

# EURid 2015 .EU AWARENESS SURVEY

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Thousands of **.eu** domain names are registered in Europe on a daily basis with a total of nearly **4 million** names supplying services and content in Europe and around the world.

In May 2015, EURid commissioned Amárach Research to evaluate consumer awareness and use of .eu domain names. The aim was to monitor the rate of adoption since earlier studies and to identify opportunities to encourage further adoption. This report summarises the key findings from a survey of over 4.900 internet users in 27 countries (approximately 200 per country).



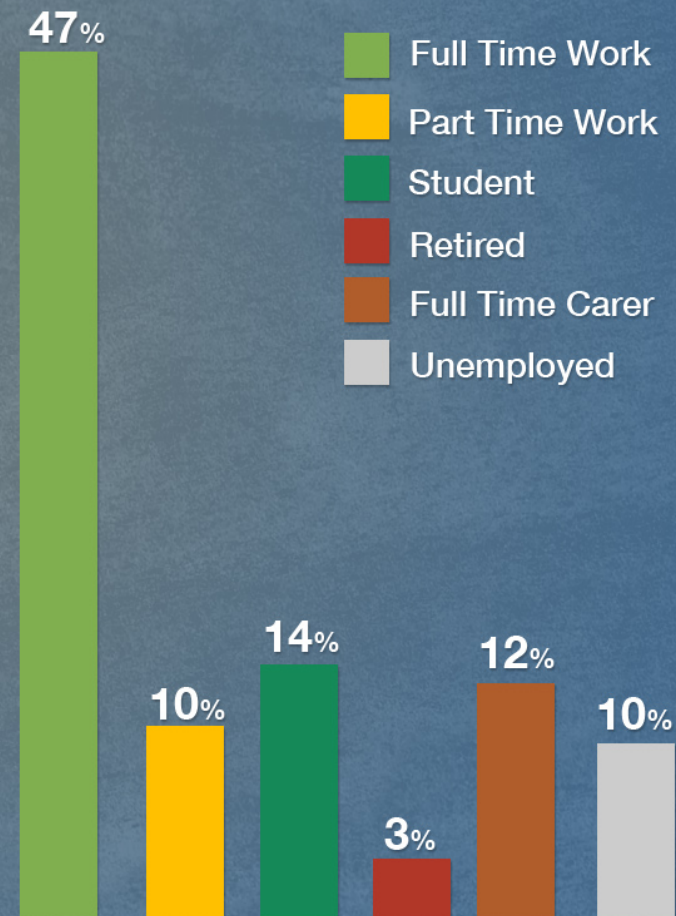
# METHODOLOGY

The report examines the findings from the survey in terms of Knowledge, Adoption and Intentions, subsequently identifying a number of emerging themes revealed in this year's study.

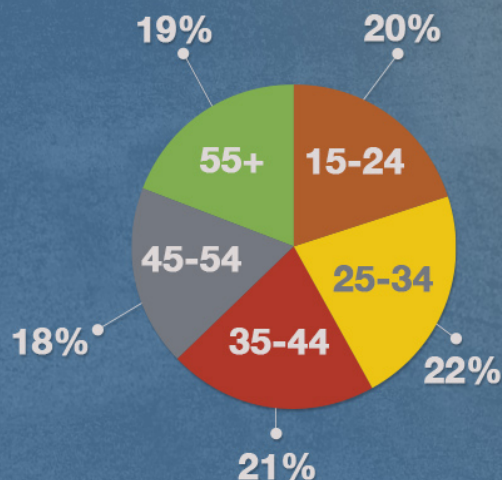
## Gender



## Employment status



## Age



**4900**  
INTERNET  
USERS



**27**  
COUNTRIES





# AWARENESS AND KNOWLEDGE

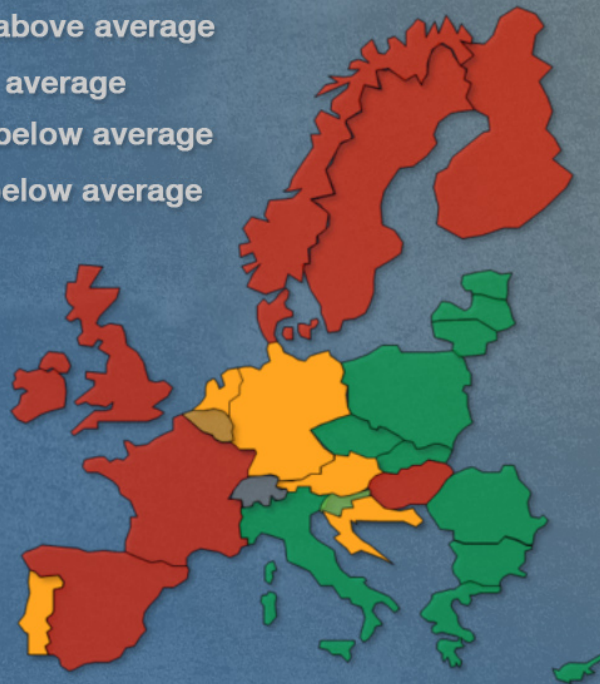
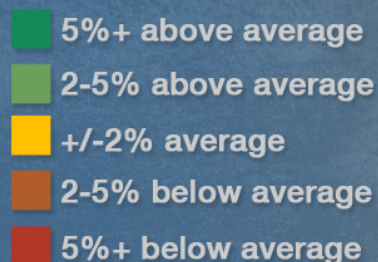


Since 2010 the awareness of the .eu TLD has increased from **56%** up to **67%**.

While awareness is generally high in most countries, the chart shows that countries in Central and Eastern Europe have the highest awareness, along with Italy. Notably, countries such as Croatia, Poland and Italy have experienced strong growth in .eu domain name registrations.

