

YouGov Domain Suffix Trust

Sample size: 1,983 GB adults

Fieldwork: 8th - 9th March 2018

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about when you are visiting websites online...

How often, if at all, would you say you encounter websites which end in each of the following web addresses? (Please select one option on each row)

.com										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	26%	29%	23%	49%	41%	32%	21%	13%	28%	24%
Often	55%	55%	54%	40%	46%	48%	59%	64%	57%	52%
Sometimes	12%	9%	15%	8%	6%	13%	10%	16%	11%	14%
Rarely	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%
Never	2%	2%	2%	-	2%	2%	3%	1%	1%	3%
Don't know	4%	4%	4%	2%	3%	3%	4%	5%	3%	5%
.co.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	25%	24%	26%	43%	36%	30%	27%	13%	25%	25%
Often	60%	62%	59%	49%	50%	58%	59%	69%	62%	58%
Sometimes	9%	8%	10%	6%	8%	6%	9%	12%	8%	11%
Rarely	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Never	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Don't know	3%	4%	3%	1%	4%	4%	3%	4%	3%	4%
.net										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	2%	2%	2%	1%	4%	3%	3%	1%	3%	2%
Often	18%	22%	15%	17%	12%	18%	17%	21%	21%	15%
Sometimes	37%	39%	35%	33%	38%	37%	35%	38%	37%	36%
Rarely	24%	23%	25%	33%	29%	28%	25%	18%	26%	22%
Never	10%	7%	13%	11%	12%	9%	9%	11%	8%	14%
Don't know	9%	7%	10%	5%	6%	6%	11%	11%	6%	12%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.co										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	3%	4%	3%	3%	3%	4%	4%	3%	4%	3%
Often	19%	19%	19%	16%	9%	20%	20%	23%	18%	20%
Sometimes	16%	17%	16%	18%	11%	12%	16%	20%	17%	16%
Rarely	19%	22%	15%	22%	29%	21%	18%	12%	21%	15%
Never	29%	27%	31%	30%	35%	32%	27%	26%	29%	30%
Don't know	14%	12%	16%	9%	13%	11%	14%	17%	12%	16%
.org.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	3%	3%	3%	4%	4%	4%	4%	2%	4%	2%
Often	31%	29%	33%	28%	33%	31%	27%	34%	35%	26%
Sometimes	43%	43%	42%	42%	40%	41%	43%	44%	42%	43%
Rarely	14%	15%	13%	18%	13%	17%	16%	10%	12%	16%
Never	4%	4%	5%	4%	5%	4%	4%	4%	3%	6%
Don't know	5%	5%	4%	4%	4%	3%	6%	6%	3%	7%
.io										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	0%	0%	0%	-	1%	-	-	-	0%	-
Often	1%	2%	1%	2%	2%	2%	1%	0%	1%	1%
Sometimes	4%	6%	2%	10%	7%	6%	2%	1%	4%	4%
Rarely	14%	19%	10%	24%	21%	17%	11%	10%	17%	11%
Never	64%	60%	68%	54%	57%	64%	69%	67%	63%	65%
Don't know	16%	13%	19%	9%	12%	11%	17%	22%	14%	19%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.biz										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	0%	0%	0%	0%	1%	0%	1%	-	0%	0%
Often	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%
Sometimes	6%	7%	5%	4%	5%	7%	8%	6%	7%	5%
Rarely	27%	32%	22%	26%	33%	37%	28%	20%	30%	23%
Never	52%	47%	56%	57%	51%	45%	49%	55%	49%	56%
Don't know	14%	12%	15%	11%	9%	9%	14%	18%	13%	15%
.info										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%
Often	4%	5%	4%	4%	3%	4%	4%	5%	5%	4%
Sometimes	18%	21%	15%	25%	17%	18%	17%	16%	18%	17%
Rarely	30%	32%	28%	35%	39%	38%	28%	22%	34%	24%
Never	32%	29%	35%	27%	29%	29%	33%	36%	30%	36%
Don't know	15%	13%	18%	9%	10%	10%	16%	21%	13%	19%
.mobi										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	0%	0%	0%	1%	0%	0%	-	-	0%	0%
Often	1%	1%	1%	2%	2%	2%	0%	-	1%	1%
Sometimes	4%	5%	3%	4%	7%	7%	2%	2%	4%	3%
Rarely	16%	20%	11%	22%	21%	19%	14%	11%	18%	12%
Never	66%	62%	71%	66%	62%	62%	67%	70%	65%	68%
Don't know	13%	11%	15%	5%	8%	11%	17%	17%	11%	16%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.gov.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	5%	5%	5%	5%	7%	6%	5%	3%	6%	4%
Often	35%	35%	35%	36%	36%	35%	32%	35%	38%	32%
Sometimes	46%	46%	46%	39%	41%	42%	50%	51%	45%	48%
Rarely	9%	9%	9%	15%	8%	11%	8%	6%	8%	9%
Never	2%	2%	2%	2%	4%	2%	1%	1%	1%	3%
Don't know	3%	3%	4%	3%	3%	4%	3%	3%	3%	4%
.ac.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	3%	3%	3%	13%	5%	2%	2%	0%	4%	2%
Often	13%	12%	13%	32%	17%	12%	10%	8%	17%	7%
Sometimes	21%	21%	21%	27%	23%	25%	22%	17%	25%	16%
Rarely	21%	23%	19%	12%	25%	27%	22%	18%	22%	19%
Never	30%	30%	30%	12%	22%	26%	32%	39%	22%	41%
Don't know	12%	11%	13%	4%	8%	8%	11%	18%	9%	15%
.tv										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Always	0%	0%	0%	0%	0%	-	0%	-	0%	0%
Often	2%	3%	2%	4%	2%	3%	2%	2%	2%	3%
Sometimes	14%	17%	11%	20%	18%	17%	13%	10%	15%	13%
Rarely	31%	36%	26%	37%	37%	39%	31%	23%	33%	28%
Never	40%	34%	46%	32%	34%	34%	40%	48%	39%	41%
Don't know	13%	11%	15%	7%	9%	8%	14%	18%	11%	15%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Please imagine you came across each of the following web addresses whilst you were online...

