

# How Radix's New gTLDs Fare with Consumers

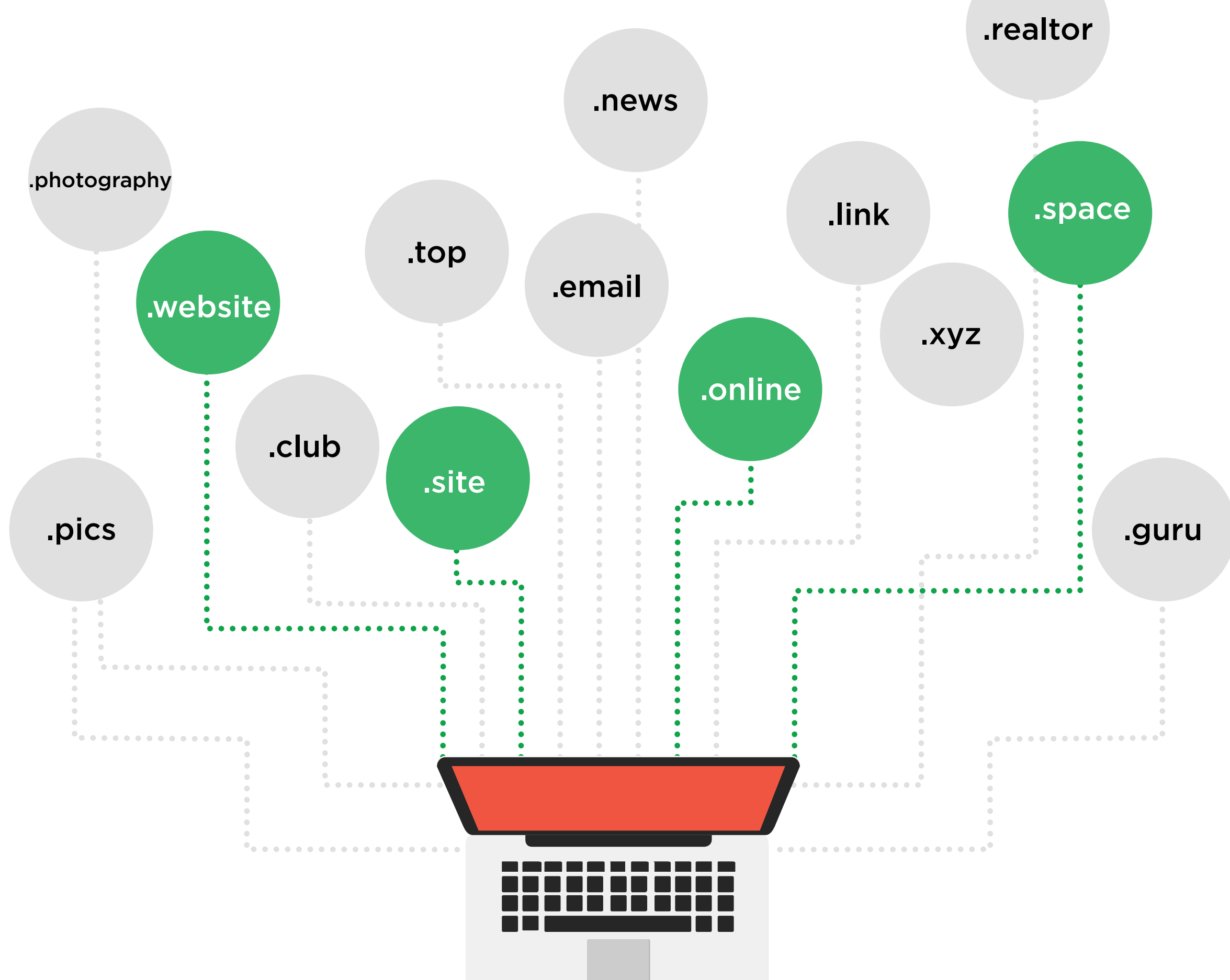


Surveyed users were aware of at least 1 of the new gTLDs presented

