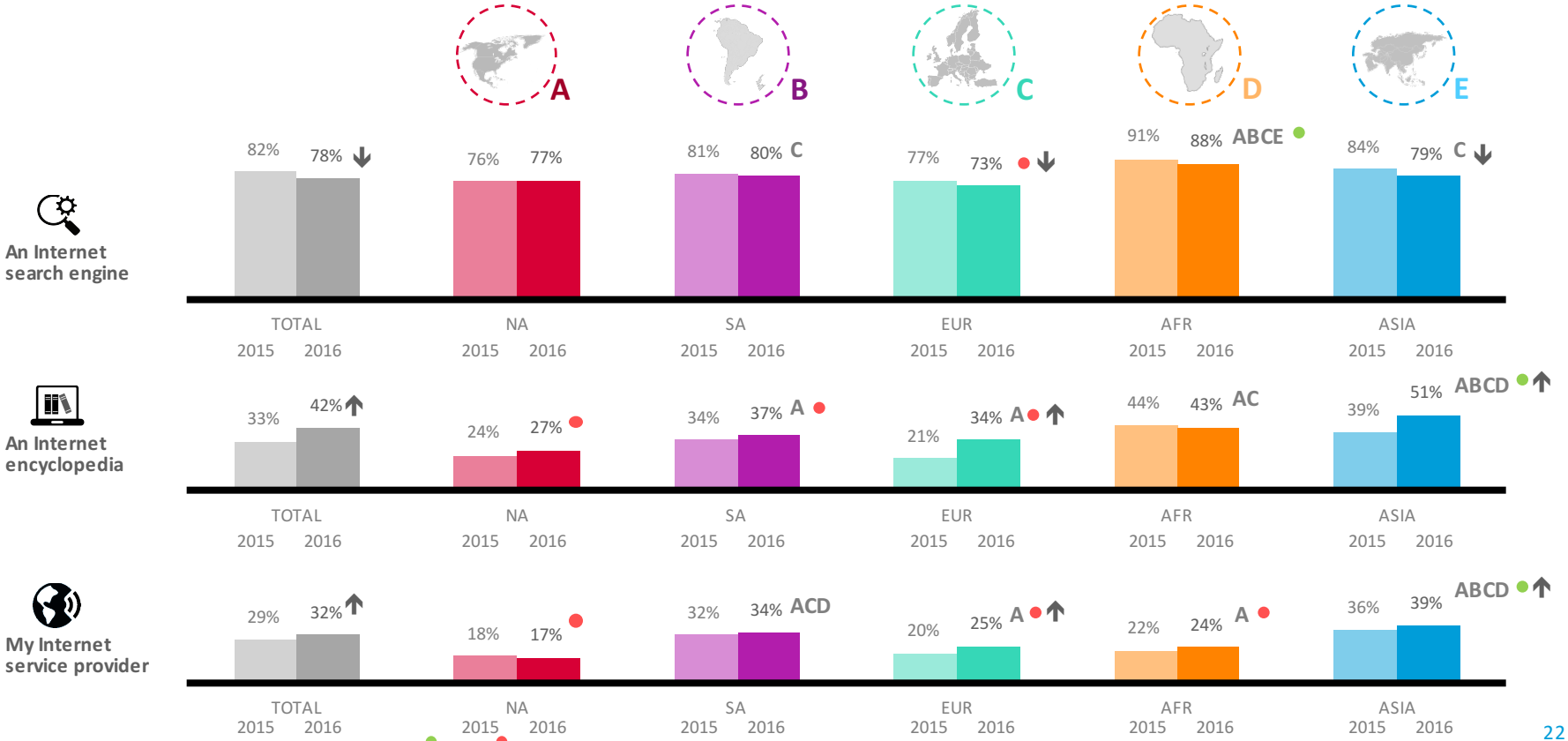
NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Indentification (NET)	51% E	48%	49%	46%	45%
To indicate country/different countries	8%	13% AE	23% ABDE	10%	9%
To differentiate/determine type of business/work/organization/fields	14% BCE	10%	8%	16% BCE	11% C
To differentiate between other sites/domains	11%	11% C	8%	8%	13% CD
To indicate location/area extensions	9% E	9% E	10% E	11% E	4%
Content (NET)	17% C	27% ACE	10%	28% CE	17% C
Different purposes/content/features of website	13% C	21% ACE	9%	21% ACE	15% C

PREFERRED SOURCES FOR MORE INFORMATION

Internet search is by and large the primary means consumers would use to learn more about domain name extensions. But Internet encyclopedia and internet provider are growing in popularity – notably so in Europe and Asia.



IMAGERY PERCEPTIONS OF LEGACY gTLDS

Consumers describe the common gTLDs in terms of functionality and trust - Useful, Informative, Practical, Helpful and Trustworthy. Compared to 2015 however, mentions of a couple of the more negative descriptors are on the rise - Technical and Confusing.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

gTLD RESTRICTIONS

While relatively few feel that strict purchase restrictions are required on these gTLDs, consumer views are changing – fewer say 'no restrictions' while more say 'strict restrictions."





Strict purchase restrictions should be required	TOTAL 2015	TOTAL 2016	NORTH AMERICA (A) 2015	NORTH AMERICA (A) 2016	SOUTH AMERICA (B) 2015	SOUTH AMERICA (B) 2016	EUROPE (C) 2015	EUROPE (C) 2016	AFRICA (D) 2015	AFRICA (D) 2016	ASIA (E) 2015	ASIA (E) 2016
.com	19%	28% ↑	13%	24% C ● ↑	15%	26% C ↑	13%	19% ● ↑	24%	36% ABCE ● ↑	24%	30% AC ● ↑
.info	16%	22% ↑	16%	25% CE ● ↑	15%	24% CE ↑	13%	18% ● ↑	18%	29% CE ● ↑	16%	20% ● ↑
.net	16%	23% ↑	12%	23% C ↑	13%	23% C ↑	10%	18% ● ↑	21%	30% ABCE ● ↑	18%	24% C ● ↑
.org	25%	34% ↑	26%	40% CE ● ↑	26%	39% CE ● ↑	18%	26% ● ↑	29%	40% CE ● ↑	26%	33% C ↑
Some purchase restrictions should be required												
.com	40%	40%	38%	41% D	40%	36%	40%	44% BDE ●	34%	31% ●	41%	40% D
.info	49%	51% ↑	48%	46% ●	45%	45% ●	48%	52% BD	40%	42% ●	51%	54% ABD ● ↑
.net	47%	49%	44%	48%	42%	45%	45%	51% BD	45%	42% ●	50%	49% D
.org	44%	43%	40%	37% ●	39%	32% ●	44%	48% ABD ●	37%	39% B	47%	46% ABD ●
No purchase restrictions should be required												
com	41%	33% ↓	49%	35% E ↓	45%	37% E ● ↓	47%	36% E ● ↓	42%	34% ↓	35%	30% ● ↓
.info	36%	28% ↓	37%	29% ↓	40%	31% E ↓	39%	30% E ↓	42%	30% ↓	32%	26% ● ↓
.net	38%	28% ↓	44%	30% E ↓	45%	33% E ● ↓	45%	31% E ● ↓	33%	28%	32%	26% ● ↓
.org	31%	23% ↓	34%	23% ↓	35%	29% ADE ● ↓	38%	26% DE ● ↓	34%	21% ↓	27%	21% ● ↓

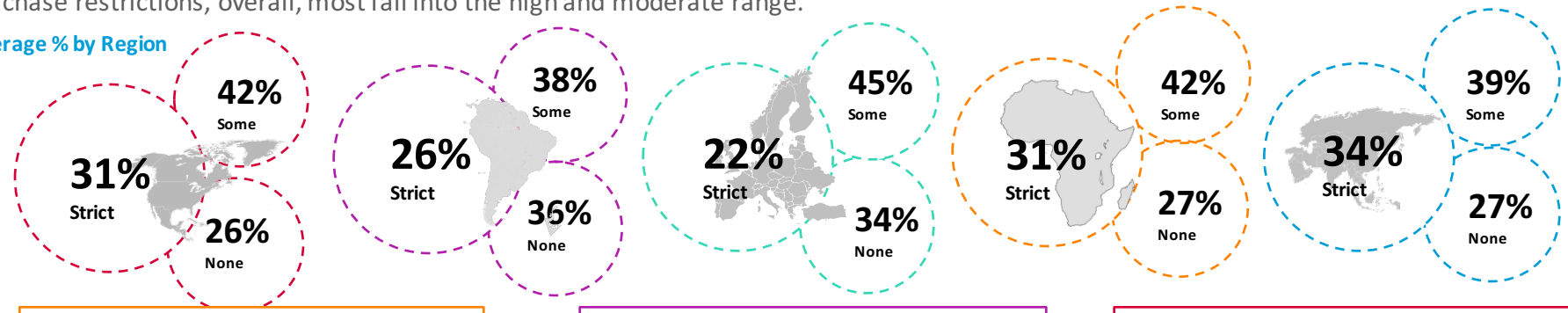
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

STRICT gTLD RESTRICTIONS REQUIRED

Roughly one quarter of consumers favor strict purchase restrictions on the geo specific gTLDs. Of those who favor strict purchase restrictions, overall, most fall into the high and moderate range.

Average % by Region



HIGH

- .us (United States)
- .ca (Canada)
- .tr (Turkey)
- .za (South Africa)
- .ng (Nigeria)
- .ph (Philippines)
- .in (India)
- .vn (Vietnam)
- .kr (Korea)
- .cn (China)

MODERATE

- .mx (Mexico)
- .uk (UK)
- .de (Germany)
- .eg (Egypt)
- .id (Indonesia)
- .jp (Japan)
- .ru (Russia)
- .br (Brazil)
- .co (Colombia)
- .ar (Argentina)

LOW

- .pl (Poland)
- .it (Italy)
- .es (Spain)
- .fr (France)

30% or more say Strict restrictions required

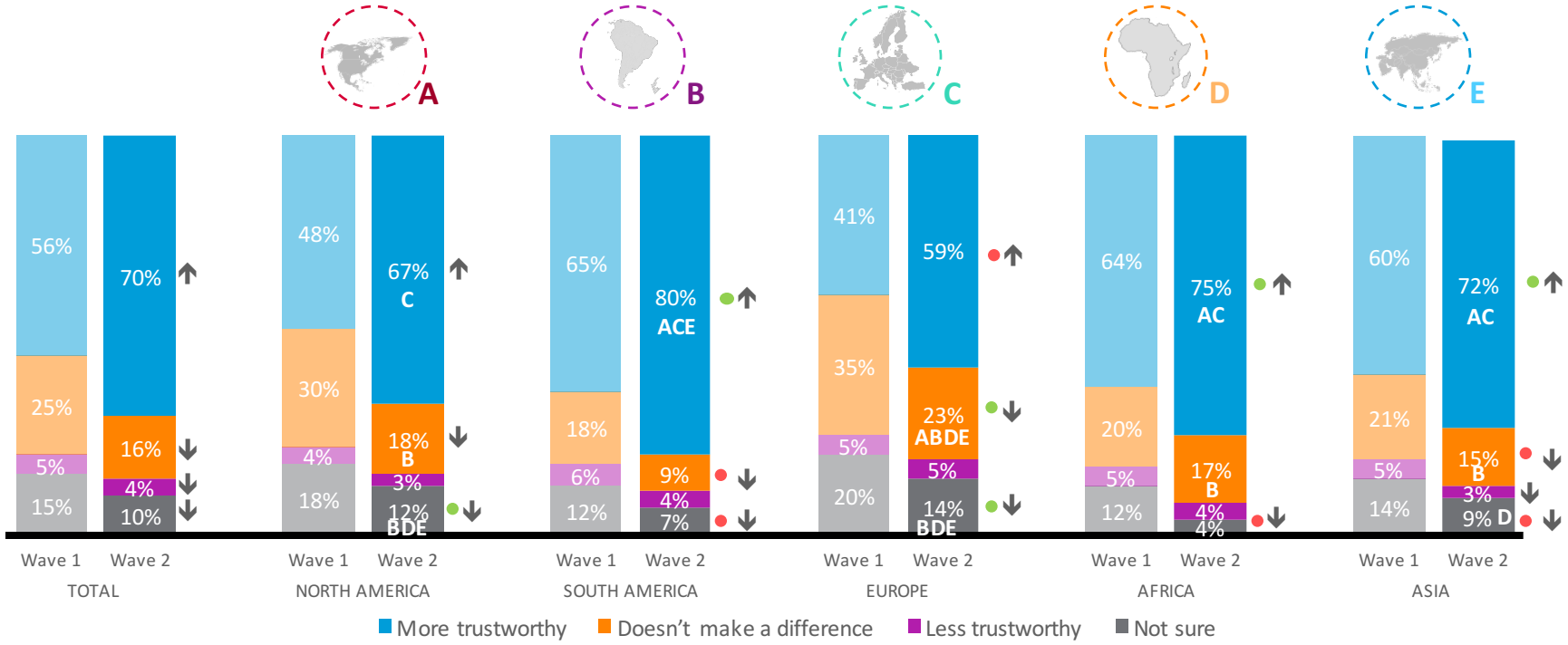
20%-29% say Strict restrictions required

Less than 20% say Strict restrictions required

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 purchase restrictions or requirements does contribute to a sense of trust around the globe, especially among consumers in South America, Africa, and Asia. And this view is even stronger this year.



Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

ENFORCEMENT OF RESTRICTIONS

Supporting the consumers' desire for restrictions, 3 in 4 (or more) feel noted requirements below should be enforced.

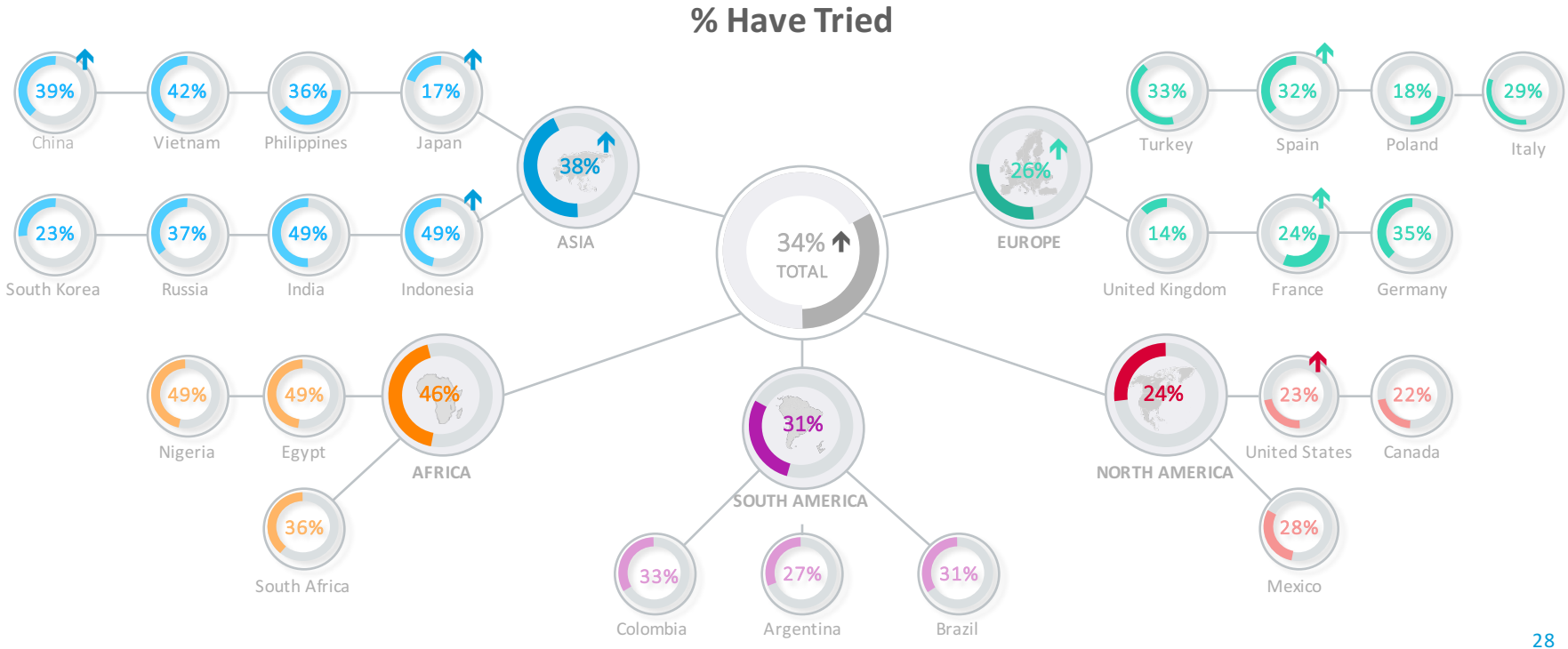
% Yes	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Validation that the person or company registering the site **meets intended parameters**	82%	85% CE ●	81%	81%	82%	81%
Requirements for validated **credentials** related to the gTLD	80%	78% B	72% ●	78% B	78% B	82% ABC ●
Requirements for use of the **name** to be **consistent with** the **meaning** of the gTLD	79%	82% CD ●	78%	76% ●	76%	80% C
Requirements for local presence within specific city, country, or region for a domain related to that place	76%	75% B	68% ●	76% B	74%	77% B ●

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

IDENTIFYING WEBSITE CREATORS

Consumers in Africa are far more likely to have tried to identify the registrant of a website than any other region, Nigeria and Egypt in particular. The practice is least prevalent among North Americans and Europeans.

Compared to last year, consumers are more likely to have tried to verify in few specific areas -- Asia (notably China, Japan, and Indonesia), Europe (Spain and France) and the US.

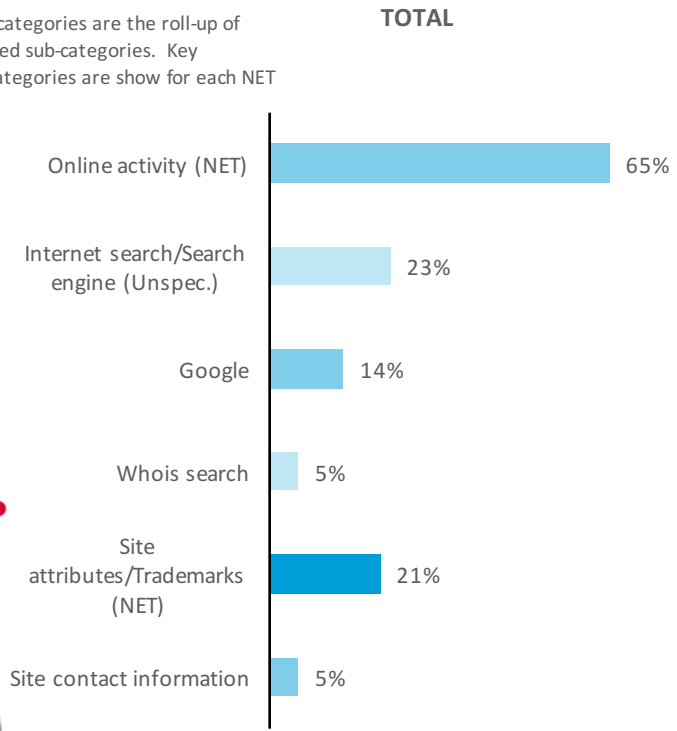


Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Among those who tried to identify a website, the vast majority of consumers search online for more info via Internet or Google searches among many others.

