

UserInsight®



WHOIS Consumer Trust Research

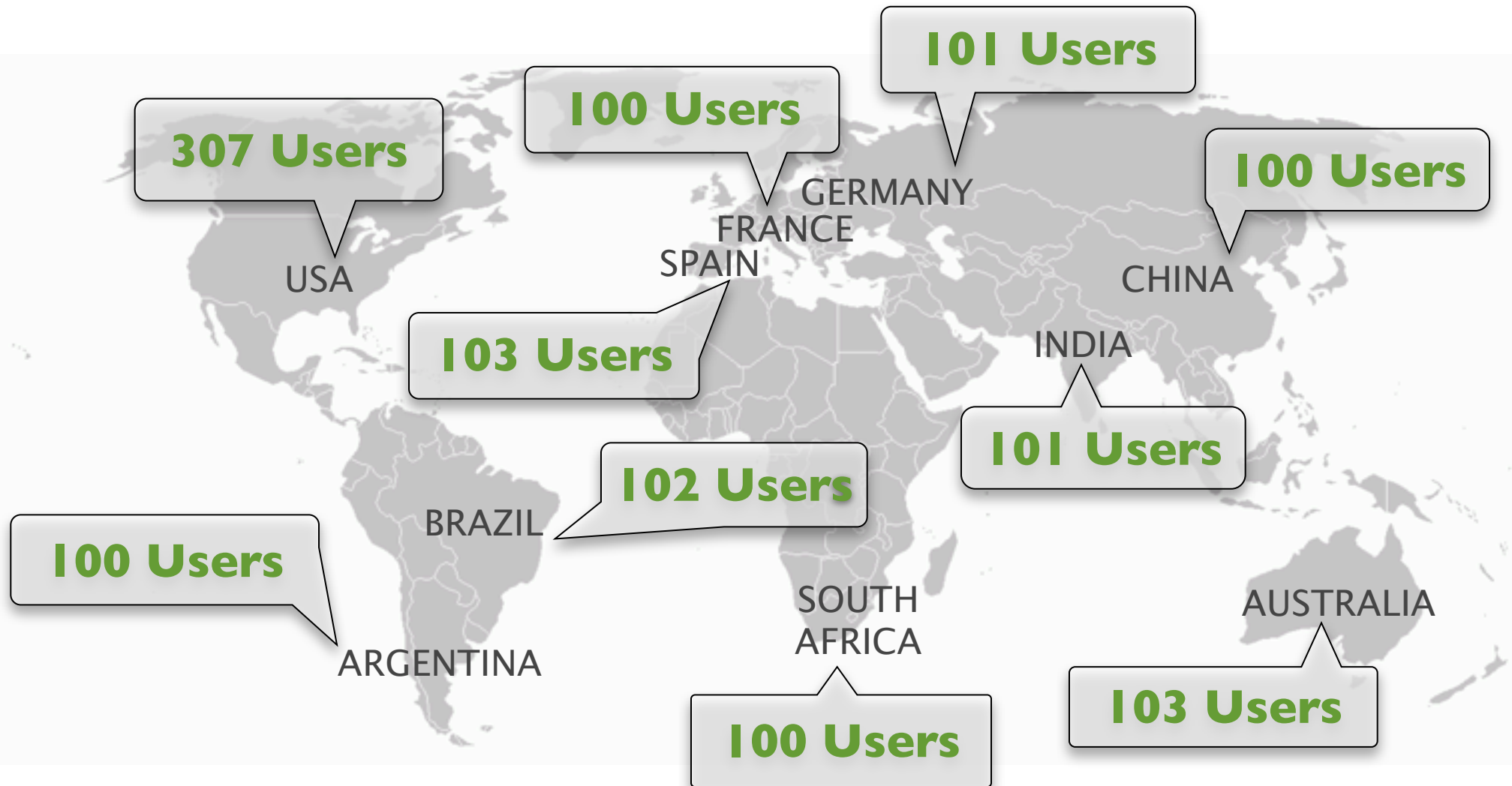
Online Survey Results

Project Background

User Insight, in conjunction with ICANN, conducted an Online Survey with 1,217 respondents from 10 countries distributed across the Asia Pacific region, the Americas, Europe and Africa from September 30th to October 14th, 2011.

The Online Survey was conducted to validate the findings from the In-Depth Interviews held in Atlanta, GA on September 12th and 13th, 2011.

Countries Represented



User Profiles



1,217 Total Users

553 Males

664 Females

468 Users 18–29 years

342 Users 30–39 years

244 Users 40–49 years

115 Users 50–59 years

48 Users 60 or Older

Mix of Employment
Industry

940 out of 1,217 do not
own a website domain

The logo for UserInsight, featuring the word "UserInsight" in a green, sans-serif font. The "U" is larger and has a stylized green leaf-like shape integrated into its top curve. A registered trademark symbol (®) is located to the right of the text.

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The title "Executive Summary" in a green, sans-serif font, positioned to the right of the UserInsight logo and separated by a thin vertical line.

Executive Summary

Executive Summary

Website Trust

- The majority of users' trust in a website is enhanced when they find safe and secure images such as VeriSign and Trust-e when visiting e-commerce sites (68%)
- Websites of companies already known by the users also encourages trust (63%)
 - Users in France also look for https for a lock icon (50%)
- When concerned that a website is fraudulent, the majority of users will first find the website's contact information (67%), then search for user reviews (60%)
- When asked to locate the domain owner of www.thecoca-colacompany.com, most agreed that it was easy (72%), and correctly identified the owner (66%)
- Most users agreed to their level of confidence (76%) and trustworthiness (85%) of the information they found

Executive Summary (Cont.)

WHOIS Awareness

- Overall, awareness of WHOIS is low (24%). When asked to find a website domain owner
- Most users did not think to utilize the WHOIS look-up service (77%)
- Most users do not currently own and maintain a personally registered website domain (79%), of the users that do, the majority use it for personal use (60%)
 - Of the users that do own a registered domain, only half (50%) were aware of the WHOIS look-up service prior to the survey
- The majority of International users collect personal information or have financial transaction services through their website (54%), however, most National users with a website domain do not (57%)