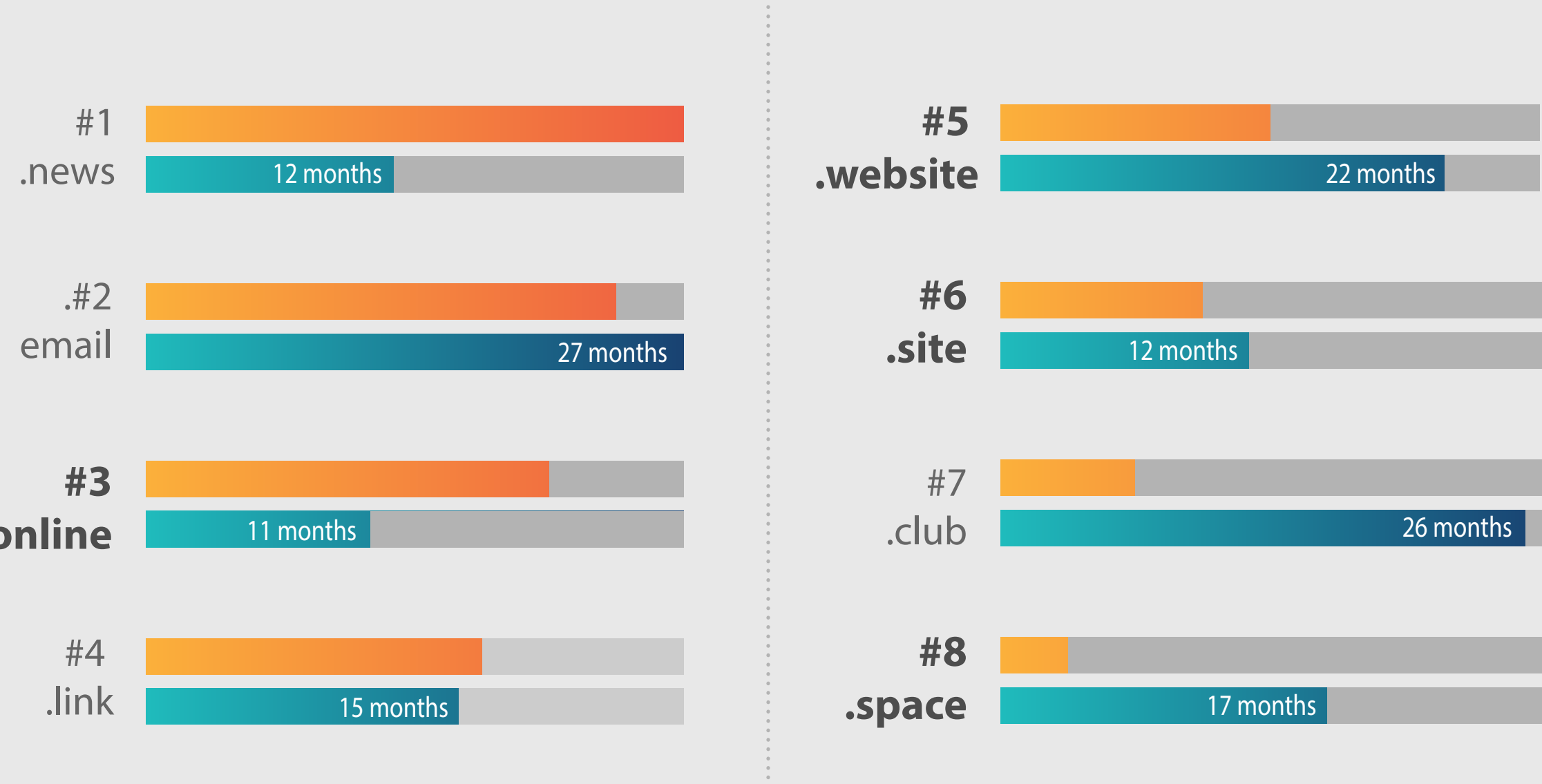


7 out of 10 New-gTLD-aware consumers have visited a site on a new gTLD

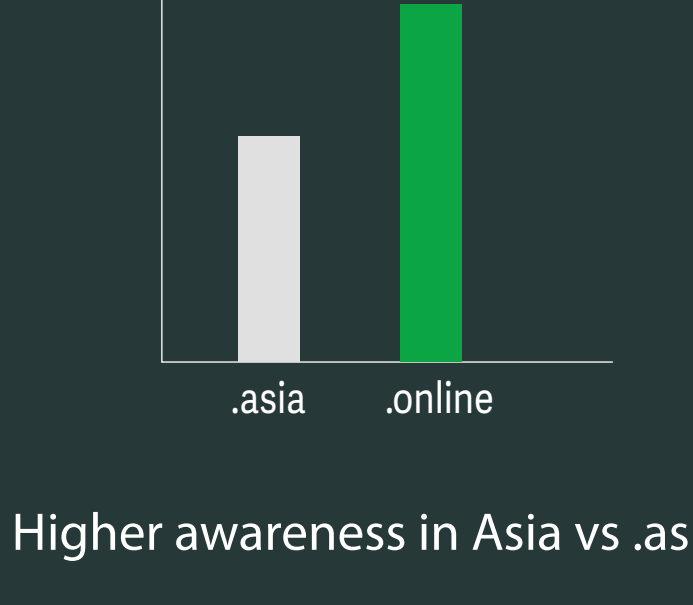