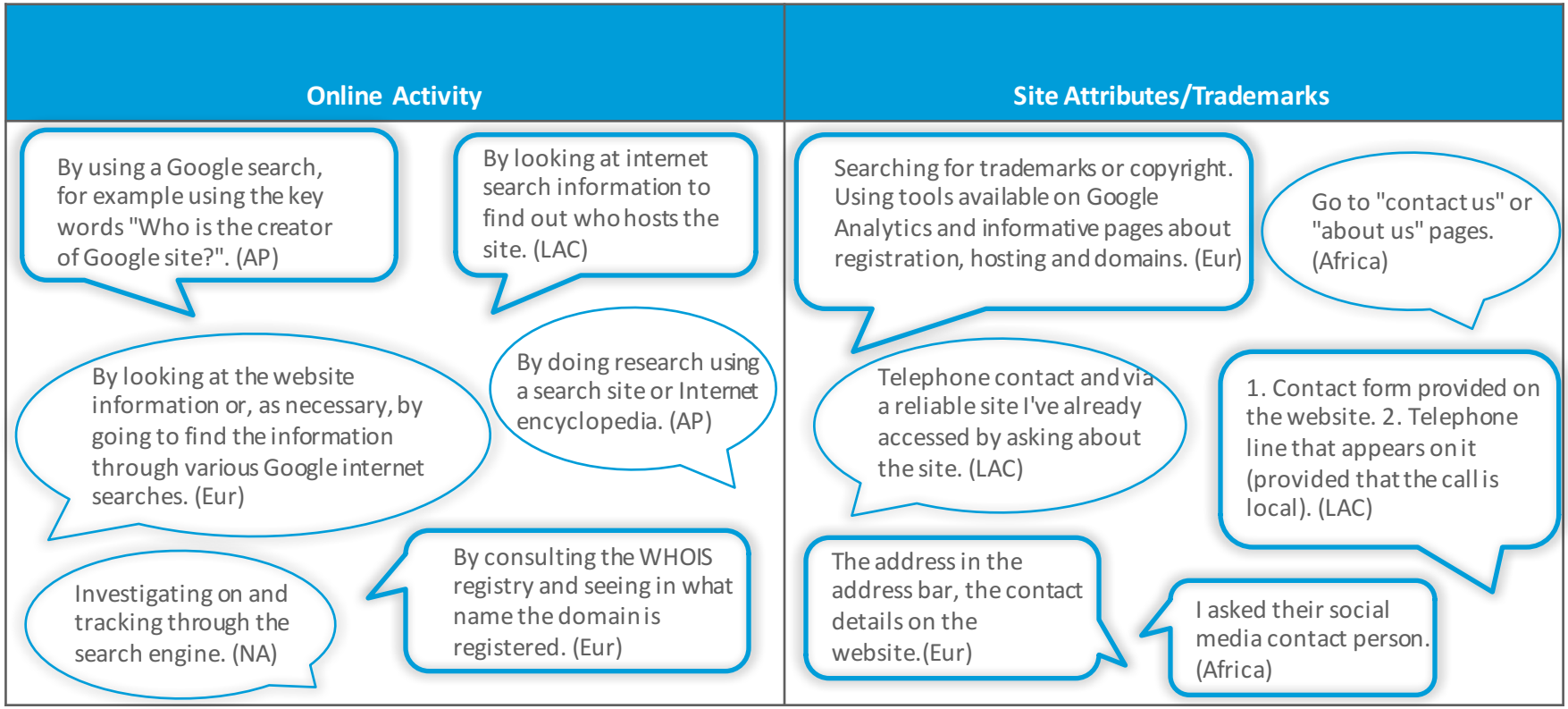
NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
TOTAL	65%	72% E	67%	75% AE	63%
Internet search/Search engine (Unspec.)	22%	29% E	25%	22%	22%
Google	18% E	19% E	14%	25% CE	11%
Whois search	9% BE	3%	11% BE	7% BE	4%
Site attributes/Trademarks (NET)	26% E	24%	27% E	21%	18%
Site contact information	10% E	6% E	11% E	6% E	3%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

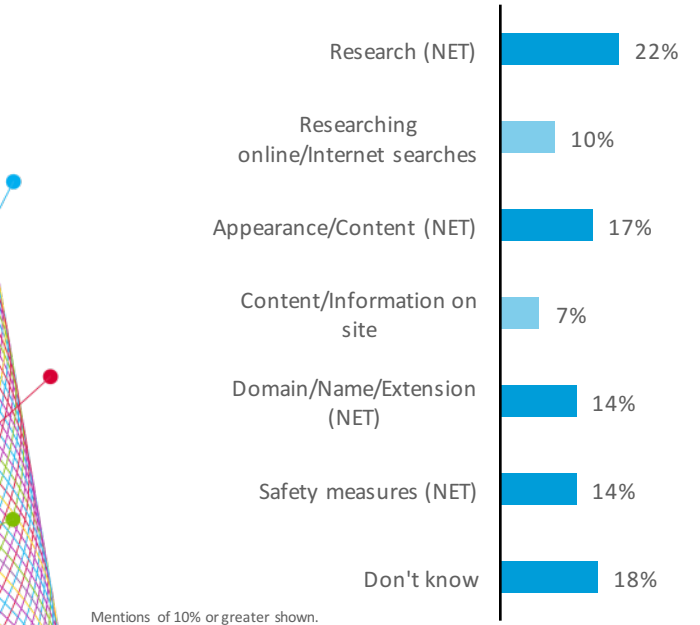
SOURCES USED TO IDENTIFY WEBSITE CREATORS



HOW WEBSITE LEGITIMACY IS DETERMINED

While 1 in 5 consumers say they don't know hot to determine if a website is legitimate; others say they can tell by doing research, seeing it's appearance or content, by it's domain name/extension, or safety measures in place such as antivirus software, security certificate, or alerts they receive.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Research (NET)	23% C	19% C	14%	27% BC	25% BC
Researching online/Internet searches	15% CE	12% CE	8%	16% CE	8%
Appearance/Content (NET)	20% CE	22% CE	16%	22% CE	15%
Content/Information on site	8% C	13% ACE	5%	9% C	7% C
Domain/Name/Extension (NET)	15% C	20% ACE	11%	17% C	14% C
Safety measures (NET)	15%	19% ACE	13%	20% ACE	13%
Don't know	16%	18% D	25% ABDE	12%	17% D

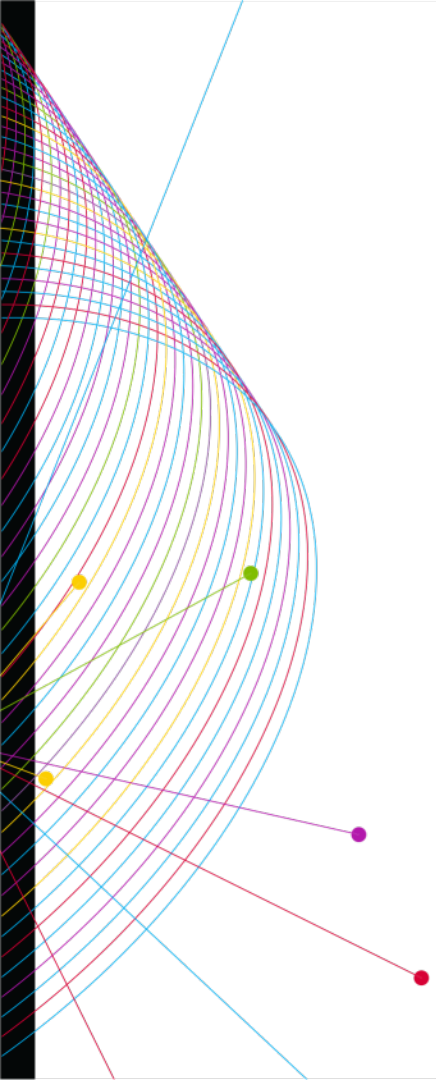
HOW WEBSITE LEGITIMACY IS DETERMINED

Research	Appearance/Content	Domain/Name/Extension	Safety Measures
I research other sources outside the internet. (LAC)	You can see this from its content and appearance. Legitimate sites are often more presentable and look as if they were made by professionals.(AP)	By the domain and extension used on it and, if this is not sufficient, I use search forums. (LAC)	I look for the safety certificate. (Africa)
I will first research, both the website and the company, to see whether they can be trusted. (AP)	By looking at its appearance, domain, etc. (AP)	By the domain extension and the domain name. (Eur)	Install software that judges site safety on the computer I use. (AP)
Research on the Internet and reviews. (NA)	By the coherent and true content with regard to the site's owner. (LAC)	By the type of domain that is linked, .com, .net. (LAC)	The safety key on the link (Africa)

FACTORS IN gTLD PURCHASE

Having a well-known extension and one that seems most relevant are the main factors across the board in determining which gTLD to purchase. Compared to last year, consumers were less likely to cite having a well-known extension or price.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *Added wave 2016



UNDERSTANDING OF AND EXPERIENCE WITH NEW gTLDS

KEY TAKEAWAYS – NEW gTLDS

This section is focused on consumer perceptions and experience with newer TLDs. In addition to exploring levels of awareness and visitation, intent to visit and what affects this willingness.

1 Awareness slowly improving; visitation not following suit

For those new gTLDs that appeared in both waves of the survey, awareness has increased slightly. The pace is slow, only an average of two percentage points. However, given the targeted nature of many new gTLDs, widespread awareness may be less likely.

2 New gTLDs gaining awareness more quickly outside of NA and EU

It can also vary by country within region--among the countries in the European region, the UK is particularly weak for the new gTLDs This also fits with sentiments within some regions that the origin structure did not sufficiently meet the needs of the global internet.

3 Meaningful relationships—and enforcement—are expected

In thinking about new gTLDs, consumers expect that the content of the site closely match the implied meaning of the domain name. And, compared to the questions in last wave about restrictions, there is an expectation of at least some level of enforcement will be made to ensure this alignment.

4 Not as strong as .com, but making inroads

When asked about the likelihood of viewing a website with a .com extension or a new gTLD, the .com versions consistently get higher scores, but the new gTLDs are acceptable to the majority.

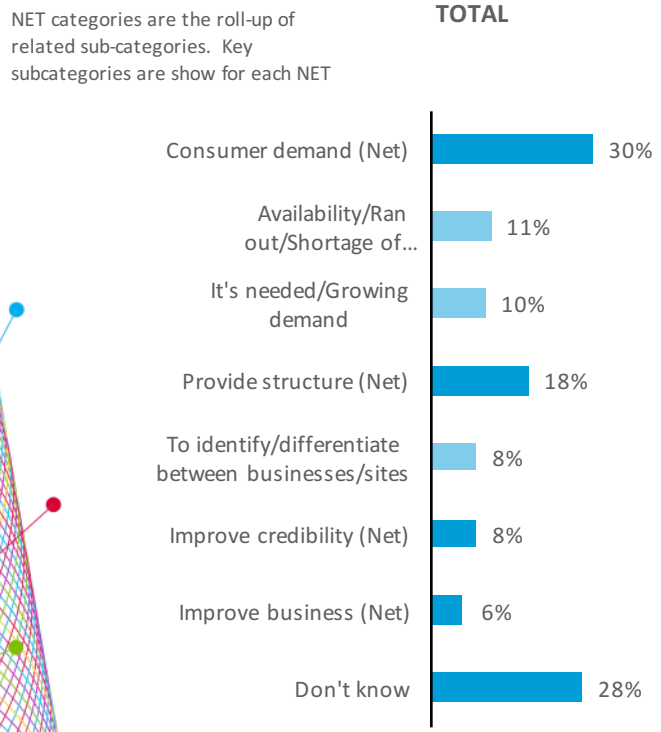
5 Familiarity is the issue more than trust

Preference for traditional extensions appears to be driven more by the positive effect of familiarity, not distrust of the new gTLDs. And, the actual effect may be somewhat overstated as people increasing use search engine results to guild them and may not actually pay that much attention to the gTLD.

WHY NEW gTLDS HAVE BEEN CREATED

Nearly a third of consumers don't have an explanation for why new gTLDs have been created. Others realize it's about consumer demand and providing structure to the Internet.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer demand (Net)	35% BCDE	24%	29% B	27%	31% B
Availability/Ran out/Shortage of...	17% BCDE	3%	11% B	10% B	12% B
It's needed/Growing demand	12%	9%	10%	11%	10%
Provide structure (Net)	20% C	22% CE	13%	20% C	18% C
To identify/differentiate between businesses/sites	7%	12% ACE	5%	8% C	8% C
Improve credibility (Net)	6%	12% ACE	7%	9%	8%
Improve business (Net)	5%	4%	4%	10% ABCE	7% ABC
Don't know	28% E	33% DE	36% ADE	26%	25%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY NEW gTLDS HAVE BEEN CREATED

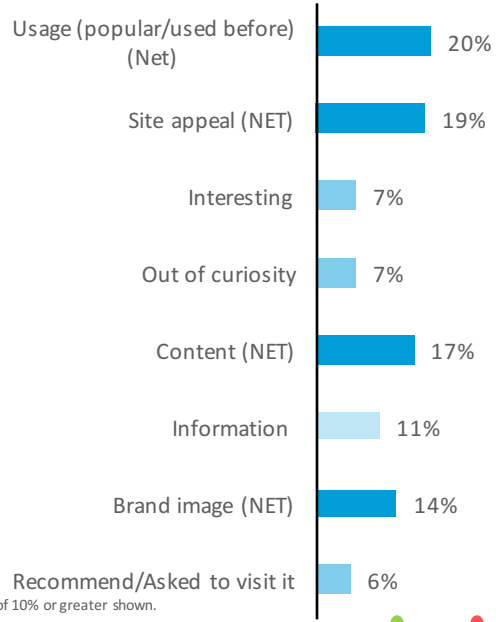
Consumer Demand	Provide Structure	Improve Credibility	Improve Business
Because demand can't be fulfilled with only the American controlled domain names we've had up until now. (AP)	Better structure, recognizability/assigning companies to fields of activity. (Eur)	To raise the degree of credibility. (AP)	So that more people or companies can create their own pages for their businesses or services. (LAC)
As time has gone by, demand for Web pages increases. Out of concern, more must be created. (LAC)	Diversification of the structure and situation of the Internet. (AP)	Because of the demand on the Internet and sites and to make sure of their credibility (Africa)	The continuous development of business and industry demand. (AP)
Because of the increased demand on websites. (Africa)	To revise the structure of current global Internet use at a deep level, will have a major influence on global Internet development. (AP)		Because there is demand and it's a business. I don't think it's due to saturation. (NA)

CRITERIA FOR VISITING WEBSITES WITH UNKNOWN EXTENSION

Consumers say they visit websites with unknown extensions based on usage (popular domain name or used site previously), site appeal or interest, and brand image (e.g., reputable, good reviews, recommendations).

TOTAL

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total: Higher, Lower

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Usage (popular/used before) (Net)	19% C	22% C	14% ●	20% C	22% AC ●
Site appeal (NET)	16% ●	24% AE ●	22% AE ●	24% AE ●	18% ●
Interesting	7%	10% DE ●	9% DE ●	4% ●	6% ●
Out of curiosity	4% ●	9% AE ●	10% AE ●	12% AE ●	5% ●
Content (NET)	18% C	20% C	10% ●	27% ABCE ●	17% C
Information	13% C	10% C	6% ●	16% BCE ●	11% C
Brand image (NET)	17% CE ●	17% E ●	14%	15%	12% ●
Recommend/Asked to visit it	8% E	12% ACDE ●	6%	6%	5% ●

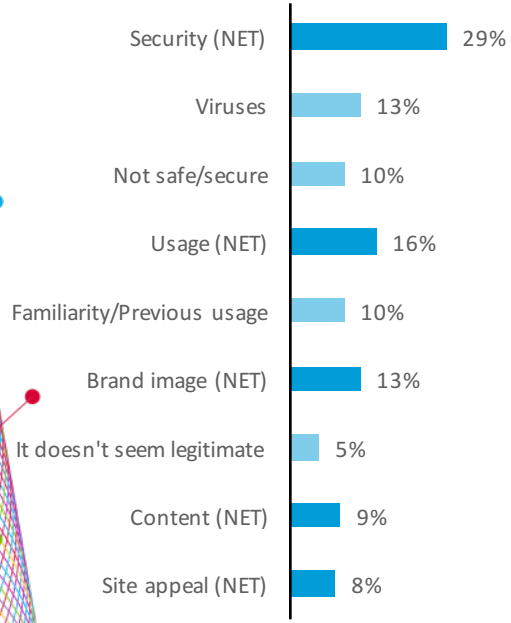
CRITERIA FOR VISITING WEBSITES WITH UNKNOWN EXTENSION

Usage	Site Appeal	Content	Brand Image
Usage of the website. (AP)	The website is appealing. (Eur)	Depending on the content. (LAC)	If they are reliable or a recognized brand backs them. (NA)
When I have no other choice but visit or use the websites, I feel like exploring them. (AP)	Unique, interesting, innovative, creative, trusted. (AP)	For its content, presentation, its reliability. (NA)	When the website brand is famous, trustworthy. (AP)
A lot of people use it and have reviewed it. (AP)	Curiosity for new sites. (Africa)	I clearly know its content and properties, and know about it. (AP)	A new domain name for a familiar brand. (AP)

REASONS FOR AVOIDING UNFAMILIAR DOMAIN EXTENSIONS

Concerns for security dominate the reasons for avoiding unfamiliar domain name extensions, followed by lack of familiarity or previous usage.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Security (NET)	25%	29% C	22%	27% C	33% ACE
Viruses	12% C	16% ACD	9%	11%	14% C
Not safe/secure	6%	7%	9% A	9%	11% ABC
Usage (NET)	17% C	18% C	12%	16%	16% C
Familiarity/Previous usage	12% C	11% C	8%	9%	10% C
Brand image (NET)	15% E	15% E	15% E	16% E	11%
It doesn't seem legitimate	5% C	4%	3%	10% ABCE	5% C
Content (NET)	13% CE	15% CE	4%	17% ACE	8% C
Site appeal (NET)	11% E	10% E	10% E	8%	6%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASONS FOR AVOIDING UNFAMILIAR DOMAIN EXTENSIONS

Security	Usage	Brand Image	Content	Site Appeal
Computer security software alerts me of risks. (AP)	For unfamiliarity, distrust. (LAC)	The type of images that it presents. (NA)	If the website's content is not relevant to me, and I'm not interested in that content. (AP)	Unfamiliar to me, lack of appeal and security. (Eur)
Data security if the site does not have a double asymmetric cryptography, for example. (Eur)	I don't actively use them. (AP)	The fear that a website may not be legitimate and that I may be robbed of my valuable personal information. (AP)	If there is content without an access source and if there is no information that adds to intellectual growth. (LAC)	Because it looks questionable to me or the extension or even the title of the website does not look right to me in its color, form, presentation, spelling, similarity to other websites that are more appealing and better written, and above all, safer. Furthermore I think that it is better to get information beforehand on an unknown extension before using it. (Eur)
For precaution. It may contain a virus or pages that I don't want to see. (NA)	I think I'd be concerned because it's not familiar. (AP)	I feel that foreign sites have a dangerous image. (AP)	Immoral content; reports about its users without consent; damages. (Africa)	

AWARENESS OF NEW gTLDS

For those new gTLDs measured in both waves, awareness is up slightly for most. While improved over last year, awareness is lowest in North America and Europe.

Among the new gTLDs added to the list this year, .news and .online have the highest level of awareness.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Aware of any in both years**	46%	**52%** ↑	29%	**38%** ● ↑	54%	**59% ACD** ●	33%	**45% A** ● ↑	48%	**52% AC**	53%	**58% ACD** ● ↑
.news*	NA	33%	NA	22% ●	NA	34% AC	NA	25% ●	NA	39% AC ●	NA	37% AC ●
.email	28%	32% ↑	16%	22% ● ↑	39%	39% ACDE ●	22%	29% A ↑	31%	31% A	32%	34% AC ●
.online*	NA	30%	NA	17% ●	NA	37% ACE ●	NA	31% A	NA	36% A ●	NA	31% A ●
.link	24%	27% ↑	14%	16% ●	35%	36% ACE ●	13%	17% ● ↑	31%	31% AC	28%	31% AC ● ↑
.website*	NA	21%	NA	15% ●	NA	39% ACDE ●	NA	20% A	NA	24% A	NA	20% A ●
.site*	NA	20%	NA	13% ●	NA	29% ACE ●	NA	13% ●	NA	25% AC ●	NA	22% AC ●
.club	13%	16% ↑	5%	6% ●	11%	14% AC	7%	9% A ● ↑	12%	13% AC	17%	21% ABCD ● ↑

*Added 2016 **2016 Awareness based on gTLDs shown in 2015

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

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDS (CONT'D)

TOTAL AWARENESS BY NEW DOMAIN EXTENSION





	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
.space*	NA	15%	NA	11%	NA	23% ACDE	NA	12%	NA	18% AC	NA	15% AC
.guru	11%	12% ↑	6%	8%	15%	14% AC	4%	7% ↑	15%	17% ACE	13%	13% AC
.pics*	NA	11%	NA	8%	NA	10%	NA	7%	NA	15% ABC	NA	13% AC
.photography	9%	11% ↑	3%	6% ↑	12%	15% AC	6%	9% A ↑	9%	11% A	11%	12% AC
.top*	NA	11%	NA	2%	NA	8% A	NA	7% A	NA	5% A	NA	16% ABCD
.realtor	6%	6% ↑	7%	8% BC	5%	2% ↓	2%	2%	4%	5% BC	7%	7% BC
.xyz	5%	9%	2%	3%	5%	5% A	2%	7% A ↑	4%	9% AB	7%	12% ABC ↑

*Added 2016

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

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDS – BY COUNTRY

By country, awareness varies widely. US and Canada are driving the lower North America numbers, UK is notably low in Europe, and Japan is lowest of any country in the Asia region.