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Online Survey Results

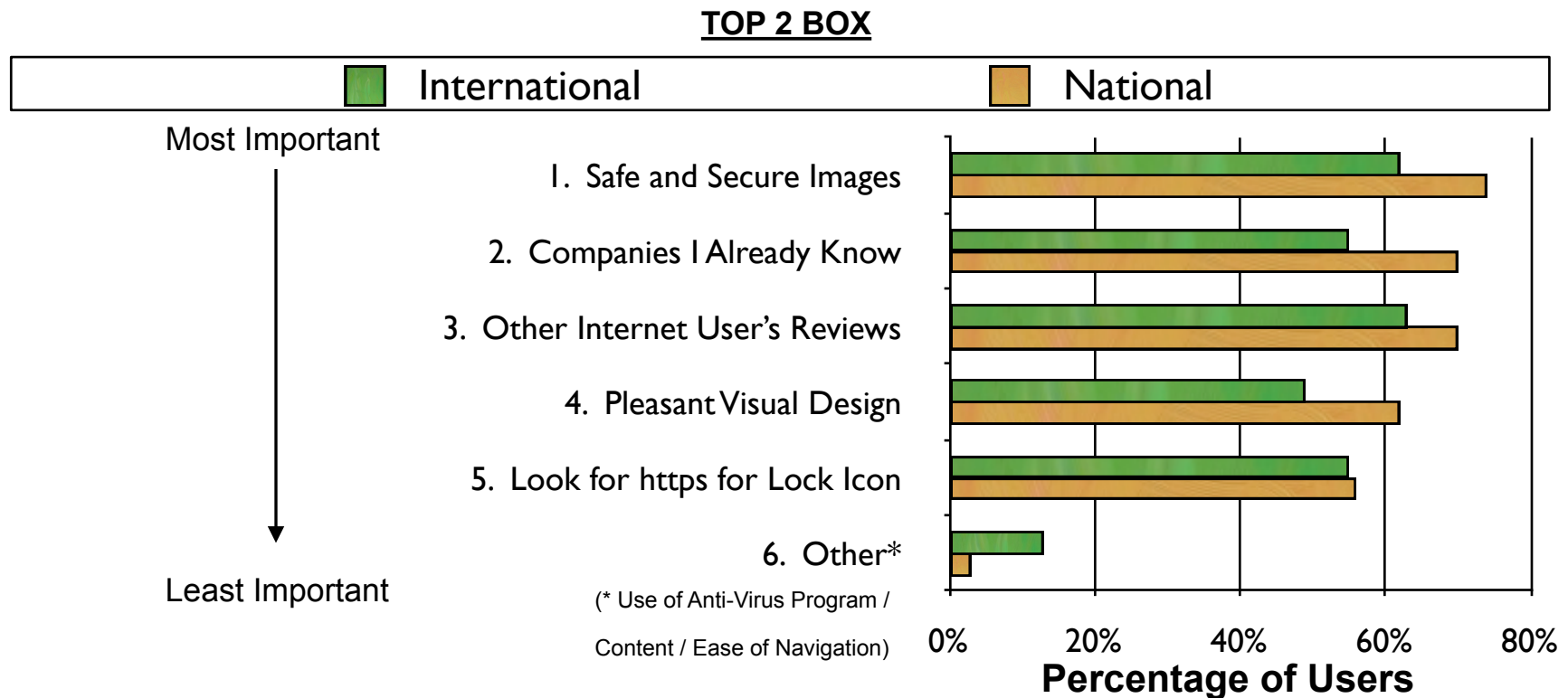
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International vs. National

Website Trustability: Most Important Elements

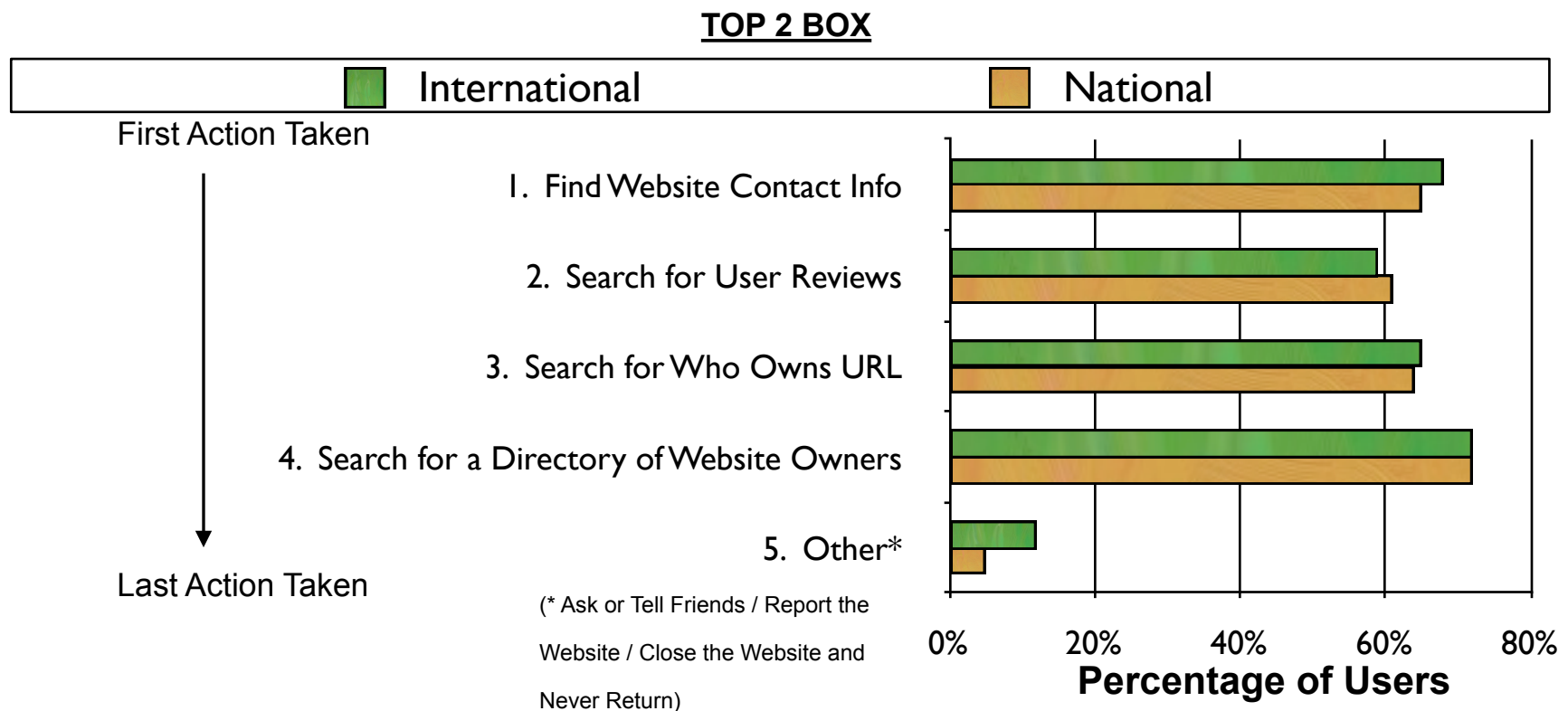
- When determining if a website is trustworthy, 62% of International and 74% of National users rank “Safe and Secure Images” as the most important element.
- “Companies I Already Know” is also of importance, with 55% of International and 70% of National users ranking the element a 1 or 2.



Q10. Please rate the importance of the following elements when determining if a website is trustworthy.

