

Survey question

.au Domain Administration Ltd (auDA) is the policy authority and industry self-regulatory body for .au domain names.

Currently, all .au domain names must be registered under a second level domain – for example, yourname.**com.au** OR yourname.**org.au** OR yourname.**net.au** and so on.

auDA is considering introducing changes which would allow people to register directly under **.au** – for example, yourname.**au**.

If you had the choice to register a domain name directly under .au – for example, yourname.**au** – how likely would you be to do so?

Headline results

	General public (2684 responses)	Registry database (1633 responses)	Combined (4317 responses)
Very Likely	15%	35%	23%
Likely	39%	33%	37%
TOTAL LIKELY	54%	68%	60%
Unlikely	27%	21%	25%
Very Unlikely	19%	11%	15%
TOTAL UNLIKELY	46%	32%	40%

General Public responses

Total	2684	100%
Very Likely	409	15%
Likely	1045	39%
Unlikely	731	27%
Very Unlikely	499	19%

Total	Male (1327)	Female (1357)
Very Likely	18%	13%
Likely	41%	37%
Unlikely	24%	30%
Very Unlikely	18%	20%

Age Group	Total	Very Likely	Likely	Unlikely	Very Unlikely
18-24	328	12%	45%	29%	13%
25-29	246	21%	46%	25%	8%
30-34	236	26%	41%	27%	5%
35-39	247	17%	47%	23%	12%
40-44	251	18%	48%	22%	12%
45-49	245	12%	40%	31%	18%
50-54	235	40%	39%	31%	22%
55-59	211	17%	28%	22%	27%
60-64	196	14%	33%	31%	26%
65+	490	10%	28%	31%	33%

BOARD - IN - CONFIDENCE

Location	Total	Very Likely	Likely	Unlikely	Very Unlikely
Sydney	537	20%	40%	26%	14%
Rest NSW	322	11%	37%	31%	21%
Melbourne	510	18%	43%	26%	13%
Rest VIC	161	12%	37%	29%	22%
Brisbane	268	16%	37%	26%	21%
Rest QLD	295	11%	34%	32%	23%
Adelaide	134	18%	47%	20%	16%
Rest SA	54	13%	37%	22%	29%
Perth	215	17%	38%	26%	19%
Rest WA	54	8%	36%	27%	30%
TAS	54	9%	37%	25%	29%
ACT	54	9%	40%	46%	25%
NT	27	8%	20%	22%	29%

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Registry database responses

Total	1633 (of 97000 surveyed)	100%
Very Likely	578	35%
Likely	533	33%
Unlikely	349	21%
Very Unlikely	173	11%

Total	Male (1345)	Female (288)
Very Likely	37%	30%
Likely	32%	35%
Unlikely	20%	28%
Very Unlikely	11%	7%

2LD	Total	Very Likely	Likely	Unlikely	Very Unlikely
com.au	1298	467 36%	424 33%	277 21%	130 10%
net.au	101	40 40%	30 30%	16 16%	15 15%
org.au	110	30 27%	33 30%	31 28%	16 15%
id.au	111	36 32%	44 40%	20 18%	11 10%
asn.au	13	5 38%	2 15%	5 38%	1 8%

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Age Group	Total	Very Likely	Likely	Unlikely	Very Unlikely
18-24	43	26%	47%	19%	9%
25-29	66	33%	32%	20%	15%
30-34	131	38%	29%	17%	16%
35-39	147	35%	35%	17%	13%
40-44	191	47%	25%	21%	8%
45-49	204	34%	39%	21%	6%
50-54	239	36%	33%	23%	9%
55-59	199	30%	28%	23%	10%
60-64	189	40%	38%	24%	9%
65+	224	29%	32%	24%	15%

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Location	Total	Very Likely	Likely	Unlikely	Very Unlikely
Sydney	329	35%	32%	23%	10%
Rest NSW	175	35%	37%	19%	8%
Melbourne	350	31%	31%	25%	13%
Rest VIC	96	35%	34%	17%	14%
Brisbane	180	37%	35%	17%	11%
Rest QLD	146	42%	29%	15%	13%
Adelaide	78	42%	36%	19%	3%
Rest SA	18	39%	28%	33%	0%
Perth	137	38%	26%	24%	12%
Rest WA	25	28%	40%	24%	8%
TAS	34	35%	29%	24%	12%
ACT	55	29%	44%	18%	9%
NT	10	30%	20%	40%	10%

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