nielsen

ICANN
GLOBAL REGISTRANT SURVEY
WAVE 2

AUGUST 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 TLD landscape, as well as measure factors such as awareness, experience, choice, and trust with new gTLDs and the domain name system in general, audience tracking research was implemented among two groups:
    - Global online **consumer end-users** (including prospective registrants)
    - Global domain name **registrants**

This report focuses on wave 2 results among the Registrant Segment. Results from the two Consumer Segment waves were published in May 2015 and June 2016.

METHODOLOGY

Qualifying criteria

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

Total of **3,349 Registrants**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

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

ONLINE SURVEY

June 20-July 11,

2016

(2015 – February 19 – May 15 and August 5-13)

SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

METHODOLOGY (CONT'D)

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

- Letters denote where a region is significantly higher than the region whose column is marked with that letter
- Green and red circles denote where a region is significantly higher or lower than the Total
- Arrows denote significant differences 2016 vs 2015
- Triangles denote significant difference between Registrants and Consumers

Sample source difference:

- The 2015 wave included a sample provided by ICANN. However, due to low response rates, most of the interviews were conducted using commercial sample sources.
- In 2016, only commercial sample sources were used.
- Because results from ICANN were substantially different on many questions, trended questions in this report primarily show the commercial-only sample for 2015.

SUMMARY AND NEXT STEPS

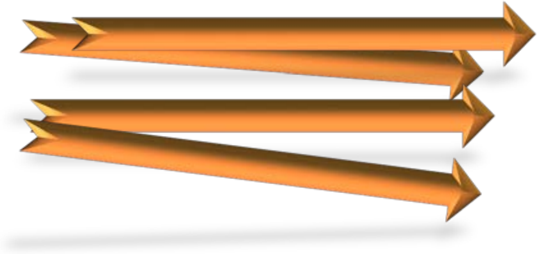
- **Recap Phase 1**: Separate **Consumer** and **Registrant** surveys were conducted in 2015 covering 24 countries in Asia, Europe, Africa, North America, and South America. A total of 6144 consumers and 3357 Registrants were surveyed.
- Phase 2 was conducted one year after interviewing was completed for each study:
  - **Consumer**: April/May 2016 – 5,452 were surveyed
  - **Registrants**: June/July 2016 – 3,349 were surveyed
- **The findings will be shared** with ICANN's Competition, Consumer Trust and Consumer Choice Review Team for consideration as part of their review of the New gTLD Program.

SUMMARY OF HIGH LEVEL FINDINGS

OVERALL, MUCH STABILITY

Findings similar to prior waves and to consumer survey (on comparable questions)

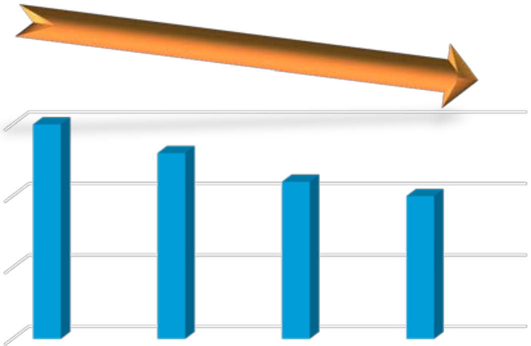
- The general impression is that much remains very similar to results reported previously—overall differences are small.
- This is especially true about topics not directly related to registration—such as trust in the industry and perceptions of online “bad behaviors”.
- **Key areas of difference** focus on the awareness, consideration and satisfaction with legacy gTLDs.
- And, there are new questions added to this wave to bring more insight around key areas, such the effect of social media accounts and acceptance of registration restrictions.



DOWNWARD SHIFTS FOR LEGACY gTLDs

Legacy gTLDs show some weakness in awareness, consideration, satisfaction

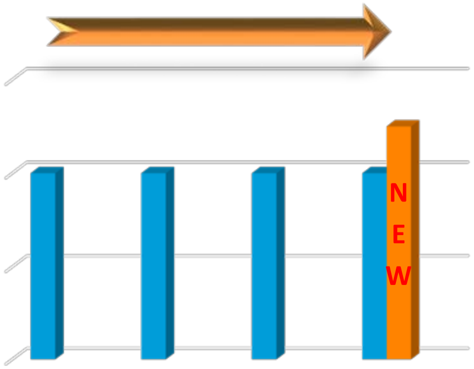
- This decline in awareness for some of the legacy gTLDs (.info, .org) are partially a reflection of the change in sample—last wave contained an ICANN-provided sample. Respondents from the ICANN-provided sample were more active, had more registrations, and so had higher recall levels across the board than non-ICANN-provided sample sources.
- However, even controlling for this change, it appears awareness is declining—and more in North America and Europe. We did not see these declines in the consumer wave, which could reflect registrants have seen more impact from new gTLDs.



SHIFTS DON'T EXTEND TO NEW gTLDs

Awareness of the new gTLDs shows promise

- New gTLDs that were shown in both waves don't show much growth, but no significant decline either—suggesting a net positive effect.
- gTLDs added to the survey this year debut in relatively strong positions.
  - To improve comparability, on key topics like awareness, registration and satisfaction, we have shown trended data using only the comparable sample from each wave.
  - On other questions, differences in the results between sample sources are minor and the full sample is shown for consistency and statistical power.



AVERAGE AWARENESS

All three classes of legacy gTLDs show some decline.

For the high group, this decline comes from .org and .net, not .com.

Of legacy gTLDs, only .biz, .pro and .coop do not show significant declines. While statistically significant, however, most of the changes are small—the largest is for .net and .info with an awareness decline of 7 points. Geographically-targeted gTLDs also decline, but these are based on relatively small sample sizes.

Note that the new gTLDs added this wave average higher than the new gTLDs that were consistent across waves—as awareness in general is down, this is a strong showing.

LEGACY TLDS	2015*	2016	
AVERAGE AWARENESS (%)			
High	77%	73%	(59%-92% across regions)
Moderate	44%	39%	(22%-52% across regions)
Low	15%	13%	(4%-39% across regions)
Geographically Targeted ccTLDs	83%	72%	(36%-92% across country)

NEW TLDS	2015*	2016	
AVERAGE AWARENESS (%)			
Consistent gTLDs	22%	20%	(3%-46% across regions)
Added gTLDs	NA	25%	(3%-48% across regions)
Geographically Targeted gTLDs	20%	14%	(5%-26% 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

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 both waves: .berlin, .ovh, .london, .nyc, .wang, .xn-ses554g, .xn-58qx5d

*2015 excludes results from ICANN provided sample

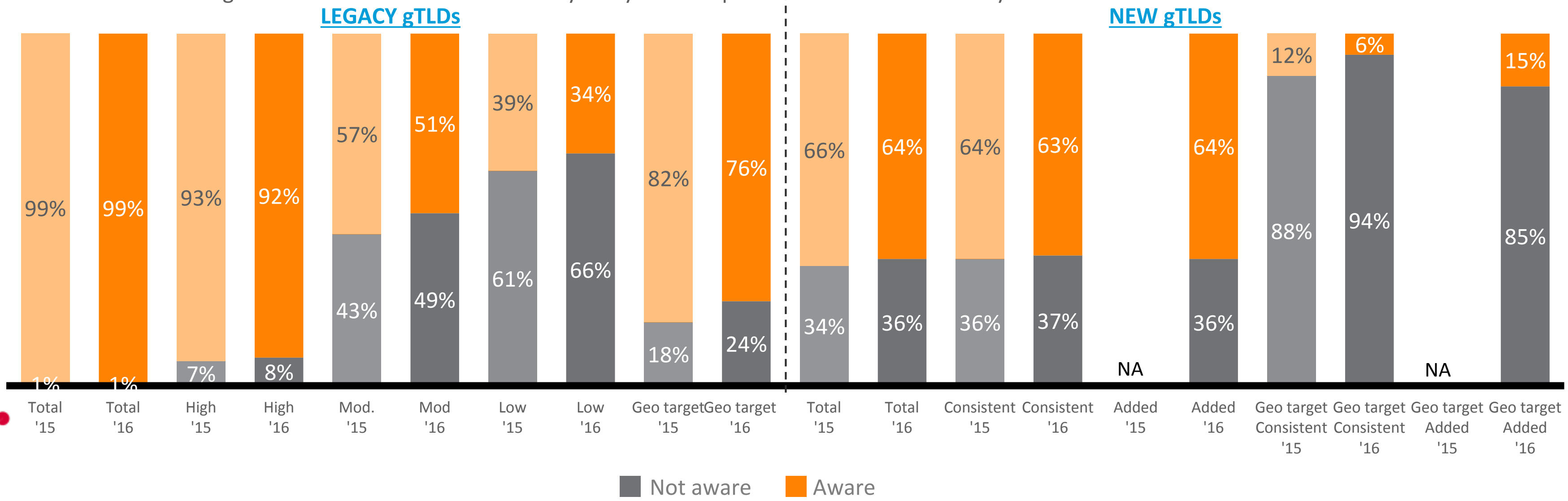
TOTAL AWARENESS OF gTLDs

Drops in awareness of at least one of the legacy gTLDs in each category are also seen.

Total awareness of the legacy geo targeted gTLDs (ccTLDs and a few non-English language gTLDs) also declines—there were no increases in total awareness for these categories.

Of the new gTLDs, only the consistent geo-targeted show a significant decline.

Awareness of the new gTLDs which were new to the survey this year is on par with those included last year.



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 to the survey in 2016: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

NEW gTLD REGISTRATIONS

Limited in scope and number and motivated most by protection

- **35%** reported registering one of the new gTLD domain names.
- Of these, **52%** registered one, and an additional **34%** registered 2-3. Reported registration is highest in Asia.
- **60%** registered to protect their name.
- Registrations in general are **59% for personal and 50% for business**, with businesses of fewer than 10 employees being the largest group.

RESTRICTIONS

Increasing acceptance, lower confidence

- We see an increasing acceptance of some restrictions on registration over the prior wave.
- And, when put in the context of validating certain characteristics that are in keeping with the intended or implied use of the gTLD (such as being a licensed contractor to register a .builder domain) the approval of restrictions is over 3/4s.
- We continue to see that these restrictions improve trust in domains. However, less than one-in-five have high level of trust that such restrictions would actually be enforced, especially in North America.

NEW gTLDs AND ALTERNATE IDs CREATING CHURN

Social media in particular is having an effect on registration

- Domain registration practices are clearly being affected by both the new gTLDs and by alternative promotion methods.
- The effect of the new gTLDs is limited at present as most seem to be registered as a protective measure, however 2/3rds of those who have registered a new domain report they replaced at least one existing domain.
- One in four of the over 80% of respondents who have alternate IDs report using an alternative identity in lieu of registering an additional domain name, and one in six said they did not renew a domain in favor of using an alternative method. And there is a strong expectation that this will be a factor in deciding to register domains in the future.

SATISFACTION WITH REGISTRATION DOWN

Registrants desire a faster, easier, less expensive process

- Overall, satisfaction with gTLDs is down wave over wave, but still strong. Notably, satisfaction with new gTLDs among those who are aware of them is on par with the "legacy" gTLDs.
- Satisfaction with the process of registering a domain is weaker, with those who say the process is difficult nearly as common as those who say it is easy—and only 13% feel it is very easy.
- Overall, 60% still feel it is relatively easy to find a name that works, while 40% said they did not have many options. While there is a slight correlation between availability and satisfaction with the registration process, the process appears to be a greater issue than availability.

UNDERSTANDING OF AND EXPERIENCE WITH LEGACY gTLDs

KEY TAKEAWAYS – LEGACY gTLDs

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

1 Recall of most familiar gTLDs down, except for .com

Awareness of several of the legacy gTLDs, especially .org, .net, .info and .mobi show statistically significant lower recall levels by 5 to 7 points. Similarly, recall levels of some of the ccTLDs have declined.

2 Registrations hold firm, but consideration for future registrations declines

We don't see substantive difference in which of the legacy gTLDs are being registered—all are reported as registered at roughly the same rates as in 2015, with .com being the dominant choice. But when asked which they would consider in the future, nearly all legacy gTLDs show declines of around 3-6 percentage points compared with a year ago. Declines are strongest in North America, then Asia.

3 Satisfaction with the Legacy gTLDs softens slightly

Fewer say that the are 'very satisfied' with their experience with legacy gTLDs and more say "somewhat". Generally it seems those who are less satisfied just found the registration process more difficult and that they did not have depth of choice. Very satisfied registrants were also more likely to register domains in the .com or .org gTLDs.

4 Appreciation for registration restrictions increases

Globally, the percentage who favor no restrictions on the most common legacy gTLDs has dropped 4-5 percentage points—however, registrants are still more likely than consumers to favor no restrictions—approximately 1 in 3 versus 1 in 4 for consumers.

However, new this year were questions about enforcement of specific types of restrictions intended to keep use of registered domains to be consistent with the intent of the gTLD, and 3/4ths of registrants favor enforcement of those specific restrictions. And, enforcement has a stronger reported positive impact on trust than in 2015.

5 Search remains the dominant way of getting information about gTLDs

Internet search is by far the core way that registrants will find information about gTLDs and the creators of websites—though determining legitimacy of a site is commonly done through clues on the site itself.

AWARENESS OF DOMAIN EXTENSIONS

Awareness of legacy gTLDs other than .com show general erosion, especially in Europe followed by North America and Asia.

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	99%	**99%**	100%	**99%**	99%	**100% C**	99%	**98%**	98%	**99%**	99%	**99% C**
.com	86%	**85%**	89%	**89% CE**	84%	**88% C**	84%	**73%** ↓	91%	**92% CE**	85%	**85% C**
.net	76%	**69%** ↓	85%	**75% BCE** ↓	76%	**69% C** ↓	79%	**60%** ↓	80%	**79% BCE**	73%	**67% C** ↓
.org	70%	**65%** ↓	86%	**73% BCE** ↓	75%	**67% E** ↓	77%	**63%** ↓	82%	**77% BCE**	61%	**59%**
.info	50%	**43%** ↓	54%	**40%** ↓	47%	**41%**	55%	**44%** ↓	57%	**52% ABCE**	46%	**41%** ↓
.biz	38%	**35%**	49%	**45% BCE**	20%	**22%**	45%	**36% B** ↓	50%	**48% BCE**	34%	**33% B**
.mobi	23%	**18%** ↓	19%	**14% B**	12%	**9%**	20%	**13%** ↓	43%	**39% ABCE**	21%	**18% BC** ↓
.asia	15%	**12%** ↓	13%	**7%** ↓	6%	**4%**	12%	**10% B**	10%	**8% B**	19%	**18% ABCD**
.tel	15%	**12%** ↓	14%	**10%**	11%	**7%**	17%	**12% B** ↓	9%	**9%**	18%	**15% ABD** ↓
.pro	14%	**13%**	12%	**8% B**	6%	**4%**	16%	**12% ABD**	8%	**7%**	17%	**19% ABCD**
.coop	10%	**9%**	5%	**7%**	10%	**9% D**	12%	**9% D**	4%	**4%**	11%	**12% AD**

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. *2015 excludes results from ICANN provide sample

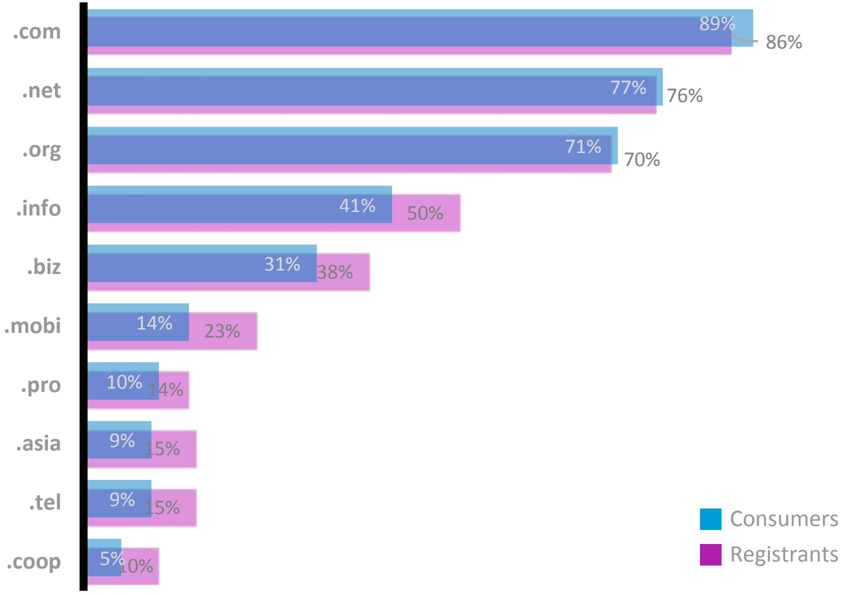
Letters indicate significantly higher than region. Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF LEGACY gTLDs – CONSUMERS VS. REGISTRANTS

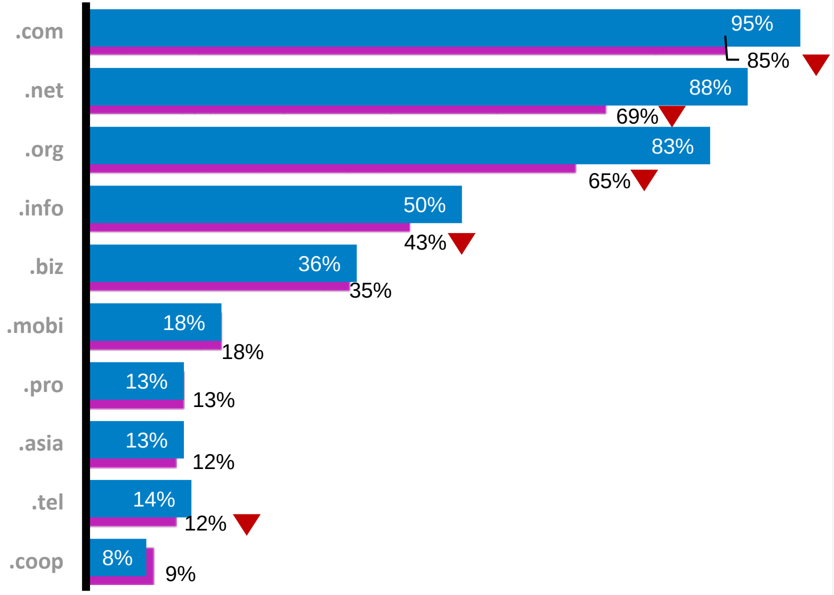
While in last year's wave, registrants had similar but slightly higher awareness levels compared to consumers, this year the registrant levels for the top four gTLDs are lower than for consumers.

TOTAL AWARENESS BY LEGACY DOMAIN EXTENSION

2015 Consumers - 98% Aware of Any
2015 Registrants* - 99% Aware of Any



2016 Consumers - 99% Aware of Any
2016 Registrants - 99% Aware of Any



Registrants significantly Higher ▲ Lower ▼ than Consumers

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

*2015 excludes results from ICANN provided sample

AWARENESS OF GEO TARGETED DOMAIN EXTENSIONS

While registrant awareness of geographically targeted extensions is quite high, awareness has declined versus last year for a number of geographically targeted domains extensions in all regions except SA. Declines in other regions are: NA (.us and .mx), EU (.it, .es, .fr, .it), AF (.eg) and AS (.jp, .id, .ph, .in).

HIGH AWARENESS

74% or more are aware

	NORTH AMERICA	SOUTH AMERICA	EUROPE	AFRICA	ASIA
2015	.mx (Mexico) .ca (Canada)	.co (Colombia) .ar (Argentina) .br (Brazil)	.it (Italy) .es (Spain) .pl (Poland) .uk (UK) .fr (France) .de (Germany) .tr (Turkey)	.za (South Africa) .ng (Nigeria) .eg (Egypt)	.jp (Japan) .ru (Russia) .id (Indonesia) .vn (Vietnam) .cn (China) .ph (Philippines) .in (India)
2016	.mx (Mexico) .ca (Canada)	.co (Colombia) .ar (Argentina) .br (Brazil)	.it (Italy) .pl (Poland) .uk (UK) .de (Germany)	.za (South Africa) .ng (Nigeria)	.jp (Japan) ↓ .ru (Russia) .id (Indonesia) .vn (Vietnam) ↑ .cn (China) .kr (Korea)

Respondents were shown TLDs targeted to their individual country.

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

IN WHICH gTLDs ARE DOMAIN NAMES REGISTERED

.com continues to be the most favored legacy domain name among registrants. Declines are seen for several of the less common gTLDs but these already have very low reported registrations.

DOMAIN NAMES REGISTERED BY 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
.com	66%	**68%**	66%	**76% CE** 🟢 ↑	68%	**77% CE** 🟢 ↑	42%	**45%** 🔴	75%	**75% CE** 🟢	70%	**69% C**
.net	25%	**26%**	22%	**25% C**	24%	**25% C**	18%	**17%** 🔴	19%	**22%**	30%	**30% ABCD** 🟢
.org	17%	**19%**	24%	**19%**	15%	**15%**	17%	**17%**	19%	**23% BC** 🟢	16%	**19%**
.info	9%	**8%**	4%	**8%** ↑	5%	**5%** 🔴	8%	**9% B**	6%	**7%**	11%	**9% B** ↓
.biz	5%	**5%**	7%	**5%**	2%	**2%** 🔴	5%	**4%**	4%	**7% B** 🟢	5%	**6% B**
.mobi	4%	**2%** ↓	3%	**1%**	2%	**<1%** 🔴 ↓	3%	**2% B**	6%	**4% AB** 🟢	5%	**2% B** ↓
.asia	3%	**2%** ↓	4%	**<1%** 🔴 ↓	1%	**1%**	2%	**2%**	0%	**1%**	4%	**2% ABD** 🟢 ↓
.tel	3%	**2%** ↓	2%	**1%**	4%	**1%** ↓	2%	**2%**	1%	**1%**	4%	**3% D** 🟢
.pro	3%	**2%**	2%	**1%**	1%	**<1%** 🔴	3%	**3% BD**	0%	**1%** 🔴	3%	**3%** 🟢
.coop	2%	**2%**	2%	**2%**	3%	**1%**	2%	**2% D**	<1%	**<1%** 🔴	3%	**3% BD** 🟢

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. They could select multiple choices from the list.