Website Fraudulence: Order of Action Taken

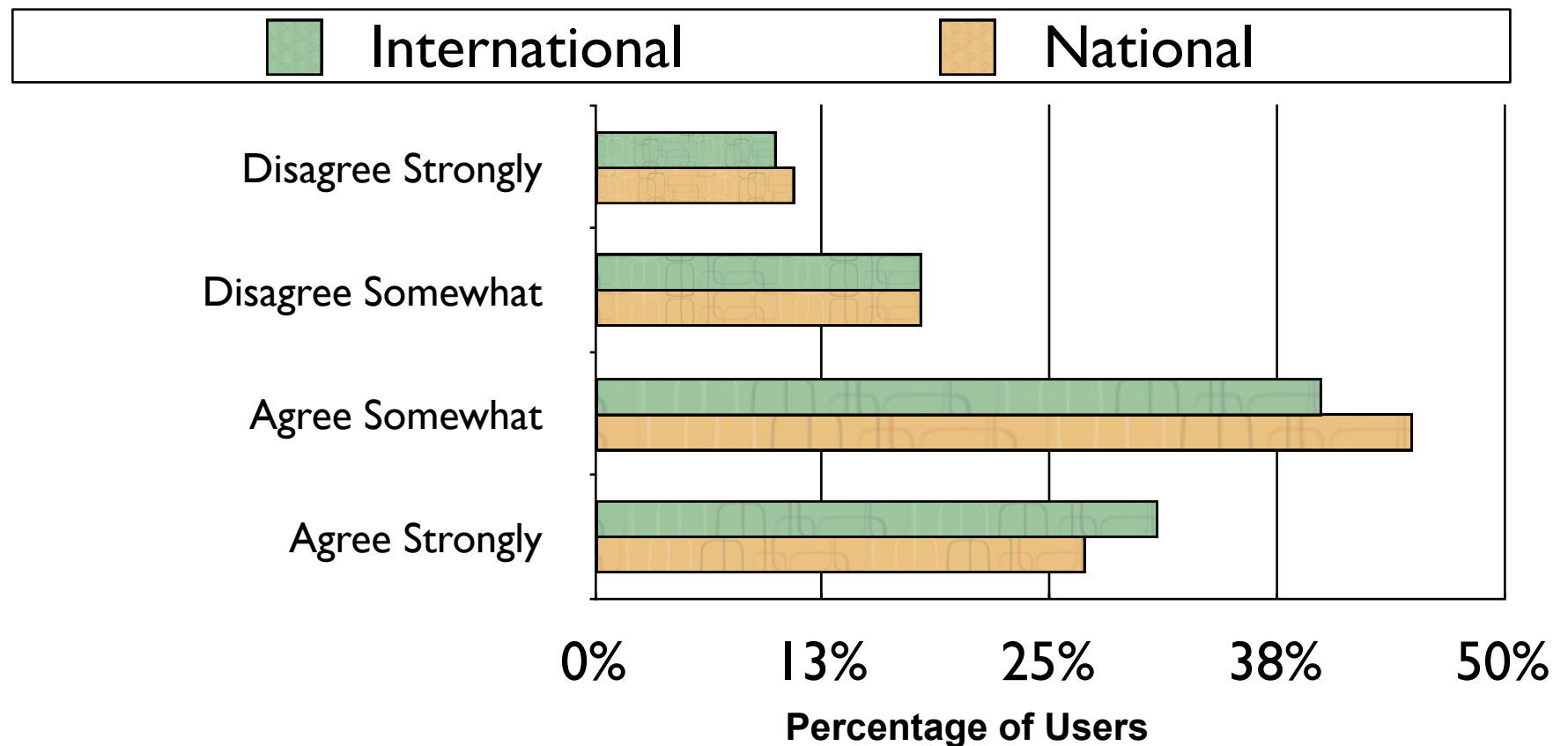
- If concerned that a website is fraudulent, 68% of International and 65% of National users would “Find Website Contact Information” first.
- “Search for User Reviews” is the second step users would take (59% of International and 61% of National).



Q11. If you were concerned that a website was fraudulent or questionable, which of the following would you do first.

Domain Owner Findability: Most agree to the ease of finding the website owner.

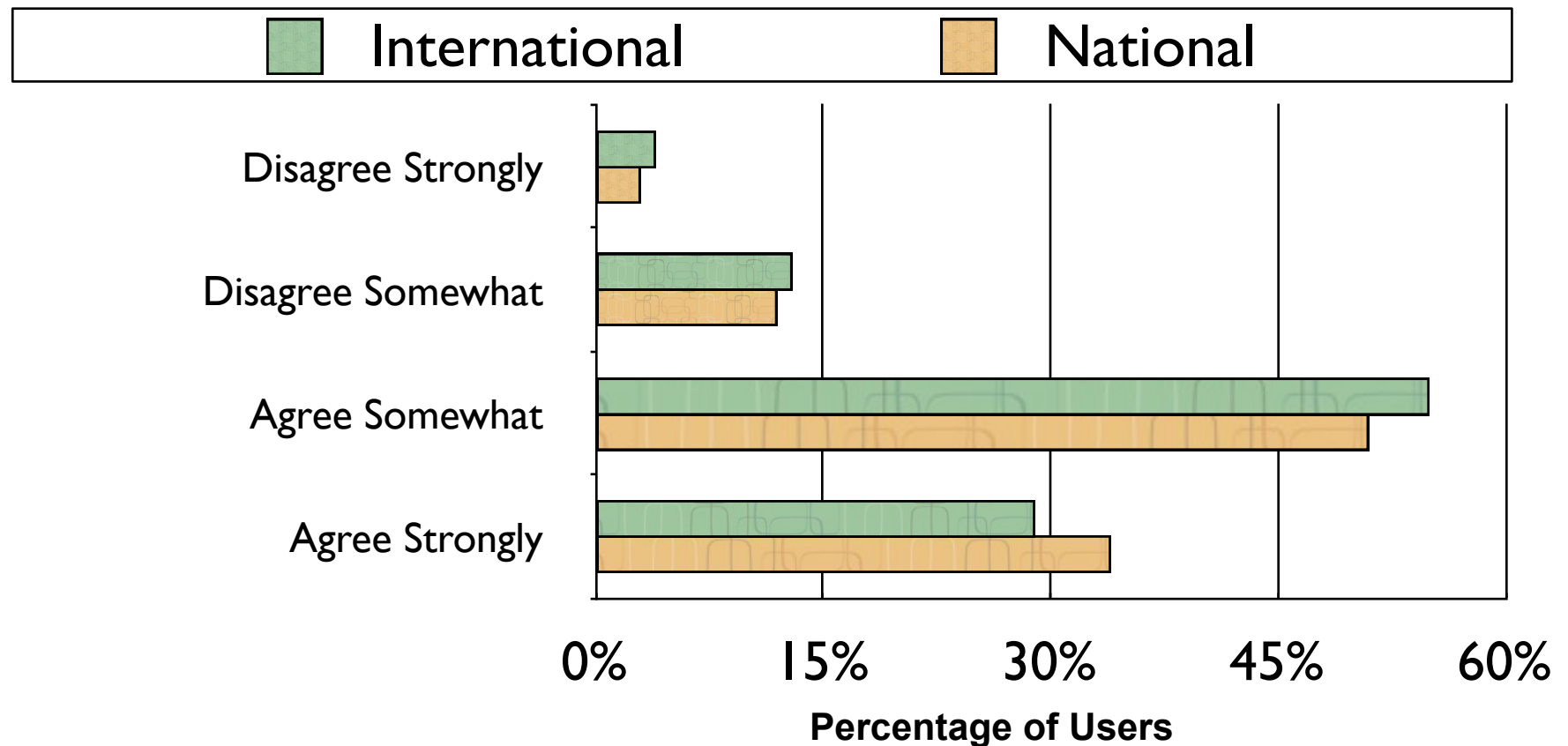
- When asked about the ease of locating the website owner of www.thecoca-colacompany.com, 71% of International users and 72% of National users agree somewhat/strongly that the process was easy.



Q12. I was able to easily find the information on the website owner of www.thecoca-colacompany.com.

Domain Owner Findability: Most agree that they trust the information found on the website owner.

