

## CONSUMER AWARENESS SURVEY

### WHAT

The survey focused on the new gTLDs with the greatest number of registrations at the time the questions were developed in January 2015 – .EMAIL, .PHOTOGRAPHY, .LINK, .GURU, .REALTOR, .CLUB, .XYZ and a regionally relevant TLD, including internationalized domain names (IDNs).

A subset of 11 of the 66 recommended metrics were used in the survey

### WHO

We do not have a baseline of data on consumer attitudes for the DNS.

ICANN commissioned a global survey by Nielsen

- Surveyed 6,144 consumers
- From 24 countries spread across North America, Asia, Europe and South America
- aged 18+
- Administered in 18 languages
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The research was conducted between February 2-19, 2015.

A second survey will be executed early next year as follow-up.

### RESULTS

Awareness equates to visitations

46 percent reported awareness of at least one new gTLD

- 65 percent of those who are aware reporting they have also visited a new gTLD.
- .EMAIL and .LINK led in awareness and visitation of new gTLDs.

In comparison, 79% were aware of the legacy domains COM, NET, and ORG especially.

- 71% have visited those

Domains with an implied purpose and functional associations were the ones most recalled.

### FLAGS

- 74 percent are familiar with malware, phishing or stolen credentials.
- Only 37 % were aware of Cybersquatting