Letters indicate significantly higher than region. Region vs. Total Higher 🟢 Lower 🔴 Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. . *2015 excludes results from ICANN provided sample

CONSIDERATION OF LEGACY gTLDs FOR OWN WEBSITE

Globally, consideration of the legacy gTLDs is down over a year ago. The drop in consideration is strongest in North America followed by Asia.

PURCHASE CONSIDERATION BY DOMAIN EXTENSION

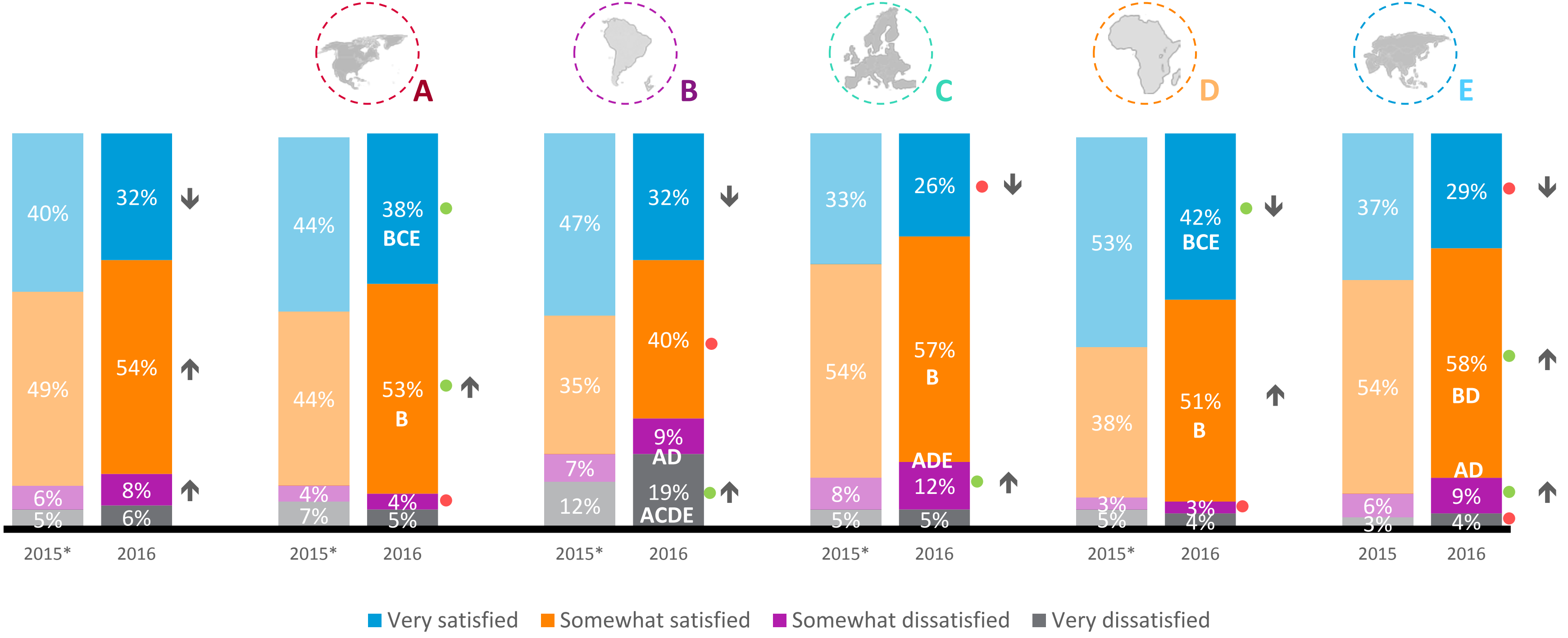
Top 2 Box (Very/ Somewhat Likely)	Total		N AMERICA (A)		S AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Very/Somewhat Likely for ANY below	96%	**94%** ↓	98%	**93%** ↓	93%	**91%** 🔴	94%	**91%** 🔴	98%	**97% ABC** 🟢	96%	**95% ABC** 🟢
.com	87%	**81%** ↓	89%	**83% BC** ↓	82%	**74%** 🔴 ↓	79%	**73%** 🔴 ↓	93%	**86% BC** 🟢 ↓	88%	**83% BC** 🟢 ↓
.net	71%	**67%** ↓	64%	**60%** 🔴	64%	**63% C**	62%	**56%** 🔴	74%	**69% AC**	76%	**73% ABC** 🟢
.org	62%	**56%** ↓	60%	**46%** 🔴 ↓	57%	**52%**	58%	**51%** 🔴 ↓	70%	**73% ABCE** 🟢	62%	**58% ABC** ↓
.info	52%	**47%** ↓	39%	**30%** 🔴 ↓	46%	**45% A**	44%	**45% A**	55%	**51% A**	56%	**53% ABC** 🟢
.biz	41%	**37%** ↓	27%	**25%** 🔴	30%	**25%** 🔴	31%	**31% A** 🔴	48%	**45% ABC** 🟢	47%	**45% ABC** 🟢
.mobi	35%	**30%** ↓	23%	**16%** 🔴 ↓	30%	**24% A** 🔴	22%	**26% A** 🔴	34%	**30% A**	42%	**37% ABCD** 🟢 ↓
.pro	33%	**31%**	23%	**20%** 🔴	29%	**24%** 🔴	24%	**29% AD**	19%	**20%** 🔴	41%	**39% ABCD** 🟢
.tel	32%	**28%** ↓	21%	**14%** 🔴 ↓	29%	**24% AD** 🔴	21%	**25% AD**	22%	**18%** 🔴	40%	**37% ABCD** 🟢 ↓
.asia	30%	**26%** ↓	15%	**12%** 🔴	24%	**18% AD** 🔴	20%	**21% AD** 🔴	13%	**12%** 🔴	41%	**38% ABCD** 🟢
.coop	29%	**26%** ↓	19%	**13%** 🔴 ↓	28%	**24% AD**	21%	**23% AD** 🔴	15%	**17%** 🔴	37%	**35% ABCD** 🟢

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. *2015 excludes results from ICANN provided sample

SATISFACTION WITH LEGACY gTLDs

While the vast majority of registrants report being at least somewhat satisfied with the legacy gTLDs shown, satisfaction with the legacy gTLDs has declined across all regions. In contrast to those who were very satisfied, the less satisfied respondents were less likely to feel they had plenty of choice and that finding a name/extension that met their needs was easy—especially among those who said they were dissatisfied. Those with low satisfaction also felt the registration process was difficult.



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

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

The majority of registrants believe websites have different "extensions" in order to properly identify the purpose or owner or to give an indication of content or function.

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

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Identification (NET)	49%	52% E	54% DE	51% E	47%	45%
To differentiate/determine type of business/work/organization/fields	14%	21% BCE	15% C	9%	18% CE	13% C
To indicate country/different countries	10%	10% E	14% DE	21% ABDE	8%	6%
To differentiate between other sites/domains	9%	5%	10% A	7%	7%	10% AC
To indicate location/area extensions	7%	11% E	9% E	11% E	8% E	4%
Content (NET)	23%	21% C	27% C	15%	28% ACE	23% C
Different purposes/content/features of website	20%	18% C	23% C	13%	27% ACE	21% C

Mentions of 10% or greater shown.

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

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

Identification	Content
It basically has different extensions just for easy identification and unique specification. (Africa)	To somewhat identify the content of the site or background of the owner of the site. (NA)
Identification from business to they type of organization. (NA)	To differentiate countries - to give an idea of the contents. (Eur)
Yes all the websites have different extensions for unique identification. (AP)	Depends on the primary purpose for which the website is built and/or the target audience for which it is being created. (Africa)
For Identification purposes for different countries and domains. (Africa)	To show the purpose of the domain. For example, .com indicates a for profit business owning the domain, and .edu means it is owned by a school, or other educational facility. (NA)
To differentiate the type of business, corporation, or entity that owns the site. (NA)	Websites have different extensions to highlight their focus/content. (AP)
To show the type of business, the extent of the business, the area it originated. (Africa)	To distinguish themselves from the rest and their content. (LAC)

PERCEPTIONS OF LEGACY gTLDs

Generally, all terms were slightly less likely to be given ratings of "describe very well" or "somewhat well" but the largest declines are for terms that would suggest newness.

	2015* REGISTRANTS	2016 REGISTRANTS	GAP
Useful	88%	86%	-2
Informative	86%	82% ↓	-4
Practical	85%	83%	-2
Helpful	84%	83%	-1
Trustworthy	83%	79% ↓	-4
Technical	79%	78%	-1
For People Like Me	81%	78% ↓	-3
Interesting	79%	73% ↓	-6
Innovative	73%	68% ↓	-5
Cutting Edge	69%	62% ↓	-7
Exciting	64%	58% ↓	-6
Overwhelming	54%	46% ↓	-8
Extreme	55%	47% ↓	-8
Unconventional	46%	41% ↓	-5
Confusing	34%	31% ↓	-3

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

*2015 excludes results from ICANN provided sample

gTLD RESTRICTIONS

Globally, favorability toward restrictions on domain registration for the legacy gTLDs has edged upward and especially in Africa

	TOTAL	TOTAL	NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Strict purchase restrictions should be required	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
.com	20%	23% ↑	10%	21% C ↑	15%	17%	13%	16%	22%	32% ABCE ↑	24%	26% ABC
.info	17%	16%	17%	18% C	16%	14%	14%	11%	18%	20% BC	18%	17% C
.net	14%	19% ↑	13%	18% C	14%	15%	11%	11%	17%	24% ABC ↑	19%	21% BC
.org	24%	28% ↑	29%	32% C	26%	27% C	18%	19%	24%	33% BCE ↑	25%	28% C
Some purchase restrictions should be required												
.com	37%	40% ↑	33%	34%	30%	36%	34%	43% ABD ↑	32%	37%	41%	42% ABD
.info	46%	47%	45%	44%	45%	40%	41%	51% BD ↑	42%	42%	50%	50% ABD
.net	43%	46% ↑	38%	43%	37%	41%	40%	45%	40%	49% B ↑	47%	48% B
.org	43%	45%	43%	41% B	38%	35%	41%	46% B	40%	45% B	46%	47% AB
No purchase restrictions should be required												
.com	42%	37% ↓	55%	45% DE ↓	54%	47% DE	50%	41% DE ↓	49%	31% ↓	34%	31%
.info	35%	37%	34%	37%	38%	46% ACDE ↓	42%	39% E	40%	37%	31%	33%
.net	39%	35% ↓	47%	39% DE	48%	45% DE	47%	44% DE	42%	27% ↓	33%	31%
.org	32%	28% ↓	27%	26%	36%	39% ADE	39%	35% ADE	36%	22% ↓	29%	24% ↓

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 *2015 excludes results from ICANN provided sample

LEGACY gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

While both consumer and registrants lean toward more restrictions this year, registrants are slightly more opposed to restrictions, relative to consumers.

Strict purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	19%	20%	28%	23% ▼
.net	16%	14%	23%	19% ▼
.info	16%	17%	22%	16% ▼
.org	25%	24%	34%	28% ▼

Some purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	40%	37%	40%	40%
.net	47%	43%	49%	46% ▼
.info	49%	46%	51%	47% ▼
.org	44%	43%	43%	45%

No purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	41%	42%	33%	37% ▲
.net	38%	39%	28%	35% ▲
.info	36%	35%	28%	37% ▲
.org	31%	32%	23%	28% ▲

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

Registrants significantly Higher ▲ Lower ▼ than Consumers

*2015 excludes results from ICANN provided sample

ENFORCEMENT OF RESTRICTIONS

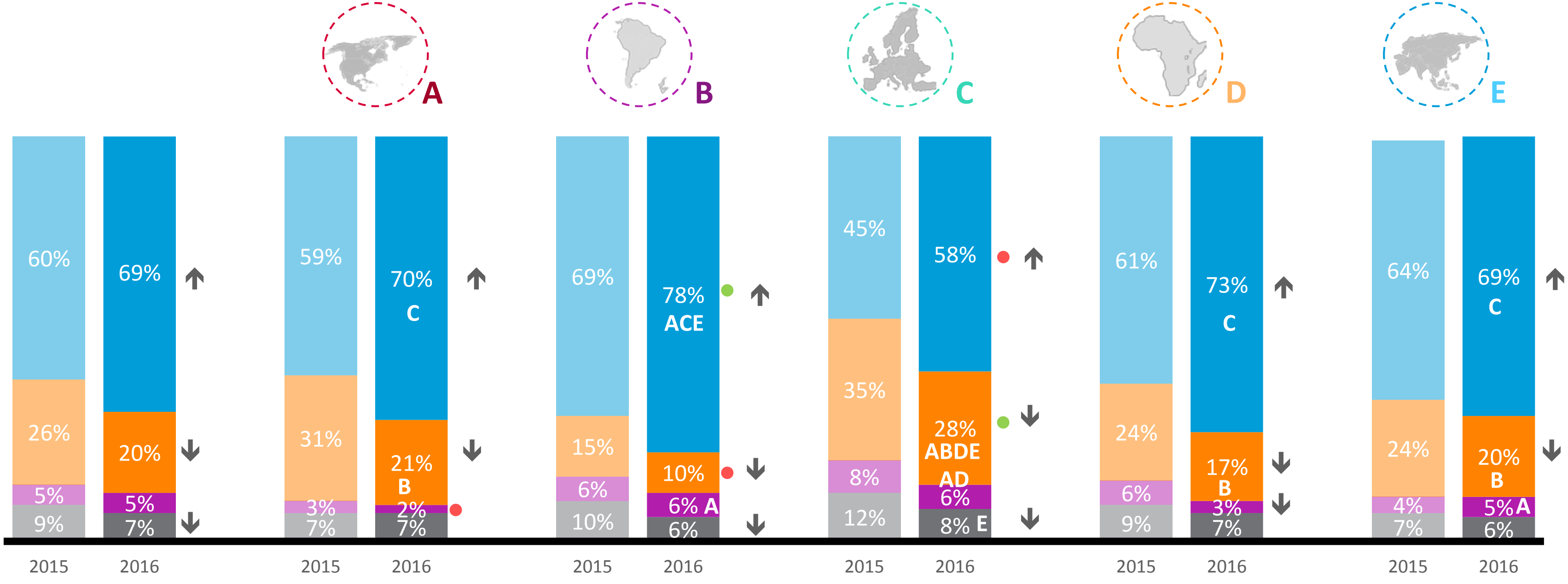
Enforcement of a variety of specific restrictions are strongly expected at comparable levels across regions. At the region level, North America is more likely to want local presence restrictions while Asia is more likely to want credential validation.

% 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**	76%	79% E	76%	79% E	77%	74%
Requirements for validated **credentials** related to the gTLD	74%	67%	67%	73% AB	74% AB	78% ABC
Requirements for use of the **name** to be **consistent with** the **meaning** of the gTLD	72%	72%	73%	68%	76% C	73%
Requirements for local presence within specific city, country, or region for a domain related to that place	71%	76% BCD	66%	65%	70%	72% BC

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

IMPACT OF PURCHASE RESTRICTIONS ON TRUST

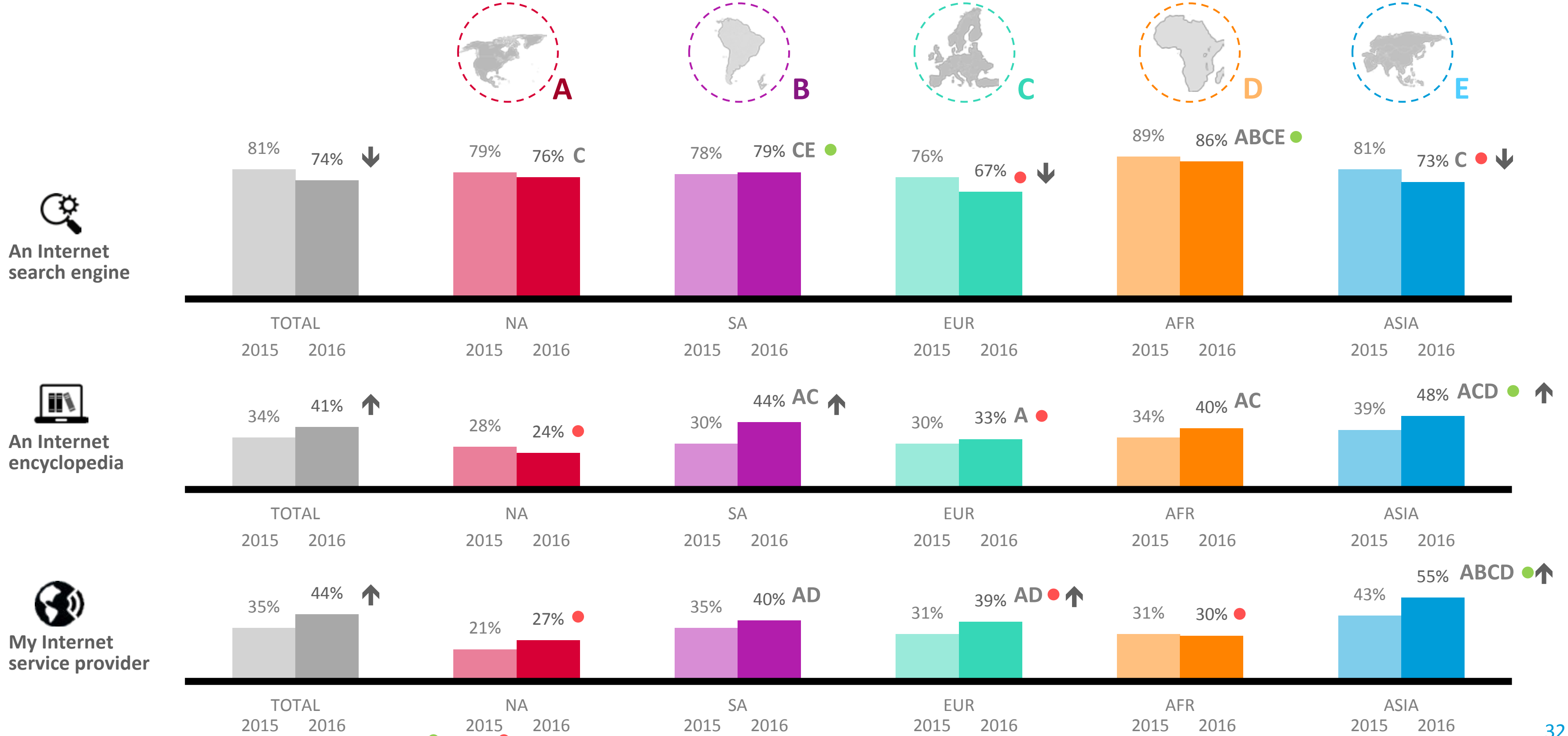
Having at least some purchase restrictions contributes to a sense of trust – and registrants across the globe are even more likely to feel this way in 2016.



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 SOURCES FOR gTLD INFORMATION

Internet search is the primary means registrants would use to learn more about domain name extensions. But Internet encyclopedias and Internet providers are growing in popularity – notably in South America and 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

HOW WEBSITE LEGITIMACY IS DETERMINED

Registrants say they can tell whether or not a website is legitimate by doing research, looking at its appearance or content, by its domain name/extension, or safety measures in place such as antivirus software, security certificates, or alerts they receive.

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





	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Research (NET)	26%	27% BC	18%	16%	31% BC	30% BC
Researching online/Internet searches	11%	16% BCE	8%	6%	18% BCE	10% C
Appearance/Content (NET)	19%	22% E	21% E	21% E	21% E	16%
Content/Information on site	8%	9%	10% E	7%	9%	7%
Domain/Name/Extension (NET)	18%	17%	26% ACDE	16%	18%	17%
Domain/Domain name/Name	10%	10%	10%	7%	10%	12% C
Safety measures (NET)	12%	12% E	23% ACDE	12% E	15% E	8%
Public awareness/ Recommendations (NET)	9%	11% E	8%	7%	12% CE	7%
Don't know	12%	12%	13%	17% ADE	10%	11%

Mentions of 10% or greater shown.