Awareness of the new geographically targeted TLDs (.wang, .nyc, etc) is universally low; below 8% in all cases.

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**	52%	38%	38%	30%	70%	59%	82%	57%	53%	45%	53%	66%	55%	48%	22%	38%	50%	52%	56%	39%	58%	58%	62%	62%	56%	37%	53%	67%	57%	70%
.news*	33%	22%	16%	22%	35%	34%	47%	30%	32%	25%	30%	36%	33%	32%	9%	20%	30%	39%	45%	36%	30%	37%	34%	44%	48%	17%	26%	45%	42%	59%
.email	32%	22%	14%	14%	49%	39%	57%	30%	37%	29%	43%	54%	42%	35%	7%	28%	25%	31%	28%	23%	45%	34%	38%	31%	27%	19%	28%	42%	34%	35%
.online*	30%	17%	9%	10%	43%	37%	57%	31%	32%	31%	26%	42%	36%	36%	7%	28%	45%	36%	40%	26%	38%	31%	28%	44%	31%	13%	24%	41%	38%	39%
.link	27%	16%	7%	10%	46%	36%	60%	32%	31%	17%	23%	39%	25%	21%	4%	13%	14%	31%	31%	20%	41%	31%	34%	32%	32%	19%	37%	31%	28%	41%
.website*	21%	15%	7%	8%	43%	39%	52%	29%	39%	20%	27%	40%	34%	26%	4%	20%	12%	24%	22%	21%	32%	20%	18%	27%	20%	10%	20%	14%	27%	34%
.site*	20%	13%	7%	9%	31%	29%	40%	22%	28%	13%	12%	33%	22%	10%	3%	17%	9%	25%	28%	17%	28%	22%	19%	39%	21%	10%	20%	18%	28%	38%
.club	16%	6%	4%	3%	15%	14%	17%	14%	13%	9%	10%	21%	9%	12%	2%	12%	6%	13%	16%	8%	13%	21%	27%	29%	14%	11%	18%	26%	17%	23%
.space*	15%	11%	5%	7%	29%	23%	46%	22%	17%	12%	17%	22%	18%	14%	2%	15%	8%	18%	26%	9%	10%	15%	17%	14%	16%	4%	12%	18%	18%	18%
.guru	12%	8%	6%	5%	17%	14%	38%	16%	7%	7%	8%	13%	10%	5%	5%	4%	9%	17%	28%	8%	5%	13%	8%	12%	21%	3%	7%	16%	26%	14%
.pics*	11%	8%	7%	4%	14%	10%	14%	12%	8%	7%	13%	11%	8%	7%	4%	7%	7%	15%	16%	14%	11%	13%	11%	9%	13%	5%	8%	9%	22%	14%
.photography	11%	6%	4%	3%	13%	15%	22%	6%	15%	9%	9%	20%	11%	17%	4%	6%	5%	11%	13%	9%	9%	12%	11%	13%	11%	5%	11%	13%	16%	21%
.top*	11%	2%	1%	2%	5%	8%	16%	2%	7%	7%	4%	12%	5%	17%	2%	6%	6%	5%	4%	2%	8%	16%	25%	14%	7%	9%	10%	20%	9%	10%
.xyz	9%	3%	2%	4%	3%	5%	9%	2%	5%	7%	4%	16%	6%	12%	7%	5%	4%	9%	10%	8%	6%	12%	11%	17%	11%	12%	9%	12%	11%	19%
.realtor	6%	8%	10%	12%	2%	2%	6%	1%	1%	2%	2%	6%	3%	0%	2%	2%	1%	5%	7%	6%	2%	7%	6%	4%	9%	2%	3%	5%	12%	4%

*Added 2016 **Significance 2015 vs. 2016 unable to be shown due to additional TLDs added in 2016
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2016 at a 95% confidence level.

AWARENESS OF NEW gTLDS – GEOGRAPHIC EXTENSIONS

Awareness of the geographically targeted, city gTLDs is quite low – particularly in North America – with the vast majority less than 20% awareness. A few standouts (20% or greater) in the other regions include .bogota, .Istanbul, .berlin, .cairo, toyko and .seoul. Further, comparing where possible to last year, awareness of 2 of China's 4 IDNs declined.

NORTH AMERICA

Geographically Targeted Extensions

.nyc (9%) (6%)
.toronto (8%)
.guadalajara (7%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (24%)
.rio (7%)
.cordoba (4%)

EUROPE

Geographically Targeted Extensions

.istanbul (34%)
.berlin (23%) (18%)
.madrid (16%)
.warszawa (15%)
.london (12%) (16%)
.paris (12%)
.roma (6%)
.ovh (2%) (1%)

AFRICA

Geographically Targeted Extensions

.cairo (20%)
.capetown (16%)
.abuja (8%)

ASIA

Geographically Targeted Extensions

.toyko (23%)
.seoul (20%)
.hanoi (19%)
.mockba (18%)
.jakarta (14%)
.delhi (12%)
.wang (12%) (11%)
.manilla (11%)
.foshan (9%)
.xn_55qx5d(company) (7%) (9%) ↓
.xn-ses554g (network address) (5%) (10%) ↓

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

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

NEW gTLDS VISITED

7 in 10 consumers who are aware of at least one new gTLD say they have visited one of them. LAC and AP lead on visitation; North America and Europe are more moderate.

Compared to last year, visitation levels are down for .email and .link across nearly all regions.

VISITATION BY NEW DOMAIN EXTENSION





	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Visited of any below**	65%	**50%** ↓	55%	**41%** ● ↓	70%	**54% AC** ● ↓	49%	**42%** ● ↓	63%	**48%** ↓	70%	**54% AC** ● ↓
.news*	NA	29%	NA	19% ●	NA	25%	NA	21% ●	NA	33% ABC	NA	33% ABC ●
.email	38%	28% ↓	29%	22% ●	46%	37% ACDE ● ↓	33%	26% ↓	36%	27% ↓	39%	29% A ↓
.online*	NA	24%	NA	16% ●	NA	34% ACDE ●	NA	23% A	NA	25% A	NA	24% A
.link	26%	20% ↓	24%	14% ● ↓	34%	25% AC ● ↓	14%	13% ●	30%	23% AC	27%	22% AC ● ↓
.website*	NA	17%	NA	13% ●	NA	30% ACDE ●	NA	15%	NA	21% ACE	NA	16% ●
.site*	NA	14%	NA	10% ●	NA	21% ACE ●	NA	9% ●	NA	19% ACE ●	NA	14% AC
.club	12%	10%	7%	5% ●	8%	9% C	8%	5% ●	11%	8%	15%	14% ABCD ●

*Added 2016 **2016 Visitation based on gTLDs shown in 2015

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

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLDS VISITED (CONT'D)

VISITATION BY NEW DOMAIN EXTENSION





	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
.space*	NA	8%	NA	7%	NA	13% ACE	NA	7%	NA	11%	NA	8%
.guru	10%	8% ↓	4%	5%	14%	9% AC	4%	5%	14%	12% AC	11%	8% AC ↓
.pics*	NA	7%	NA	4%	NA	5%	NA	4%	NA	7%	NA	8% ABC
.photography	9%	7% ↓	3%	6%	8%	8% D	8%	7% D	8%	3% ↓	10%	8% D ↓
.top*	NA	7%	NA	2%	NA	3%	NA	4% A	NA	2%	NA	10% ABCD
.realtor	5%	3% ↓	7%	5% BC	6%	1% ↓	2%	2%	2%	4% B	6%	4% BC ↓
.xyz	5%	7% ↑	1%	2%	5%	3%	1%	5% A ↑	5%	8% AB	6%	8% ABC ↑

*Added 2016

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

Letters indicate significantly higher than region. Region vs. Total: Higher, Lower. Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

VISITATION OF NEW gTLDS – BY COUNTRY

As was the case with awareness, by country visitation varies widely and follows the same country-by-country patterns.

Visitation of the new geographically targeted TLDs (.wang, .nyc, etc) is universally low; below 5% in all cases.

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
Aware of any below**	**50%**	**41%**	**34%**	**34%**	**52%**	**54%**	**60%**	**39%**	**57%**	**42%**	**50%**	**63%**	**43%**	**51%**	**35%**	**40%**	**29%**	**48%**	**43%**	**40%**	**64%**	**54%**	**61%**	**51%**	**41%**	**30%**	**54%**	**53%**	**51%**	**68%**
.news*	29%	19%	16%	19%	23%	25%	28%	20%	25%	21%	21%	26%	27%	25%	14%	20%	17%	33%	40%	29%	23%	33%	30%	44%	44%	14%	28%	32%	37%	50%
.email	28%	22%	14%	10%	37%	37%	44%	23%	39%	26%	41%	50%	28%	25%	12%	27%	12%	27%	23%	20%	38%	29%	33%	30%	18%	13%	23%	32%	31%	32%
.online*	24%	16%	7%	11%	29%	34%	52%	23%	30%	23%	14%	30%	24%	23%	9%	17%	30%	25%	31%	22%	15%	24%	21%	33%	22%	10%	19%	25%	32%	30%
.link	20%	14%	3%	7%	30%	25%	33%	17%	24%	13%	11%	33%	13%	18%	2%	11%	6%	23%	21%	18%	32%	22%	24%	20%	24%	14%	28%	15%	17%	32%
.website*	17%	13%	7%	5%	24%	30%	40%	12%	32%	15%	14%	27%	19%	12%	7%	19%	8%	21%	20%	13%	27%	16%	13%	23%	10%	9%	11%	6%	23%	29%
.site*	14%	10%	5%	8%	16%	21%	22%	18%	21%	9%	5%	21%	9%	7%	7%	15%	3%	19%	20%	13%	20%	14%	12%	27%	14%	6%	15%	6%	15%	28%
.club	10%	5%	5%	3%	7%	9%	10%	6%	9%	5%	4%	14%	3%	2%	0%	7%	3%	8%	10%	7%	5%	14%	19%	14%	7%	9%	13%	16%	9%	12%
.space*	8%	7%	3%	3%	14%	13%	25%	8%	10%	7%	14%	14%	4%	7%	5%	8%	3%	11%	13%	9%	8%	8%	9%	6%	9%	3%	10%	7%	8%	10%
.guru	8%	5%	3%	4%	8%	9%	21%	9%	4%	5%	4%	9%	3%	4%	5%	3%	5%	12%	19%	4%	3%	8%	6%	4%	13%	2%	5%	7%	17%	7%
.photography	7%	6%	5%	3%	8%	8%	7%	3%	10%	7%	5%	13%	7%	14%	9%	3%	4%	3%	2%	7%	2%	8%	6%	9%	5%	3%	9%	8%	12%	8%
.top*	7%	2%	1%	1%	3%	3%	2%	0%	4%	4%	4%	7%	3%	7%	2%	5%	2%	2%	2%	2%	0%	10%	17%	7%	5%	8%	5%	8%	5%	6%
.xyz	7%	2%	1%	7%	1%	3%	2%	0%	4%	5%	2%	10%	6%	7%	7%	5%	3%	8%	7%	9%	9%	8%	9%	13%	6%	7%	6%	4%	6%	20%
.pics*	7%	4%	3%	1%	6%	5%	6%	3%	5%	4%	9%	7%	4%	4%	0%	4%	2%	7%	7%	7%	5%	8%	8%	3%	2%	6%	5%	3%	15%	7%
.realtor	3%	5%	7%	12%	1%	1%	0%	0%	1%	2%	4%	1%	0%	0%	5%	3%	1%	4%	4%	7%	3%	4%	4%	3%	6%	1%	1%	1%	6%	3%

*Added 2016 **Significance 2015 vs. 2016 unable to be shown due to additional TLDs added in 2016
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2016 at a 95% confidence level.

VISITATION OF NEW gTLDS – GEOGRAPHIC EXTENSIONS

Very similar to awareness, visitation of the geographically targeted gTLDs is quite low – particularly in North America – with the all but one (.Istanbul) less than 20% awareness.

Further, comparing where possible to last year, visitation of 3 of China's 4 IDNs declined.

NORTH AMERICA

Geographically Targeted Extensions

.nyc (9%) (8%)
.toronto (5%)
.guadalajara (3%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (17%)
.rio (5%)
.cordoba (2%)

EUROPE

Geographically Targeted Extensions

.istanbul (23%)
.london (16%) (16%)
.madrid (15%)
.warszawa (11%)
.paris (9%)
.berlin (9%) (6%)
.roma (5%)
.ovh (1%) (0%)

AFRICA

Geographically Targeted Extensions

.cairo (17%)
.capetown (7%)
.abuja (7%)

ASIA

Geographically Targeted Extensions

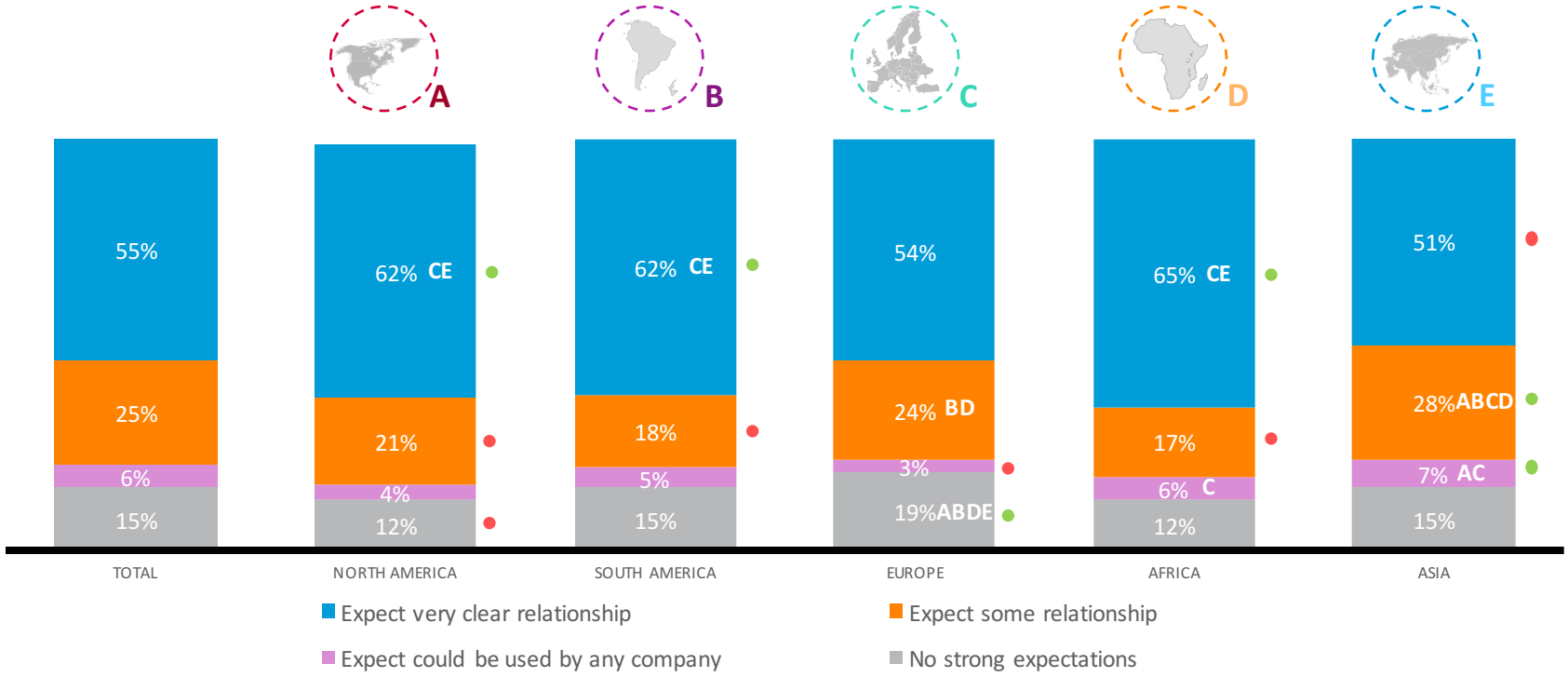
.seoul (18%)
.toyko (16%)
.hanoi (10%)
.jakarta (10%)
.mockba (9%)
.delhi (8%)
.wang (8%) (12%) ↓
.foshan (6%)
.manilla (4%)
.xn_55qx5d (company (3%) (10%) ↓
.xn-ses554g (network address) (3%) (12%) ↓

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

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

WEBSITE DIRECT RELATIONSHIP TO NEW gTLD

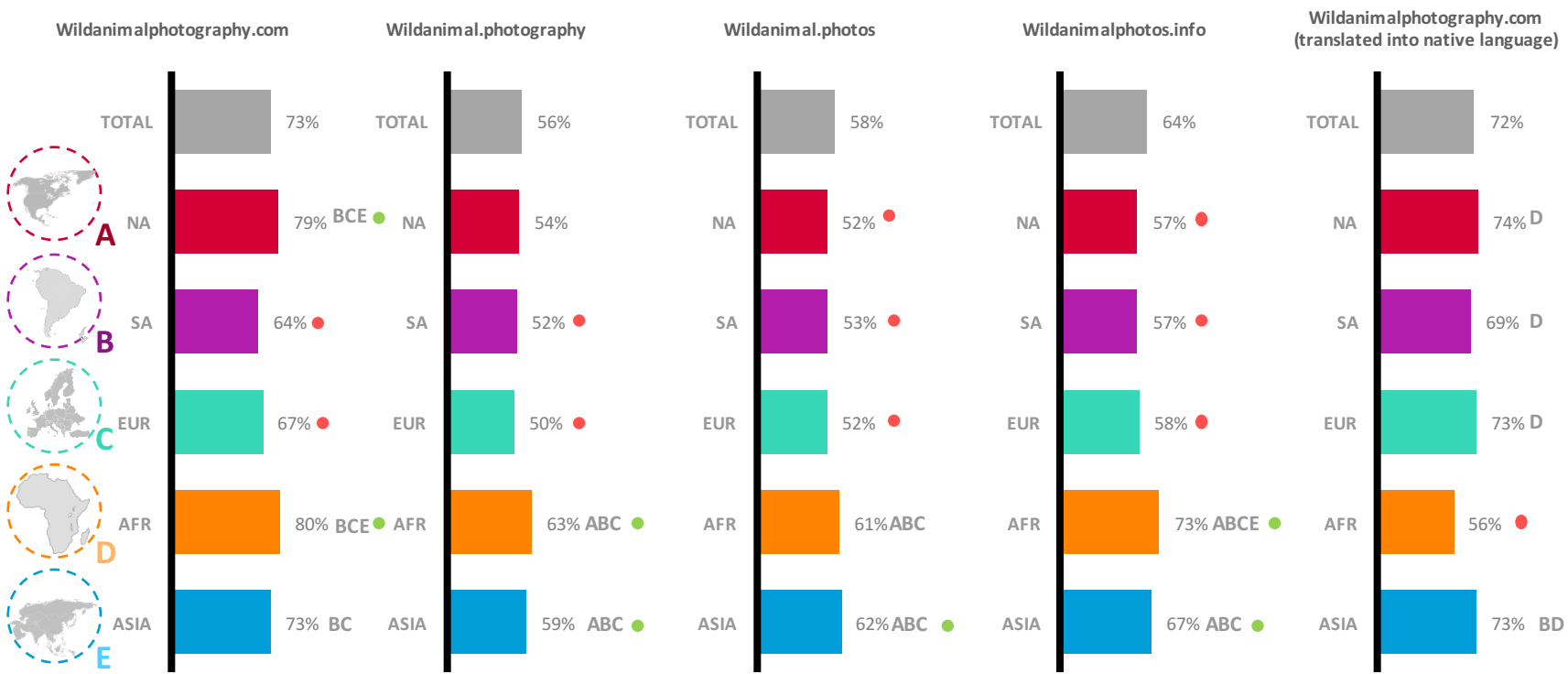
More than half of consumers expect a very clear relationship between the content of the website and its extension. 8 in 10 expect very clear or some relationship between the two. This expectation is slightly weaker in Europe and Asia.