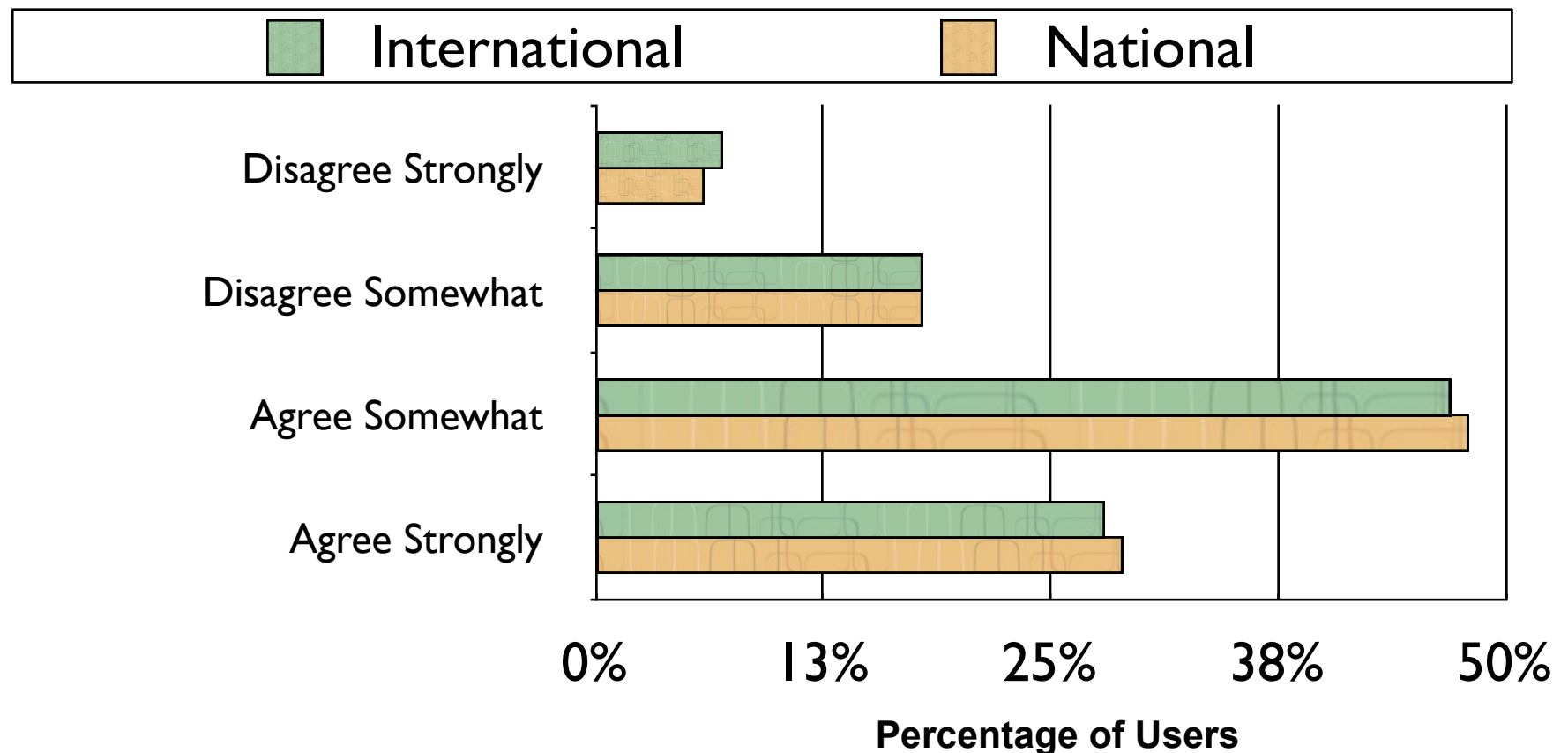
- When asked if they trust the information found on the website owner of www.thecoca-colacompany.com, 84% of International users and 85% of National users agree that the information is trustworthy.



Q13. I trust the information that I found.

Domain Owner Findability: Most agree that they feel confident they found the website owner.

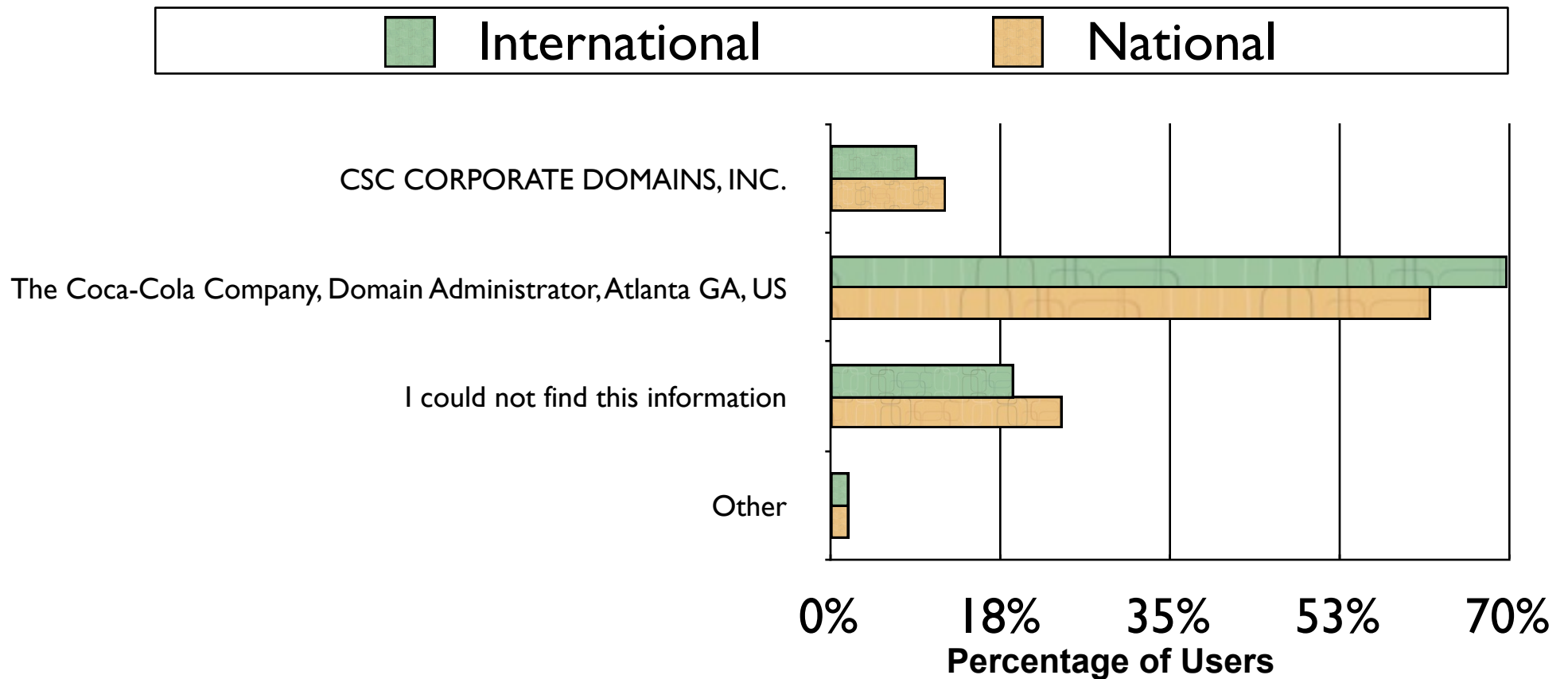
- When asked if they feel confident that they found the information they were looking for, 75% of International users and 77% of National users are confident.



Q14. I am very confident that I found what I was looking for.

Domain Owner Findability: Most correctly identified the website owner.