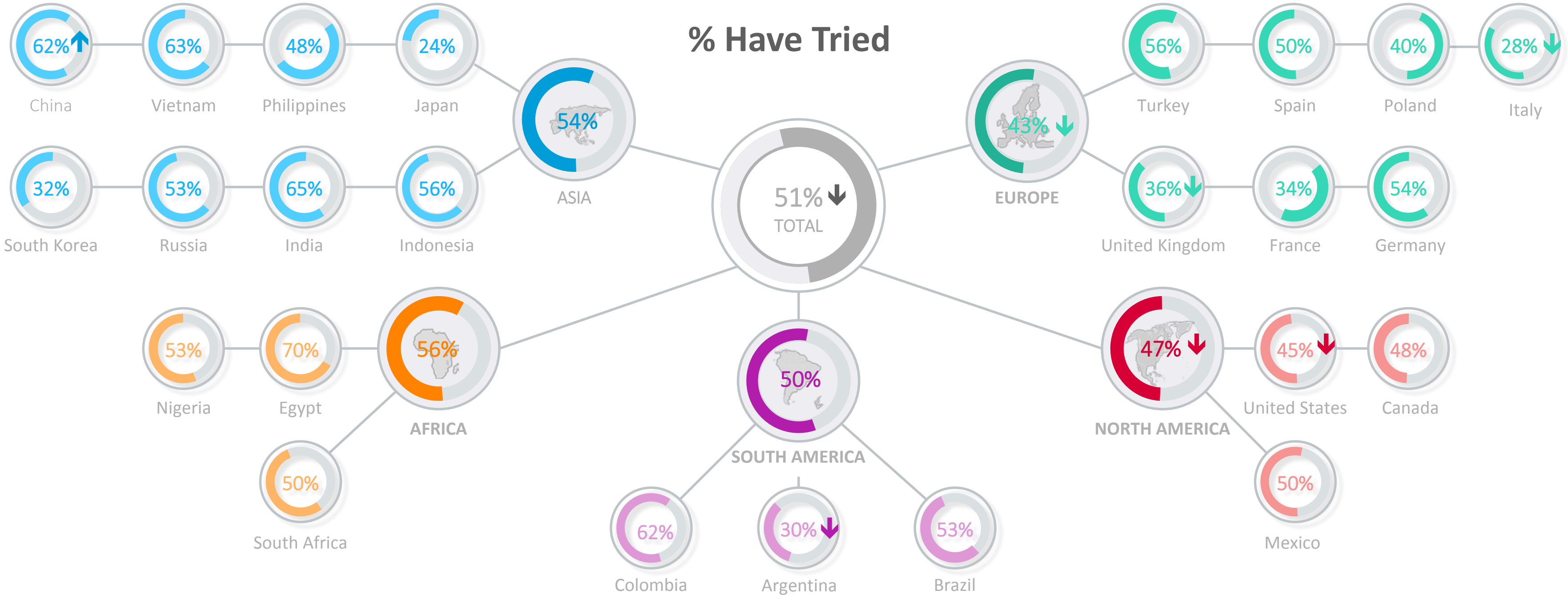
Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

HOW WEBSITE LEGITIMACY IS DETERMINED

Research	Appearance/Content	Domain/Name/ Extension	Safety Measures	Public Awareness/ Recommendations
Look for a good HTTPS certificate. Use search engine to research site reputation. (Eur)	Visual appearance, contacts, check in the Internet by domain. (AP)	At times, by their extensions. You can research after that by the domain name by research and find more info on the specifics. (NA)	I look at the bottom of the page to see if it has any safety features. (NA)	Sometimes, the quality of messages it offers to the general public. (Africa)
I research it on Google and look for business rating sites, consumer reviews, etc. (NA)	By reading the content. (NA)	Whether it has domain name and right extensions. (Africa)	I'd try to know the entity behind it; review safety certificate and whether it was reviewed by a trusted entity. (Africa)	Check the state's public announcement. (AP)
Reviewing its origin and researching the opinions of others on the Internet. (LAC)	Look at how the website is laid out, if it has valid content, by a trustworthy seal and if it has been approved by my security protection software. (NA)	By the relationship with the domain name, the certificates, HTTPS. (LAC)	By safety features. (AP)	See whether the page footer has the Ministry of Public Security authentication. (AP)

IDENTIFYING WEBSITE CREATORS

About half of registrants have tried to identify the creator of a website -- this finding is down slightly but still similar to last year.



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

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Among those registrants who tried to identify a website, the majority searched online for more info via some form of search.

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

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Online activity (NET)	60%	59%	70% ACE	57%	64% E	57%
Internet search/Search engine (Unspec.)	19%	13%	22% A	15%	23% AC	20% A
Google	11%	6%	17% AE	14% AE	17% AE	7%
Whois search	9%	24% BCDE	8% E	11% E	10% E	4%
Site attributes/Trademarks (NET)	24%	31% E	23%	26% E	33% BE	19%
Site contact information	6%	7% E	6% E	11% BE	8% 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

Online Activity	Site Attributes/Trademarks
Mostly I use blog to know that and also internet search if any information I get. (AP)	The site's contact information. (Eur)
Google search and comparisons. (LAC)	Contact Us section of the page. (AP)
Via WhoIsHostingThis, a free tool. (LAC)	Reading on "about us" and "contact us". (Africa)
Online inquiry. (AP)	Typically at the bottom of a webpage there's credits to site design and contact information. Larger national websites may not have this. (NA)
I research about it online. (Africa)	Available contact information, links to other valid sites. (NA)
Google research, whether there is referencing. (Eur)	I looked at the home page, at the small print at the bottom. I often click on "About us," "Facts, "FYI," "Contact us," or something similar to get more information. (NA)

UNDERSTANDING OF AND EXPERIENCE WITH NEW gTLDs

KEY TAKEAWAYS – NEW gTLDs

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

1 The new gTLDs meet demand and serve a practical purpose

As with the legacy gTLDs, there is a strong sense the new gTLDs serve a practical purpose in helping to structure the Internet. However there is also strong recognition that the new gTLDs were designed to meet new demand.

2 New gTLDs that were in both waves of the survey show similar awareness levels

There are some small declines but these are minor. However, most of the new gTLDs added in this wave, which were added based on registry stats, debut at higher levels or on par than the gTLDs included in both waves. Awareness is weakest in North America and, to a lesser degree, Europe.

3 Registrants' level of familiarity with the new gTLDs is stronger than for consumers

While registrant awareness of some of the legacy gTLDs actually trailed consumer levels, registrants are consistently more aware of the new gTLDs.

4 Consideration of new gTLDs is up

While actual registrations are typically in the single digits, consideration for the future is very strong and consistently higher than in 2015. And for those who have registered, while the dominant practice is to keep existing domain registrations, it is clear that there is some negative impact on existing domains.

5 As with legacy gTLDs, support for restrictions among registrants is up slightly

However, only about 2/3's of the global sample have any significant trust that such restrictions will be enforced—a percentage that drops to 50% in North America

6 Implied validity or familiarity continues to impact

When respondents are shown a gTLD based on the name of a prominent city in their country, some profess awareness even when those gTLDs have not been delegated, in fact may not even have been applied for. Similarly, these undelegated gTLDs are often seen as trustworthy, underscoring the pattern we have seen in both waves that many assume legitimacy of things that seem familiar or official.

WHY NEW gTLDs HAVE BEEN CREATED

While 1 in 5 don't know why, overall consumer demand is the number one reason registrants say the new gTLDs have been created.

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

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer demand (Net)	31%	38% BCE	31%	29%	32%	29%
Availability/Ran out/Shortage of names/domains	8%	13% BDE	4%	9% BD	6%	7% B
It's needed/Growing demand	8%	10% D	7%	8%	5%	7%
Provide/Offer new/variety/choices/options	6%	5%	10% ACE	6%	11% ACE	4%
Provide structure (Net)	20%	23% CD	26% CDE	14%	18%	19% C
To identify/differentiate between businesses/sites	9%	11% CE	13% CDE	4%	9% C	8% C
Improve credibility (Net)	9%	5%	12% AC	7%	9% A	9% AC
Improve security/Make it safer	5%	2%	10% ACDE	5% A	5% A	6% A
Improve business (Net)	7%	7%	8%	6%	11% ACE	6%
Don't know	22%	20%	23%	31% ABDE	19%	21%

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
Increasing demand and too many parked domains. (NA)	So that they can more correctly identify the type that it is. (Eur)	In order to increase website credibility. (AP)	To expand the website business. (Africa)
Because they need more extensions for the high demand. (Eur)	To structure the network. (AP)	They were created around the concept of security, which guarantees the users a secure experience when visiting these domains. (LAC)	To provide websites for developing nations and to improve the business. (AP)
To be able to better organize the net because of the large quantity of domains demanded. (LAC)	To reorganize the infrastructure of Internet domains, as well as to sort the names. (LAC)	To provide security and credibility. (Africa)	The new gTLDs will promote innovation, creativity and freedom of choice, allowing for business and other internet users to have new opportunities to create their digital identities. (LAC)

AWARENESS OF NEW gTLDs

Consistent with last year, nearly two-thirds of registrants are aware of at least one new gTLD.
South America and Asia report heightened awareness relative to registrants in North America, Europe, and Africa.

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**	66%	**64%**	51%	**48%**	72%	**70% AC**	57%	**55% A**	57%	**65% AC** ↑	71%	**70% ACD**
.email	39%	37%	23%	22%	47%	46% ACDE	36%	34% A	33%	38% A	43%	39% AC ↓
.news*	NA	37%	NA	25%	NA	35% A	2%	30% A	NA	48% ABCE	NA	42% ABC
.online*	NA	34%	NA	19%	NA	44% ACE	NA	36% A	NA	41% AE	NA	34% A
.link	37%	33% ↓	23%	19%	52%	44% ACDE ↓	26%	25% A	37%	35% AC	39%	37% AC
.website*	NA	26%	NA	16%	NA	44% ACDE	NA	24% A	NA	25% A	NA	26% A
.site*	NA	26%	NA	17%	NA	40% ACDE	NA	21%	NA	28% AC	NA	25% A
.space*	NA	21%	NA	15%	NA	32% ACDE	NA	19%	NA	20% A	NA	21% A

*Added in 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. *2015 excludes results from ICANN provided sample

AWARENESS OF NEW gTLDs (CONT'D)

Awareness for a few of the more commonly recognized gTLDs (.club, .photography, .guru, .realtor) has declined this year – driven by declines in North America, Europe, and Asia.

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
.club	23%	20% ↓	13%	12% 🔴	23%	19% AC	19%	13% 🔴 ↓	14%	16% 🔴	29%	26% ABCD 🟢
.photography	16%	15%	12%	9% 🔴	17%	20% ACD 🟢	13%	13%	12%	11% 🔴	19%	17% ACD 🟢
.guru	18%	15% ↓	14%	11% 🔴	19%	17% AC	11%	8% 🔴	22%	21% AC 🟢	19%	17% AC 🟢
.pics*	NA	14%	NA	11% 🔴	NA	12%	NA	14%	NA	15%	NA	16% AB 🟢
.top*	NA	14%	NA	3% 🔴	NA	11% A 🔴	NA	9% A 🔴	NA	7% A 🔴	NA	22% ABCD 🟢
.xyz	13%	13%	6%	8% 🔴	8%	10% 🔴	12%	9% 🔴	8%	15% ABC ↑	17%	17% ABC 🟢
.realtor	10%	8% ↓	16%	15% BCDE 🟢	6%	3% 🔴 ↓	6%	4% 🔴	6%	6% B	12%	9% BCD 🟢 ↓

*Added in 2016

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

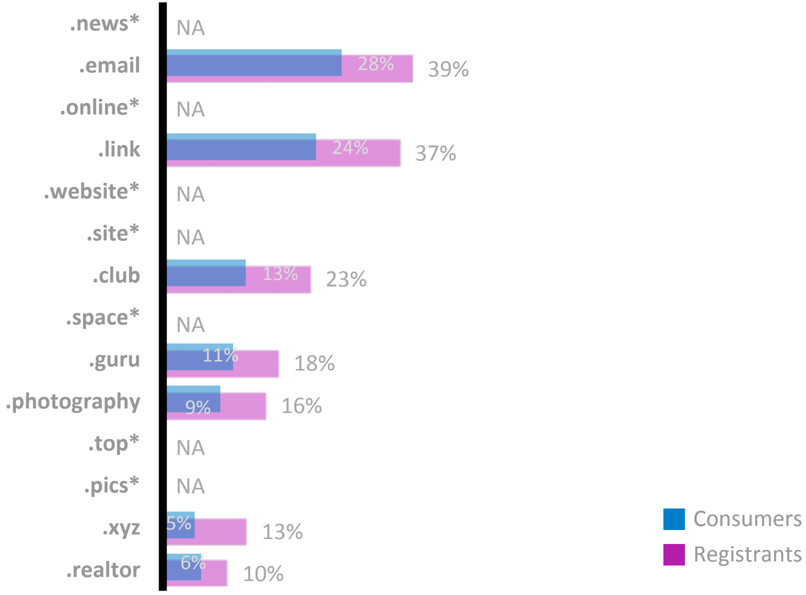
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

AWARENESS OF NEW gTLDs – CONSUMERS VS. REGISTRANTS

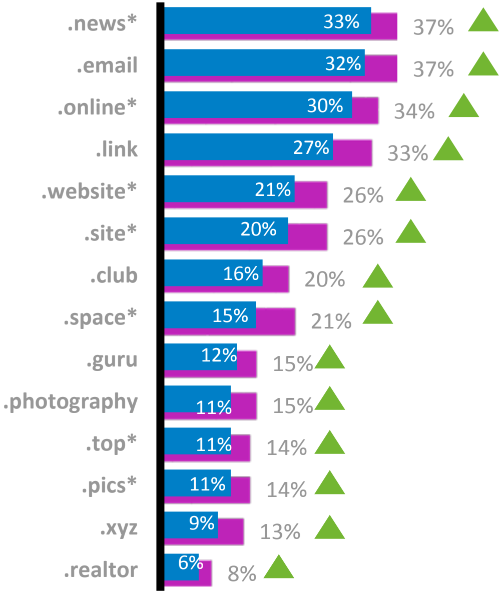
While registrants reported lower awareness than consumers with the legacy gTLDs, registrants are significantly more attuned to new gTLDs overall than consumers.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

2015 Consumers - 46% Aware of Any
2015* Registrants – 66% Aware of Any**



2016 Consumers - 52% Aware of Any
2016 Registrants - 64% Aware of Any



*Added in 2016 **2016 Awareness based on gTLDs shown in 2015 ***2015 excludes results from ICANN provided sample

Registrants significantly Higher ▲ Lower ▼ than Consumers

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

AWARENESS OF NEW gTLDs – BY COUNTRY

Awareness varies widely by country. US and Canada are driving the lower North America numbers, UK is notably low in Europe, likewise for South Africa in Africa, and Japan is lowest for nearly all new gTLDs of any country in the Asia region.

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**	64%	48%	36%	43%	81%	70%	77%	72%	65%	55%	78%	68%	56%	62%	39%	51%	53%	65%	65%	51%	79%	70%	77%	83%	71%	46%	53%	71%	71%	81%
.email	37%	22%	12%	17%	54%	46%	43%	42%	49%	34%	68%	46%	40%	38%	17%	25%	34%	38%	35%	33%	49%	39%	44%	54%	31%	23%	28%	44%	42%	34%
.news*	37%	25%	18%	30%	36%	35%	36%	32%	35%	30%	46%	32%	34%	38%	22%	29%	26%	48%	54%	36%	47%	42%	46%	52%	44%	26%	29%	45%	39%	59%
.online*	34%	19%	9%	13%	50%	44%	43%	41%	45%	36%	44%	50%	30%	30%	15%	35%	48%	41%	45%	31%	45%	34%	34%	46%	27%	16%	23%	41%	43%	36%
.link	33%	19%	11%	9%	52%	44%	44%	57%	37%	25%	28%	42%	36%	15%	10%	29%	23%	35%	31%	29%	50%	37%	41%	48%	42%	27%	30%	35%	34%	46%
.website*	26%	16%	8%	11%	40%	44%	41%	41%	47%	24%	36%	32%	36%	32%	11%	23%	20%	25%	22%	22%	34%	26%	26%	40%	27%	16%	24%	20%	32%	27%
.site*	26%	17%	9%	14%	38%	40%	36%	37%	45%	21%	28%	36%	30%	13%	10%	23%	21%	28%	29%	28%	28%	25%	22%	40%	30%	16%	28%	13%	32%	39%
.space*	21%	15%	7%	11%	39%	32%	27%	35%	33%	19%	36%	26%	24%	23%	7%	20%	14%	20%	29%	12%	13%	21%	28%	12%	20%	9%	11%	21%	20%	22%
.club	20%	12%	8%	11%	22%	19%	20%	21%	18%	13%	20%	26%	16%	9%	11%	13%	8%	16%	19%	9%	18%	26%	36%	25%	22%	10%	23%	30%	22%	24%
.photography	15%	9%	6%	5%	20%	20%	14%	23%	22%	13%	14%	22%	10%	30%	10%	8%	8%	11%	14%	10%	8%	17%	17%	19%	14%	5%	9%	22%	20%	26%
.guru	15%	11%	9%	10%	16%	17%	34%	15%	7%	8%	12%	12%	8%	4%	6%	8%	10%	21%	27%	23%	7%	17%	14%	2%	18%	3%	6%	14%	33%	25%
.pics*	14%	11%	9%	11%	15%	12%	6%	13%	16%	14%	18%	18%	2%	13%	9%	15%	18%	15%	14%	19%	14%	16%	19%	23%	12%	7%	7%	11%	24%	8%
.top*	14%	3%	2%	6%	6%	11%	9%	11%	12%	9%	16%	18%	10%	8%	3%	8%	7%	7%	5%	5%	14%	22%	34%	31%	14%	13%	12%	19%	11%	19%
.xyz	13%	8%	5%	10%	13%	10%	16%	5%	8%	9%	10%	22%	4%	11%	8%	6%	7%	15%	18%	11%	13%	17%	17%	13%	15%	18%	6%	13%	19%	25%
.realtor	8%	15%	16%	21%	5%	3%	1%	0%	5%	4%	4%	2%	2%	2%	4%	6%	4%	6%	6%	10%	1%	9%	11%	0%	8%	2%	1%	9%	13%	6%

*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.

Green/red font indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDs – GEO-TARGETED

Respondents in each country were shown a "geo-targeted" gTLD, most commonly a city name. Given the status of city gTLDs in each country, not all countries had a delegated gTLD to show, so realistic ones were inserted. We see that many of these receive high levels of "awareness", reinforcing the pattern seen in prior consumer and registrant waves that the assumed familiarity of gTLD, especially a geographically targeted one, contributes greatly to perceived awareness—it seems familiar, so it's assumed to be legitimate.

NORTH AMERICA

Geographically Targeted Extensions

.toronto (17%)
.nyc (9%) (26%) ↓
.guadalajara (7%)

red=not delegated

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (21%)
.rio (11%)
.cordoba (10%)

EUROPE

Geographically Targeted Extensions

.berlin (26%) (33%)
.istanbul (26%)
.paris (26%)
.london (20%) (40%) ↓
.warszawa (17%)
.roma (16%)
.madrid (10%)
.ovh (5%) (7%)

AFRICA

Geographically Targeted Extensions

.cairo (26%)
.capetown (20%)
.abuja (9%)

ASIA

Geographically Targeted Extensions

.tokyo (40%)
.seoul (28%)
.wang (20%) (23%)
.jakarta (19%)
.delhi (18%)
.hanoi (17%)
.manilla (16%)
.foshan (15%)
.mockba (14%)
.xn_55qx5d(company) (9%) (21%) ↓
.xn-ses554g (network address) (7%) (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. (Gray percent=2015)

REGISTERED NEW gTLDs

About 1 in 3 reported having registered a domain in one of the new gTLDs, with .email the most prevalent.
At the region level, Asia's respondents are more likely to have registered a new gTLD, particularly for .news and .top.

REGISTRATION BY NEW DOMAIN EXTENSION

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Registered any below	**35%**	**28%**	**34% D**	**34% D**	**26%**	**40% ACD**
.email	15%	12%	19% A	15%	13%	15%
.online	9%	6%	8%	9%	9%	10%
.website	7%	5%	8%	7%	6%	7%
.link	6%	3%	8% A	5%	6%	6% A
.news	6%	2%	2%	4%	4%	9% ABCD
.site	5%	3%	8% ADE	5%	4%	5%
.club	4%	3%	2%	3%	2%	5% BD

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

REGISTERED NEW gTLDs (CONT'D)

REGISTRATION BY NEW DOMAIN EXTENSION

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.space	4%	3%	4%	5% D	2%	4%
.xyz	3%	3%	3%	2%	2%	3%
.top	3%	2%	1%	2%	2%	5% ABCD
.pics	3%	2%	1%	4% B	2%	3% B
.guru	3%	2%	1%	2%	2%	4% B
.photography	3%	2%	2%	3% D	1%	3%
.realtor	1%	2% B	0%	2% B	<1%	2% B

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

REGISTRATION OF NEW gTLDs – GEO-TARGETED

Registration of the geo-targeted gTLDs is low – less than 10% for all countries. There is even some minor reporting of having registered in an undelegated gTLD. These respondents tend to have registered in multiple domains, primarily valid ones, and in the case of .cairo, .bogota and .delhi tend to live in those cities.

NORTH AMERICA

Geographically Targeted Extensions

.toronto (2%)
.nyc (1%)
.guadalajara (1%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (4%)
.rio (1%)
.cordoba (1%)

EUROPE

Geographically Targeted Extensions

.paris (6%)
.london (4%)
.istanbul (2%)
.berlin (1%)
.ovh (1%)
.warszawa (0%)
.roma (0%)
.madrid (0%)

AFRICA

Geographically Targeted Extensions

.cairo (9%)
.capetown (1%)
.abuja (1%)

ASIA

Geographically Targeted Extensions

.tokyo (9%)
.wang (6%)
.delhi (6%)
.foshan (5%)
.mockba (4%)
.seoul (4%)
.jakarta (3%)
.hanoi (2%)
.manilla (1%)
.xn_55qx5d(company) (1%)
.xn-ses554g (network address) (1%)

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

NUMBER OF NEW gTLDs REGISTERED

Among those who registered in a new gTLD, the vast majority registered 3 or fewer names. North and South America and Africa tend to register in more new gTLDs, while Europe and Asia tend to register fewer names.

Number of New Domains Registered	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
1	52%	39%	39%	46%	49%	58% ABC
2-3	34%	37%	46% E	34%	32%	32%
4-5	6%	7%	9%	9%	4%	4%
6 or more	8%	17% E	6%	11%	15% E	6%
Mean (Avg.)	4.2	9.5 CE	7.2 E	3.2	6.8 E	2.7

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

REASON FOR REGISTERING A NEW gTLD

The primary reported reason for registering a new gTLD was to protect their existing domains – and this is consistent across regions. While a low percentage, lack of availability for older gTLDs is more prevalent in North and South America and Africa.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Protect existing domain(s) and ensure no one else got a domain similar	60%	54%	62%	63%	57%	59%
Appeal to new Internet users or new types of customers	34%	34%	27%	33%	30%	37%
Name I wanted was not available using older gTLDs	6%	13% CE ●	11% CE	4%	14% CE ●	4% ●

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

New gTLD REGISTRATION STATUS

Registrants report similar scenarios for ‘kept existing’ or ‘completely new’ registrations – more than 8 in 10 report this applies to either all or some of their new gTLDs. It is relatively less common behavior to give up a legacy registration when registering a new gTLD—however 2/3 did give up at least one of their legacy domain names—most commonly in LAC and Europe.