LIKELIHOOD TO VISIT gTLDS– INFO ON WILDLIFE PHOTOGRAPY

Consumers are more likely to visit the .com versions (English or native language) of a wildlife photography website – notably so in North America and Africa over the other regions.

Top 2 Box (Very/Somewhat likely to visit sites)

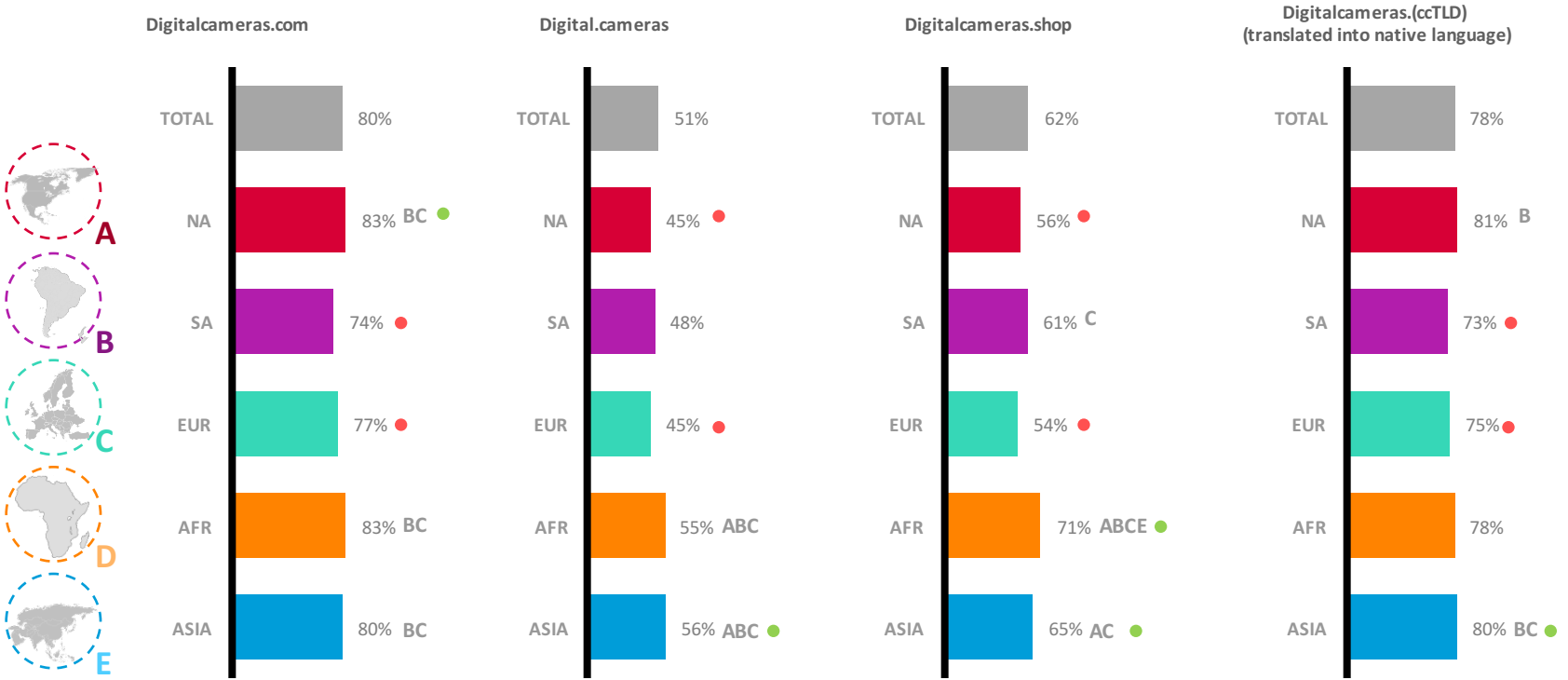


Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

LIKELIHOOD TO VISIT WEBSITES – BUYING NEW CAMERA

This preference for .com holds true for versions of the digital photography ecommerce websites. Africa and Asia appear more open to new gTLDs. However, translating the website name and using the ccTLD instead of .com provides results very close to .com

Top 2 Box (Very/Somewhat likely to visit sites)

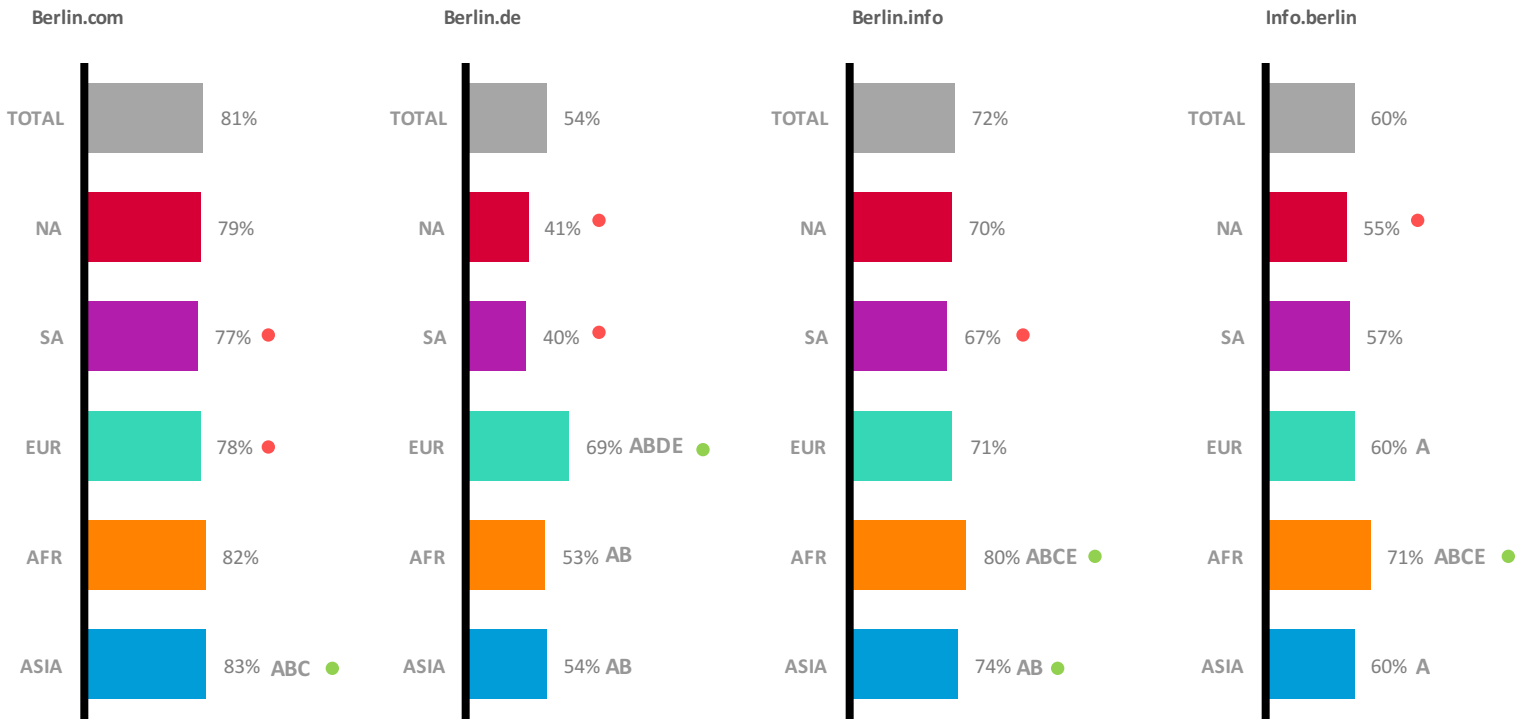


Letters indicate significantly higher than region. Region vs. Total Higher Lower

LIKELIHOOD TO VISIT WEBSITES – TRAVEL TO BERLIN

Consumers who would want to look for information on Berlin, Germany, would also be more inclined to visit the .com version of the website – followed by the .info version of the site. The ccTLD is more like to be visited from within Europe.

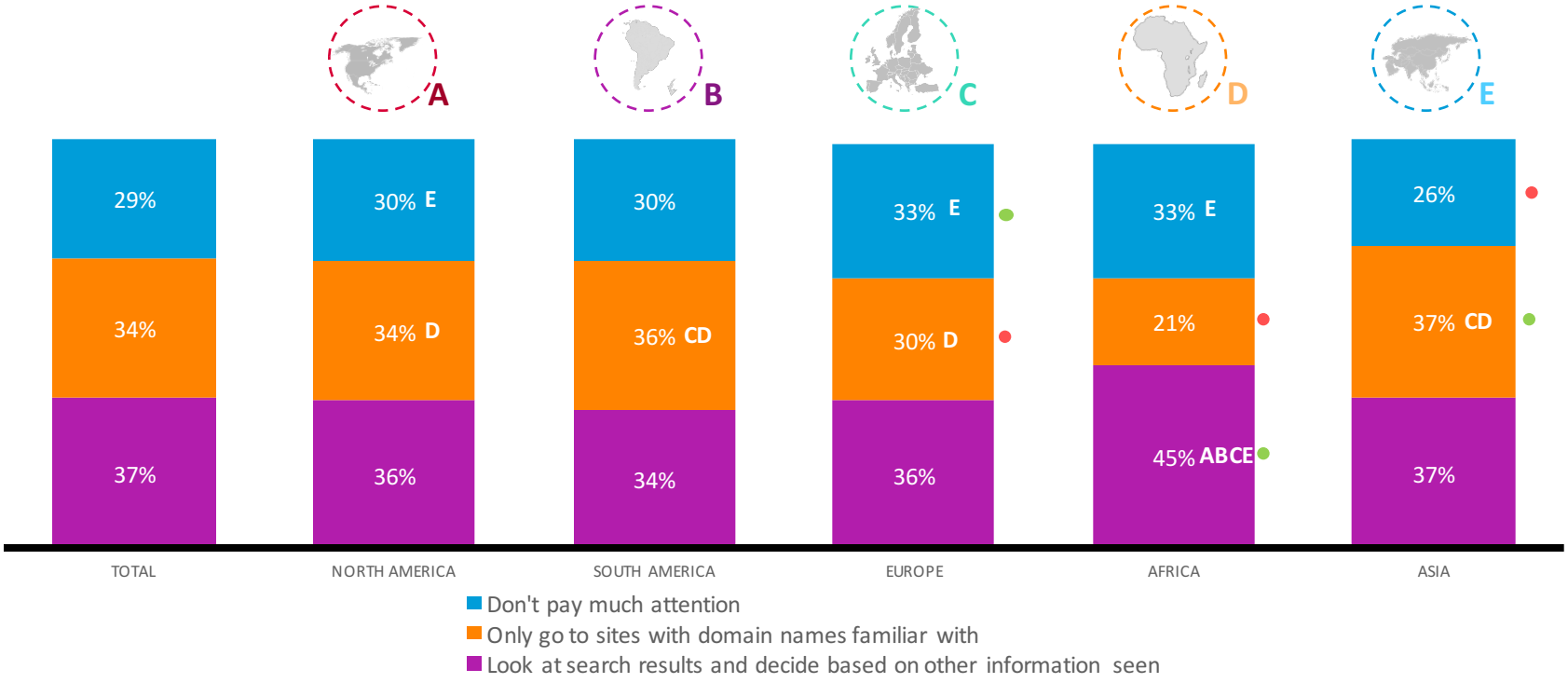
Top 2 Box (Very/Somewhat likely to visit sites)



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

ATTENTION PAID TO DOMAIN EXTENSION

Results are mixed as to how much attention consumers would pay to a domain extension – but overall, around 2/3rds do not restrict themselves to familiar domains. Search results can have a sizeable impact.



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

NEW gTLD TRUSTWORTHINESS

Trust perceptions of the new gTLDs are divided, with about half of consumers reporting high levels of trust in most of the new gTLDs. In all regions, .news is seen as the most trustworthy.

The majority of the new geographically targeted gTLDs, particularly those in Africa, are seen as trustworthy by about half of consumers as well.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.news
.photography
.email
.realtor

Geographically Targeted Extensions
.toronto

SOUTH AMERICA

General Extensions
.news
.email
.website
.online
.link ↓
.site

Geographically Targeted Extensions
.bogota

EUROPE

General Extensions
.news
.online
.email
.website
.photography ↑

Geographically Targeted Extensions
.berlin
.madrid
.istanbul
.london
.warszawa

AFRICA

General Extensions
.news
.online
.email
.link
.website
.photography ↑
.pics
.site
.space

Geographically Targeted Extensions
.capetown
.cairo
.abuja

ASIA

General Extensions
.news
.email
.online
.link
.website
.photography ↑
.site
.club ↓
.pics
.space

Geographically Targeted Extensions
.jakarta
.seoul
.hanoi
.delhi
.Foshan
.mockba

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

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

WHAT MAKES UNFAMILIAR EXTENSIONS FEEL TRUSTWORTHY

Relevant or appealing extensions help make consumers feel more trust with an unfamiliar domain name extension.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET						
Extension appeal (Net)	17%	19% CD	18% C	13% ●	13% ●	18% CD ●
Information (NET)	11%	12% C	16% ACE ●	8% ●	14% CE ●	11% C
Content/Information provided	8%	8%	11% C	7% ●	11% C ●	8%
Reputation (NET)	11%	10%	13%	11%	10%	11%
Extension (NET)	11%	12% C	13% CE	8% ●	16% CE ●	10% C
Usage (NET)	11%	15% BCE ●	7% ●	6% ●	12% BC	11% BC

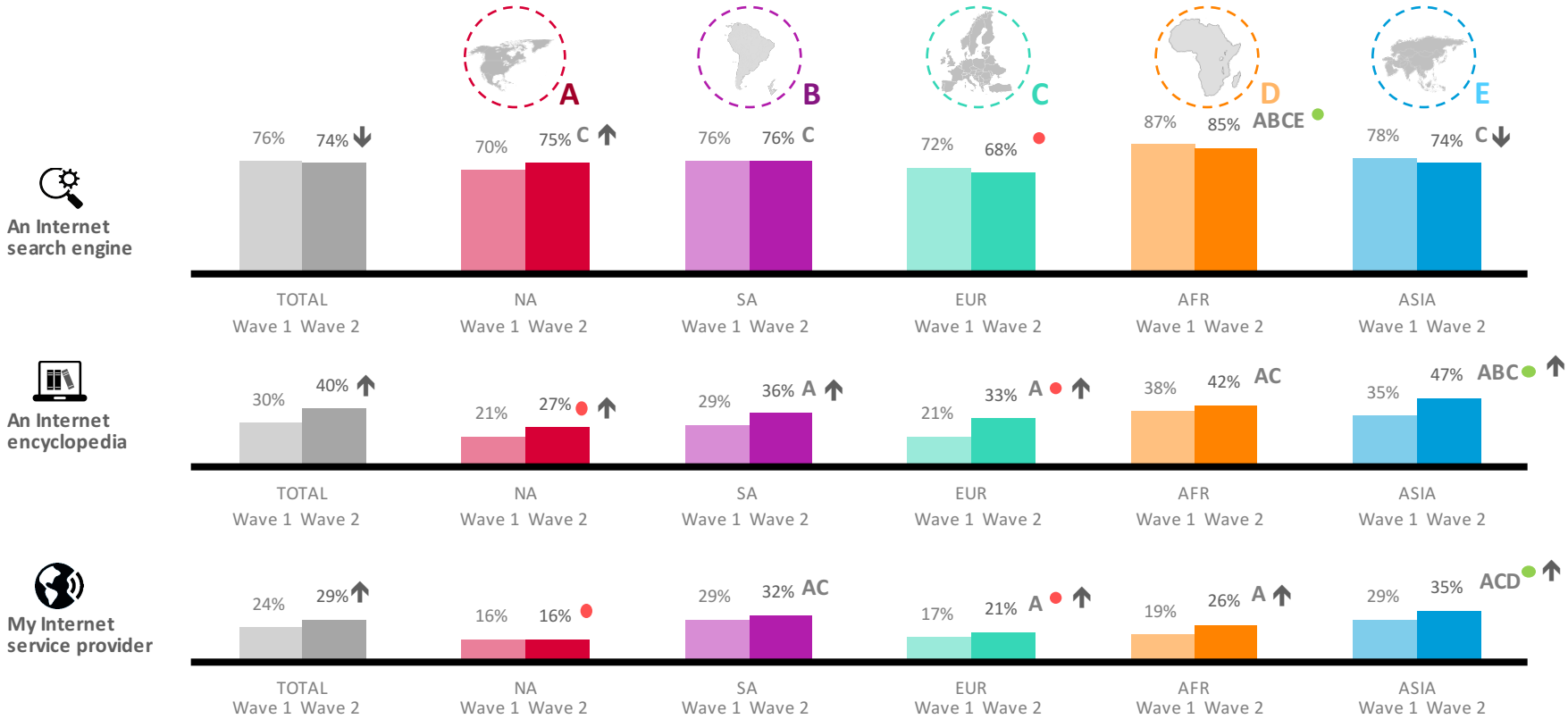
Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

WHAT MAKES UNFAMILIAR EXTENSION FEEL TRUSTWORTHY

Extension Appeal	Information	Reputation	Extension	Usage
Matching of the extension and the subject of the website. (AP)	The information at the start of the page. (LAC)	A good reputation from the site. (LAC)	The domain extension name is a bit trustworthy; more easily identified when the format is convenient. (AP)	Site usage, the people. (AP)
Popularity of this extension. (AP)	The information contained in the search engine description. (NA)	If I look it up on the Internet and it didn't have a bad reputation. (AP)	The English letters and numbers before the extension. (AP)	Volume of usage. (AP)
Suitability of the extension to the website objective. (Eur)	The provided content; a good content usually takes away my discomfort about the domain. (AP)	Its reputation, the images on the website, the number of visitors. (Eur)	The extension being composed of a abbreviation of the domain. (Eur)	User visits, likes, site quality, interesting products or services. (LAC)

PREFERRED SOURCES FOR MORE INFORMATION ON NEW gTLDS

Internet search remains the dominant method for online populations to locate information about new gTLDs, although internet encyclopedias and ISPs gain ground this year – particularly in Asia.