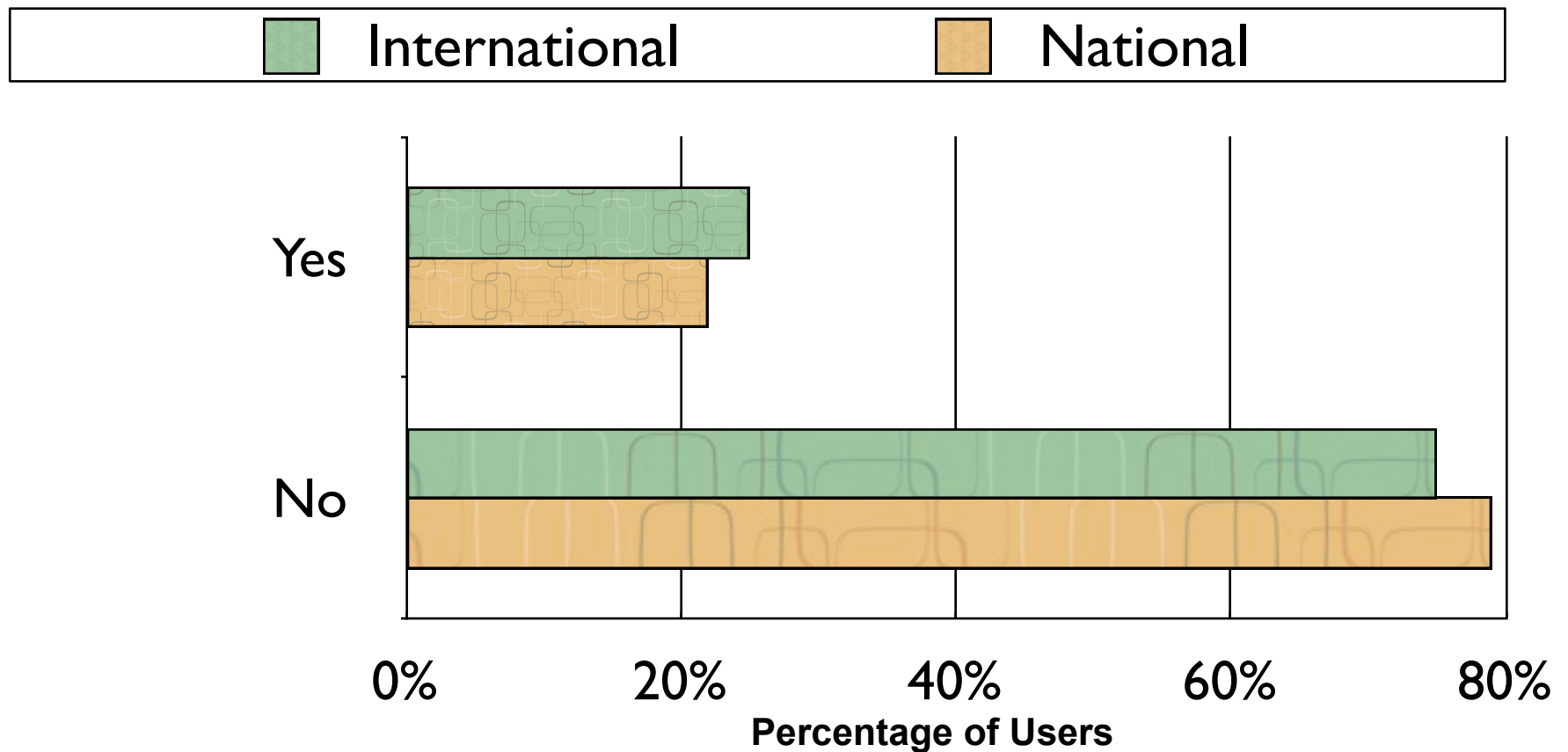
- 70% of International users and 62% of National users correctly identified The Coca-Cola Company, Domain Administrator, Atlanta GA, US as owning the website.
- While 70% of the users correctly identified the website owner, % could not find the information.



Q15. Based on the task you undertook today, who did register the website www.thecoca-colacompany.com?

WHOIS Usage: Most do not use a WHOIS look-up service when locating the website owner.

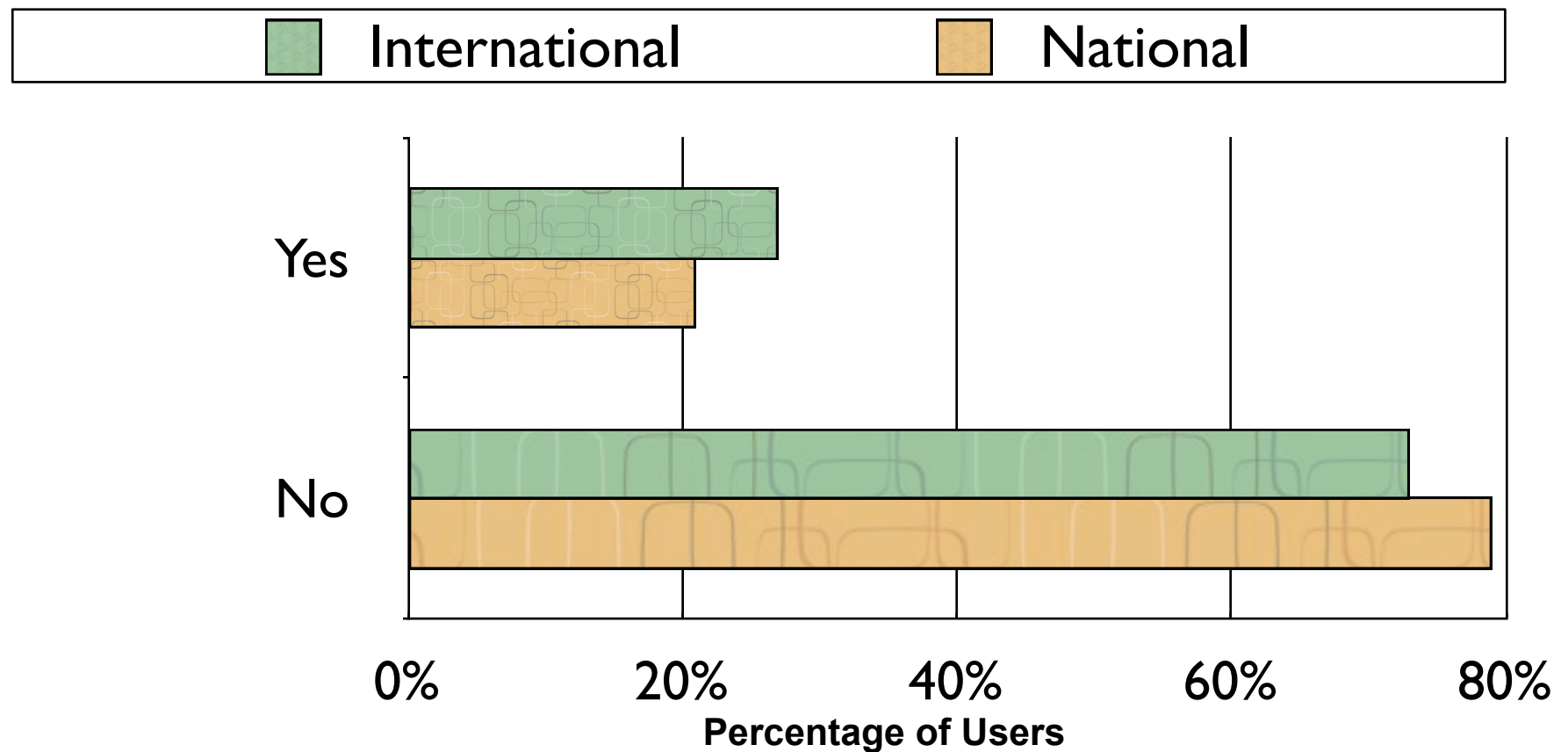
- 75% of International users and 79% of National users indicated not using or being unaware of using a WHOIS look-up service to locate the website owner of www.thecoca-colacompany.com.



Q16. Did you use a WHOIS look-up service to find this information?

WHOIS Awareness: Most were not aware of the WHOIS look-up service.

- 73% of International users and 79% of National users were not aware of the WHOIS look-up service before taking the survey.



Q17. Last question, before participating in our survey today, were you aware of the WHOIS look-up service?