Gave up legacy gTLD when registered new gTLD	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Applies to ALL of my new gTLD registrations	19%	23% B	10%	16%	16%	21% B
Applies to SOME of my new gTLD registrations	45%	42%	34%	38%	42%	50% BC
DOES NOT apply to any of my new registrations	36%	35%	57% ADE	47% E	42% E	29%
Kept existing gTLD similar to new gTLD						
Applies to ALL of my new gTLD registrations	30%	28%	29%	23%	28%	33% C
Applies to SOME of my new gTLD registrations	54%	56%	49%	61% D	44%	55%
DOES NOT apply to any of my new registrations	16%	15%	22% E	16%	27% CE	13%
Completely new registration, no prior domain was registered						
Applies to ALL of my new gTLD registrations	35%	38%	37%	31%	35%	35%
Applies to SOME of my new gTLD registrations	47%	37%	41%	53% A	41%	49% A
DOES NOT apply to any of my new registrations	18%	25%	22%	16%	25%	16%

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

CONSIDERATION - SWITCHING EXISTING DOMAIN TO NEW gTLD

Among those who have not registered a new gTLD, the majority (58%) have not considered switching from their existing domain. 1 in 4 are considering doing so—most notably in Asia.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes, considered switching and may do so	25%	12%	24% AD	20% A	15%	34% ABCD
Yes, considered switching but decided not to	17%	9%	24% ACD	12%	11%	21% ACD
No, not considered	58%	80% BCE	53%	68% BE	74% BE	46%

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

REASONS CONSIDERED SWITCHING TO A NEW gTLD

Among those who are considering switching, the primary reasons for possibly doing so are many, with modern, better targeting and better focus mentioned most frequently.

New gTLDs . . .	Total	NORTH AMERICA* (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Modern	47%	39%	50%	45%	56%	46%
Better target specific groups	43%	47%	37%	38%	51%	44%
Better focused on specific topics versus general use	42%	42%	47% D	49% D	27%	42% D
Will be more effective	38%	32%	36%	44%	42%	38%
Good value/priced well	37%	34%	36%	30%	31%	40%
Allow more flexibility to use my language in their names	33%	24%	32%	29%	27%	37%
Allow for greater range of characters/symbols in their names	32%	29%	24%	31%	31%	35% B
Something else	1%	5% BE	0%	1%	0%	<1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower *NOTE: NA low base size n=38

REASONS CONSIDERED BUT DECIDED NOT TO SWITCH TO NEW gTLD

Among those who considered but decided not to switch, the top reason they decided not to is a “wait and see” attitude, such as waiting for them to gain in popularity.

	Total	NORTH AMERICA* (A)	SOUTH AMERICA (B)	EUROPE* (C)	AFRICA* (D)	ASIA (E)
Waiting until they get more popular	53%	44%	62%	63%	60%	47%
Did not seem relevant to my needs	28%	25%	38% C	7%	20%	31% C
Cost to switch was too high	27%	25%	23%	23%	24%	30%
Will not be as effective as hoped	22%	25%	13%	17%	28%	24%
Something else	3%	19%	2%	3%	0%	1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower *NOTE: Low bases--NA n=16, Europe n= 30 and Africa n=25?

REASONS NOT CONSIDERED SWITCHING TO A NEW gTLD

Among those who have not considered switching, the predominant reason is because they're satisfied with the performance of their existing gTLDs, followed by "not a priority for their organization".

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Satisfied with the performance of our domains on existing gTLDs	51%	57% B	43%	53%	53%	49%
Not a high enough business priority for us at this time	38%	33%	46% AC	32%	35%	41%
Too new and need to be proven	22%	14%	12%	21%	26% AB	28% AB
Cost to switch is too high	12%	11%	10%	12%	10%	13%
Will not be as effective as hoped	9%	9%	5%	7%	4%	14% BCD
Something else	7%	16% CDE	9%	7%	8%	4%

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

CONSIDERATION OF NEW gTLDs FOR OWN WEBSITE

Openness to considering one of the new gTLDs has increased over last year, in particular with registrants in North America, Europe and Asia.

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Top 2 Box (Very/ Somewhat Likely)	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Very/Somewhat Likely for ANY below in both years**	66%	**72%** ↑	50%	**53%** 🔴	68%	**66% A** 🔴	48%	**65% A** 🔴 ↑	69%	**72% AC**	74%	**79% ABCD** 🟢 ↑
.online*	NA	70%	NA	66%	NA	65%	NA	62% 🔴	NA	67%	NA	77% ABCD 🟢
.email	51%	69% ↑	33%	53% 🔴 ↑	52%	59% 🔴	37%	62% 🔴 ↑	46%	70% AB ↑	60%	76% ABC 🟢 ↑
.website*	NA	67%	NA	70%	NA	60% 🔴	NA	63%	NA	65%	NA	71% B 🟢
.site*	NA	66%	NA	62%	NA	61%	NA	65%	NA	57% 🔴	NA	73% BD 🟢
.pics*	NA	65%	NA	50% 🔴	NA	63%	NA	58%	NA	52% 🔴	NA	73% ACD 🟢
.top*	NA	64%	NA	38%	NA	43% 🔴	NA	54%	NA	55%	NA	70% BC 🟢
.club	42%	63% ↑	25%	49% 🔴 ↑	38%	49% 🔴	27%	52% ↑	34%	52% ↑	53%	71% ABCD 🟢 ↑

*Added in 2016 **2016 Consideration 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 *2015 excludes results from ICANN provided sample

CONSIDERATION OF NEW gTLDs FOR OWN WEBSITE (CONT'D)

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION

Top 2 Box (Very/ Somewhat Likely)	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
.link	49%	61% ↑	31%	50% 🔴 ↑	50%	48% 🔴	33%	65% AB ↑	47%	65% AB ↑	57%	66% AB 🟢 ↑
.space*	NA	60%	NA	49%	NA	46% 🔴	NA	65% ABD	NA	48% 🔴	NA	69% ABD 🟢
.guru	37%	59% ↑	21%	38% 🔴 ↑	31%	45% 🔴 ↑	22%	53% ↑	34%	51% ↑	47%	71% ABCD 🟢 ↑
.photography	42%	59% ↑	26%	35% 🔴	40%	52% ↑	29%	60% A ↑	36%	49%	51%	66% ABD 🟢 ↑
.news*	NA	57%	NA	30% 🔴	NA	51% A	NA	54% A	NA	48% A 🔴	NA	67% ABCD 🟢
.realtor	33%	56% ↑	16%	16% 🔴	28%	91%^	20%	75%^	24%	43%^	44%	73% A 🟢 ↑
.xyz	34%	51% ↑	18%	47% ↑	27%	55% ↑	21%	51% ↑	19%	36% 🔴 ↑	45%	55% D ↑

*Added in 2016 ^Caution: low base size n=<30

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. *2015 excludes results from ICANN provided sample

CONSIDERATION FOR OWN WEBSITE– BY COUNTRY

By country, openness to considering a new gTLD for their own website is lower for Japan and Korea in Asia, US and Canada in North America. Within Europe, UK, Germany, and France are less open to the new gTLDs.

Consideration	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below**	**72%**	**53%**	**46%**	**24%**	**77%**	**66%**	**67%**	**60%**	**69%**	**62%**	**64%**	**88%**	**71%**	**73%**	**51%**	**57%**	**50%**	**72%**	**71%**	**69%**	**77%**	**79%**	**87%**	**72%**	**78%**	**56%**	**65%**	**73%**	**83%**	**73%**
.online*	70%	66%	68%	50%	70%	65%	56%	67%	69%	62%	86%	88%	80%	69%	40%	35%	58%	67%	65%	77%	64%	77%	82%	58%	70%	55%	43%	79%	85%	78%
.email	69%	53%	42%	28%	69%	59%	59%	48%	64%	62%	59%	74%	75%	65%	59%	65%	50%	70%	64%	79%	73%	76%	80%	61%	74%	51%	68%	73%	84%	68%
.website*	67%	70%	76%	50%	73%	60%	63%	58%	60%	63%	61%	81%	67%	71%	55%	63%	48%	65%	61%	82%	59%	71%	77%	71%	59%	46%	63%	60%	81%	59%
.site*	66%	62%	57%	27%	79%	61%	60%	58%	63%	65%	79%	78%	73%	71%	70%	67%	38%	57%	54%	54%	64%	73%	78%	71%	57%	68%	64%	75%	77%	69%
.pics*	65%	50%	52%	33%	60%	63%	71%	62%	62%	58%	44%	89%	0%	71%	44%	50%	59%	52%	54%	42%	64%	73%	78%	58%	75%	38%	57%	57%	77%	75%
.top*	64%	38%	50%	17%	50%	43%	27%	55%	45%	54%	63%	67%	40%	75%	33%	50%	44%	55%	60%	20%	64%	70%	76%	50%	43%	61%	33%	71%	73%	68%
.club	63%	49%	48%	25%	64%	49%	44%	32%	64%	52%	60%	69%	38%	60%	55%	43%	40%	52%	43%	56%	67%	71%	79%	69%	45%	39%	65%	58%	73%	67%
.link	61%	50%	52%	22%	54%	48%	42%	42%	57%	65%	71%	62%	56%	88%	80%	65%	59%	65%	66%	59%	68%	66%	73%	52%	71%	51%	60%	49%	70%	59%
.space*	60%	49%	35%	42%	56%	46%	44%	22%	61%	65%	78%	62%	67%	58%	71%	67%	53%	48%	53%	42%	31%	69%	78%	0%	65%	40%	73%	48%	74%	55%
.guru	59%	38%	43%	9%	50%	45%	48%	38%	46%	53%	50%	83%	100%	100%	33%	44%	33%	51%	52%	57%	29%	71%	76%	100%	78%	50%	67%	50%	72%	64%
.photography	59%	35%	40%	20%	35%	52%	59%	38%	59%	60%	71%	82%	40%	50%	60%	75%	40%	49%	52%	40%	50%	66%	70%	60%	86%	56%	44%	50%	66%	73%
.news*	57%	30%	18%	22%	53%	51%	33%	52%	62%	54%	70%	69%	35%	45%	45%	58%	55%	48%	49%	25%	64%	67%	74%	67%	66%	42%	55%	49%	68%	76%
.realtor	56%	16%	20%	5%	40%	91%	100%	0%	90%	75%	50%	100%	100%	100%	25%	100%	80%	43%	58%	30%	0%	73%	87%	0%	75%	50%	100%	55%	56%	83%
.xyz	51%	47%	50%	36%	54%	55%	45%	20%	80%	51%	60%	45%	50%	50%	50%	67%	44%	36%	31%	18%	62%	55%	62%	71%	47%	41%	33%	38%	62%	48%

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

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 2015 at a 95% confidence level.

CONSIDERATION OF NEW gTLDs – GEO-TARGETED

Although country level bases are rather low (all countries are below n=50), among registrants who are aware of the new geo-targeted gTLDs, there is a high likelihood to consider geo-targeted gTLDs – often with 50% or greater likelihood (as noted in blue below).

NORTH AMERICA

Geographically Targeted Extensions

.toronto (50%)
.guadalajara (43%)
.nyc (35%) (10%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (50%)
.rio (43%)
.cordoba (20%)

EUROPE

Geographically Targeted Extensions

.istanbul (92%)
.madrid (60%)
.paris (54%)
.ovh (50%) (15%)
.roma (50%)
.warszawa (33%)
.berlin (25%) (26%)
.london (15%) (20%)

AFRICA

Geographically Targeted Extensions

.cairo (77%)
.abuja (53%)
.capetown (50%)

ASIA

Geographically Targeted Extensions

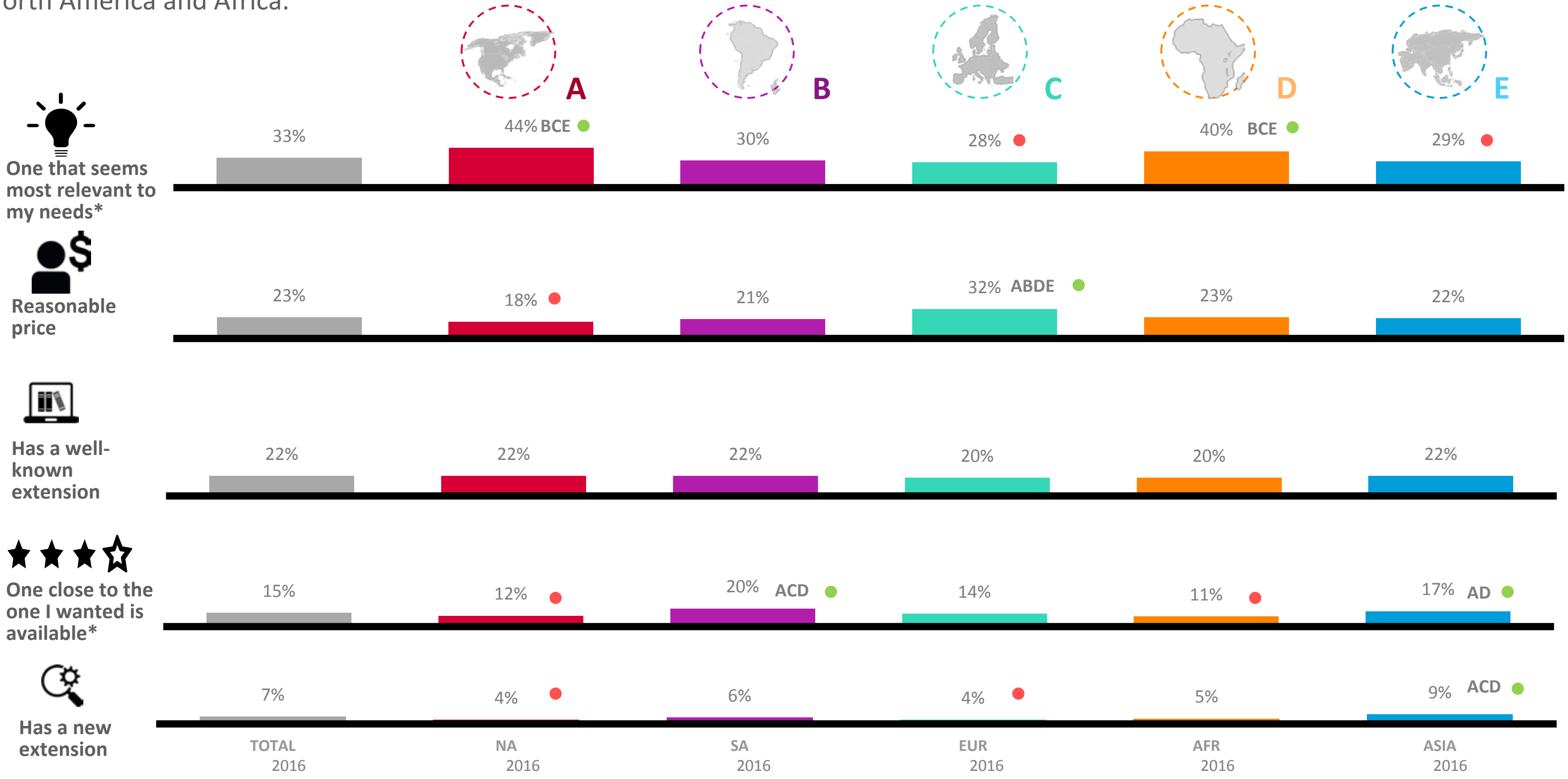
.xn_55qx5d(company) (85%) (60%) ↑
.xn-ses554g (network address) (81%) (59%) ↑
.wang (75%) (57%) ↑
.delhi (75%)
.manilla (75%)
.mockba (67%)
.hanoi (67%)
.foshan (65%)
.jakarta (63%)
.seoul (54%)
.tokyo (44%)

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)

FACTORS IN gTLD PURCHASE

Having a gTLD that is seen as relevant to one's needs is the main factor in determining which gTLD to purchase – particularly in North America and Africa.



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

NEW gTLD TRUSTWORTHINESS

For the non-geographically targeted new gTLDs, trust perceptions are lowest in North and South America, with less than half of the new gTLDs seen as trustworthy by the majority of registrants.   Asia, on the other hand, tends to find nearly all of the new gTLDs trustworthy.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.email
.photography ↓
.realtor
.news*

SOUTH AMERICA

General Extensions
.email ↑
.link
.online*
.website*
.news*
.site*

EUROPE

General Extensions
.email ↑
.photography
.link
.online*
.website*
.news*
.site*

AFRICA

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

ASIA

General Extensions
.email
.photography
.link
.club
.guru ↑
.top*
.pics*
.online*
.space*
.website*
.news*
.site*

*Added 2016

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 TRUSTWORTHINESS (CONT'D)

A similar view is held for the new geographically targeted gTLDs – North America and South America tend to be less trusting, while the rest of the regions are more trusting of the new gTLDs.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

Geographically Targeted Extensions

.toronto*

SOUTH AMERICA

Geographically Targeted Extensions

.bogota*

EUROPE

Geographically Targeted Extensions

.london
.berlin
.roma*
.istanbul*
.warszawa*
.paris*
.madrid*

AFRICA

Geographically Targeted Extensions

.abuja*
.capetown*
.cairo*

ASIA

Geographically Targeted Extensions

.xn-55qx5d (company) ↓
.xn-ses554g (network access) ↓
.wang
.foshan*
.hanoi*
.manilla*
.tokyo*
.seoul*
.mockba*
.delhi*
.jakarta*

*Added 2016

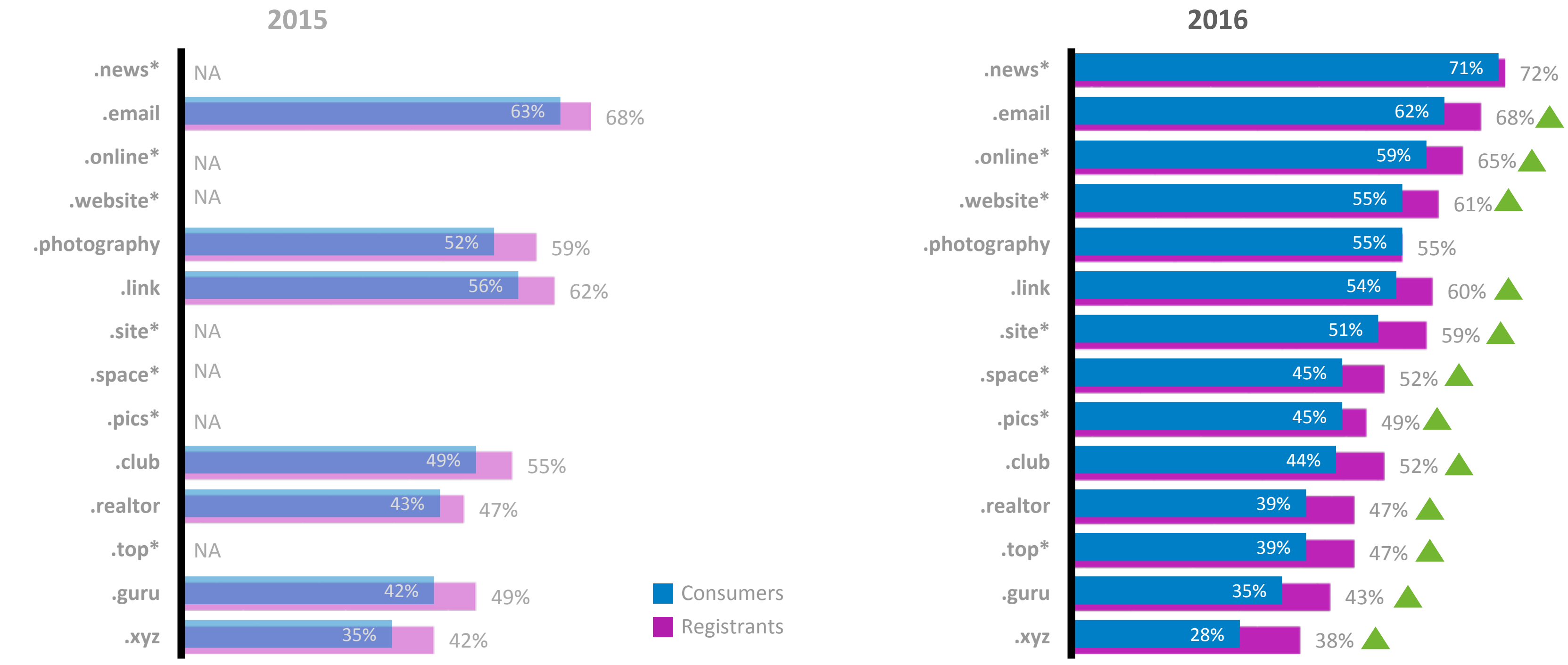
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

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

NEW gTLD TRUSTWORTHINESS – CONSUMERS VS. REGISTRANTS

As in 2015 registrants express higher trust levels with the majority of new gTLDs than consumers.