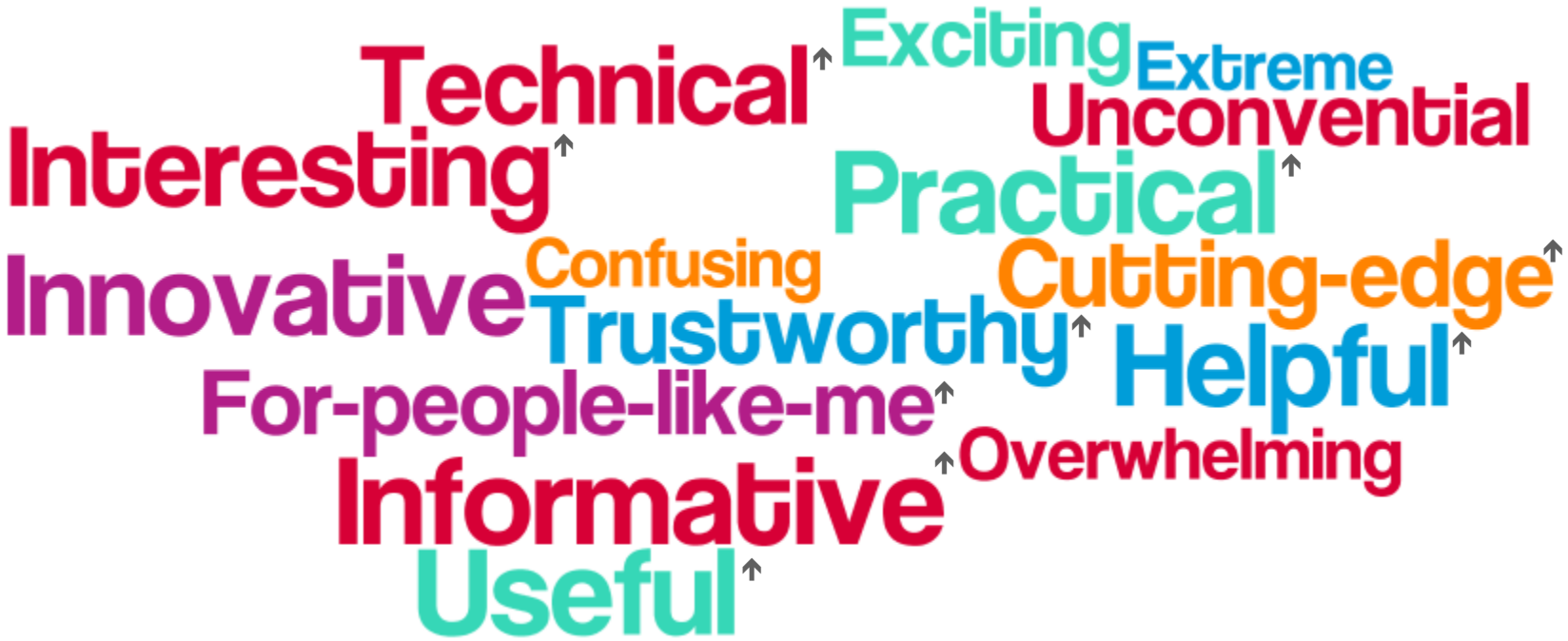


Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

IMAGERY PERCEPTIONS OF NEW gTLDS

The majority of consumers see the new gTLDs as informative, useful, practical and helpful. Compared to 2015, use of these top descriptors has increased.

Negative descriptors – overwhelming, extreme and confusing – are much less likely than positive ones to be used as adjectives and 2016 results are stable to 2015.



Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD RESTRICTIONS

Roughly half of consumers favor light purchase restrictions on the new gTLDs, but preference on strict purchase requirements is on the rise while there are fewer who feel there should be no restrictions. The geo-specific gTLDs (not shown) follow this pattern of roughly half favorable to light restrictions.

Both LAC and North America are generally more prone to favor strict restriction (with North America more likely to favor strict restrictions on sites like .realtor, .bank, .pharmacy and .builder).

Strict purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	20%	29% ↑
.link	18%	22% ↑
.club	18%	23% ↑
.guru	18%	22% ↑
.photography	18%	22% ↑
.realtor	19%	27% ↑
.xyz	18%	21% ↑
.bank	NA	50%
.pharmacy	NA	42%
.builder	NA	28%

Some purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	48%	46%
.link	49%	50%
.club	50%	53% ↑
.guru	48%	49%
.photography	50%	53% ↑
.realtor	49%	49%
.xyz	46%	44%
.bank	NA	36%
.pharmacy	NA	41%
.builder	NA	50%

No purchase restrictions should be required	TOTAL WAVE 1	TOTAL WAVE 2
.email	32%	24% ↓
.link	33%	28% ↓
.club	32%	25% ↓
.guru	34%	30% ↓
.photography	32%	24% ↓
.realtor	32%	24% ↓
.xyz	37%	35%
.bank	NA	14%
.pharmacy	NA	18%
.builder	NA	21%

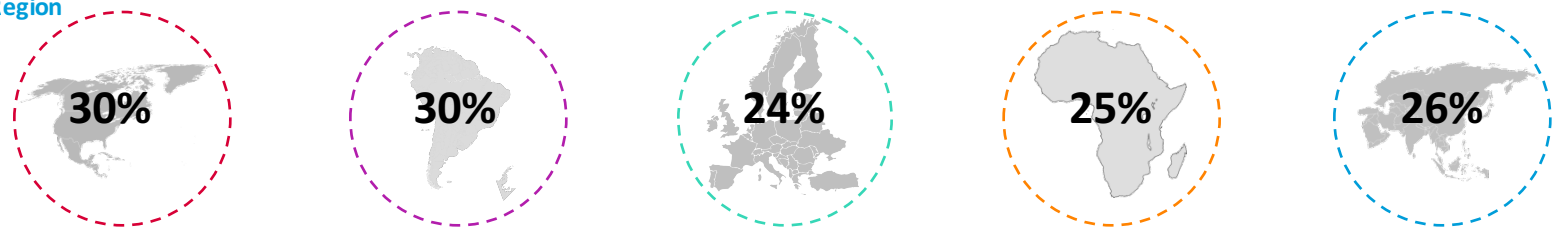
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD RESTRICTIONS

Roughly one quarter of consumers favor strict purchase restrictions on the geo specific new gTLDs. Of those who favor strict purchase restrictions, overall, most fall into the moderate range.

Average by Region



HIGH

- .toronto (Canada)
- .instanbul (Turkey)
- .paris (France)
- .capetown (South Africa)
- .manilla (Philippines)
- .seoul (Korea)
- .delhi (India)
- .bogota (Colombia)
- .rio (Brazil)

MODERATE

- .nyc (United States)
- .guadalajara (Mexico)
- .madrid (Spain)
- .warszawa (Poland)
- .berlin (Germany)
- .london (UK)
- .abuja (Nigeria)
- .cairo (Egypt)
- .Hanoi (Vietnam)
- .jakarta (Indonesia)
- .foshan (China)
- .tokyo (Japan)
- .mockba (Russia)
- .xn-55qx5d (Company)(China)
- .Cordoba (Argentina)

LOW

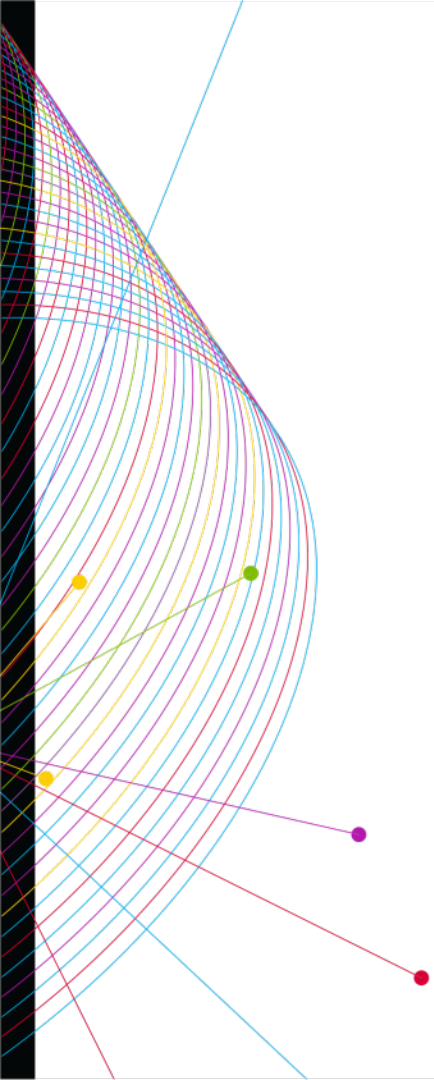
- .ovh (Germany)
- .roma (Italy)
- .wang (China)
- .xn-ses554g (Network Address) (China)

30% or more say Strict restrictions required

20%-29% say Strict restrictions required

Less than 20% say Strict restrictions required

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



TRUST AND EXPERIENCE WITH THE DOMAIN NAME SYSTEM

KEY TAKEAWAYS – DOMAIN NAME SYSTEM

This section explores findings related to perceptions of the domain name system compared to other technology based industries.

1 Overall, trust levels have improved since 2015

The global total has improved against all of the 5 reference industries, wave over wave by and average of just over 4 percentage points. Ratings from Africa and South America are the most stable, only showing improvement against ISPs.

2 Trust in the domain name system is highest relative to ISPs

The relative levels of trust compared to other industries is very similar to last wave. Near 50% trust the domain name system more than ISPs, while e-Commerce and web based marketing companies are closer with one in three trusting the domain name system more.

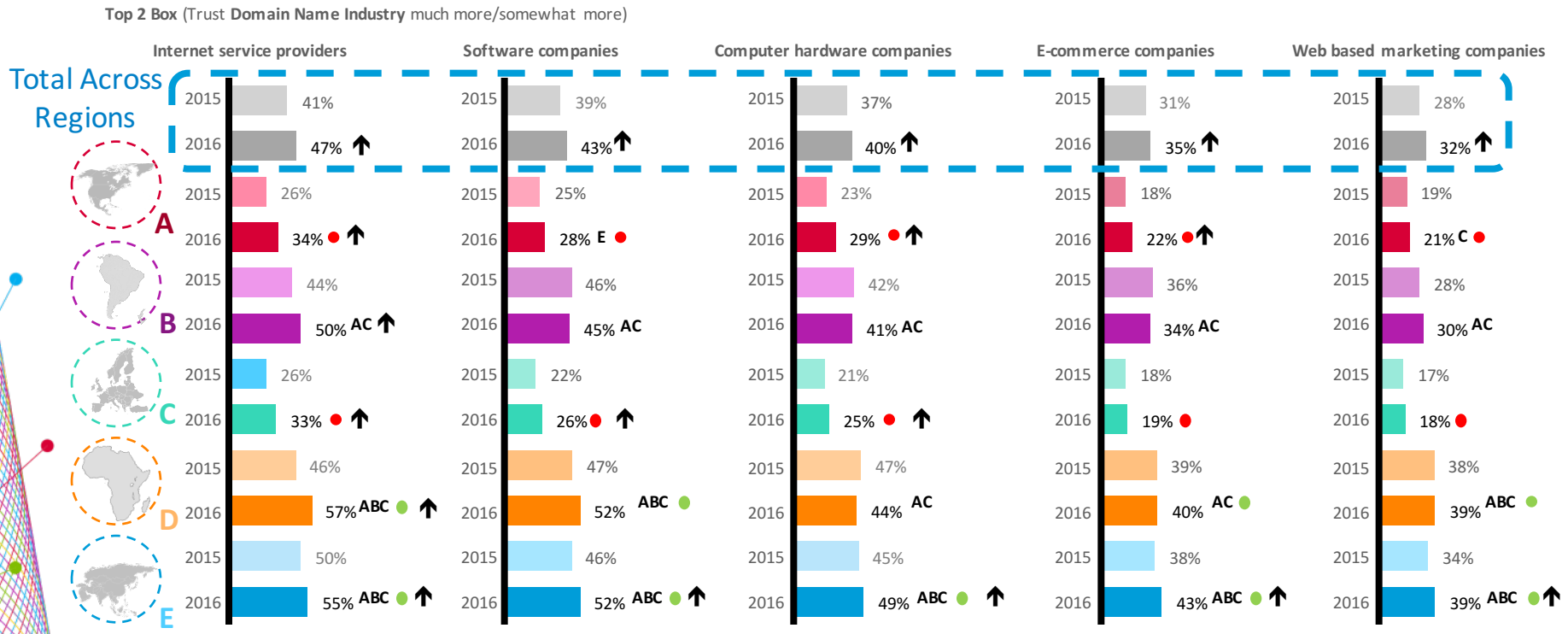
3 Trust in restriction reinforcement relatively strong

Globally 70% feel either high to moderate levels of trust that restrictions will actually be enforced.

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

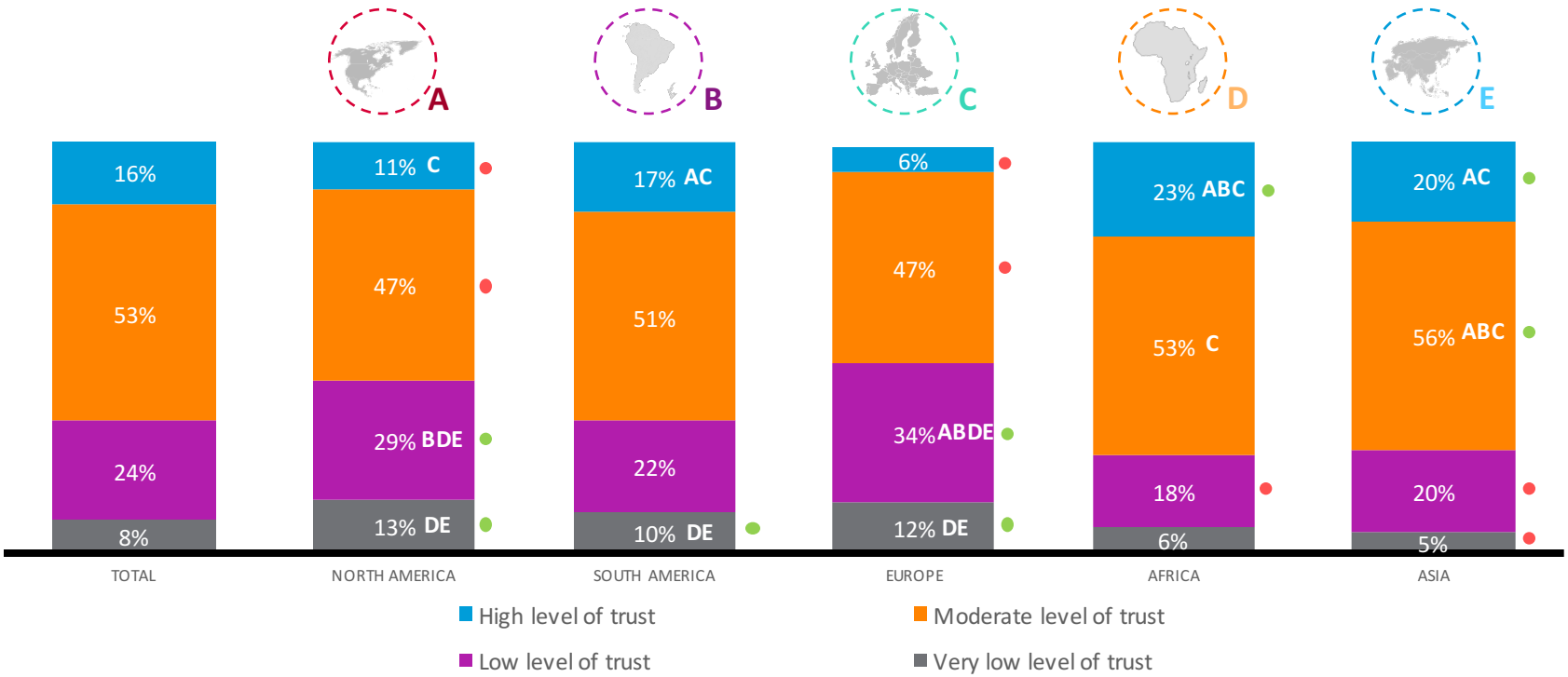
Overall, trust among Consumers for the Domain Name industry is improved vs. 2015.

Africa and Asia, more so than the other regions, say they trust the Domain Name industry.



TRUSTWORTHINESS OF RESTRICTIONS BEING ENFORCED

7 in 10 consumers feel high to moderate levels of trust that the restrictions will actually be enforced, although somewhat tempered in Europe and North America.

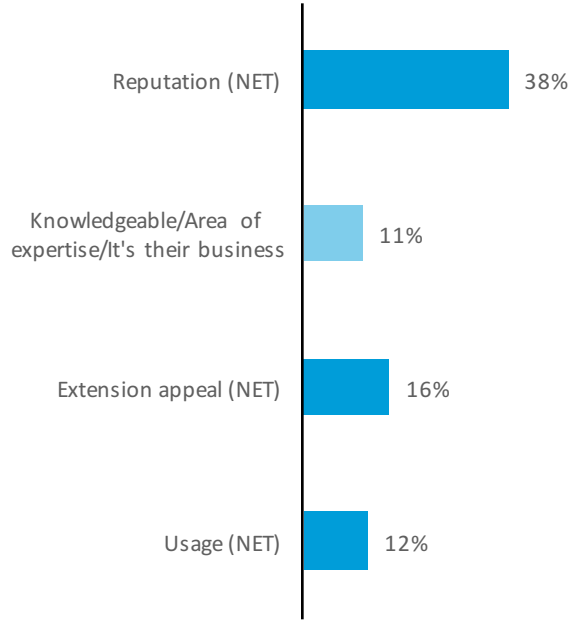


Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHERS

Reputation is the number one reason why consumers trust the domain name industry more than other industries.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reputation (NET)	40% E	46% E	42% E	41%	35%
Knowledgeable/Area of expertise/It's their business	13% E	14% E	15% E	13% E	8%
Extension appeal (NET)	11%	11%	13%	10%	20% ABCD
Usage (NET)	10%	12% C	8%	12% C	13% C

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

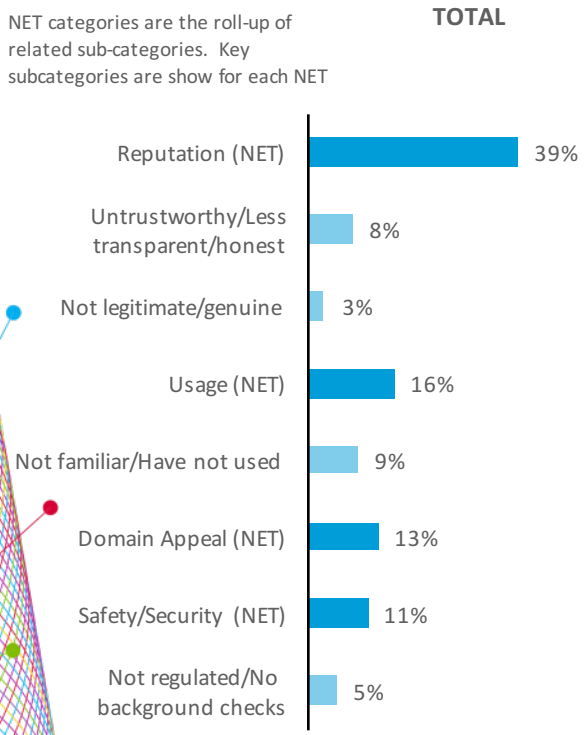
WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHERS

Reputation	Extension Appeal	Usage
Because normally they are big companies, so their reputation and ethics are injured if they do something bad. They also have a bigger team to resolve problems. (Eur)	This extension is highly famous. (AP)	Because they come from trusted domain usage. (AP)
Because they care about their reputation. (Africa)	Because there is a correlation between the extension and the information they provide. (AP)	Easy to use. (AP)
It is their business so they protect their name and reputation. (AP)	Because they have to be responsible for the extensions they supply. (LAC)	For their seriousness and the quantity of users that use the domain names sector. (LAC)

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation (including less transparent or honest) along with usage and unfamiliarly are the top reasons cited for why consumers trust the domain industry less.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

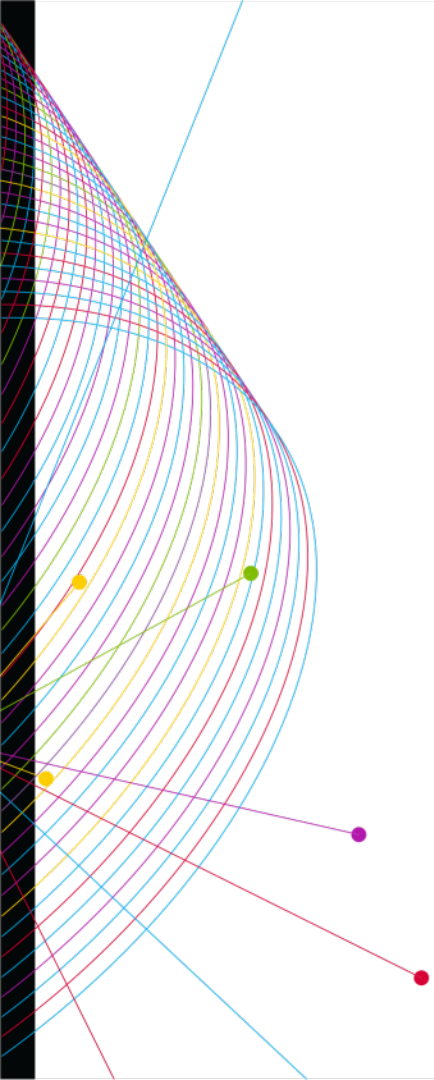


	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Reputation (NET)	40%	42%	38%	48% CE	37%
Untrustworthy/Less transparent/honest	8%	8%	10%	6%	7%
Not legitimate/genuine	3%	2%	2%	10% ABCE	3%
Usage (NET)	18% C	16%	13%	16%	17%
Not familiar/Have not used	12% BC	7%	7%	8%	10%
Domain Appeal (NET)	13%	13%	8%	9%	16% CD
Safety/Security (NET)	17% CE	16% CE	9%	13% E	7%
Not regulated/No background checks	11% BCE	5%	4%	6%	3%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation	Usage	Domain Appeal	Safety/Security
Because I have never used it, and the reputation is not good. (AP)	It's that I find it unfamiliar and they don't cause confidence. (LAC)	Domains were created only to attract. (AP)	Anyone can misuse an Internet extension or name while the Internet provider, to a certain extent, is concerned for the user's safety, providing security suites. (LAC)
Because the mentioned companies at times have themselves a questionable reputation. (Eur)	The use is not very standardized. (AP)	Domain names need to have credibility on the market. (LAC)	The extent to which attention is paid to security, in relation to personal information. (AP)
I think the reputation of the domain name industry is worse now. (AP)	Use of data is not specified. (Eur)	Being able to get an advisor in house as needed is more appealing than doing everything virtually. (Eur)	It tends to play tricks and there is less security in that environment. (Eur)



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 Navigation has not changed appreciably

For general navigation, we see an expected, gradual trend toward mobile devices, especially outside of NA and Europe. Beyond this, the dominant method for locating a web resource remains the search engine—little has changed here. Use of QR codes is up slightly, but frequency of use is still low.