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The word "Recommendations" in a green, sans-serif font, positioned to the right of the UserInsight logo and separated by a thin vertical line.

Recommendations

Recommendations

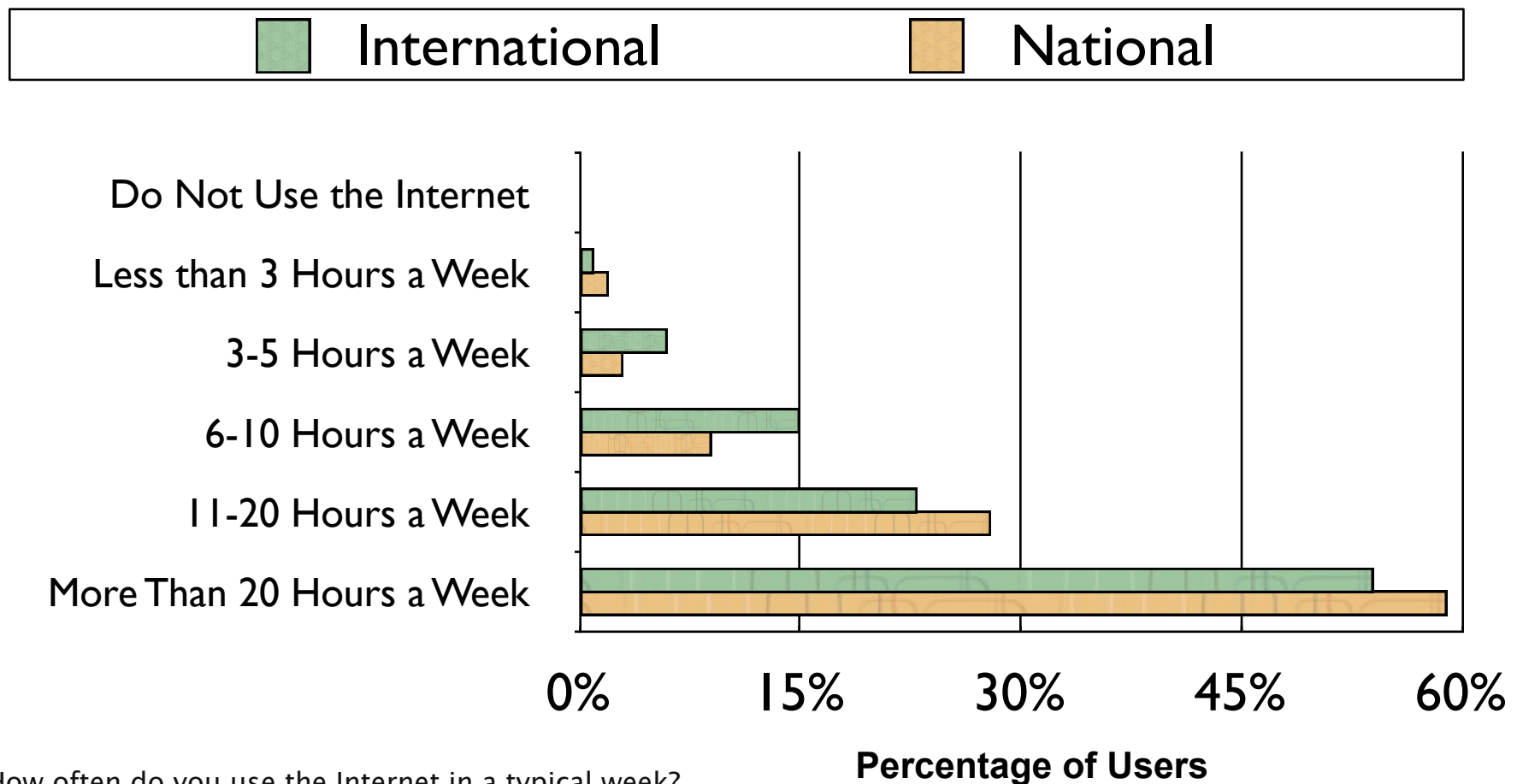
- Consider overall strategy of having domain providers maintaining and promoting WHOIS look-up service
 - Consider that WHOIS.com is the most visible web presence (first Google result)
- Consider endorsement (like VeriSign, Trust-e) of websites that conform to the ICANN policy.
- Consider conducting future research to better understand;
 - Why some users do not trust the information found
 - The impact of incomplete records on consumer trust
 - The impact of single vs. double byte characters for some International users



UserInsight® | **Appendix**

Internet Usage: Most use the Internet 20 hours a week or more.

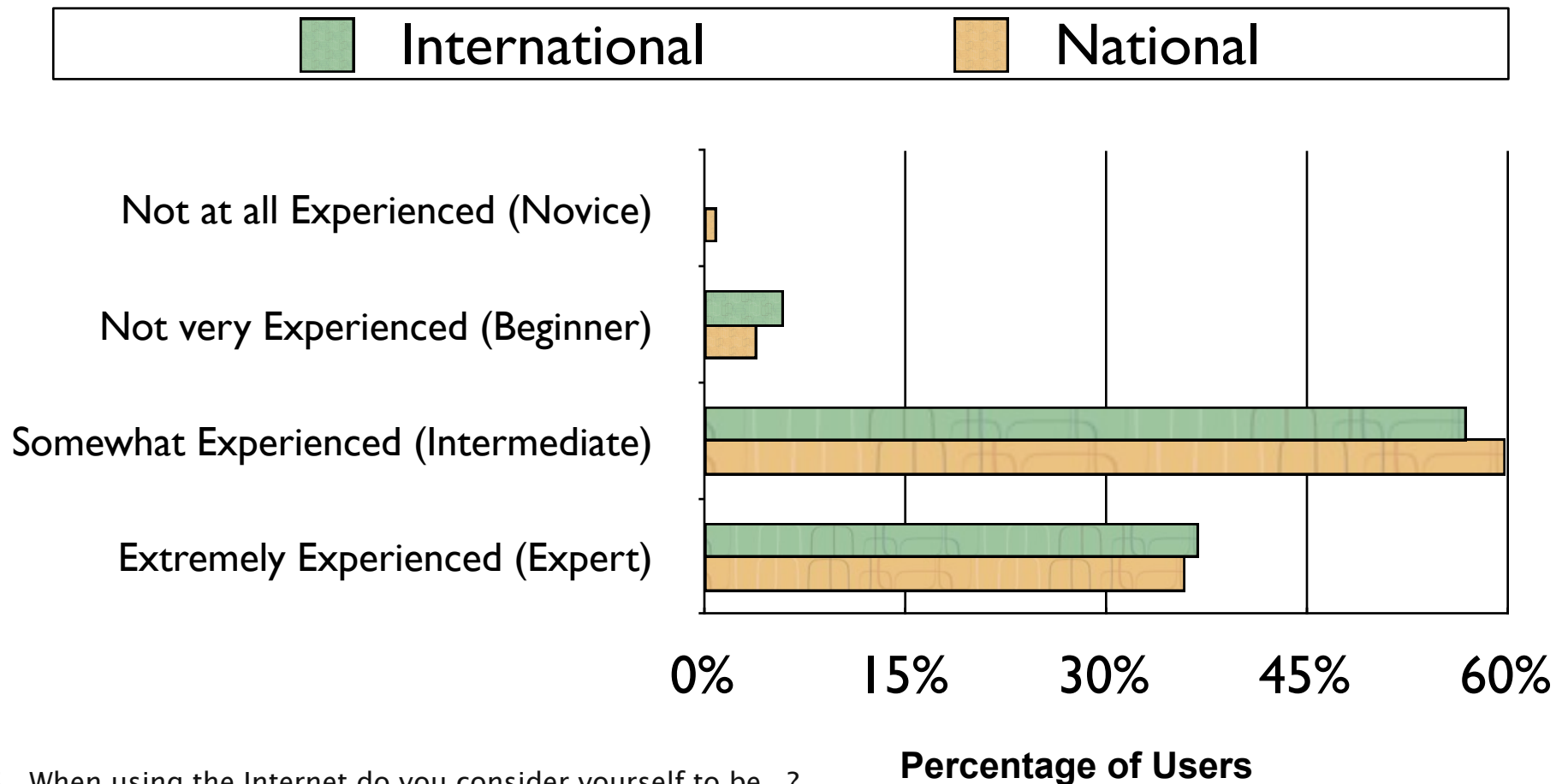
- When using the Internet 54% of International users and 59% of National users use the Internet more than 20 hours a week, followed by 23% of International users and 28% of National users that use the Internet 11 to 20 hours a week.