VERY/SOMEWHAT TRUSTWORTHY



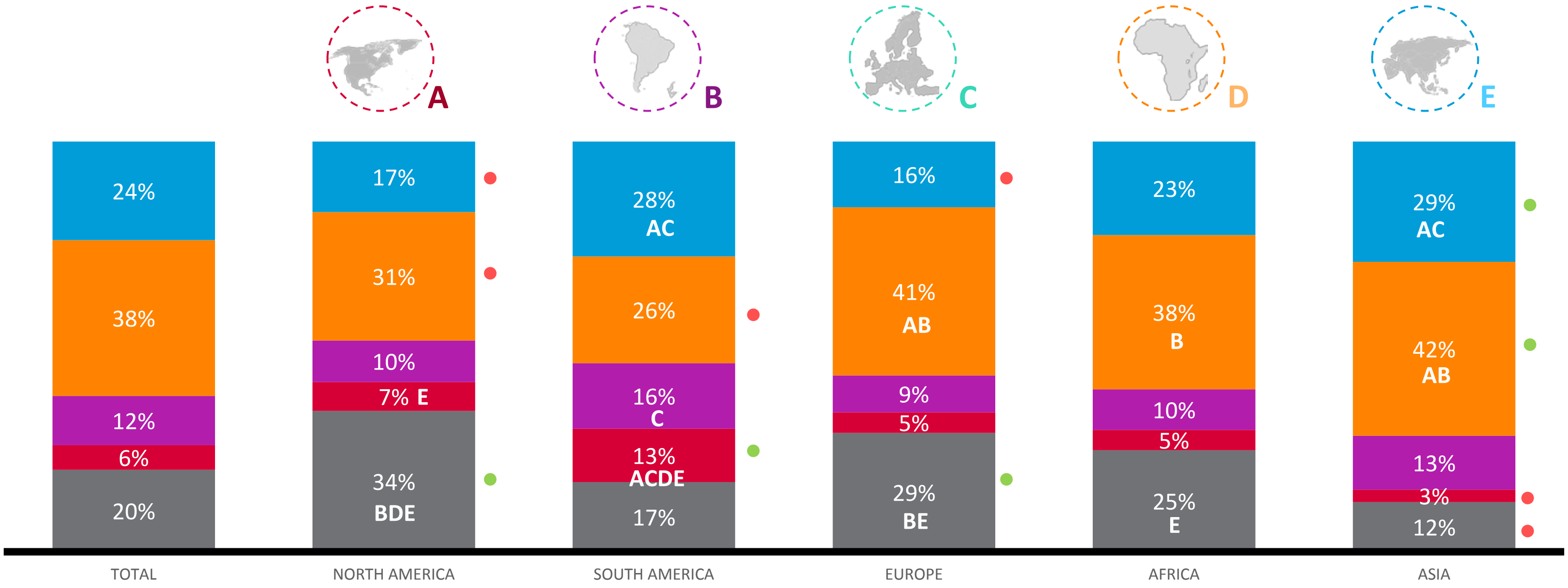
*Added in 2016

Registrants significantly Higher ▲ Lower ▼ than Consumers

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

SATISFACTION WITH NEW gTLDs

Most registrants report being at least somewhat satisfied with the new gTLDs, with Asia leading in their experience with them and their level of satisfaction. When we control for "no experience" the global satisfaction level is on par with that for the legacy gTLDs in this wave.



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

PERCEPTIONS OF NEW gTLDs

Associations of terms with the new gTLDs is generally unchanged—the largest decline is for “confusing”.

	2015* REGISTRANTS	2016 REGISTRANTS	GAP
Innovative	70%	71%	+1
Useful	70%	71%	+1
Informative	68%	72% ↑	+4
Helpful	67%	70% ↑	+3
Practical	66%	70% ↑	+4
Interesting	67%	69%	+2
Technical	65%	65%	--
Cutting Edge	60%	59%	-1
Trustworthy	58%	60%	+2
Unconventional	56%	53% ↓	-3
Exciting	56%	54%	-2
For People Like Me	55%	58%	+3
Confusing	43%	38% ↓	-5
Extreme	49%	47% ↓	-2
Overwhelming	46%	45%	-1

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

*2015 excludes results from ICANN provided sample

NEW gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

Overall, registrants are more opposed to restrictions than are consumers. This holds true for the geo-targeted new gTLDs as well.

Strict purchase restrictions should be required	Consumers 2015	Consumers 2016	Registrants 2015	Registrants 2016
.email	20%	29%	21%	22% ▼
.link	18%	22%	17%	16% ▼
.club	18%	23%	17%	18% ▼
.guru	18%	22%	17%	16% ▼
.photography	18%	22%	18%	18% ▼
.realtor	19%	27%	20%	22% ▼
.xyz	18%	21%	17%	14% ▼
.bank*	NA	50%	NA	43% ▼
.pharmacy*	NA	42%	NA	37% ▼
.builder*	NA	28%	NA	22% ▼

Some purchase restrictions should be required	Consumers 2015	Consumers 2016	Registrants 2015	Registrants 2016
.email	48%	46%	41%	45%
.link	49%	50%	41%	46% ▼
.club	50%	53%	45%	49% ▼
.guru	48%	49%	40%	45% ▼
.photography	50%	53%	44%	49% ▼
.realtor	49%	49%	43%	47% ▼
.xyz	46%	44%	37%	41% ▼
.bank*	NA	36%	NA	38% ▲
.pharmacy*	NA	41%	NA	40%
.builder*	NA	50%	NA	50%

No purchase restrictions should be required	Consumers 2015	Consumers 2016	Registrants 2015	Registrants 2016
.email	32%	24%	37%	33% ▲
.link	33%	28%	40%	37% ▲
.club	32%	25%	36%	34% ▲
.guru	34%	30%	40%	39% ▲
.photography	32%	24%	36%	33% ▲
.realtor	32%	24%	35%	31% ▲
.xyz	37%	35%	44%	44% ▲
.bank*	NA	14%	NA	19% ▲
.pharmacy*	NA	18%	NA	22% ▲
.builder*	NA	21%	NA	28% ▲

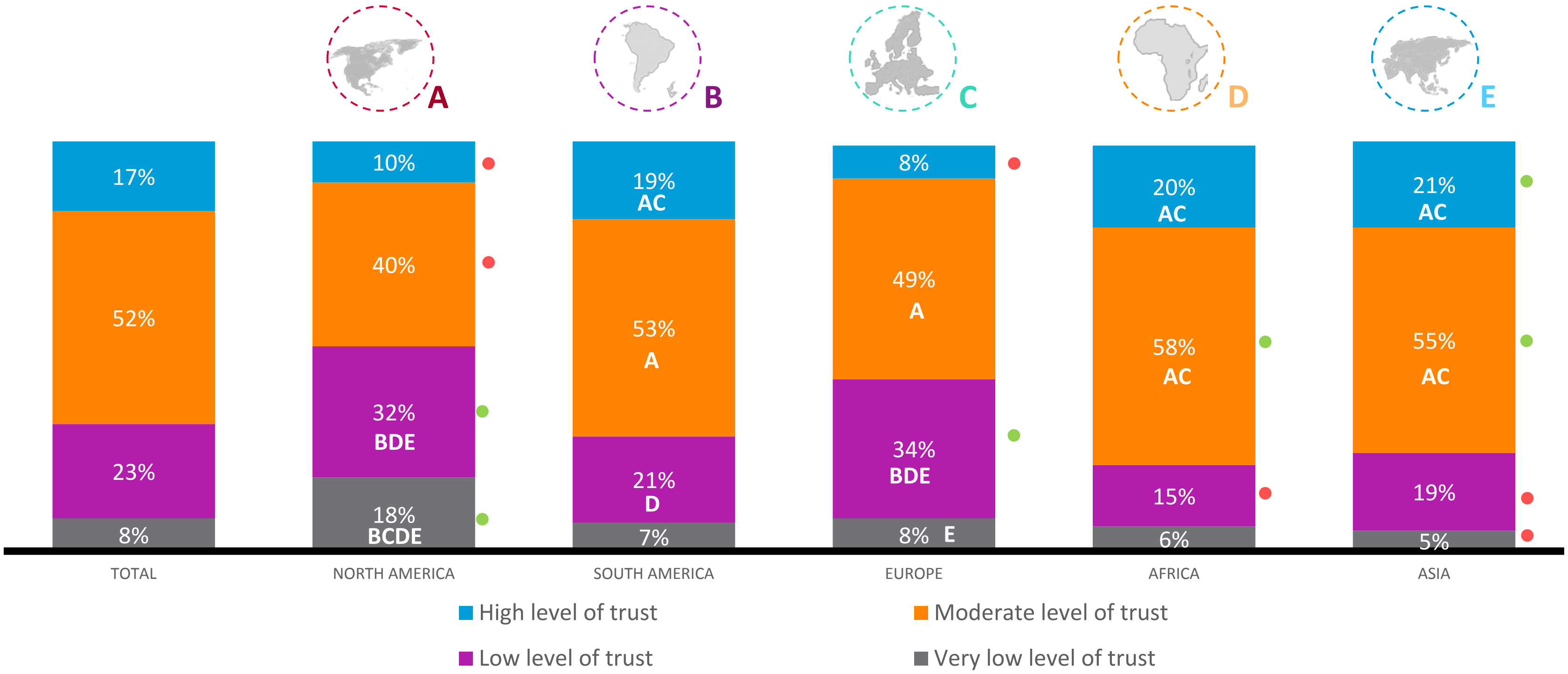
*Added 2016

Registrants significantly Higher ▲ Lower ▼ than Consumers

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

TRUST THAT RESTRICTIONS WILL BE ENFORCED

The majority of registrants (7 in 10) have a high or moderate level of trust that the restrictions on the new registration will actually be enforced. North America and Europe tend to have a lower level of trust in this regard.



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

USE OF ALTERNATE IDENTITIES

KEY TAKEAWAYS – USE OF ALTERNATIVE IDENTITIES

This section focuses on the use of alternative identities like social media sites and the effect they have on domain registration.

1. **The vast majority have social media accounts**
   Over 8 in 10 (9 in 10 in Africa and Asia) report that they have social media accounts, which are used to promote personal activities most commonly. Use of publishing or 3rd party web sites is less common, but close to 2/3rds.

2. **Alternate identities do impact domain registrations**
   One in four report using an alternative identity in lieu of registering an additional domain name, and one in six said they did not renew a domain in favor of using an alternative method.

3. **About half say that alternative identities will impact their future registration activities**
   The expectation is that they will be less likely to register a new domain name or renew an existing one—though these expectations are less frequent in North America

4. **Alternative identities are seen to be cheaper and easier**
   Ease of use takes on several aspects—easier to set up, easier to access on mobile devices, and easier communication are the top benefits.

5. **Registered domains are perceived to do better in search results and communicate the desired topic**
   Some also feel they are more legitimate and a customer expectation.

ONLINE IDENTITIES USED FOR PROMOTION

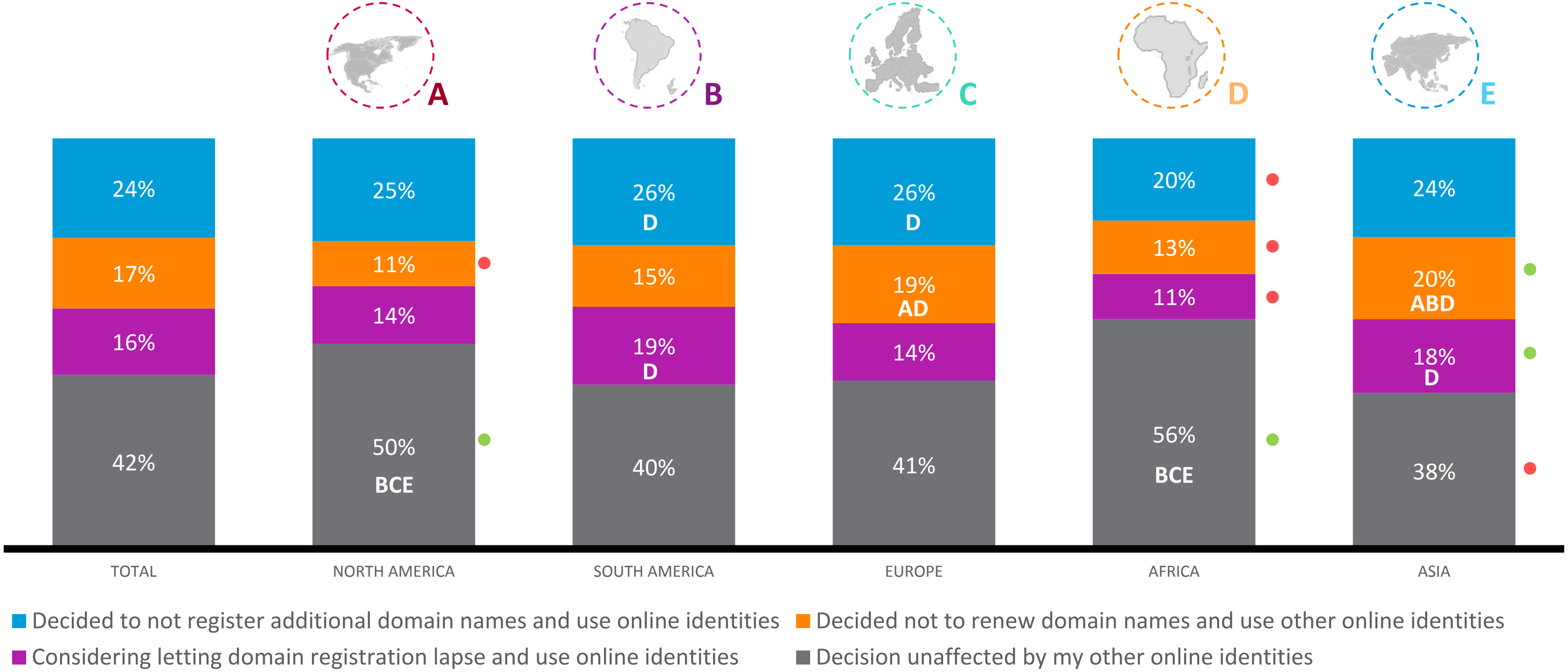
Nearly all registrants have a social media account, which they most often use for personal activities/reasons. While not as high as a social media presence, the majority of registrants also have a blogging/publishing account (keep in mind that the definition of these included tools like Pinterest and Instagram.)

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Social Media						
Have	**86%**	**80%** ● Lower	**82% C** ● Lower	**77%** ● Lower	**94% ABCE** ● Higher	**90% ABC** ● Higher
Promote business	34%	22% ● Lower	37% AC	20% ● Lower	53% ABCE ● Higher	36% AC ● Higher
Promote organization	22%	13% ● Lower	27% AC ● Higher	13% ● Lower	26% AC ● Higher	25% AC ● Higher
Promote personal	42%	36% C ● Lower	50% ACE ● Higher	24% ● Lower	58% ABCE ● Higher	44% AC ● Higher
Blogging or Publishing						
Have	**68%**	**47%** ● Lower	**70% AC**	**53%** ● Lower	**77% ABC** ● Higher	**77% ABC** ● Higher
Promote business	26%	14% ● Lower	27% AC	13% ● Lower	34% ABC ● Higher	31% AC ● Higher
Promote organization	19%	8% ● Lower	27% ACD ● Higher	10% ● Lower	20% AC	24% AC ● Higher
Promote personal	30%	20% ● Lower	37% AC ● Higher	16% ● Lower	34% AC	34% AC ● Higher
3rd Party Web Page e.g. Office 365 or Yelp						
Have	**60%**	**38%** ● Lower	**62% AC**	**48% A** ● Lower	**70% ABC** ● Higher	**67% ABC** ● Higher
Promote business	26%	13% ● Lower	32% AC ● Higher	16% ● Lower	31% AC ● Higher	30% AC ● Higher
Promote organization	20%	10% ● Lower	24% AC ● Higher	11% ● Lower	21% AC	24% AC ● Higher
Promote personal	18%	10% ● Lower	22% AC ● Higher	11% ● Lower	21% AC	22% AC ● Higher

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

ALTERNATIVE IDENTITIES IMPACT DECISION TO REGISTER NEW DOMAIN NAME

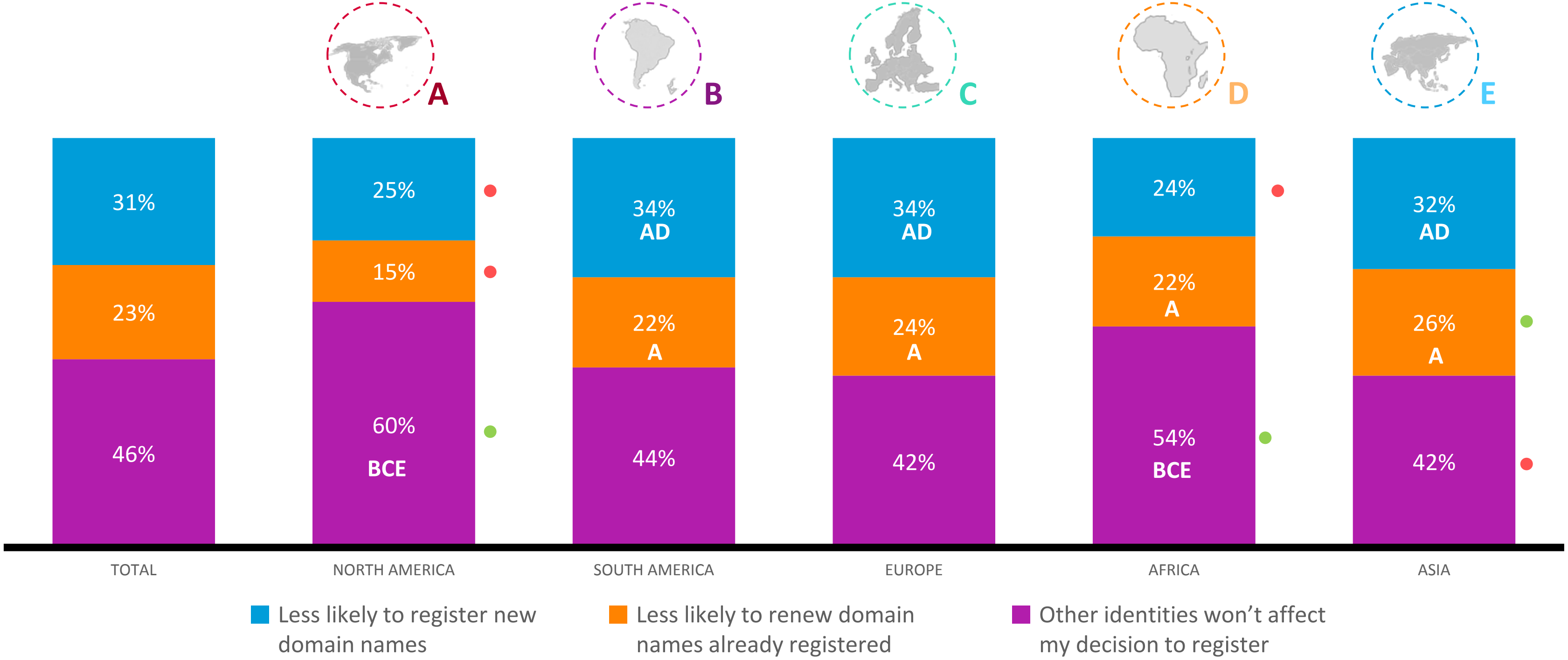
Among those who have alternate online identities, the impact on past domain name registration is clear—globally over 50% say these alternative means of promotion have led to not registering or renewing a domain, or at least to consider not doing so. However, a large percentage of registrants in each region say that these alternative identities have not impacted their decision making.



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

ALTERNATIVE IDENTITIES IMPACT ON DECISION TO REGISTER NEW DOMAIN NAME IN THE FUTURE

Especially outside of North America, alternate identities have the clear potential to reduce new registrations or renewals.



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

VALUE ALTERNATIVE IDENTITIES PROVIDE OVER REGISTERING DOMAIN NAMES

Among those who say they are less likely to register new or to renew existing domains, the top reasons are cost and broad range of ease-of-use traits—ease of set-up, mobile access, communication and integration.

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Lower cost	53%	58% C	52%	47%	64% BCE	52%
Easier to set up	47%	42%	48% C	34%	57% AC	50% C
Easier to access them on mobile devices	44%	42%	47% C	36%	53% ACE	44% C
Easier communication to interested people	42%	39% C	52% ACE	28%	55% ACE	42% C
Integrate more easily with other tools	35%	34% C	47% ACE	24%	39% C	35% C
They are more credible	34%	29%	34%	30%	35%	35%
No registration process to go through	27%	27%	29% D	28% D	19%	29% D

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

VALUE REGISTERED DOMAINS PROVIDE OVER ALTERNATIVE IDENTITIES

Among those who say the online identities won't affect their decision to register new domain names, the reasons given for the value of a registered domain (over alternative identities) are varied but relatively similar across regions.





	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
More likely to come up in search results	23%	21%	24%	24%	28% E	21%
gTLD or domain name communicates topic better	23%	22%	30% C	17%	22%	23%
More legitimate	22%	21%	22%	23%	19%	25%
Expected by customers	15%	13%	12%	18%	11%	17% D
More control over the design	15%	20% BE	12%	16%	19% E	13%

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

TRUST IN DOMAIN NAME INDUSTRY

KEY TAKEAWAYS – TRUST IN DOMAIN INDUSTRY

This section explores findings related to perceptions of the domain name industry and its trustworthiness.

1 **Overall, trust in the industry remains high**

None of the wave over wave differences are statistically significant. Asian respondents report the greatest trust in the industry

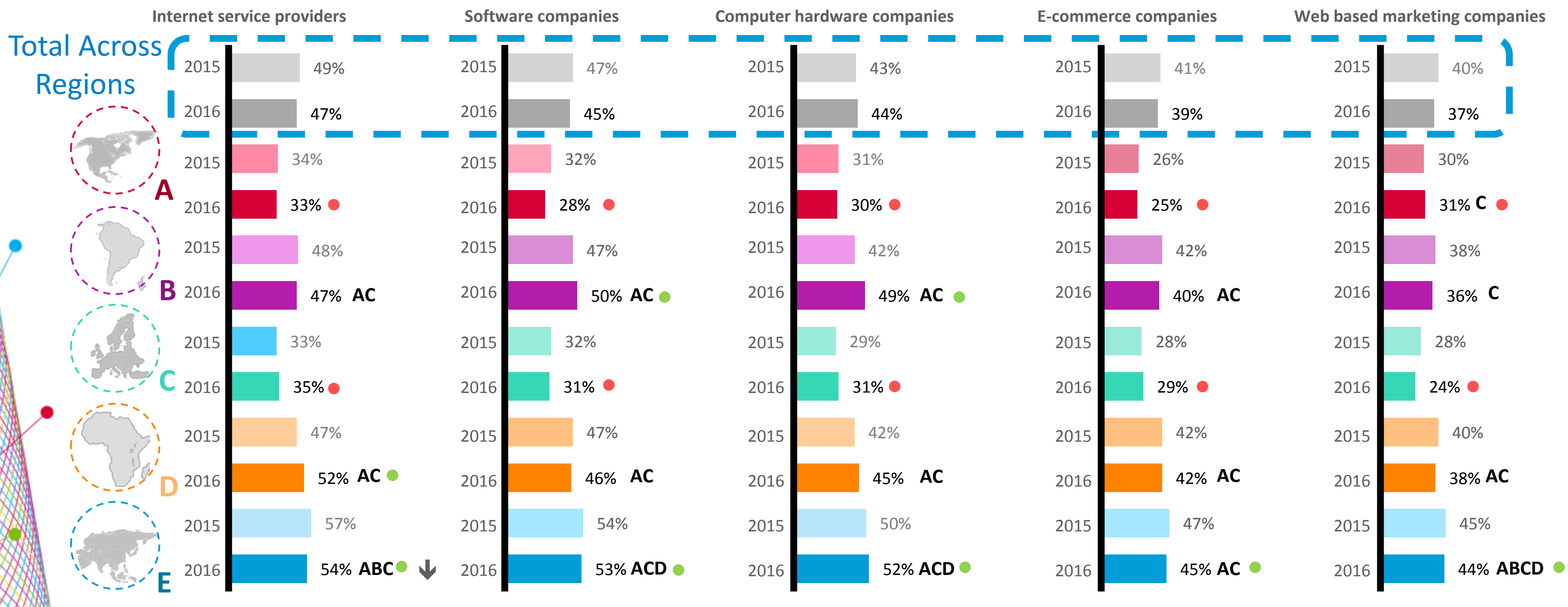
2 **General reputation and self interest drive trust**

Registrants expect the industry to adhere to practices that protect its own interests and commonly note security protocols, as well as just a general positive reputation. Those who trust less cite poor security and regulations as well as general reputational issues like a lack of transparency.