2 But there are different pathways depending on the situation

It is when we look at specific activities on the web vs general information seeking that we see differences in behaviors. Apps, for example, are seen as the safest when people are looking to access personal information and often easier as well. Bookmarked sites are seen to be the faster way to get there for any purpose—information, shopping, etc.

3 Navigation shows some regional differences

The perceived value of apps is consistently seen to be higher in Africa than other regions. North Americans are most likely to feel that safety is found by typing the name into the browser. Europe is more likely to default to search engines or be unsure which method is safest, fastest or easiest.

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 7 in 10 consumers use laptops, desktops and smartphones to access the Internet, with smartphone (as well as tablet) usage increasing over the last year.
Smartphone use is less prevalent in North America and Europe compared to their regional counterparts.

DEVICES USED



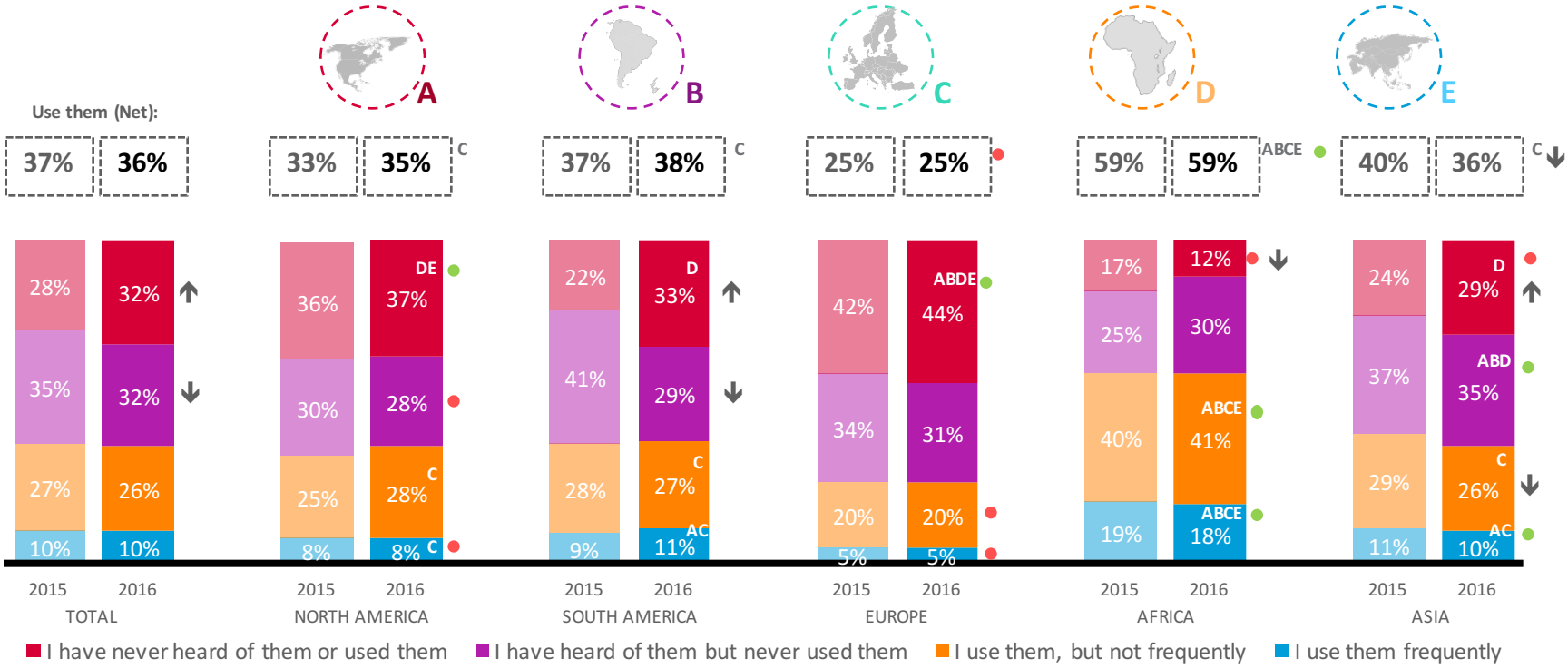


	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Laptop computer	74%	75%	72%	74%	72%	76%	74%	72% ●	80%	84% ABCE ●	73%	75%
Desktop computer	72%	70% ↓	64%	65% ●	79%	74% ACD●	65%	63% ●	70%	61% ● ↓	75%	74% ACD ●
Smartphone	69%	73% ↑	58%	67% C ● ↑	72%	78% AC ● ↑	62%	61% ●	77%	82% ACE ●	73%	77% AC ● ↑
Tablet	44%	46% ↑	47%	50% BC ●	43%	42%	40%	43%	42%	47%	44%	46%
Other	1%	1%	1%	2% BE ●	1%	<1%	1%	1%	1%	1%	1%	1%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

URL SHORTENER USAGE

Usage of URL shorteners is consistent with last year and low overall, at least in part due to lack of awareness. Africa reports above average usage, with lower penetration in Europe, who are more inclined to say they have never heard of them.



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 Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REASONS FOR USING/NOT USING URL SHORTENER

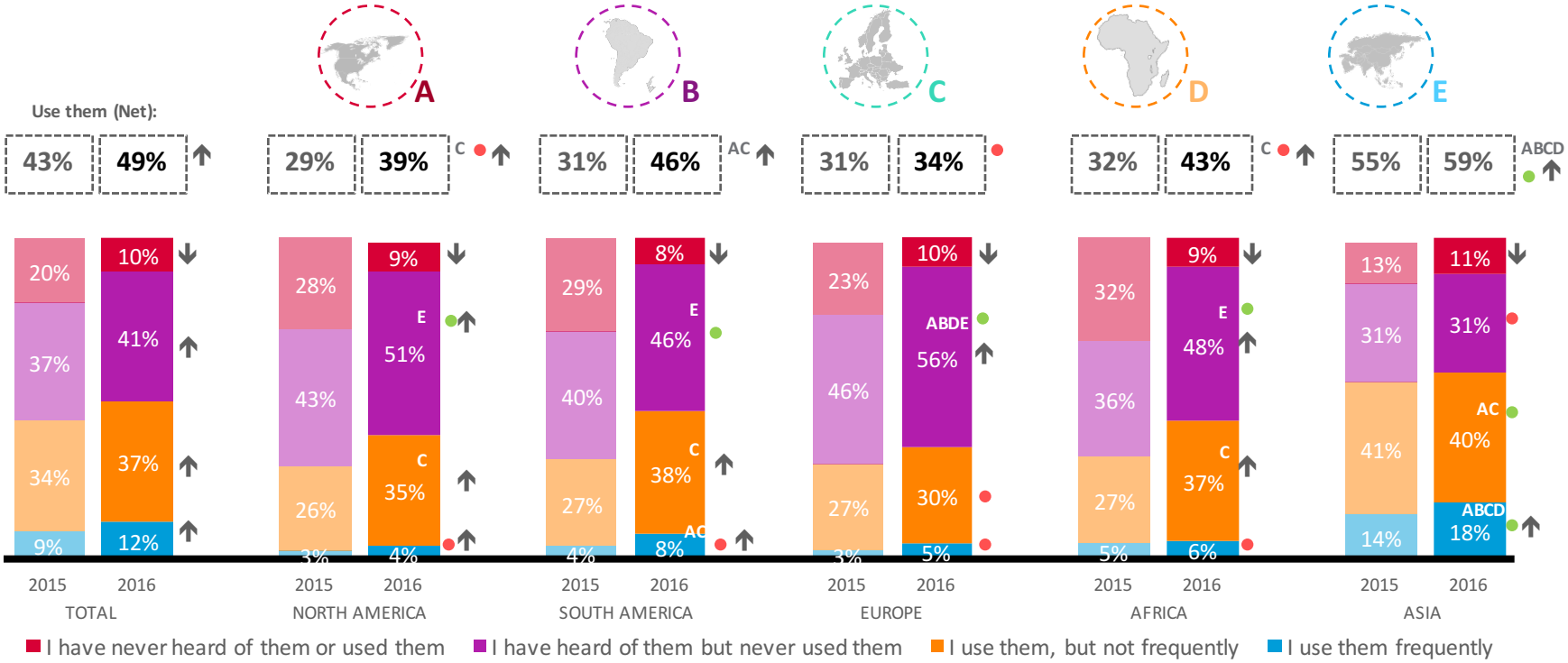
Convenience and time savings are key benefits to using URL shorteners, while lack of need is the main reason cited for non-use, followed by a lack of awareness and confusion.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	64%	64%	61%	54%	61%	51%	58%	63% AB	60%	57%	67%	70% ABCD
They save me time	57%	49%	56%	40%	44%	48%	54%	44%	58%	46%	59%	53% AC
It's the latest thing	21%	25%	7%	14%	19%	22% A	8%	16%	18%	21% A	28%	31% ABCD
Other	5%	8%	11%	19% BCDE	5%	7%	6%	8%	5%	11% E	3%	5%
Reasons for Not Using												
Never needed to	43%	39%	35%	34%	49%	35%	46%	41% A	46%	48% ABE	43%	40% A
Never heard of them	35%	30%	48%	39% BDE	32%	29% D	41%	35% DE	34%	18%	29%	26% D
Confused about website I'm going to	21%	30%	14%	24%	16%	26%	14%	24%	14%	31%	29%	34% ABC
Don't trust them	8%	11%	6%	13% C	8%	9%	6%	9%	11% C	10%	9%	12% C
Don't like them	7%	8%	5%	7%	7%	8%	5%	8%	4%	6%	8%	8%

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

EXPERIENCE WITH QR CODES

While QR code usage is low, it appears to be on the rise, with all regions increasing this year versus last except Europe. Consumers in Asia, particularly China, Vietnam, Japan and South Korea, are far more prone to the practice than the remaining regions.



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 Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REASONS FOR USING/NOT USING QR CODES

Similar to last year using QR codes is seen as a convenient time saver, but about a third of consumers 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)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	67%	68%	56%	52% ●	60%	46% ● ↓	60%	66% ABD	62%	51% ●	71%	73% ABCD ●
They save me time	51%	53%	43%	46% ●	49%	52%	50%	48%	55%	63% ABC ●	52%	55% AC ●
It's the latest thing	35%	33%	27%	19% ●	27%	37% AC ↑	21%	20% ●	34%	36% AC	39%	37% AC ●
Other	4%	5% ↑	10%	12% CDE ●	3%	8% E ↑	7%	5%	4%	6%	2%	3% ● ↑
Reasons for Not Using												
Never needed to	57%	66% ↑	54%	65% ↑	53%	72% E ● ↑	63%	68% E ↑	51%	69% ↑	58%	62% ● ↑
Never heard of them	26%	12% ↓	31%	10% ↓	35%	11% ↓	21%	9% ● ↓	36%	13% C ↓	23%	14% AC ● ↓
Don't like them	11%	13% ↑	8%	11% ↑	9%	8% ●	13%	15% ABD	5%	9% ●	14%	15% ABD ●
Don't trust them	10%	12% ↑	6%	11% BD ●	7%	6% ● ↑	9%	11% BD	10%	6% ●	14%	15% ABCD ● ↑
Other	5%	7%	10%	10% CE	3%	8%	6%	6%	5%	8%	3%	6%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

PREFERRED WAY OF FINDING WEBSITES

Overall, the preferred way to find a website was and remains using a search engine. Few consumers prefer to use an app or QR code. Typing directly into the browser shows small but significant declines in three of five regions.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

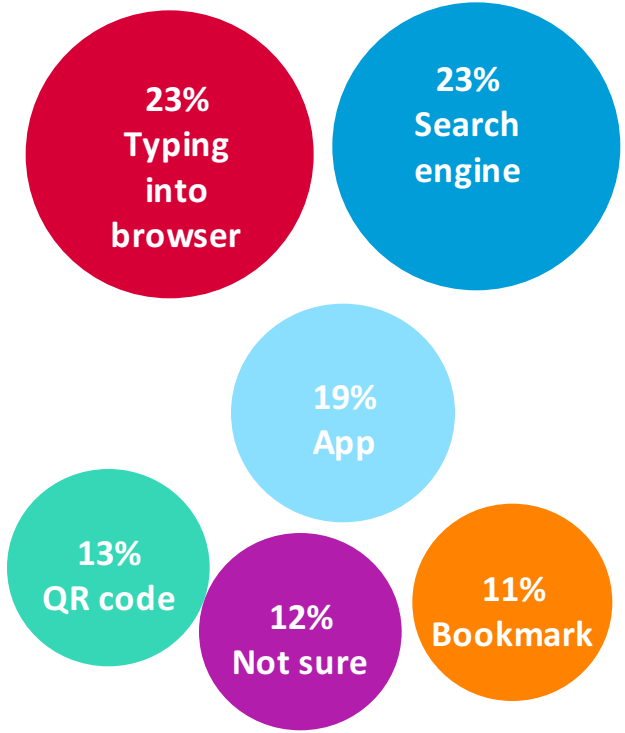
SAFEST WEBSITE ACCESS

Consumers feel the **safest** ways to navigate to a website is either typing into browser or using a search engine.
At the regional level, North America and South America are more likely to type into browser while Africa and Asia more likely to use an app or QR code.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	27% DE	22%	24%	21%	22%
Finding via an Internet search engine	23%	19%	26% B	22%	23% B
Using an app	18% C	21% C	13%	24% AC	20% C
Accessing via a QR code	8%	16% AC	9%	15% AC	14% AC
Accessing via a bookmark	9%	10%	11%	10%	12%
Not sure	15% DE	12% DE	17% BDE	8%	9%

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

SAFEST ACCESS - TOTAL



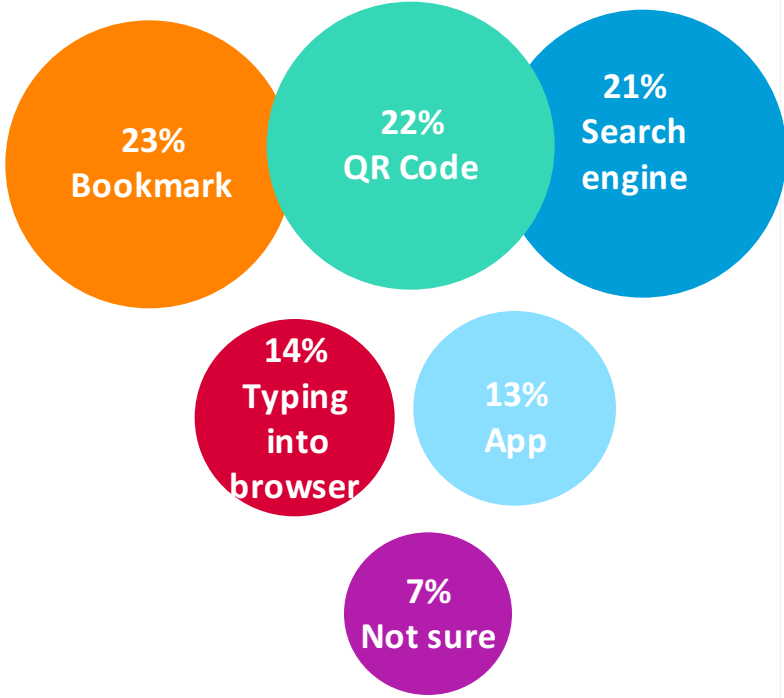
FASTEST WEBSITE ACCESS

But the **fastest** way to navigate to a website is via a bookmark, QR code, or search engine.
At the regional level, Asia is more likely to feel QR codes are the fastest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	24% CD	24% CD	20%	18%	24% CD
Accessing via a QR code	17%	15%	18%	19%	26% ABCD
Finding via an Internet search engine	20%	25% AE	22%	26% AE	19%
Typing domain name into a browser	15%	18% CE	12%	14%	14%
Using an app	14%	12%	15% E	18% BE	12%
Not sure	10% BDE	6%	13% BDE	4%	5%

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

FASTEST ACCESS - TOTAL



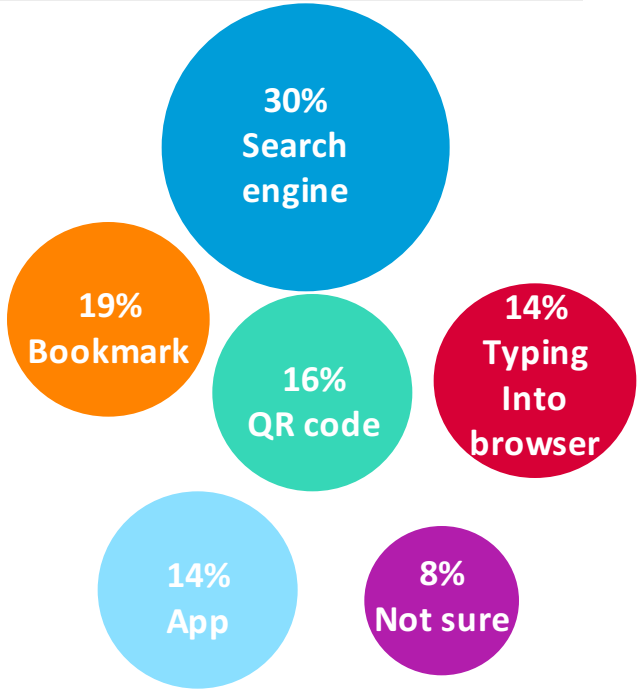
EASIEST WEBSITE ACCESS

And the **easiest** way to access a website is, by far, via search engine.
At the region level, Asia more likely to feel QR codes are also the easiest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	28%	31%	32%	30%	29%
Accessing via a bookmark	19% C	17%	15%	18%	21% BC
Accessing via a QR code	13%	12%	13%	12%	18% ABCD
Typing domain name into a browser	10%	18% ACE	12%	18% AC	14% A
Using an app	16% E	15% E	14%	18% E	12%
Not sure	12% BDE	7%	14% BDE	4%	6%

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

EASIEST ACCESS - TOTAL



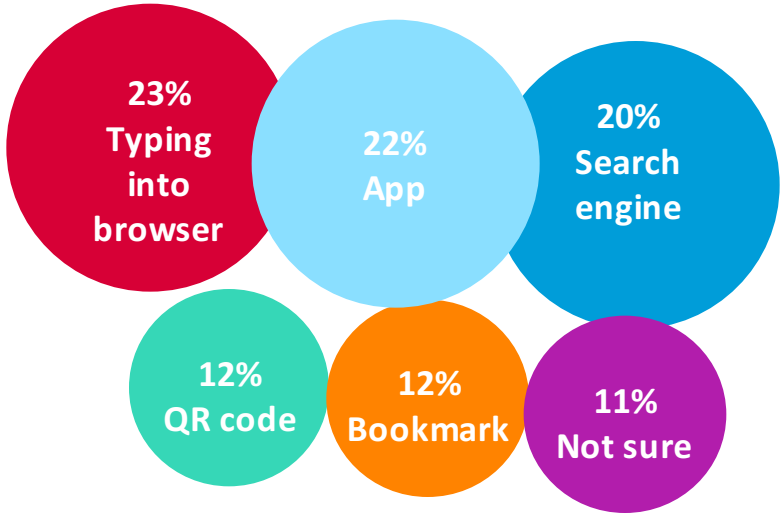
SAFEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