## New gTLDs Included in the Survey



## New gTLDs Consumers are Most Aware of



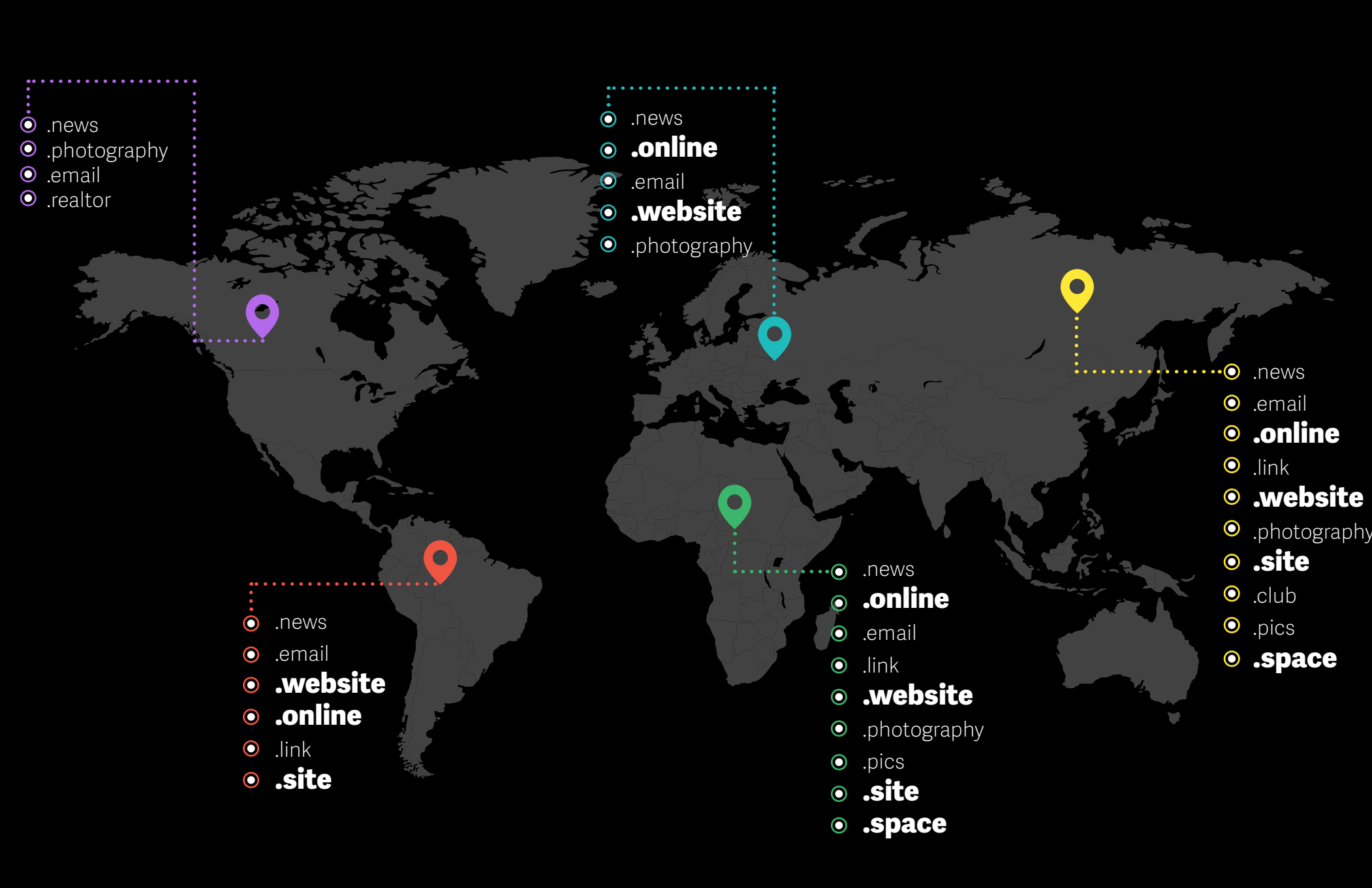
## .online | Consumer Awareness & Visits