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

Results are fairly similar to last wave when it comes to trust in the domain name industry with no significant changes at the global level. More so than other regions, registrants in Asia say they hold the domain name industry in high regard.

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



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

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHER'S

Reputation is the number one reason why registrants 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

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Positive Reputation (NET)	44%	49% CD	49% CD	37%	37%	44% CD
Trustworthy	12%	11%	11%	6%	8%	15% BCD
Knowledgeable/Area of expertise/It's their business	7%	12% DE	9% E	10% E	6%	5%
Dependable/Reliable	4%	4%	10% ACDE	5%	3%	3%
Extension appeal (NET)	15%	12% B	7%	15% B	13% B	18% ABD
Usage (NET)	8%	7%	11%	7%	12% CE	8%
Safety/Security (NET)	8%	10%	12% E	8%	12% E	6%
Safety/Security/Padlock	7%	6%	10% E	6%	9% E	5%
Convenience (Net)	6%	5%	5% C	2%	14% ABCE	6% 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	Safety/Security	Convenience
Because they are more concerned with their reputation. (Africa)	Because they know which extensions people likely use more. (NA)	Because its usage is much easier, convenient, and it is more innovative. (Eur)	They give me more security. (Eur)	It is easy and convenient to purchase a product, in addition I am sure no one would create a paid website just to fool around. (AP)
The level of reputation is relatively high. (AP)	If you stick with the standard domain names, there is some trust in the process of issuing domain extensions. (NA)	Decision based on actual usage results. (AP)	Because they have improved their online security and lowered the costs without compromising its security. (NA)	It's more convenient for me. (Eur)
Because the reputation of the domain name industry is extremely outstanding. (AP)		From actual usage track record. (AP)	Because they have greater customer security. (LAC)	Because its usage is much easier, convenient, and it is more innovative. (Eur)

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation (including factors pertaining to honesty and safety) along with usage and unfamiliarity are the top reasons cited for why registrants trust the domain industry less than other technology-based industries.

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

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Negative Reputation (NET)	43%	47%	45%	42%	51% E	40%
Untrustworthy/Less transparent/honest	10%	13%	9%	9%	10%	9%
Safety/Security (NET)	13%	22% CDE	15%	11%	11%	10%
Poor safety/security	6%	3%	11% A	6%	6%	7% A
Not regulated/No background checks	5%	16% BCDE	1%	5%	4%	3%
Usage (NET)	12%	18% CE	13% C	6%	15% C	11% C
Domain Appeal (NET)	12%	9%	11%	15%	9%	14%
Don't know	7%	3%	7%	12% ADE	4%	7%

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	Safety/Security	Usage	Domain Appeal
Domain name industry is murky and not transparent. You don't really know exactly who you are dealing with. (AP)	E commerce companies have better security features and are constantly updated for technological developments, less likely to access without authorization sensitive data. (Africa)	I have used my internet service providers more than domain name industry. (Africa)	Because they are dealing in intangible products like domains. (AP)
These industries are all old brands, mature industries, they have very good reputations. (AP)	They seem to have less security. (NA)	Because the web based companies etc. are used by a lot of people. (AP)	They only interested in selling the domain not in the integrity of the user! (NA)
Because of its historic reputation. (Eur)	Because they don't offer the security one would want. (LAC)	I had used web based marketing companies various times they seams me reliable. (AP)	Because I do not believe they have any control over the companies that want a domain name. Any person can get any domain name.. (NA)

DOMAIN NAME REGISTRATION ACTIVITIES AND PROCESS

KEY TAKEAWAYS – REGISTRATION

This section explores findings related to frequency and ease of registration.

1 Nine in ten have registered 5 or fewer domain names

Since last wave, the number who have registered only a single name has declined from 43% to 37% but remains the most common practice.

2 Most common use is for a website

About 3/4 of registrants report that they use at least one of their registered domains for an active website. Reserving for future use and parking and redirecting to an active site are the next most common uses.

3 Globally, personal use outpaces business use—but this varies by region.

Personal use is particularly strong in South America and Asia. Among those who registered a domain for business use, about half did so for a small business with less than 10 employees—except in Asia where larger businesses dominate.

4 Perceived ease of registration has declined

Globally, 53% say it is a very or somewhat easy process, and that percentage is substantially lower in South America and Asia.

5 A faster, cheaper, easier process is desired

Desired improvements to the process are largely similar to last wave—lower price, easier and quicker. However the majority felt that it was at least somewhat easy to find a domain name that worked for them .

NUMBER OF DOMAINS REGISTERED/DUPLICATES

Despite potential negative impacts from alternative identities, there is a slight upward trend in the number of domains registered, including duplicates

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Number of Domains Registered	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
1	43%	37% ↓	50%	49%	46%	36% ↓	52%	41% ↓	43%	32% ↓	39%	34% ↓
2-5	49%	51%	43%	38%	46%	53%	42%	48%	50%	55%	52%	54%
6-10	5%	7% ↑	3%	7%	6%	6%	3%	5%	3%	5%	6%	7%
11-25	2%	3% ↑	1%	2%	1%	3%	3%	4%	2%	4%	2%	3%
26 or more	1%	2% ↑	3%	3%	1%	2%	1%	2%	1%	4% C	1%	2%
Registered Duplicate Domain Names												
Yes	32%	36% ↑	19%	27% ↑	28%	32% D	31%	36% AD	25%	24%	37%	43% ABCD ↑
No	68%	64% ↓	81%	73% CE ↓	72%	68% E	69%	64% E	75%	76% BCE	63%	57% ↓

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

NUMBER OF DOMAINS REGISTERED BY STATUS

On average, respondents have registered 5.4 domains, mostly for active sites; 43% registered a single domain. More than half of the registrants report having no registrations that are parked, redirected, or in any status other than for an active website.

	Website	Parked	Redirected	Expired	Use other than website	Other
Percent of registrants with at least one domain in this category	73%	47%	40%	39%	35%	7%
Mean # of domains (including 0)	2.6	1.5	1.4	1.5	0.9	0.2
Mean # of domains (excluding 0)*	3.5	3.1	3.5	3.8	2.7	3.5

*excluding zero essentially shows of those who have at least one domain in the category, what is the average number of domains. So, if I have at least one domain parked, how many on average do I have parked. This can be useful as some people may be more likely to register domains for uses other than a website.

NUMBER OF DOMAINS REGISTERED BY STATUS BY REGION

Among those who registered domains, North America reports more sites used for active websites, and Africa reports slightly more parked for future use.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Mean including 0 (Average)	2016	2016	2016	2016	2016	2016
Parked – registered and reserved for use, but not in active service	1.5	1.3	1.4	1.2	2.7 E	1.3
Redirected to an active website	1.4	1.4	1.9 E	1.3	2.3	1.0
Used for an active website	2.6	5.6 E	2.3	1.9	2.4	2.2
Actively used for some purpose other than a website	0.9	0.8	1.0	0.6	1.3	0.9
Expired – no longer registered	1.5	1.9 CD	1.5	1.0	1.2	1.5
Other	0.2	0.1	0.2	0.3	0.2	0.3

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

PURPOSE FOR WHICH DOMAIN REGISTERED

Reasons to register a domain are largely consistent across regions and center on business or personal use.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Personal use	59%	43% 🔴	61% AD	56% AD	49% 🔴	67% ABCD 🟢
Business use	50%	57% CE	51% C	43% 🔴	64% ABCE 🟢	47% 🔴
Non-profit group	14%	13%	16% E	16% E	14%	12% 🔴
For use by an educational institution/group	14%	9% 🔴	14% A	12%	13% A	15% A 🟢
Park/save for future use or sale/speculation	11%	8% 🔴	12% D	14% AD 🟢	5% 🔴	13% AD 🟢
Political group	4%	3%	4%	5% D	2%	4%
Other	5%	4%	6%	6%	4%	5%

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

TYPES OF BUSINESS REGISTERED DOMAIN NAME

About half of registrants have registered domains for very small businesses (9 or fewer employees) which fits with the low number of registrations.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Small business with 9 or fewer employees	49%	69% CE ●	61% E ●	56% E ●	69% CE ●	30% ●
Small business with 10 to 49 employees	21%	15% ●	22%	18%	21%	24% A ●
Business with 50 to 99 employees	15%	5% ●	12% A	12% A	12% A	22% ABCD ●
Business with 100 to 499 employees	16%	6% ●	9% ●	15% AD	5% ●	26% ABCD ●
Business with 500 or more employees	9%	6%	4% ●	7%	4% ●	14% ABCD ●
Other	4%	5% E	8% CDE ●	4%	4%	2% ●

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

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

REGISTERED FOR BUSINESS

Roughly 4 in 10 have registered domains for multi-national operations.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Company registered domains have multi-national operations	42%	40% C	41% C	31% ●	49% AC ●	45% C

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

BUSINESS SECTORS

Manufacturing is the leading sector of registrants.

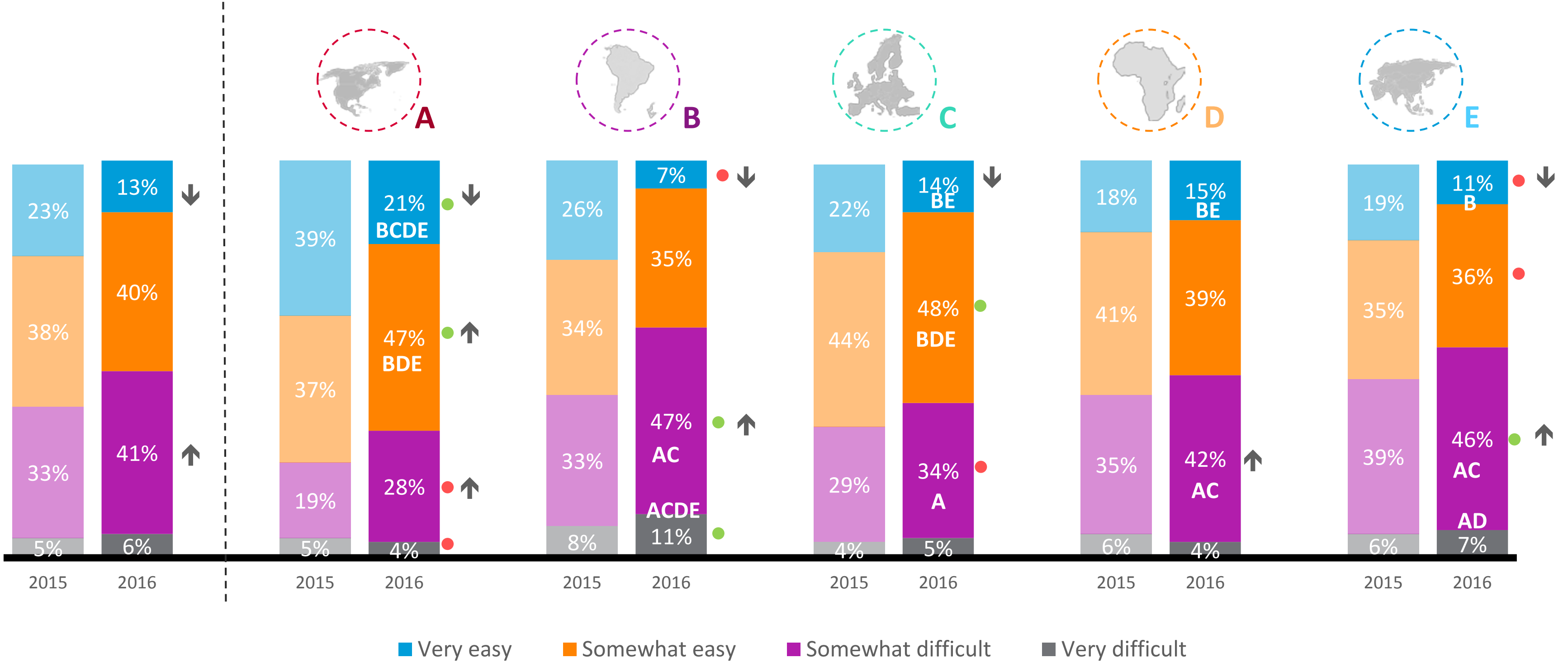
Top Business Sectors (Mentions of 5% or greater shown)

TOTAL		NORTH AMERICA		SOUTH AMERICA		EUROPE		AFRICA		ASIA	
Manufacturing	12%	Retail trade	10%	Retail trade	8%	Manufacturing	7%	Education	9%	Manufacturing	20%
Computers	6%	Arts, Ent. & Rec.	9%	Manufacturing	8%	Arts, Ent. & Rec	7%	Info. service activities	7%	Computer	7%
Education	6%	Human health	8%	Education	6%	Retail trade	5%	Computers	7%	Education	5%
		Manufacturing	5%	Computers	5%	Education	5%	Advertising/Market Research	6%	Info. Service activities	5%
		Education	5%			Other service activities	5%				

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

EASE OF REGISTERING A DOMAIN NAME

Registrants are split on their views of the ease of registering a domain name, with about half seeing it as easy and the other half difficult. North America and Europe are more likely to view registration as easy – but even for those regions, 30-40% still view it as difficult (somewhat/very).



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

CHANGES TO THE PURCHASE PROCESS

About half of registrants would prefer a cheaper, less complicated, quicker experience when purchasing a domain name – and setting aside price – these sentiments are increasing.
About a third of registrants would also like the process of registering in multiple gTLDs to be easier.

	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
Price	55%	54%	56%	45% ↓	48%	51%	51%	58% AB ↑	66%	65% ABCE	54%	54% A
Make it less complicated	48%	45% ↓	41%	33% ↓	40%	39% AC	33%	30%	51%	49% ABC	55%	54% ABC
Make it quicker	46%	44%	24%	24%	49%	46% AC	30%	31% A	49%	46% AC	53%	53% ABCD
Make it easier to register in multiple TLDs	34%	31% ↓	31%	19% ↓	31%	32% AC	26%	24%	39%	34% AC	37%	36% AC
Other	1%	1%	2%	4% BCDE	1%	1%	1%	1%	0%	<1%	1%	<1%
Nothing	7%	8%	13%	22% BCDE ↑	7%	5% E	16%	13% BDE	5%	5%	4%	3%

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level *2015 excludes results from ICANN provided sample

REGISTRATION PROCESS

A slight majority of registrants agree that it was easy to find a domain name that met their needs, with North America particularly favorable in this regard. However a similar proportion feel that if they had known more about the new gTLDs, choosing a domain would have been much easier. Further many say they didn't like many of the alternatives available.

Strongly/Somewhat Agree	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Easy to find domain name and extension that worked for my needs	60%	68% BCDE ●	56%	60%	62%	58% ●
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	55%	40% ●	59% AC	41% ●	60% AC ●	62% AC ●
There were plenty of choices between gTLDs that met my needs	50%	43% C ●	43% C ●	35% ●	54% ABC	59% ABC ●
Don't feel like I had many alternatives that were available for registration	40%	36%	43% AC	36%	41%	41%

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

REACHING THE INTENDED WEBSITE

KEY TAKEAWAYS – REACHING WEBSITES

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

1 Devices used to navigate show slight decline

All devices are a little less likely to be used to surf, but the average number of devices is largely unchanged—2.8 vs 2.9 last wave.

As with the prior wave, URL shorteners and QR codes are not showing widespread adoption, and the use of URL shorteners has actually declined.

2 Search engines remain the preferred navigation tool, but this can change depending on the context

Depending on what a user is attempting to do on the web, perceptions of which method of navigation is fastest, safest or easiest can change. Generally, search is easiest, but QR codes and bookmarks equal search for speed, and apps and typing a url directly into the browser are seen as safest.

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

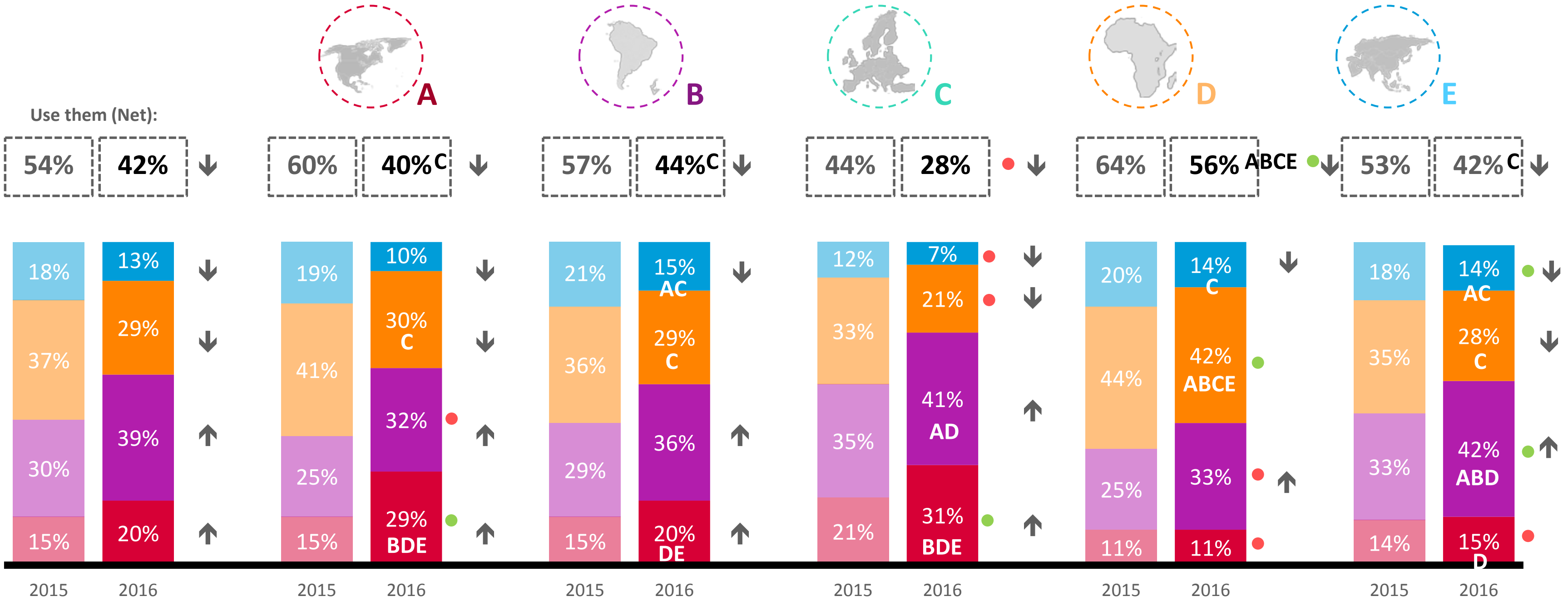
While there are some shifts in the types of devices used in three of the regions, total device usage is similar—and average of 2.8 devices used in 2016 compared with 2.9 for 2015. Smartphones are on par with computers.

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	81%	77% ↓	86%	75% ↓	79%	73% ↓	81%	78%	86%	86% ABCE	79%	76%
Smartphone	77%	74% ↓	84%	69% C ↓	80%	81% ACE	75%	62% ↓	81%	83% ACE	74%	75% AC
Desktop computer	75%	71% ↓	77%	69% D ↓	79%	75% ACD	73%	67% ↓	67%	62%	75%	73% CD
Tablet	54%	49% ↓	67%	54% BE ↓	56%	46% ↓	59%	49% ↓	52%	50%	48%	48%
Other	1%	1%	4%	2% E	3%	1% E ↓	2%	1% E	<1%	1% E	<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 low and declining among registrants across the globe.



I use them frequently | I use them, but not frequently | I have heard of them but never used them | I have never heard of them or used 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.