Q4. How often do you use the Internet in a typical week?

Internet Usage: Most consider themselves somewhat experienced using the Internet.

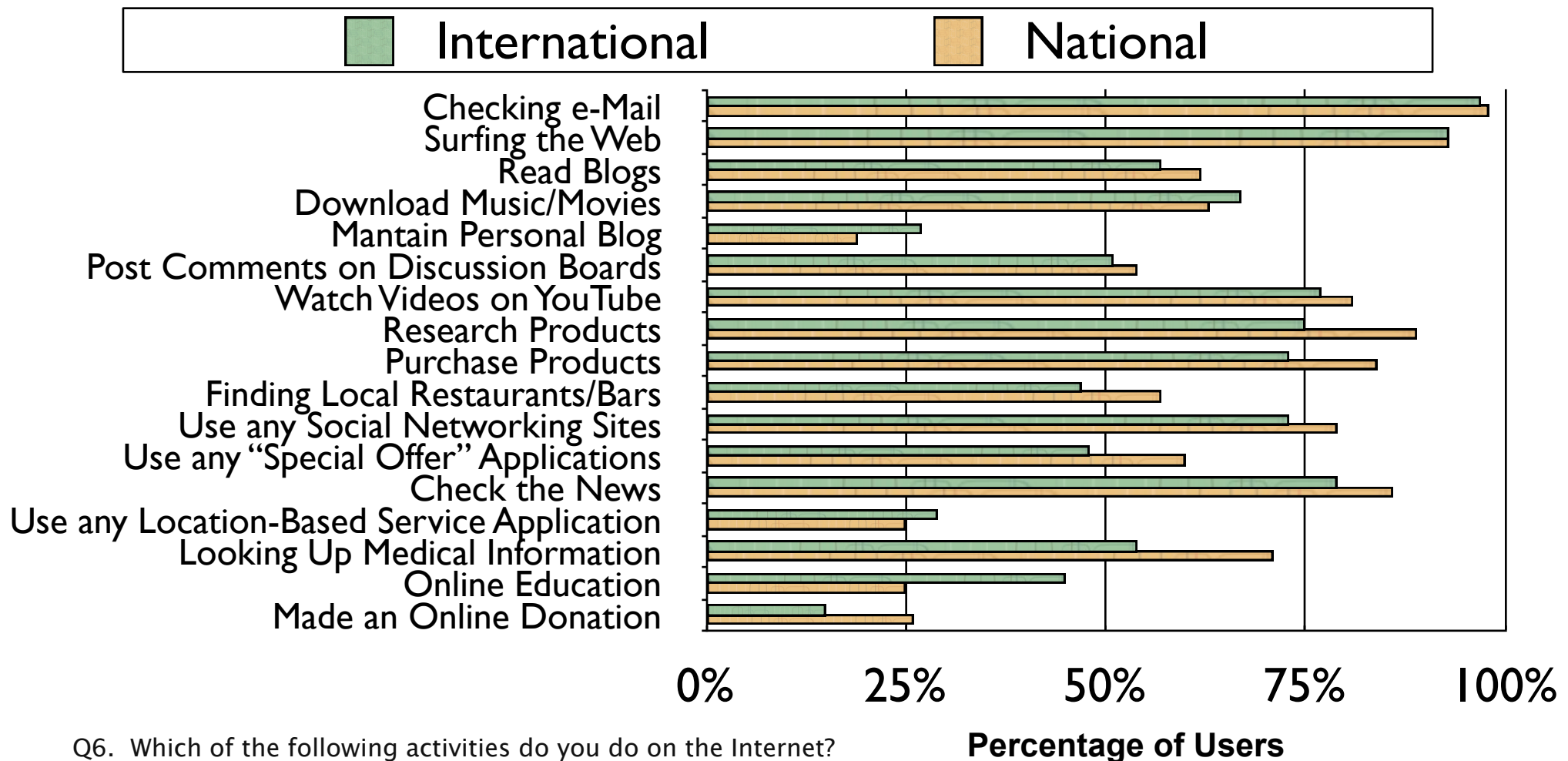
- When using the Internet 57% of International users and 60% of National users consider themselves to be somewhat experienced (intermediates), followed by 37% of International users and 36% of National users that consider themselves to be extremely experienced (experts).



Q5. When using the Internet do you consider yourself to be...?

Internet Usage: Most use the Internet primarily for checking e-Mail and surfing the Web.

- When using the Internet 97% of International users and 98% of National users use the Internet for the purpose of Checking e-Mail, followed by 93% of International and National users that use the Internet for Surfing the Web.

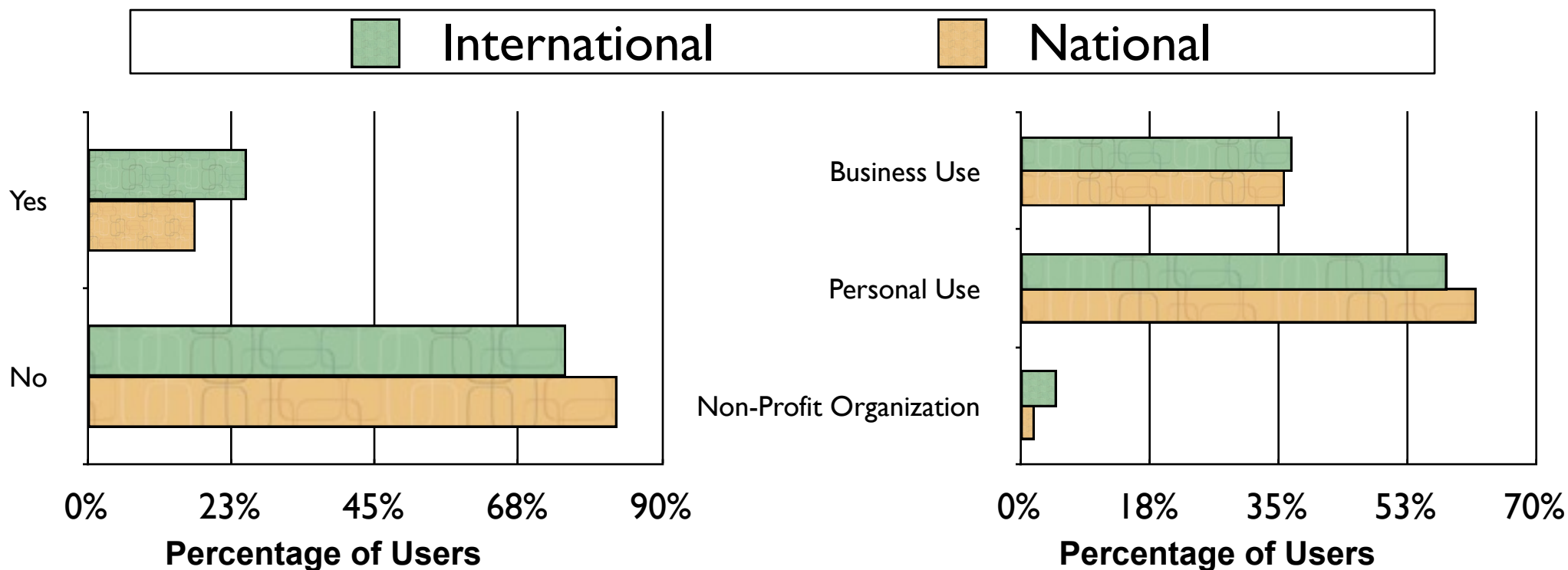


Q6. Which of the following activities do you do on the Internet?