## General awareness of .eu TLD:

2015



Despite the relatively high awareness of .eu domain names and extensions, the general knowledge about the eligibility and how to get a .eu domain name are areas with potential for development.

### > Know how to get .eu

Estonia  
Poland  
Italy  
Bulgaria  
Germany

### > Top 5

36%  
35%  
33%  
33%  
32%

### > Know how to get .eu

Hungary  
UK  
Belgium  
Finland  
Norway

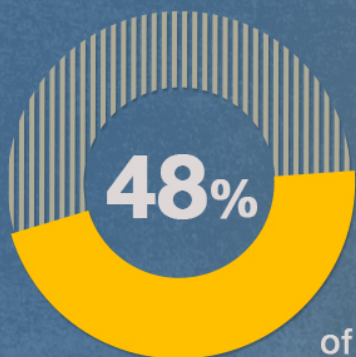
### > Bottom 5

19%  
19%  
16%  
16%  
16%



# EXPOSURE TO .EU EXTENSION VIA ADVERTISING

*The presence of .eu in various advertisement platforms reveals that .eu is most noticeable primarily in the Baltic States and Eastern Europe.*



of the consumer group had seen an advertisement with .eu on TV or Radio commercials or printed magazines.

“

*The majority of Europeans have seen .eu in use*

”

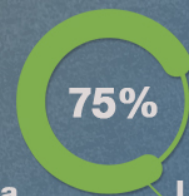
## TOP 3 EXPOSED TO .EU



Estonia



Bulgaria



Lithuania

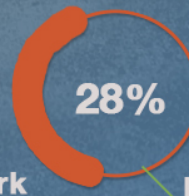
## BOTTOM 3 EXPOSED TO .EU



UK



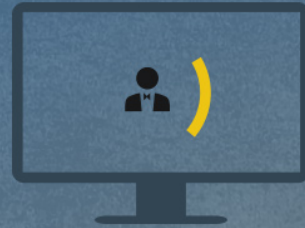
Denmark



Norway



# ADOPTION



**1 in 10** European domain owners have a **.eu**

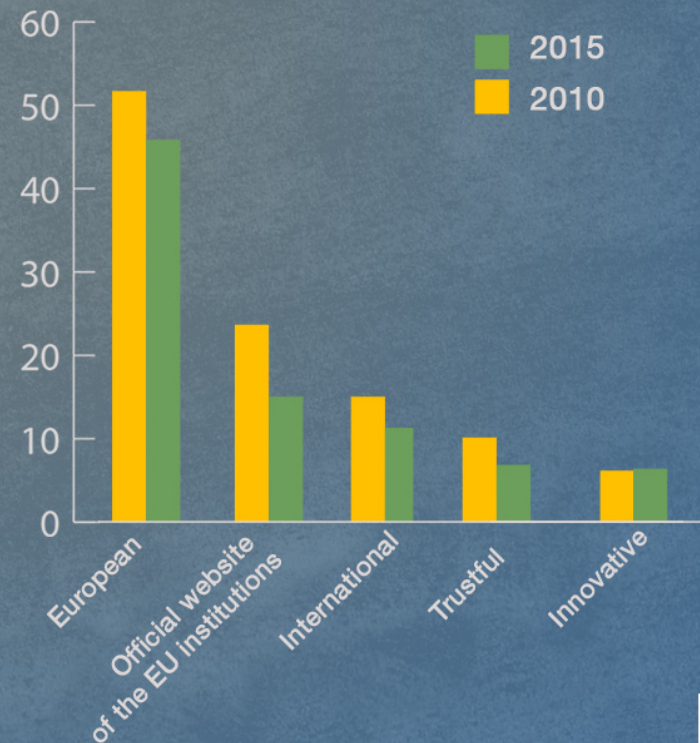
*In comparison to other domain extensions, .eu placed third by increasing its share from 0% to 9% between 2010 and 2015. When comparing national scales the proportion of .eu domain ownerships is highest in Estonia and Hungary with 35% and 24%, respectively. Furthermore, Poland, Bulgaria and Slovakia are in the third place with 18% .eu domain names compared to other extensions.*

## TOP 10 .EU PROFESSIONAL USERS

FRANCE  
ROMANIA  
ESTONIA  
AUSTRIA  
SPAIN  
PORTUGAL  
SLOVAKIA  
UK  
BELGIUM  
ITALY

## ASSOCIATIONS WITH .EU DOMAIN

The fact that the .eu extension is increasingly associated with professional and commercial activities may well trigger a competitive wave of registrations as users seek to maximise their credibility with other European consumers.





# INTENTIONS



*A majority will use .eu extension in the future*



*According to the survey, nearly one in four European internet users are planning a domain name registration in the next 12 months. This is an 8% increase compared to the year 2010 intention rate.*

## INTENTION TO REGISTER A .EU DOMAIN NAME

On a national level 75% of internet users in France are most likely to register .eu within the next 12 months, followed by Germany, Belgium and the UK with intention levels above 60%. The Nordic countries are a little behind the average at about 4 in 10 users.

- 5%+ above average
- 2-5% above average
- +/-2% average
- 2-5% below average
- 5%+ below average



## INTENTION TO REGISTER A DOMAIN NAME

Italy, Greece and Poland have the highest intention levels compared to other countries. The Nordic countries, UK and Ireland are below average when it comes to intention levels.

### > Intention to Register a Domain Name

#### Top 10

Italy	43%
Greece	38%
Poland	34%
Romania	32%
France	29%
Spain	29%
Portugal	27%
Croatia	27%
Bulgaria	26%
Cyprus	26%