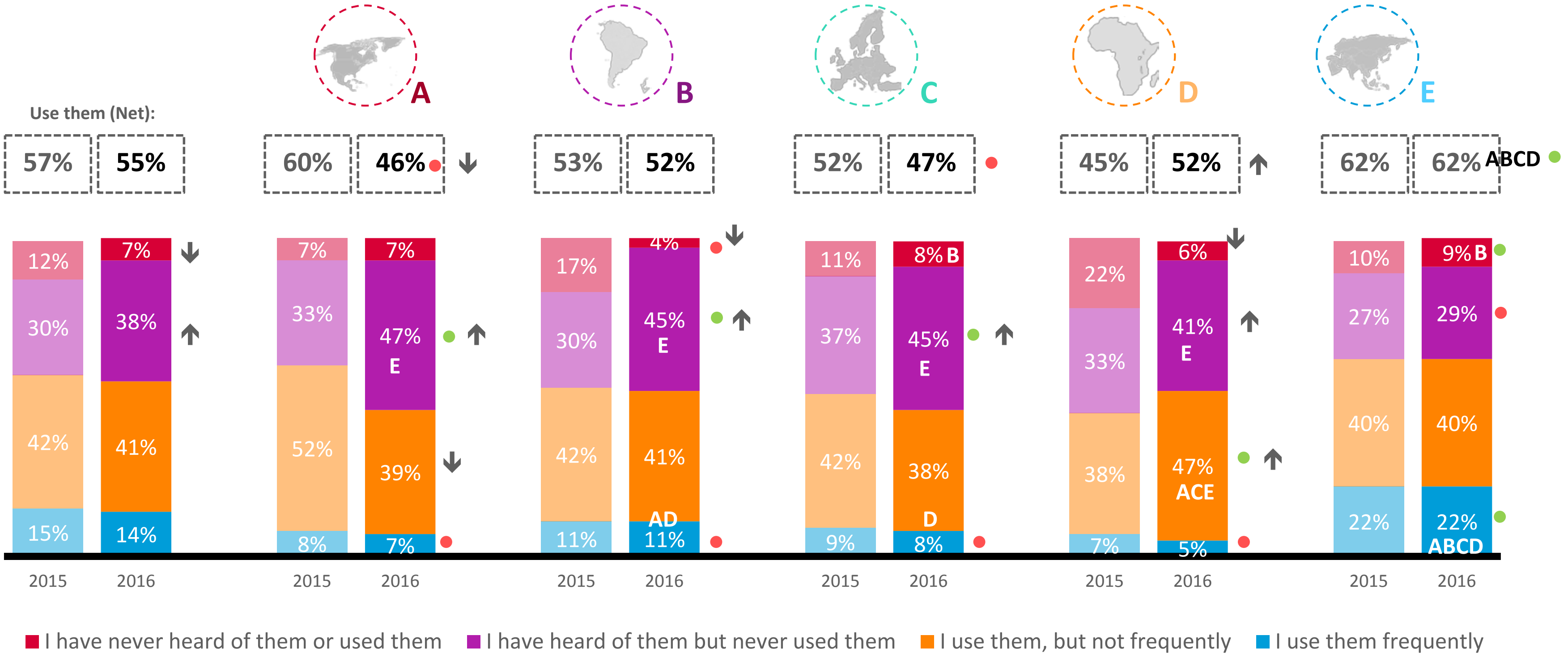
REASONS FOR USING/NOT USING URL SHORTENER

Convenience and time savings are key benefits to using URL shorteners, while non-use is driven by a perceived lack of need and a sense they are confusing, followed by a lack of awareness.

	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%	64%	68%	61% B	59%	51%	69%	62% B	68%	59% ↓	67%	71% ABCD
They save me time	52%	54%	39%	46%	50%	52%	43%	58% A ↑	55%	50%	58%	57% AD
It's the latest thing	22%	29% ↑	8%	11%	16%	39% ACD ↑	14%	17%	21%	24% A	31%	36% ACD ↑
Other	12%	6% ↓	28%	17% ABCD	12%	5%	16%	5% ↓	9%	6%	5%	3%
Reasons for Not Using												
Never needed to	47%	42% ↓	48%	44%	48%	42%	48%	43%	48%	35% ↓	46%	43%
Never heard of them	26%	22% ↓	34%	31% BDE	31%	22% ↓	29%	25% E	25%	18%	22%	18% ↓
Confused about website I'm going to	24%	31% ↑	16%	23%	22%	28% C	19%	21%	26%	36% AC ↑	28%	37% ABC ↑
Don't trust them	11%	13%	9%	11%	9%	8%	11%	14% B	14%	14%	12%	14% B
Don't like them	9%	11% ↑	6%	6%	11%	13% A	9%	10%	3%	9% ↑	10%	13% A

EXPERIENCE WITH QR CODES

QR code usage is also relatively low, with only about half of registrants ever using one. Registrant usage, albeit infrequent, is greatest in Asia.



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

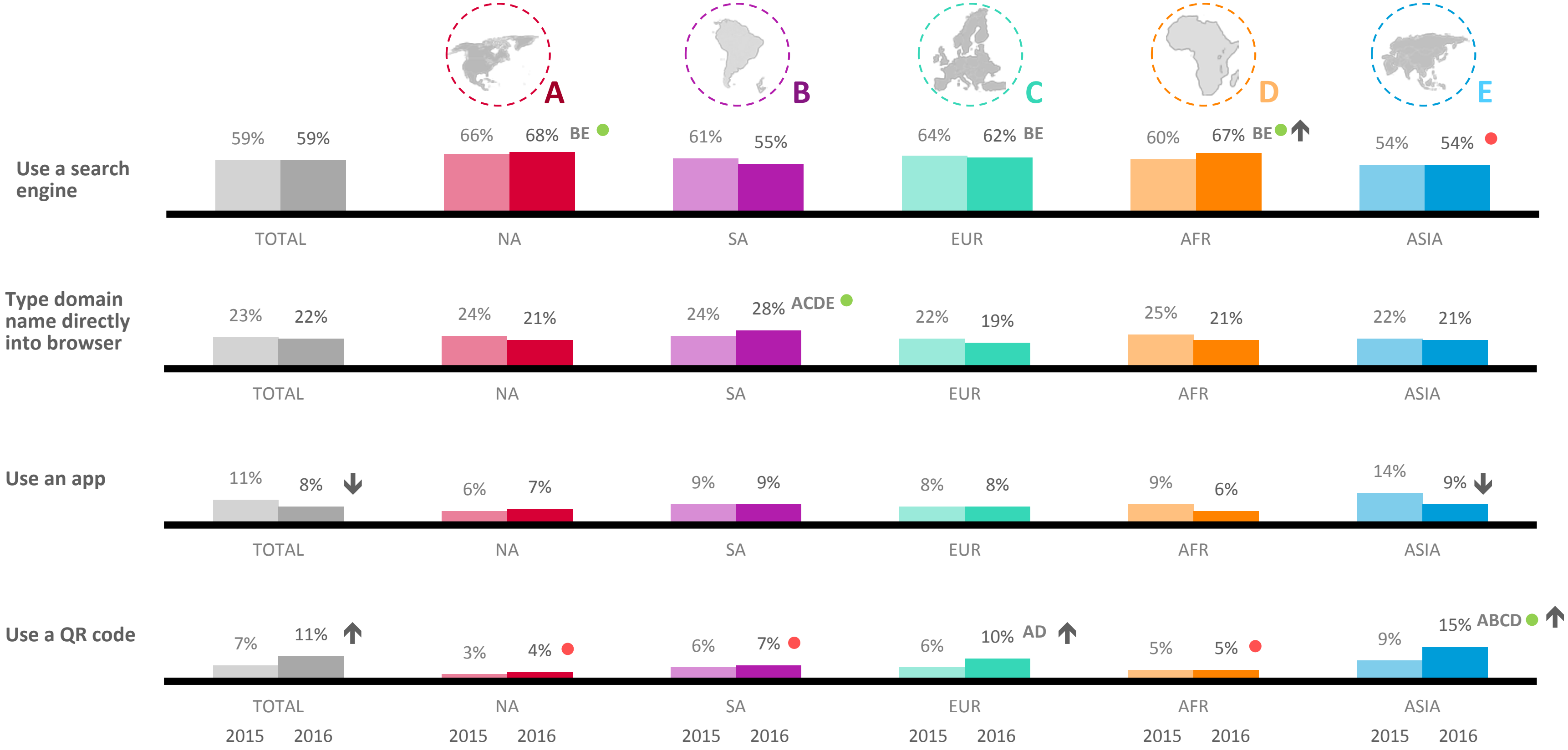
Using QR codes is seen as a convenient time saver, but about a third of registrants are drawn to the novelty. Those that have not used QR codes see no need to do so – a view that is increasing.

	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	66%	64%	59%	53%	55%	45% ↓	64%	69% ABD	63%	52% ↓	71%	72% ABD
They save me time	52%	56% ↑	44%	49%	51%	60% AC	41%	49%	63%	51% ↓	55%	59% ACD
It's the latest thing	34%	36%	18%	24%	30%	41% AC ↑	25%	25%	39%	35% AC	41%	41% AC
Other	7%	3% ↓	17%	9% BCE ↓	9%	3% ↓	10%	4% E ↓	3%	4% E	3%	2%
Reasons for Not Using												
Never needed to	57%	64% ↑	56%	67% E ↑	55%	73% E ↑	63%	66% E	58%	69% E ↑	54%	57%
Never heard of them	23%	14% ↓	20%	7% ↓	27%	10% ↓	17%	9% ↓	32%	12% ↓	22%	22% ABCD
Don't like them	14%	15%	17%	17%	10%	11%	11%	16% ↑	7%	14% ↑	19%	16%
Don't trust them	11%	12%	6%	8%	10%	6%	12%	15% ABD	7%	7%	15%	16% ABD
Other	5%	5%	13%	14% BCDE	5%	5%	6%	4% ↓	3%	6% E	3%	3%

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 to use a search engine. However, using a QR code has gained slightly in popularity among registrants.



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

As was the case with consumers, registrants feel the **safest** way to navigate to a website is either typing into a browser or using a search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	30%	25%	25%	28%	26%
Using an app	17%	19%	18%	23% A	20%
Finding via an Internet search engine	18%	18%	21% D	15%	18%
Accessing via a QR code	8%	18% AC	11%	19% AC	16% AC
Accessing via a bookmark	12% D	13% D	14% D	8%	14% D
Not sure	15% BCDE	6%	11% BE	7%	7%

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

SAFEST ACCESS - TOTAL

27% Typing into browser

19% App

18% Search engine

15% QR code

13% Bookmark

9% Not sure

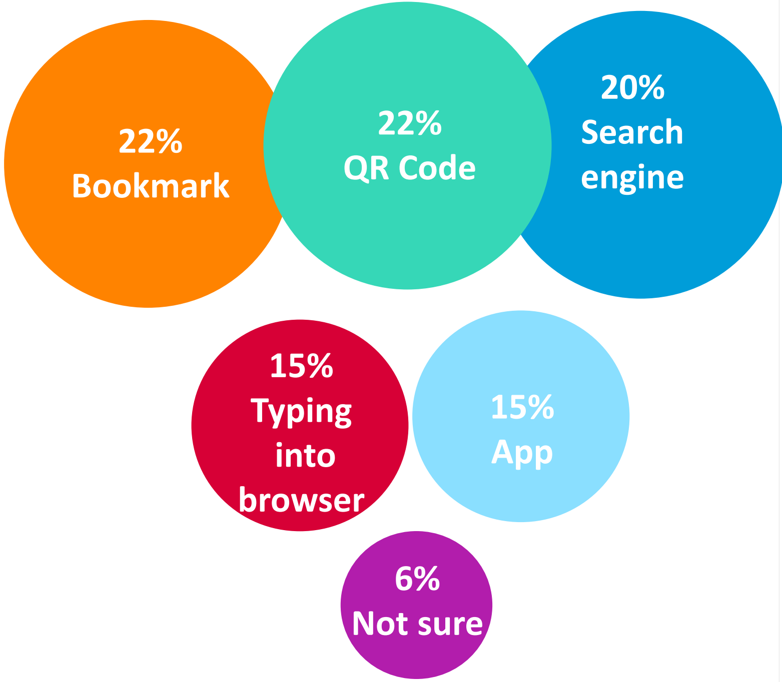
FASTEST WEBSITE ACCESS

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	25% B	19%	22%	23%	22%
Accessing via a QR code	17%	22% D	20% D	15%	26% ACD
Finding via an Internet search engine	19%	20%	22% E	25% AE	18%
Typing domain name into a browser	15%	16%	15%	18%	14%
Using an app	13%	19% ACE	14%	16%	14%
Not sure	10% BDE	5%	8% DE	3%	5%

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

FASTEST ACCESS - TOTAL



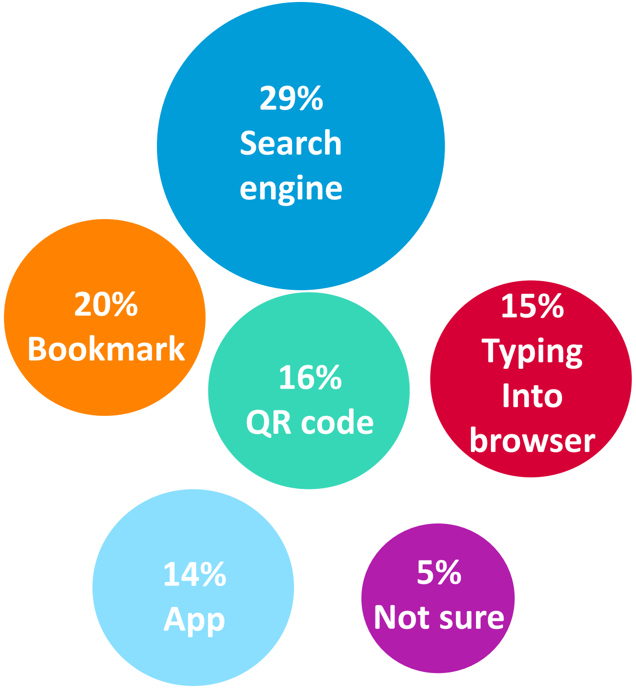
EASIEST WEBSITE ACCESS

And the **easiest** way to access a website is, by far, via search engine.
At the regional level, Asia is 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	31%	30%	31%	30%	27%
Accessing via a bookmark	21%	20%	18%	20%	20%
Accessing via a QR code	13%	11%	14%	14%	21% ABCD
Typing domain name into a browser	10%	20% AE	16% A	16% A	15% A
Using an app	17%	14%	13%	18% E	13%
Not sure	7% DE	5%	8% DE	3%	4%

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

EASIEST ACCESS - TOTAL



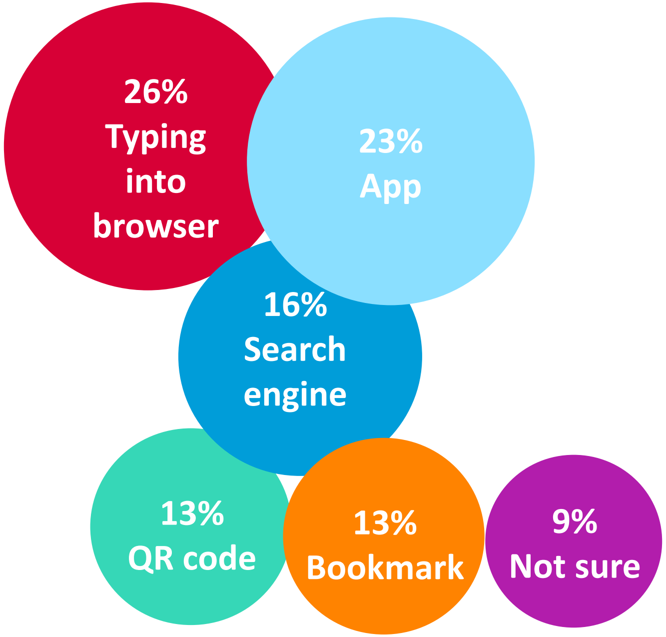
SAFEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

When considering buying things over the Internet, registrants feel the **safest** ways to access are via typing into browser or using an app. This is very similar when compared to the general way to access a website – but using an app rises a bit when the online activity is purchasing something.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	27%	27%	31% DE	23%	24%
Using an app	20% C	26% AC	15%	31% ACE	24% C
Finding via an Internet search engine	16%	16%	18%	15%	16%
Accessing via a QR code	9%	15% AC	10%	15% AC	15% AC
Accessing via a bookmark	13%	11%	15% D	9%	14% D
Not sure	15% BDE	6%	12% BDE	6%	7%

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

SAFEST ACCESS - TOTAL

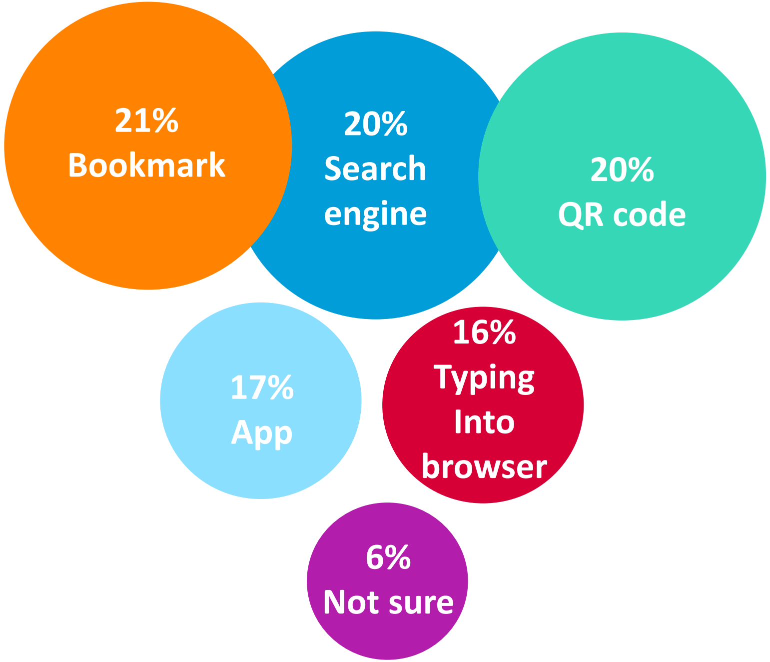


FASTEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

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

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	24% BD	18%	19%	18%	23% BD 🟢
Finding via an Internet search engine	20%	23% E	21%	22%	18% 🔴
Accessing via a QR code	13% 🔴	16% 🔴	16% 🔴	14% 🔴	26% ABCD 🟢
Using an app	17%	18%	15%	23% ACE 🟢	15% 🔴
Typing domain name into a browser	16%	18% E	18% E	19% E	14% 🔴
Not sure	10% BDE 🟢	6% E	10% BDE 🟢	3% 🔴	3% 🔴

FASTEST ACCESS - TOTAL



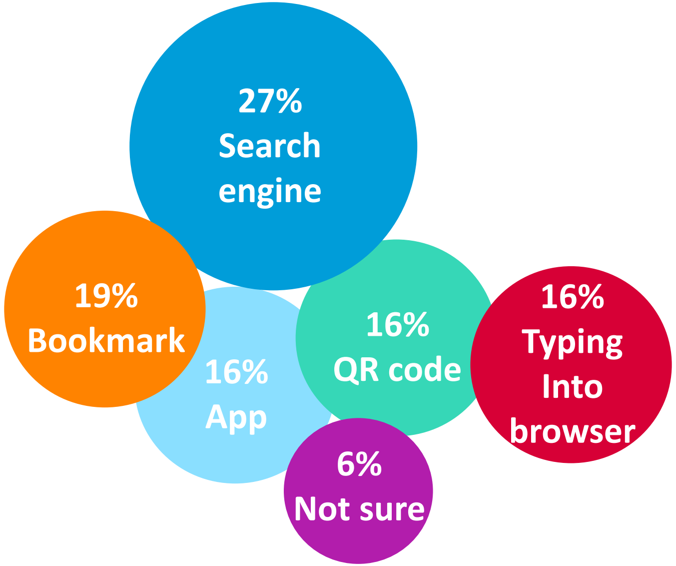
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

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, via a search engine. At the regional level, Africa stands out as far as mentioning an app.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	27%	27%	29%	28%	26%
Accessing via a bookmark	21% D	19% D	20% D	14%	19% D
Using an app	15%	14%	14%	21% ABCE	16%
Accessing via a QR code	11%	12%	13%	15%	19% ABCD
Typing domain name into a browser	16%	21% CE	14%	19% C	15%
Not sure	10% BDE	7% DE	11% BDE	3%	4%

EASIEST ACCESS - TOTAL



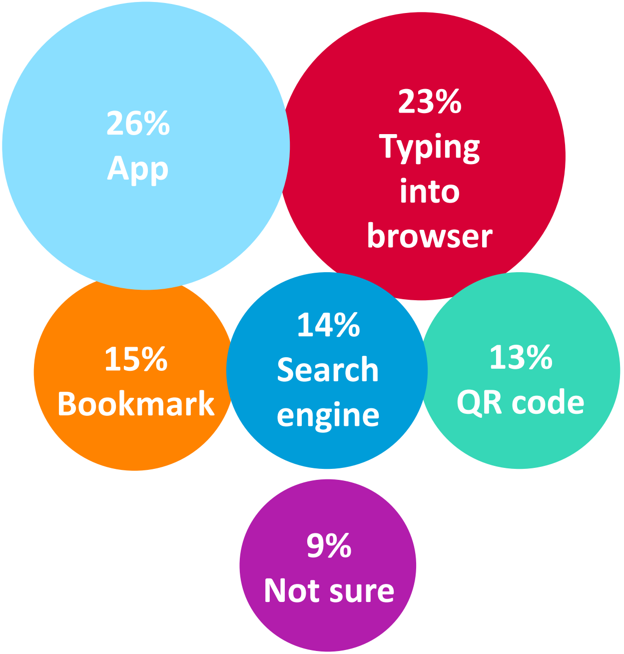
Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, registrants (like consumers) feel the **safest** way is via an app, followed by typing into browser. Compared to ways to access a website when buying (or even accessing in general), using an app is more likely to be seen as the safest way when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Using an app	28% C	35% ACE	18%	37% ACE	24% C
Typing domain name into a browser	21%	22%	28% ADE	20%	23%
Accessing via a bookmark	18% BD	12%	15%	11%	15% D
Finding via an Internet search engine	10%	11%	16% A	12%	15% AB
Accessing via a QR code	9%	13% A	10%	13% A	16% AC
Not sure	13% BDE	7%	13% BDE	6%	7%