Percentage of Users

Website Domain: Most do not own and maintain a personally registered website domain.

- 25% of International users and 17% of National users own and maintain a personally registered website domain.
- Of the users that do own a domain 58% of International users and 62% of national users have it for personal use.

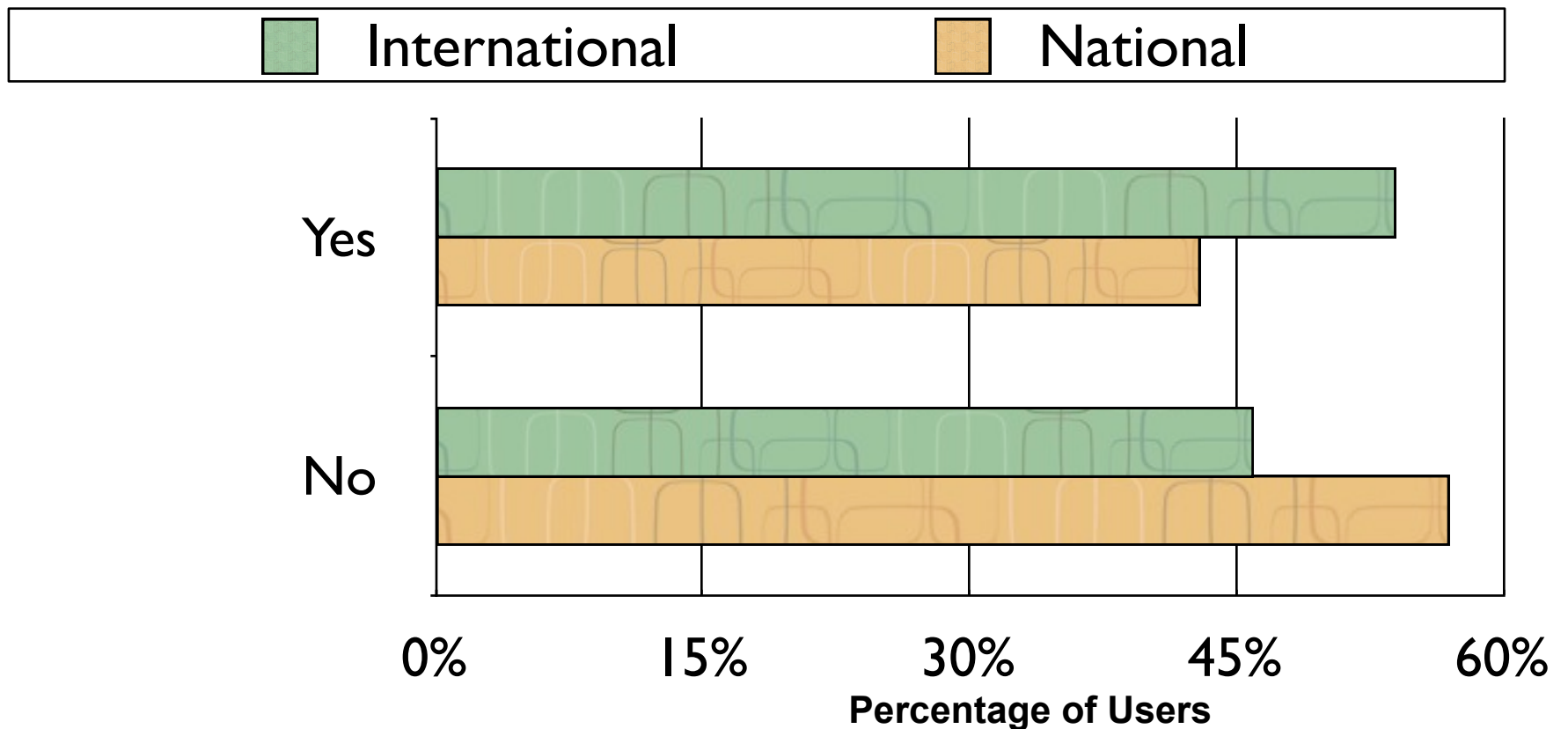


Q7. Do you own and maintain a website domain which you personally registered?

Q8. Which of the following best describes the purpose of your website?

Website Domain: Collecting personal information or having financial features through their personal website is divided.

- Of the respondents that do own a domain, 54% of International users indicate they do collect personal information or have financial transaction features through their website, however, 57% of National users indicate they do not collect personal information or have financial transaction features through their website.



Q9. Do you collect any personal information or have financial transaction features through your website?

Demographics: By Country

	<u>Total</u>	<u>USA</u>	<u>France</u>	<u>Germany</u>	<u>China</u>	<u>Australia</u>	<u>Argentina</u>	<u>India</u>	<u>Brazil</u>	<u>South Africa</u>	<u>Spain</u>
n=	1217	307	100	101	100	103	100	101	102	100	103
		A	B	C	D	E	F	G	H	I	J
Age	%	%	%	%	%	%	%	%	%	%	%
18-29	38	30	28	25	31	25	62	68	63	49	20
30-39	28	27	33	34	54	23	19	23	27	25	17
40-49	20	21	21	31	12	21	9	6	9	10	56
50-59	9	12	16	9	2	20	9	3	1	10	6
60 or Older	4	8	2	2	1	10	1	0	0	6	0
Gender											
Male	45	30	46	50	51	51	51	55	51	50	50
Female	55	70	54	50	49	49	49	45	49	50	50

Demographics: By Country

	<u>Total</u>	<u>USA</u>	<u>France</u>	<u>Germany</u>	<u>China</u>	<u>Australia</u>	<u>Argentina</u>	<u>India</u>	<u>Brazil</u>	<u>South Africa</u>	<u>Spain</u>
n=	1217	307	100	101	100	103	100	101	102	100	103
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	<u>H</u>	<u>I</u>	<u>J</u>
<u>Line of Work</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Banking/Finance	5	1	0	3	8	0	9	13	4	14	1
Broadcasting/ Publishing	0	0	0	0	1	0	1	1	1	0	0
Food Manufacturer	1	1	2	1	0	2	2	0	1	3	4
Food and Beverage Services	2	1	1	1	1	2	2	5	3	2	5
Grocery/Food Distribution	1	0	4	2	0	0	4	0	0	1	2
Retail/Fashion	3	3	6	1	1	4	5	0	8	5	1
Marketing/ Marketing Research	2	0	1	0	2	0	3	11	3	3	1
Advertising	2	1	1	2	1	0	6	2	1	1	3
Telecommunications	2	1	1	1	0	2	6	5	4	3	2
Information Technology	10	4	4	4	7	9	13	34	15	22	1
None of these/Other	72	88	80	85	79	81	49	30	62	46	80

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