When considering buying things over the internet, consumers feel the **safest** ways to access are via typing into browser, using an app, or using a search engine. Compared to general way to access a website – using an app pops into top tier of safest ways when buying is taken into account.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	29% BCDE	21%	25% E	21%	21%
Using an app	19%	26% AC	17%	29% ACE	23% AC
Finding via an Internet search engine	18%	18%	22% AD	16%	20%
Accessing via a QR code	7%	14% AC	7%	15% AC	14% AC
Accessing via a bookmark	11%	11%	12%	10%	13%
Not sure	16% BDE	10%	17% BDE	9%	9%

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

SAFEST ACCESS - TOTAL



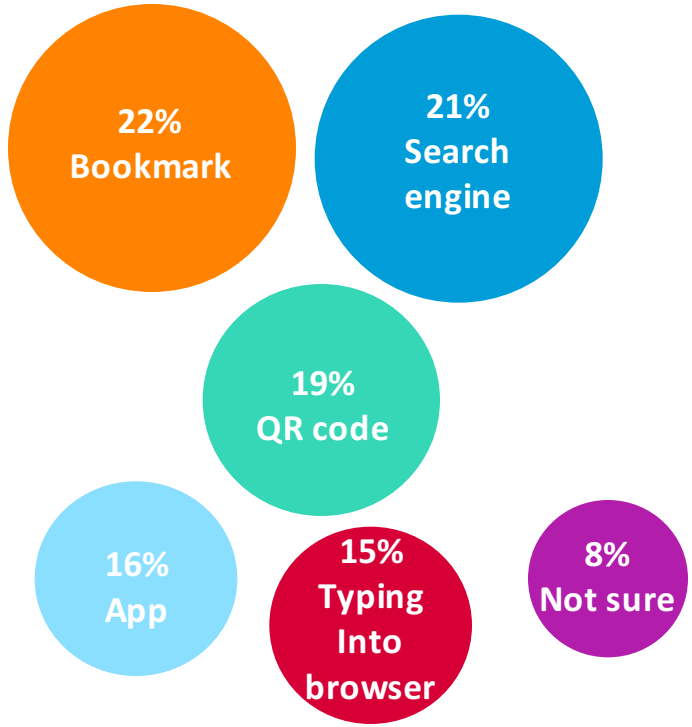
FASTEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

The **fastest** way to access a website when **buying over the internet**, is a bookmark or search engine, followed by QR codes.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	23% D	23% D	21%	16%	22% D
Finding via an Internet search engine	19%	23%	21%	26% ACE	21%
Accessing via a QR code	12%	12%	16% AB	15%	23% ABCD
Using an app	16%	15%	16%	20% E	15%
Typing domain name into a browser	17%	19% CE	14%	17%	14%
Not sure	12% BDE	7% E	13% BDE	6%	5%

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

FASTEST ACCESS - TOTAL



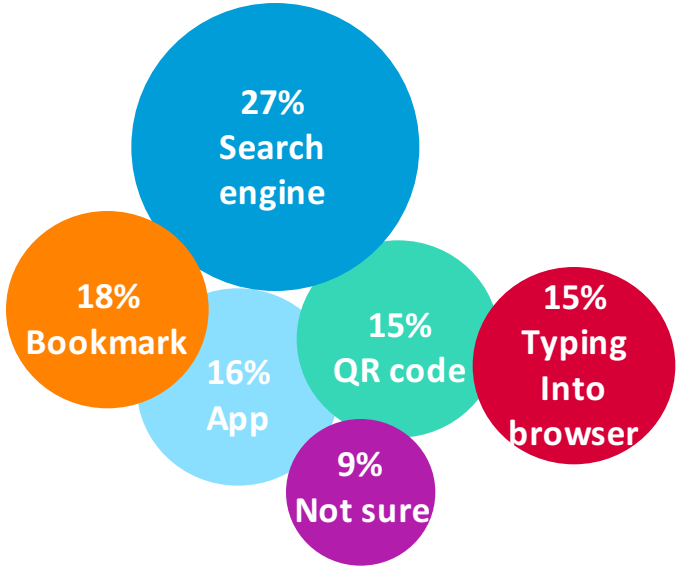
EASIEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

As was the case with general access to a website, the **easiest** way to access a website **when buying** over the internet is, again, search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	24%	31% A	29% A	28%	27%
Accessing via a bookmark	20% C	18% C	13%	16%	19% C
Using an app	17%	13%	14%	24% ABCE	15%
Accessing via a QR code	11%	10%	12%	11%	18% ABCD
Typing domain name into a browser	13%	18% AE	15%	14%	15%
Not sure	15% BDE	20% E	16% BDE	6%	6%

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

EASIEST ACCESS - TOTAL



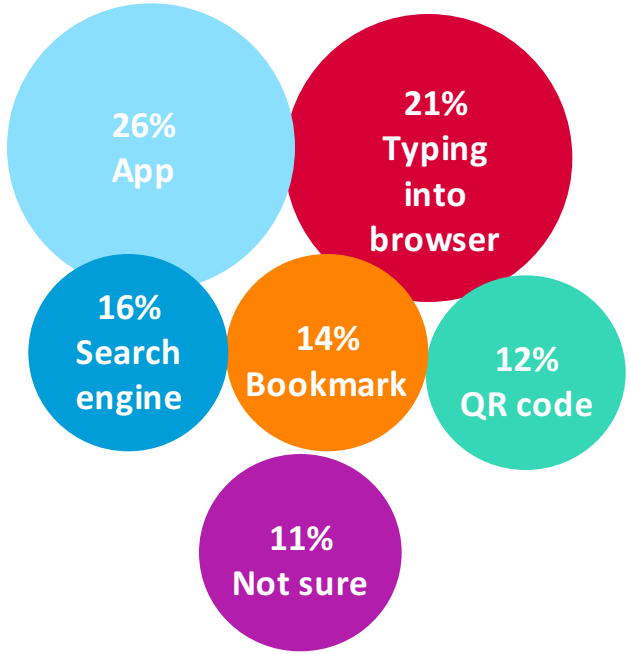
SAFEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **safest** ways to are via an app, followed by typing into browser. Compared to general way to access a website or accessing a website when buying – using an app pops into the lead as the safest ways when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Using an app	26% C	29% C	21%	35% ACE	25% C
Typing domain name into a browser	24% E	24% E	22% E	23%	19%
Finding via an Internet search engine	11%	11%	19% ABD	13%	18% ABD
Accessing via a bookmark	16% D	13%	13%	10%	14% D
Accessing via a QR code	7%	13% AC	9%	13% AC	14% AC
Not sure	16% BDE	10% D	16% BDE	6%	9%

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

SAFEST ACCESS - TOTAL



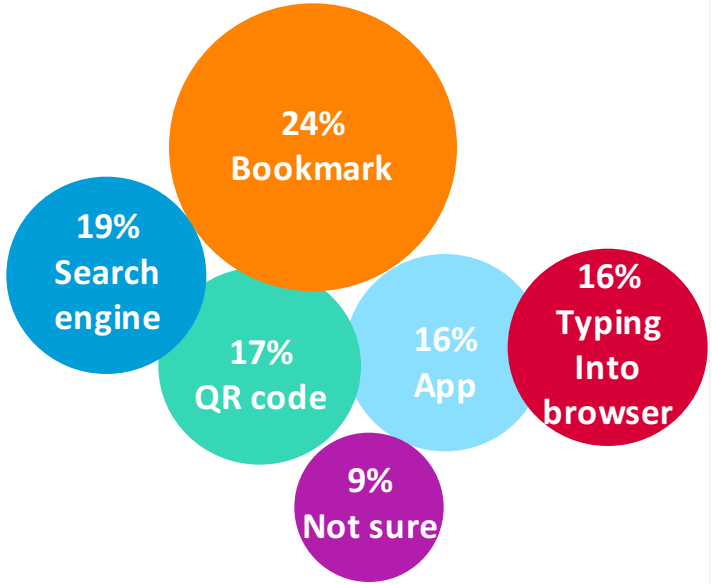
FASTEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **fastest** way to access is via a bookmark.
Compared to general way to access a website or accessing a website when buying – search engine and QR code drop a bit as the fastest ways when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	27% CE	23%	22%	23%	23%
Finding via an Internet search engine	17%	20%	20%	21%	18%
Accessing via a QR code	10%	13%	14% A	12%	22% ABCD
Using an app	17%	16%	16%	21% CE	15%
Typing domain name into a browser	14%	20% ACE	15%	17%	15%
Not sure	14% BDE	8%	14% BDE	6%	6%

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

FASTEST ACCESS - TOTAL



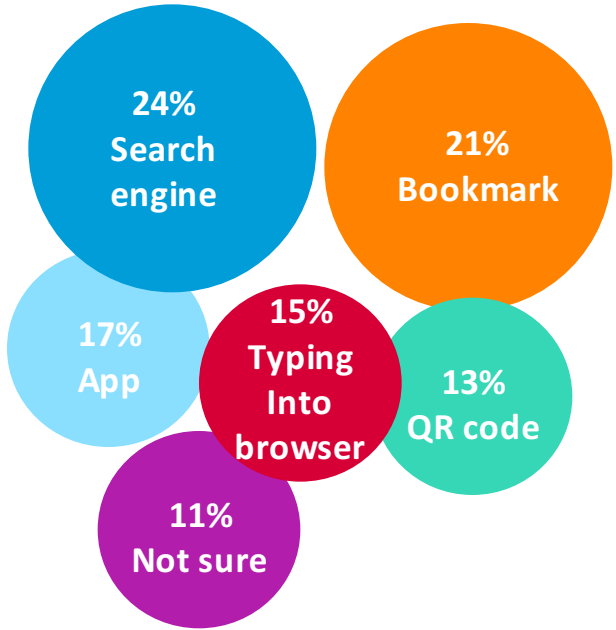
EASIEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

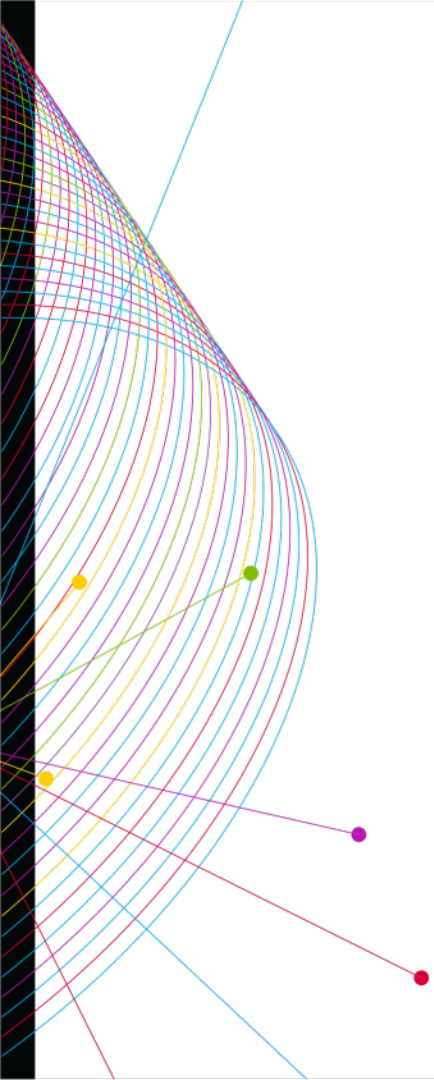
When accessing personal info, consumers feel the **easiest** way to access a website either by search engine or by bookmark. Bookmark plays a bigger role in ease when it comes to personal info (although this is tempered a bit in Europe).

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	19%	27% A	26% A	23%	24% A
Accessing via a bookmark	23%	21%	19%	20%	22% C
Using an app	19% CE	16%	15%	23% BCE	15%
Typing domain name into a browser	14%	16%	15%	19% AE	14%
Accessing via a QR code	9%	8%	10%	9%	16% ABCD
Not sure	16% BDE	12% DE	15% DE	6%	8%

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

EASIEST ACCESS - TOTAL





ABUSIVE INTERNET BEHAVIOR AND CYBER CRIME

KEY TAKEAWAYS – INTERNET ABUSE & CYBER CRIME

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

1 Reported fear levels seem relatively stable

While question wording was altered to focus on familiarity rather than just awareness of abuses, preventing direct trending, the results for measures like personal impact and fear are very similar to what was seen in the last wave, showing no strong increase nor decline.

2 Social media is the biggest perceived risk

Respondents are generally at least "somewhat comfortable" doing a wide range of tasks and providing various types of information online. They are most likely to be nervous about providing personal information over social media—one in three globally express strong discomfort. About one in four worry about banking on online medical information. Respondents in Africa are especially concerned about social media (nearly half) but less worried about online banking and health.

3 However, consumers are less comfortable providing personal information to a site using a new gTLD

Compared to .com or their ccTLD, comfort levels are much lower for the new gTLDs. Acceptance is lowest in Europe and the US, highest in Asia.

4 Bad behavior is still viewed as the law's responsibility

When asked who they would report and improperly run site to, responses center on various types of government regulatory bodies or law enforcement agencies, similar to last wave.

5 Taking steps to protect oneself online shows little change

In fact, for Phishing, there is an actual decrease in preventative measures. And we see no strong trend to support that users are stopping internet commerce or otherwise modifying their online behavior.

6 AV software is still expected to do more than it probably can

While we see decreases in the purchase (not necessarily use) of AV software to protect against some abuses, it is still the dominant response.

HOW COMFORTABLE WITH ONLINE BEHAVIORS

Consumers are most comfortable with searching for info or shopping online. Interestingly, consumers are least comfortable with using social media to talk about activities/family. Personal safety may be playing a role in consumers' reservations.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Searching for information						
Very comfortable	55%	66% CE	70% CE	49%	66% CE	50%
Somewhat comfortable	36%	29% B	18%	39% ABD	27% B	42% ABD
Not at all/not very comfortable	8%	4%	12% ADE	12% ADE	7%	8% A
Shopping online						
Very comfortable	40%	39% C	39%	34%	36%	43% ABCD
Somewhat comfortable	45%	46% B	40%	49% BE	47% B	43%
Not at all/not very comfortable	15%	15%	22% ACE	17% E	17%	13%
Banking online						
Very comfortable	36%	39% C	37%	33%	40% C	36%
Somewhat comfortable	40%	38% B	28%	39% B	39% B	43% AB
Not at all/not very comfortable	24%	23%	35% ACDE	27% DE	22%	21%
Accessing medical info						
Very comfortable	28%	29% C	35% ACE	23%	37% ACE	27% C
Somewhat comfortable	47%	43% B	34%	45% B	44% B	52% ABCD
Not at all/not very comfortable	25%	28% DE	31% DE	32% DE	19%	21%
Using social media to talk about activities/family						
Very comfortable	26%	31% CDE	36% CDE	22%	24%	25%
Somewhat comfortable	37%	33% B	27%	39% ABD	31%	40% ABD
Not at all/not very comfortable	37%	36%	37%	39%	45% ABCE	35%

Letters indicate significantly higher than region. Region vs. Total

HOW COMFORTABLE WITH DOING ACTIVITIES ON WEBSITE

Consumers are most comfortable providing personal info to either country-specific gTLDs or .com websites. For the new gTLDs, consumers tended to say 'not very comfortable' (versus not at all comfortable).

% Very/ Somewhat Comfortable	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Inputting email address						
Country specific gTLD	93%	93%	92%	92%	91%	94% D
.com	92%	92% C	91% C	87%	93% C	94% ABC
New gTLD	48%	42% C	47% C	37%	50% AC	54% ABC
Inputting home address						
Country specific gTLD	84%	87% CD	82%	81%	80%	86% BCD
.com	83%	82% C	82% C	75%	83% C	87% ABCD
New gTLD	44%	37%	41% C	33%	44% AC	50% ABCD
Inputting telephone number						
Country specific gTLD	75%	72% C	73% C	66%	77% C	79% ABC
.com	75%	71% C	73% C	62%	81% ABC	81% ABC
New gTLD	40%	33% C	37% C	28%	45% ABC	47% ABC
Inputting financial information						
Country specific gTLD	62%	60%	57%	58%	56%	66% ABCD
.com	62%	62% C	58% C	52%	62% C	67% ABC
New gTLD	36%	27%	32% AC	24%	38% ABC	44% ABCD
Inputting ID number						
Country specific gTLD	61%	54%	58%	53%	64% AC	65% ABC
.com	59%	47%	59% AC	48%	67% ABC	66% ABC
New gTLD	34%	20%	31% AC	23%	36% AC	43% ABCD
Inputting healthcare information						
Country specific gTLD	70%	64% C	69% C	56%	74% AC	75% ABC
.com	68%	60% C	68% AC	53%	75% ABC	75% ABC
New gTLD	40%	28%	38% AC	25%	46% ABC	49% ABC

Letters indicate significantly higher than region. Region vs. Total

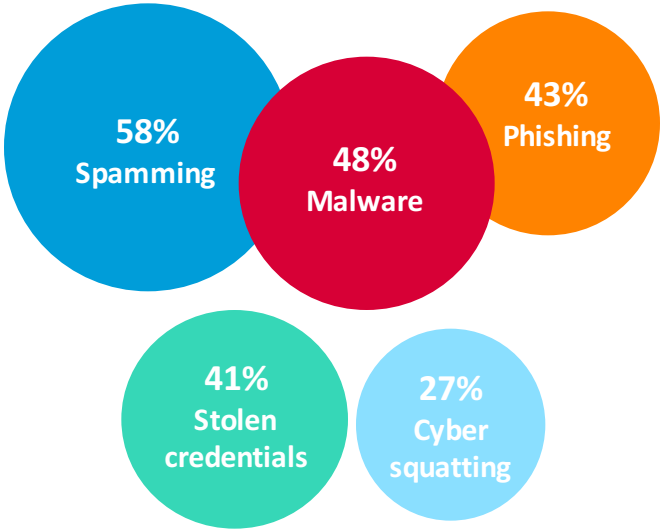
FAMILIARITY WITH TYPES OF ABUSIVE INTERNET BEHAVIOR

Roughly half of consumers are attuned to most abusive Internet behavior, with the exception of cyber squatting, which is more familiar in Africa and Asia (excluding Japan and South Korea).

% Extremely/ Very Familiar	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	62% CE	57% C	52%	67% BCE	58% C
Malware	49% C	45%	42%	60% ABCE	49% C
Phishing	45% B	32%	40% B	56% ABCE	44% BC
Stolen credentials	42% BC	35%	35%	55% ABCE	42% BC
Cyber squatting	20%	19%	21%	35% ABC	31% ABC

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

FAMILIARITY WITH TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



SOURCES OF ABUSIVE INTERNET BEHAVIOR

Consumers generally consider organized groups and individuals equally to blame for Internet abuse. North America consumers are more likely than other regions to think individuals are to blame.