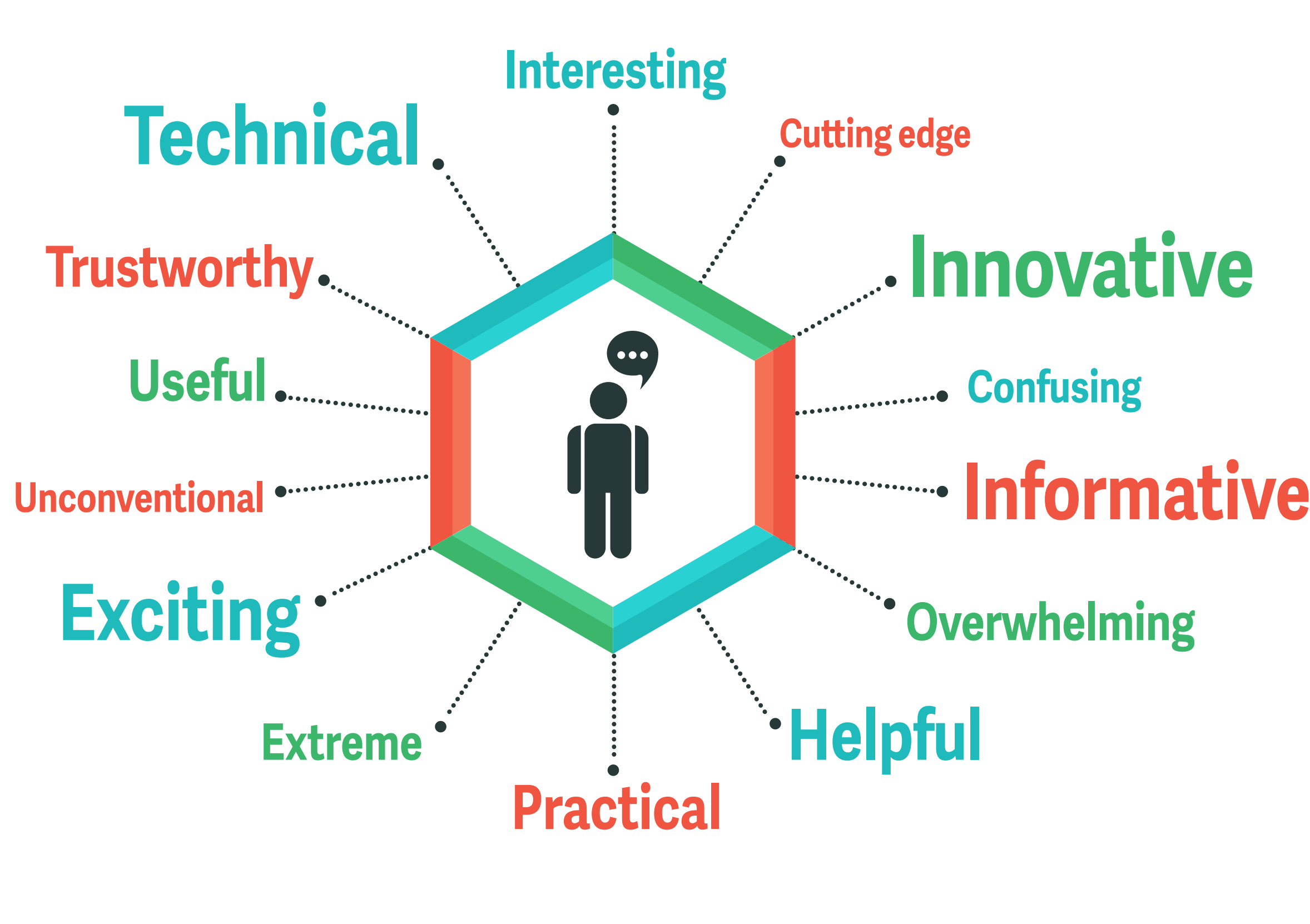
## .website | Consumer Awareness



## Which new gTLDs do Consumers Trust the most?\*



## Image Perceptions of New gTLDs



Source: ICANN Global Consumer Research Wave 2 - June 2016  
 14 new gTLDs included in this survey- .online, .site, .website, .space, .news, .xyz, .club, .pics, .top, .email, .photography, .link, .guru, .realtor

\*consumers have the highest level of awareness for the gTLD in the mentioned geographies  
 \*\*50% or more rated extension Very/Somewhat Trustworthy