SAFEST ACCESS - TOTAL



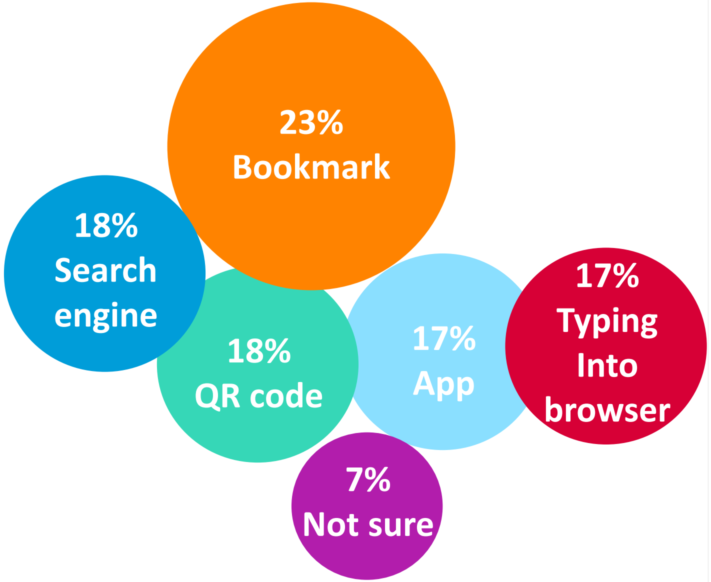
Letters indicate significantly higher than region. Region vs. Total Higher Lower

FASTEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, registrants 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	31% BCDE	19%	20%	20%	24% B
Finding via an Internet search engine	15%	21% AE	20%	20% AE	16%
Accessing via a QR code	9%	14% A	15% A	15% A	24% ABCD
Using an app	18%	17%	18%	20% E	16%
Typing domain name into a browser	17%	21% E	17%	20% E	15%
Not sure	10% DE	7% E	11% DE	4%	4%

FASTEST ACCESS - TOTAL



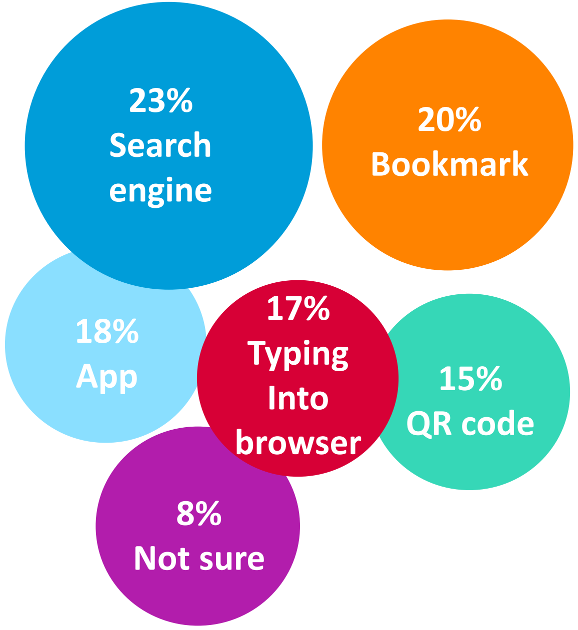
Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **easiest** way to access a website is either by search engine or by bookmark. Search engine plays a smaller role in ease when it comes to personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	19%	23%	24%	25% A	23%
Accessing via a bookmark	27% BCDE	20% D	19%	15%	20% D
Using an app	17%	18%	15%	22% CE	17%
Typing domain name into a browser	14%	20% A	15%	21% ACE	16%
Accessing via a QR code	11%	10%	14% D	10%	19% ABCD
Not sure	11% DE	8% E	13% BDE	7%	5%

EASIEST ACCESS - TOTAL



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

ABUSIVE INTERNET BEHAVIOR

KEY TAKEAWAYS – INTERNET ABUSE

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

1 Perspectives on bad behavior are similar to last wave and to the consumer survey

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

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

2 As in the prior wave, registrants have experienced a bit more bad behavior

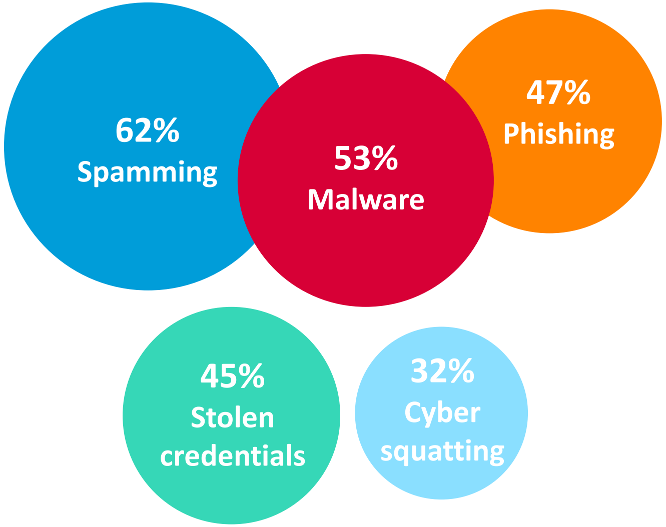
However, they tend to have less fear related to these behaviors than consumers in general—although fear is still strong. However, registrants tend to have taken fewer actions to avoid being impacted this wave.

AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR

Roughly half of registrants are attuned to most abusive Internet behavior, with the exception of cyber squatting. Europe tends to be less familiar and Africa more familiar with the abuses.

% Extremely/ Very Familiar	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	69% CE	64% C	54%	71% BCE	59% C
Malware	58% CE	53% C	43%	59% CE	53% C
Phishing	51% BC	34%	41% B	54% BC	49% BC
Stolen credentials	47% C	41%	39%	50% BC	47% BC
Cyber squatting	29% B	22%	25%	34% BC	39% ABC

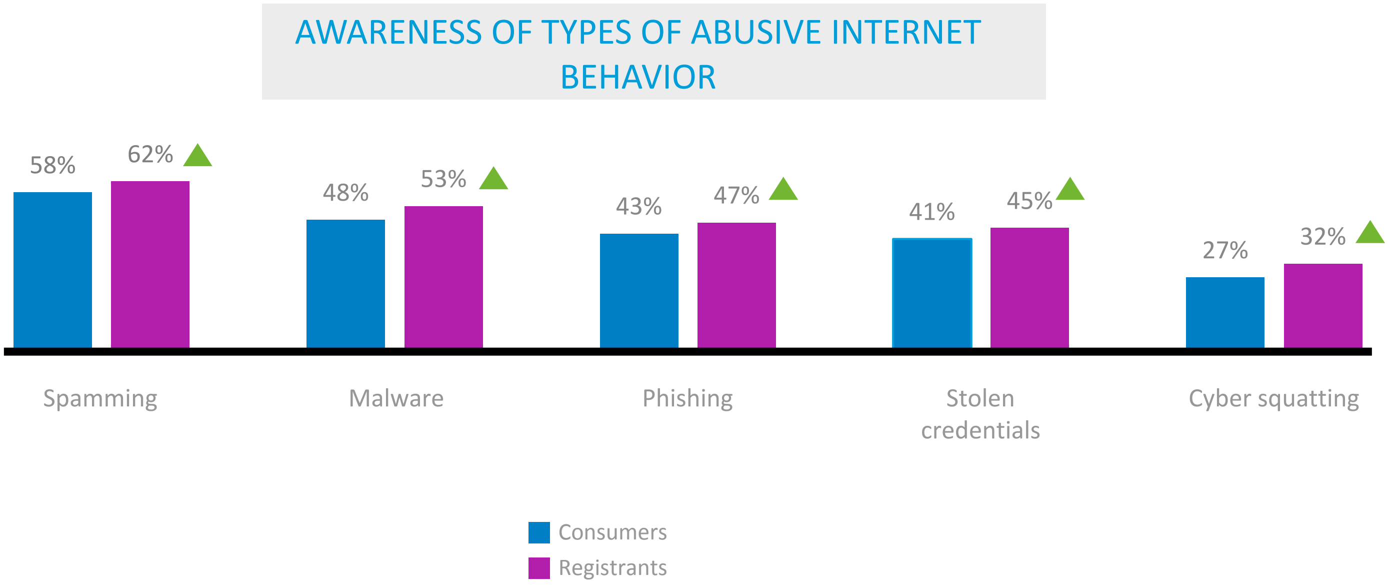
AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



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

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

Compared to consumers, registrants have heightened awareness on these abuses.



Registrants significantly Higher ▲ Lower ▼ than Consumers

SOURCES OF ABUSIVE INTERNET BEHAVIOR

As was the case with consumers, registrants generally consider organized groups and individuals equally to blame for Internet abuse. North American registrants 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)
Spamming						
Organized groups (Net within and outside country)	62%	65% BD	53%	65% BD	53%	65% BD
Individuals (Net within and outside country)	55%	62% CDE	57% CD	49%	48%	56% CD
Don't know	13%	12%	14% E	16% E	18% AE	10%
Phishing						
Organized groups (Net within and outside country)	62%	66% BD	54%	64% BD	53%	65% BD
Individuals (Net within and outside country)	53%	58% D	51%	54% D	43%	55% D
Don't know	14%	14% E	15% E	17% E	22% AE	10%
Malware						
Organized groups (Net within and outside country)	62%	64% BD	52%	63% BD	53%	66% BD
Individuals (Net within and outside country)	53%	60% CDE	54% D	52% D	43%	54% D
Don't know	14%	14% E	19% AE	17% E	22% AE	10%
Stolen credentials						
Organized groups (Net within and outside country)	61%	63% BD	54%	61% D	51%	65% BD
Individuals (Net within and outside country)	54%	62% BCDE	54% D	54% D	45%	54% D
Don't know	14%	14%	14%	18% E	21% ABE	10%
Cyber squatting						
Organized groups (Net within and outside country)	58%	58%	53%	54%	50%	62% BCD
Individuals (Net within and outside country)	52%	60% BCD	47%	50%	47%	54% D
Don't know	15%	17% E	19% E	21% E	19% E	12%

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, respondents in Europe and Asia say these activities are less common.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Very common	71%	81% CE	77% CE	64%	77% CE	66%
Somewhat common	20%	14%	15%	22% ABD	13%	25% ABD
Not at all/not very common	6%	2%	4% A	7% A	7% A	6% A
Malware						
Very common	58%	67% CE	63% CE	51%	64% CE	54%
Somewhat common	30%	24%	22%	33% ABD	24%	34% ABD
Not at all/not very common	7%	5%	7%	10% A	8%	7%
Phishing						
Very common	50%	66% BCE	42%	46%	60% BCE	45%
Somewhat common	35%	26%	32%	34% AD	27%	41% ABCD
Not at all/not very common	10%	5%	19% ACDE	12% A	9% A	10% A
Stolen Credentials						
Very common	41%	49% CE	45% CE	34%	50% CE	37%
Somewhat common	39%	39% B	31%	39% B	33%	43% BD
Not at all/not very common	15%	8%	18% A	18% A	13% A	16% A
Cyber Squatting						
Very common	34%	38% C	33%	29%	44% BCE	32%
Somewhat common	41%	37%	40%	36%	34%	46% ACD
Not at all/not very common	17%	16%	19%	21% E	16%	16%

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

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

As was the case with consumers, 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	73%	80% CDE	86% ACDE	70%	74%	69%
No	21%	16% B	10%	22% AB	22% AB	25% AB
Not sure	6%	4%	4%	8% ABD	4%	6%
Malware						
Yes	60%	68% CDE	68% CDE	50%	58% C	60% C
No	32%	26%	21%	39% ABDE	31% B	34% AB
Not sure	8%	6%	11% AE	11% AE	11% AE	7%
Phishing						
Yes	37%	45% BCDE	29%	32%	33%	38% BC
No	52%	44%	55% A	56% A	54% A	52% A
Not sure	11%	10%	16% AE	12%	12%	9%
Stolen Credentials						
Yes	23%	23% BC	13%	15%	19% B	29% ABCD
No	66%	69% E	73% E	72% E	73% E	59%
Not sure	12%	8%	14% AD	13% AD	8%	12% AD
Cyber Squatting						
Yes	23%	19%	19%	18%	17%	27% ABCD
No	64%	65%	60%	68% E	72% BE	60%
Not sure	14%	16%	21% CDE	14%	12%	12%

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

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Very similar to consumers, registrants' 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	47%	42% 🔴	60% ACDE 🟢	39% 🔴	53% AC	47% C
Somewhat Scared	35%	36% BD	24% 🔴	42% BDE 🟢	29% 🔴	36% BD
Not Very/Not at all Scared	18%	21% BE	15%	20%	18%	17%
Malware						
Very Scared	37%	29% 🔴	36%	31% 🔴	40% AC	41% AC 🟢
Somewhat Scared	41%	44%	43%	46% E 🟢	39%	39% 🔴
Not Very/Not at all Scared	22%	27% E 🟢	22%	23%	21%	19% 🔴
Phishing						
Very Scared	35%	23% 🔴	50% ACDE 🟢	29% 🔴	35% A	38% AC 🟢
Somewhat Scared	38%	32% 🔴	30% 🔴	37%	39% B	42% AB
Not Very/Not at all Scared	27%	44% BCDE 🟢	20% 🔴	34% BDE 🟢	26% E	20% 🔴
Cyber Squatting						
Very Scared	27%	19% 🔴	39% ACDE 🟢	26% A	30% A	26% A
Somewhat Scared	39%	30% 🔴	39% A	36%	38%	43% AC 🟢
Not Very/Not at all Scared	34%	51% BCDE 🟢	22% 🔴	38% BE	33% B	31% B 🔴
Spamming						
Very Scared	21%	15% 🔴	18%	18%	23% AC	23% ABC 🟢
Somewhat Scared	35%	28% 🔴	31%	32%	27% 🔴	42% ABCD 🟢
Not Very/Not at all Scared	44%	58% CDE 🟢	52% E 🟢	50% E 🟢	50% E 🟢	35% 🔴

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

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

Registrants are more likely than consumers to say they've been impacted by abuses and at the same time have less fear of those abuses. Apparently a higher level of awareness takes away some of the fear.

PERSONALLY IMPACTED BY ABUSIVE INTERNET BEHAVIORS - %YES

	Consumers	Registrants
Spamming	70%	73% ▲
Malware	57%	60% ▲
Phishing	31%	37% ▲
Stolen Credentials	20%	23% ▲
Cyber Squatting	17%	23% ▲

FEAR OF ABUSIVE INTERNET BEHAVIORS - %VERY/SOMEWHAT SCARED

	Consumers	Registrants
Stolen Credentials	87%	82% ▼
Malware	82%	78% ▼
Phishing	79%	73% ▼
Cyber Squatting	67%	66%
Spamming	60%	56% ▼

Registrants significantly Higher ▲ Lower ▼ than Consumers

MEASURES TAKEN TO AVOID PHISHING

Registrants are taking fewer measures this year to avoid phishing. Less than half of respondents report purchasing antivirus software and about a quarter report changing Internet habits.

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	46%	42% ↓	46%	42% B	41%	35% 🔴	49%	42% B	42%	40%	49%	45% B 🟢 ↓
Changed my Internet habits	36%	27% ↓	47%	31% C ↓	40%	29% C ↓	32%	21% 🔴 ↓	44%	31% C 🟢 ↓	31%	26% C ↓
Purchased an identity protection plan	16%	17%	12%	10% 🔴	11%	15% A	12%	13% 🔴	14%	14%	20%	21% ABCD 🟢
Stopped making purchases online	10%	11%	5%	6% 🔴	6%	7% 🔴	6%	10% A ↑	11%	10% A	14%	14% ABC 🟢
Other	7%	6% ↓	11%	8% BE	3%	4% 🔴	10%	8% BE 🟢	8%	6%	5%	5%
None	14%	19% ↑	13%	24% DE 🟢 ↑	20%	23% DE 🟢	20%	23% DE 🟢	11%	17% ↑	11%	16% 🔴 ↑

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

MEASURES TAKEN TO AVOID SPAMMING

Registrants are also not as likely to protect themselves against spamming, with less than half of registrants purchasing antivirus software and a quarter changing Internet habits.

MEASURES TAKEN TO AVOID SPAMMING

Spamming	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
Purchased antivirus software for my computer	46%	40% ↓	47%	43%	47%	38%	46%	40%	42%	39%	47%	39% ↓
Changed my Internet habits	34%	28% ↓	43%	31% C 🟢 ↓	41%	35% CE	30%	22% 🔴 ↓	43%	30% C ↓	28%	26% C
Stopped making purchases online	9%	9%	3%	6% 🔴 ↑	5%	6% 🔴	6%	7%	8%	7%	13%	13% ABCD 🟢
Purchased an identity protection plan	13%	14%	9%	8% 🔴	8%	12%	11%	10% 🔴	13%	14% A	18%	18% ABC
Other	9%	8% ↓	16%	11% BE	6%	4% 🔴	14%	11% BE	8%	8% B	3%	7% 🔴
None	14%	20% ↑	15%	21% ↑	14%	20% ↑	19%	25% DE 🟢 ↑	11%	18% ↑	13%	18% 🔴 ↑

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

MEASURES TAKEN TO AVOID CYBER SQUATTING

The same goes for protecting themselves against cyber squatting – only about one in three have purchased antivirus software or changed internet habits.

MEASURES TAKEN TO AVOID CYBERSQUATTING

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	38%	34% ↓	29%	31%	37%	32%	36%	33%	37%	36%	42%	34% ↓
Changed my Internet habits	26%	22% ↓	28%	17% 🔴 ↓	32%	25% AC ↓	21%	18% 🔴	33%	25% AC ↓	24%	22% AC
Purchased an identity protection plan	15%	16%	7%	9% 🔴	8%	12% 🔴	11%	11% 🔴	16%	15% AC	20%	22% ABCD
Stopped making purchases online	9%	10%	3%	5% 🔴	6%	8%	5%	9% A ↑	14%	10% A	12%	12% ABC 🟢
Other	2%	5% ↑	7%	5%	2%	3%	6%	6%	5%	4%	3%	6% B
None	28%	31% ↑	43%	46% BCDE 🟢	29%	32% DE	38%	37% DE	20%	26% 🔴 ↑	21%	26% 🔴 ↑

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

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

Likewise for protecting against stolen credentials….

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	47%	41% ↓	47%	42% BD	42%	35% 🔴	48%	41% BD ↓	39%	34% 🔴	49%	45% BD 🟢 ↓
Changed my Internet habits	34%	26% ↓	45%	28% E	36%	29% E ↓	34%	25% ↓	42%	30% E 🟢 ↓	28%	24% 🔴 ↓
Purchased an identity protection plan	18%	20%	19%	15% 🔴	11%	19% ↑	13%	14% 🔴	19%	21% AC	22%	24% ABC 🟢
Stopped making purchases online	12%	12%	7%	8% 🔴	9%	9%	6%	9% 🔴	14%	12% A	15%	15% ABC 🟢
Other	6%	5% ↓	8%	5% B	3%	2% 🔴	8%	7% B 🟢	6%	4%	4%	5% B
None	15%	19% ↑	15%	25% DE 🟢 ↑	20%	21% E	19%	23% DE 🟢	13%	17%	12%	15% 🔴 ↑

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

MEASURES TAKEN TO AVOID MALWARE

And protecting against 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	63%	58% ↓	73%	62% BE ↓	58%	54%	64%	56%	68%	65% BCE	59%	56%
Changed my Internet habits	31%	22% ↓	40%	24% ↓	36%	27% CE ↓	30%	21% ↓	32%	23% ↓	26%	21% ↓
Purchased an identity protection plan	15%	15%	9%	8%	10%	12% A	12%	13% A	11%	14% A	20%	19% ABCD
Stopped making purchases online	9%	9%	4%	6%	4%	7%	7%	6%	7%	6%	13%	13% ABCD
Other	4%	5%	8%	7% BDE	2%	4%	8%	7% BDE	3%	3%	3%	4%
None	10%	13% ↑	7%	16% D ↑	12%	13% D	11%	16% DE ↑	9%	7%	10%	13% D ↑

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

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

Registrants are more likely to change their Internet habits and purchase an identity protection plan to avoid abusive Internet behaviors.

	Phishing				Spamming				Cyber Squatting				Stolen Credentials				Malware			
	Consumers		Registrants		Consumers		Registrants		Consumers		Registrants		Consumers		Registrants		Consumers		Registrants	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	50%	44%	47%	42%	46%	41%	45%	40%	41%	35%	38%	34%	46%	42%	47%	41%	61%	59%	63%	58%
Changed my Internet habits	29%	24%	36%	27% ▲	25%	24%	34%	28% ▲	18%	19%	26%	22% ▲	24%	25%	34%	26%	23%	20%	31%	22% ▲
Purchased an identity protection plan	11%	13%	16%	17% ▲	9%	11%	13%	14% ▲	10%	11%	15%	16% ▲	15%	16%	18%	20% ▲	10%	12%	15%	15% ▲
Stopped making purchases online	9%	10%	10%	11%	10%	8%	9%	9%	7%	8%	9%	10% ▲	10%	10%	12%	12% ▲	7%	8%	9%	9% ▲
Other	5%	6%	7%	6%	6%	8%	9%	8%	2%	5%	4%	5%	4%	6%	6%	5%	3%	5%	6%	5%
None	20%	23%	14%	19% ▼	23%	24%	14%	20% ▼	36%	36%	28%	31% ▼	23%	22%	15%	19% ▼	18%	17%	4%	13% ▼

Registrants significantly Higher ▲ Lower ▼ than Consumers

REPORTING SITE ABUSE

Registrants are more likely than consumers to know who to complain to (31% of consumers said don't know versus 22% for registrants). At the regional level, registrants in Asia are more inclined to contact ICANN. North America and Africa are more likely to be unsure about who to report site abuse to.

PARTY TO REPORT SITE ABUSE TO

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	34%	32%	44% ACDE	28%	35% C	34% C
Website owner/operator	29%	19%	28% A	23%	30% AC	35% ABC
Local police	28%	22%	31% AD	33% AD	20%	30% AD
National law enforcement/FBI	25%	20%	24%	22%	24%	27% AC
ICANN	16%	16% BC	7%	9%	15% BC	21% ABCD
National intelligence agency/CIA	16%	9%	20% AC	9%	24% ACE	18% AC
Federal police (non-US only)	15%	9%	31% ACDE	21% ADE	14% A	11%
Private security companies	12%	8%	14% AC	8%	13% AC	14% AC
Interpol	11%	6%	12% A	9% A	11% A	12% A
Don't know	22%	36% BCDE	18%	22%	28% BCE	18%

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.