	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Phishing						
Organized groups (Net)	66%	65% BD	54%	69% BD	51%	69% BD
Individuals (Net)	51%	61% BCDE	53% D	48%	42%	50% D
Don't know	15%	17% E	18% E	17% E	27% ABCE	12%
Spamming						
Organized groups (Net)	64%	66% BD	52%	66% BD	50%	67% BD
Individuals (Net)	51%	58% BCDE	49%	48%	49%	52%
Don't know	15%	17% E	18% E	18% E	20% E	12%
Cyber squatting						
Organized groups (Net)	62%	61% BD	47%	65% BD	52%	65% BD
Individuals (Net)	48%	55% BCDE	46%	45%	38%	48% D
Don't know	18%	20% E	25% E	20% E	27% CE	14%
Stolen credentials						
Organized groups (Net)	65%	65% BD	53%	68% BD	54%	68% BD
Individuals (Net)	51%	62% BCDE	50% D	50% D	41%	51% D
Don't know	15%	16% E	18% E	18% E	25% ABCE	12%
Malware						
Organized groups (Net)	66%	66% BD	54%	68% BD	55%	68% BD
Individuals (Net)	50%	57% BCDE	46%	49% D	40%	49% D
Don't know	16%	18% E	21% E	18% E	24% ACE	13%

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

COMMONALITY OF ABUSIVE INTERNET BEHAVIOR

Spamming, malware, and phishing are seen as the most common Internet abuses. Generally, abusive behavior is seen as less common in Europe and Asia.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Very common	72%	79% CE	80% CE	70%	77% CE	68%
Somewhat common	20%	15% B	10%	18% B	16% B	24% ABCD
Not at all/not very common	4%	2%	4% A	4% A	5% A	5% A
Malware						
Very common	59%	67% CE	63% CE	54%	68% CE	56%
Somewhat common	29%	26%	21%	31% ABD	21%	32% ABD
Not at all/not very common	7%	2%	6% A	7% A	7% A	8% A
Phishing						
Very common	51%	62% BCE	48%	51%	60% BCE	48%
Somewhat common	34%	27%	32% D	31% D	24%	38% ACD
Not at all/not very common	9%	5%	10% A	10% A	9% A	9% A
Stolen Credentials						
Very common	43%	53% CE	47% CE	38%	53% CE	40%
Somewhat common	38%	35%	33%	38%	33%	41% ABD
Not at all/not very common	12%	7%	11% A	15% AD	10%	14% AD
Cyber Squatting						
Very common	34%	40% CE	40% CE	31%	48% CE	31%
Somewhat common	42%	39% B	30%	38%	37%	46% ABCD
Not at all/not very common	16%	11%	16% D	19% AD	8%	17% AD

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

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

Around 7 in 10 say they have been impacted by spamming, and over half by malware.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Yes	70%	70% C	82% ACDE	65%	73% C	68%
No	23%	22% B	13%	26% AB	22% B	24% B
Not sure	8%	8%	5%	9% B	6%	7%
Malware						
Yes	57%	59% C	63% CDE	49%	53%	58% C
No	32%	29%	24%	38% ABE	33% B	32% B
Not sure	11%	12%	12%	13% E	14%	10%
Phishing						
Yes	31%	31%	29%	29%	28%	33% C
No	55%	53%	54%	58%	57%	54%
Not sure	14%	16% E	17% E	13%	15%	12%
Stolen Credentials						
Yes	20%	17%	17%	13%	18%	25% ABCD
No	66%	72% E	70% E	73% E	70% E	60%
Not sure	14%	12%	13%	14%	13%	15% A
Cyber Squatting						
Yes	17%	10%	18% AC	9%	18% AC	20% AC
No	67%	71% BE	61%	72% BE	66%	66%
Not sure	16%	19% E	21% E	19% E	17%	15%

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

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Consumer fear is greatest around stolen credentials and malware, followed by phishing. North America exhibits muted fear compared to the other regions.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Stolen Credentials						
Very Scared	52%	48%	61% ACE	49%	54%	53% A
Somewhat Scared	35%	35% B	27%	34% B	33%	36% B
Not Very/Not at all Scared	13%	17% E	12%	16% E	12%	12%
Phishing						
Very Scared	40%	28%	50% ACD	35% A	38% A	44% ACD
Somewhat Scared	39%	39%	33%	40% B	40%	40% B
Not Very/Not at all Scared	21%	33% BCDE	17%	25% BE	22% E	16%
Malware						
Very Scared	40%	29%	43% AC	35% A	40% A	44% AC
Somewhat Scared	42%	45% B	38%	45% B	42%	41%
Not Very/Not at all Scared	18%	25% BCDE	19%	20% E	19%	15%
Cyber Squatting						
Very Scared	28%	25%	39% ACE	25%	33% AC	28%
Somewhat Scared	39%	32%	40%	37%	40% A	40% A
Not Very/Not at all Scared	33%	43% BDE	22%	37% BDE	27%	32% B
Spamming						
Very Scared	22%	13%	21% A	17%	24% AC	26% ABC
Somewhat Scared	38%	33%	31%	38% B	33%	42% ABD
Not Very/Not at all Scared	40%	54% CDE	48% E	46% E	42% E	32%

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

MEASURES TAKEN TO AVOID PHISHING

Less than half of consumers report purchasing antivirus software to avoid phishing, and prevalence of doing so is down in 2016. Further only about a quarter are changing Internet habits in an attempt to protect themselves against phishing – and again this is down in 2016. Nearly one-quarter report doing nothing –most prevalent in North America, South America, and Europe.

MEASURES TAKEN TO AVOID PHISHING





Phishing	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	50%	44% ↓	53%	41% B ↓	44%	34% ↓	51%	44% B ↓	45%	39%	51%	47% ↓ ABD
Changed my Internet habits	29%	24% ↓	27%	27% CE	34%	26% ↓	25%	22%	37%	27% ↓	29%	23% ↓
Purchased an identity protection plan	11%	13% ↑	9%	8%	8%	9%	6%	8% ↑	11%	11%	14%	17% ↑ ABCD
Stopped making purchases online	9%	10%	6%	6%	8%	6%	5%	6%	13%	10% ABC	11%	13% ↑ ABC
Other	5%	6%	8%	7%	2%	6%	6%	7%	6%	7%	4%	6%
None	20%	23% ↑	23%	29% ↑ DE	23%	30% ↑ DE	25%	28% ↑ DE	16%	21%	16%	18% ↑

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID SPAMMING

As was the case with phishing, few consumers report purchasing antivirus software in order to avoid spamming. A quarter report changing Internet habits in an attempt to protect themselves against spamming and another quarter report doing nothing.

MEASURES TAKEN TO AVOID SPAMMING





Spamming	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	41% ↓	49%	42% ↓	45%	40%	47%	43% D	42%	36%	46%	41% ↓
Changed my Internet habits	25%	24%	26%	26% C	30%	26% C	20%	20%	34%	34% ABCE	23%	24% C
Purchased an identity protection plan	9%	11% ↑	6%	7%	7%	6%	5%	7%	11%	10%	13%	15% ↑ ABCD
Stopped making purchases online	10%	8% ↓	7%	5%	8%	8% C	5%	5%	13%	7% ↓	11%	11% ↓ ABCD
Other	6%	8%	7%	7%	2%	7% ↑	7%	7% ↓	7%	9%	5%	8%
None	23%	24% ↑	25%	28% DE	23%	23%	29%	29% BDE	17%	20%	21%	21%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID CYBER SQUATTING

As was the case in 2015, over a third of consumers report taking no action to avoid being affected by cyber squatting.

MEASURES TAKEN TO AVOID CYBER SQUATTING





Cyber Squatting	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	41%	35% ↓	40%	34% B ↓	42%	29% ↓	40%	37% B	42%	31% ↓	42%	36% B ↓
Changed my Internet habits	18%	19%	18%	19% C	25%	25% ACE	14%	15%	27%	27% ACE	18%	18% C
Purchased an identity protection plan	10%	11% ↑	7%	6%	9%	7%	5%	7% ↑	12%	13% ABC	12%	15% ABC ↑
Stopped making purchases online	7%	8% ↑	5%	5%	5%	6%	4%	5%	11%	8% AC	8%	11% ABC ↑
Other	2%	5%	2%	4%	1%	5%	2%	6%	3%	5%	2%	6% A
None	36%	36%	43%	43% BDE	31%	37% DE ↑	44%	41% DE	26%	30%	33%	32%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

Fewer consumers are taking steps to protect their credentials in 2016, with roughly 4 in 10 reportedly purchasing antivirus software and a quarter changing their Internet habits.

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS





Stolen Credentials	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	42% ↓	49%	36% ↓	40%	35%	44%	46% ABD	40%	33%	48%	45% ABD
Changed my Internet habits	24%	25%	27%	29% CE	29%	27% C	23%	21%	28%	32% CE	23%	23%
Purchased an identity protection plan	15%	16%	12%	14% C	13%	12%	8%	10%	16%	17% C	19%	20% ABC
Stopped making purchases online	10%	10%	8%	7%	9%	7%	5%	7%	14%	11% ABC	12%	12% ABC
Other	4%	6%	6%	6%	2%	5%	4%	6%	6%	8%	3%	6%
None	23%	22%	25%	27% DE	25%	27% DE	29%	26% DE	21%	20%	20%	18%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID MALWARE

Six in ten consumers globally say they purchased antivirus software to avoid being affected by malware.

MEASURES TAKEN TO AVOID MALWARE





Malware	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	61%	59%	66%	59% B ↓	54%	51%	61%	58% B	64%	66% ABCE	60%	59% B
Changed my Internet habits	23%	20%	25%	22% CE	27%	23% CE	20%	18%	25%	18% ↓	22%	19% ↓
Purchased an identity protection plan	10%	12%	8%	7%	9%	8%	6%	8%	11%	9%	13%	15% ↑ ABCD
Stopped making purchases online	7%	8% ↑	5%	4%	5%	5%	4%	6% ↑	6%	6%	8%	11% ↑ ABCD
Other	3%	5%	4%	6%	2%	4%	2%	6%	2%	4%	3%	5%
None	18%	17%	19%	19% DE	20%	22% DE	22%	19% DE	15%	13%	16%	14%

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

TAKEN ANY MEASURES TO AVOID ABUSIVE INTERNET BEHAVIORS

Consumers are most likely to take measures to avoid malware, followed by phishing, spamming, and stolen credentials. Consumers are least likely to take measures to avoid cyber squatting.

TAKEN ANY MEASURES TO AVOID ABUSIVE INTERNET BEHAVIORS

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Malware	82%	83%	81%	81%	80%	78%	78%	81%	85%	87% ABC	84%	86% BC
Phishing	80%	77% ↓	77%	71% ↓	77%	70% ↓	75%	72%	84%	79% ABC	84%	82% ABC ↓
Spamming	77%	76%	75%	72%	77%	77% AC	71%	71%	83%	80% AC	79%	79% AC
Stolen Credentials	77%	78%	75%	73%	75%	73%	71%	74%	79%	80% ABC	80%	82% ABC
Cyber Squatting	64%	64%	57%	57%	69%	63% A ↓	56%	59%	74%	70% ABC	67%	68% ABC

Letters indicate significantly higher than region. Region vs. Total Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REPORTING SITE ABUSE

Many consumers are unsure of how they would report an improperly run site, particularly in North America and Africa. Consumers in South America are more inclined to contact the consumer protection agency or federal police than other regions.

PARTY TO REPORT SITE ABUSE TO





	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	31%	28%	39% ACE	28%	34%	31%
Local police	30%	22% D	34% AD	33% AD	16%	32% AD
Website owner/operator	24%	18%	20%	19%	26% ABC	29% ABC
National law enforcement/FBI	23%	19%	20% A	23% A	19% A	25% ABD
National intelligence agency/CIA	15%	9% C	15% AC	6%	20% ABC	18% AC
Federal police (non-US only)	14%	9%	32% ACDE	18% AE	15% AE	10%
ICANN	11%	4%	5%	6%	12% ABC	15% ABC
Private security companies	10%	8%	9% C	5%	13% ABC	12% AC
Interpol	9%	5%	10% AC	6%	12% AC	11% AC
Don't know	31%	44% BCDE	27%	29%	38% BCE	27%

Letters indicate significantly higher than region. Region vs. 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.

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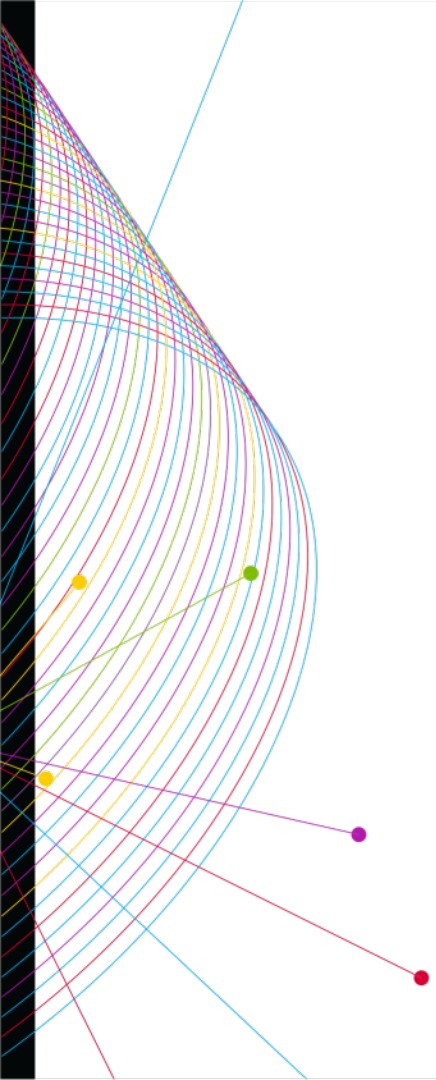
Website owner/operator	24%	18%	20%	19%	26% ABC	29% ABC
CIA/National intelligence agency	14%	5%	15% AC	6%	20% ABC	18% AC
FBI/National law enforcement	21%	8%	20% A	23% A	19% A	25% ABD
ICANN	11%	4%	5%	6%	12% ABC	15% ABC
Interpol	9%	5%	10% AC	6%	12% AC	11% AC
Local police	30%	22% D	34% AD	33% AD	16%	32% AD
Federal police (non-US only)	14%	9%	32% ACDE	18% AE	15% AE	10%
Private security companies	10%	8%	9% C	5%	13% ABC	12% AC
FBI (US only)	2%	11%	--	--	--	--
CIA (US only)	1%	4%	--	--	--	--
Don't know	31%	44% BCDE	27%	29%	38% BCE	27%

Letters indicate significantly higher than region. Region vs. 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.



A LOOK AT THE TEENS

LEGACY gTLDS – ADULTS VS TEENS

Adults more likely than teens to be aware, have visited, and trust some of the legacy gTLDs.

And if more information is needed, teens are more likely to use an internet encyclopedia and less likely to contact a service provider than adults.

Teens less likely to expect restrictions on some of the common gTLDs and also less likely to expect restrictions will be enforced.

In the US teens are more likely to have tried to find out website identity, opposite the pattern in Asia.

	ADULTS	TEENS
AWARENESS (%)		
.net	**88%**	85%
.org	**83%**	77%
.biz	**36%**	24%
VISITATION (%)		
.net	**76%**	70%
.org	**72%**	64%
.biz	**20%**	11%
TRUSTWORTHY (% Very/Somewhat)		
.net	**89%**	86%
.org	**87%**	85%
.pro	**43%**	39%
.coop	**39%**	33%
WHERE TO GO FOR MORE INFO(%)		
Internet encyclopedia	42%	**49%**
Service provider	**32%**	26%

	ADULTS	TEENS
EXPECTATIONS ON RESTRICTIONS (% None)		
.com	33%	**37%**
.info	28%	**34%**
.org	23%	**27%**
ENFORCE RESTICTIONS(%)		
Person/company validation	**82%**	72%
Credential validation	**80%**	71%
Name consistent w/ meaning	**79%**	72%
Local presence	**76%**	62%
TRIED TO FIND IDENTITY OF WEBSITE(%)		
US	24%	**44%**
ASIA	**38%**	30%

NEW gTLDS – ADULTS VS TEENS

Teens are more likely than adults to be aware of many of the new gTLDs (particularly in North America and Europe) but visitation rates are very similar.

However, teens are less likely to pay attention to the extension. Teen trust levels for some gTLDs are higher.

Teens simultaneously describe the new gTLDs as interesting and exciting and overwhelming and confusing.

And again they are less in favor of restrictions—they are more likely than adults to say there should be no strict strict requirements on the majority of the new gTLDs.

	ADULTS	TEENS
AWARENESS (%)		
.news	33%	**37%**
.email	32%	**39%**
.link	27%	**34%**
.website	21%	**25%**
.site	20%	**25%**
.pics	11%	**14%**
.top	11%	**13%**
Not aware of any	**38%**	32%
VISITATION (%)		
.link	20%	**25%**
.site	14%	**17%**
Pay attention to extension (%)		
Don't pay attention	29%	**37%**
TRUSTWORTHY (% Very/Somewhat)		
.email	62%	**69%**
.website	55%	**63%**
.site	51%	**56%**

	ADULTS	TEENS
WHERE TO GO FOR MORE INFO(%)		
Internet search	**74%**	69%
Internet encyclopedia	40%	**47%**
Service provider	**29%**	21%
ADJECTIVES FOR COMMON gTLDs (%)		
Interesting	64%	**70%**
Exciting	47%	**52%**
Overwhelming	41%	**45%**
Confusing	39%	**45%**
LEVEL OF RESTRICTIONS (% No strict)		
.email	24%	**28%**
.photography	24%	**31%**
.link	28%	**33%**
.guru	30%	**38%**
.realtor	24%	**30%**
.club	25%	**32%**
.xyz	35%	**41%**
.bank	14%	**21%**
.pharmacy	18%	**21%**
.builder	21%	**27%**

REACHING THE INTENDED SITE – ADULTS VS TEENS

Teens are more likely than adults to use smartphones to access the internet and to use both shortened urls and QR codes.

Teens are also more likely to feel an app is the safest way to make purchases or access personal info.

Adults tend to be more comfortable with online behaviors like searching, shopping, banking and accessing medical info while teens are, not surprisingly, more comfortable with social media.

Teens may simply lack experience with some of these online behaviors.

	ADULTS	TEENS
DEVICE USED TO ACCESS INTERNET (%)		
Smartphone	73%	**79%**
SHORTENED URLS (% TOP 2 BOX)		
Use them	36%	**41%**
WHY HAVEN'T USED THEM (%)		
Confusing	**30%**	25%
Don't like them	8%	**13%**
QR CODES (% TOP 2 BOX)		
Use them	49%	**54%**
WHY HAVEN'T USED THEM (%)		
Never needed to	**66%**	59%
Don't like them	13%	**17%**
WHY USED THEM (%)		
Convenient	**66%**	58%
SAFEST WAY TO NAVIGATE TO A WEBSITE TO MAKE PURCHASE (%)		
App	22%	**29%**
SAFEST WAY TO ACCESS PERSONAL INFO (%)		
App	26%	**33%**

	ADULTS	TEENS
COMFORT W/ ONLINE BEHAVIOR (% TOP 2 BOX)		
Search for info	**92%**	88%
Shop	**85%**	80%
Bank	**76%**	62%
Access medical info	**75%**	70%
Social media to talk about friends/family	63%	**71%**
COMFORT W/ ONLINE ACTIVITIES (% TOP 2 BOX)		
Email – legacy gTLD	**93%**	90%
Email – new gTLD	**48%**	42%
Financial info – new gTLD	36%	**43%**

ABUSIVE INTERNET BEHAVIOR AND CYBER CRIME – ADULTS VS TEENS

Adults are more likely than teens to be familiar with abusive internet behavior, to feel the source is more likely to be organized, and to feel it's more common, to have been affected, and to be scared.

Further, adults are more likely to use antivirus as the way to avoid abuse, while teens are more likely to stop making online purchases—however even among teens it is not a prevalent response.

	ADULTS	TEENS
FAMILIARITY (% TOP TWO)		
Spamming	**58%**	53%
Malware	**48%**	44%
Phishing	**43%**	35%
SOURCES OF ABUSE (% ORGANIZED)		
Phishing	**66%**	57%
Malware	**66%**	58%
Stolen credentials	**65%**	59%
Spamming	**64%**	58%
Cyber squatting	**62%**	52%
HOW COMMON (% TOP 2 BOX)		
Spamming	**91%**	88%
Malware	**88%**	81%
Phishing	**85%**	76%
Stolen credentials	**82%**	72%
BEEN AFFECTED (%)		
Spamming	**70%**	64%
Malware	**57%**	46%
Phishing	**31%**	24%

	ADULTS	TEENS
HOW SCARED (% TOP 2 BOX)		
Stolen credentials	**87%**	81%
Malware	**82%**	73%
Phishing	**79%**	83%
Spamming	**60%**	50%
MEASURES TO AVOID (% ANTIVIRUS)		
Phishing	**44%**	34%
Spamming	**41%**	32%
Cyber squatting	**35%**	28%
Stolen credentials	**42%**	32%
Malware	**59%**	51%
MEASURES TO AVOID (% STOPPED PURCHASING)		
Phishing	10%	**13%**
Spamming	8%	**11%**
Cyber squatting	8%	**12%**
Stolen credentials	10%	**17%**
Malware	8%	**11%**