To what extent would you trust or distrust a website which ended with each of the following?

.com										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	25%	21%	28%	32%	29%	22%	22%	23%	24%	25%
Trust a little	36%	34%	37%	37%	32%	41%	35%	35%	37%	34%
Neither trust nor distrust	29%	34%	25%	23%	31%	25%	30%	32%	29%	30%
Distrust a little	3%	2%	3%	3%	2%	2%	2%	3%	3%	2%
Distrust a lot	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	7%	8%	6%	4%	6%	9%	9%	6%	6%	8%
.co.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	34%	29%	38%	43%	36%	31%	31%	32%	33%	34%
Trust a little	35%	35%	35%	34%	34%	37%	33%	35%	36%	33%
Neither trust nor distrust	24%	28%	20%	18%	25%	22%	26%	26%	24%	24%
Distrust a little	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%
Distrust a lot	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%
Don't know	6%	7%	5%	3%	4%	8%	9%	5%	6%	7%
.net										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	6%	6%	6%	4%	6%	6%	6%	7%	6%	6%
Trust a little	26%	26%	26%	30%	24%	32%	21%	24%	28%	22%
Neither trust nor distrust	40%	43%	36%	36%	41%	37%	41%	41%	39%	40%
Distrust a little	10%	9%	11%	10%	13%	11%	9%	9%	11%	9%
Distrust a lot	4%	3%	5%	8%	5%	2%	4%	4%	4%	5%
Don't know	15%	13%	16%	13%	11%	12%	19%	16%	12%	18%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.co										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	4%	3%	4%	2%	2%	4%	4%	5%	3%	5%
Trust a little	14%	14%	14%	13%	11%	13%	14%	16%	14%	14%
Neither trust nor distrust	33%	37%	30%	29%	30%	35%	35%	34%	32%	36%
Distrust a little	16%	16%	16%	26%	27%	14%	13%	11%	19%	12%
Distrust a lot	12%	11%	14%	11%	16%	13%	10%	13%	13%	12%
Don't know	20%	19%	22%	19%	15%	21%	24%	21%	19%	22%
.org.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	28%	24%	31%	34%	27%	27%	23%	28%	31%	23%
Trust a little	37%	37%	38%	43%	38%	40%	35%	36%	39%	36%
Neither trust nor distrust	23%	28%	19%	13%	25%	21%	27%	24%	20%	27%
Distrust a little	3%	3%	3%	2%	3%	1%	2%	4%	2%	3%
Distrust a lot	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	8%	8%	8%	6%	7%	10%	12%	7%	7%	10%
.io										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	1%	1%	1%	-	2%	1%	0%	0%	1%	1%
Trust a little	3%	3%	2%	4%	4%	7%	1%	1%	2%	3%
Neither trust nor distrust	24%	28%	19%	20%	31%	26%	24%	21%	23%	25%
Distrust a little	19%	18%	19%	32%	18%	16%	19%	17%	21%	15%
Distrust a lot	23%	20%	25%	20%	25%	20%	20%	25%	24%	21%
Don't know	32%	29%	34%	24%	20%	30%	37%	37%	29%	35%

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	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.biz										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Trust a little	4%	4%	3%	3%	6%	6%	4%	2%	4%	3%
Neither trust nor distrust	28%	32%	23%	18%	29%	32%	31%	26%	26%	30%
Distrust a little	23%	23%	24%	30%	27%	25%	20%	21%	26%	20%
Distrust a lot	21%	18%	23%	28%	24%	16%	17%	21%	23%	18%
Don't know	24%	22%	26%	20%	15%	20%	27%	29%	21%	28%
.info										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	3%	1%	4%	4%	2%	3%	2%	3%	3%	2%
Trust a little	15%	17%	14%	26%	15%	18%	12%	12%	15%	15%
Neither trust nor distrust	39%	44%	33%	29%	46%	38%	40%	38%	39%	39%
Distrust a little	14%	11%	17%	20%	18%	15%	13%	11%	17%	11%
Distrust a lot	9%	7%	10%	7%	6%	6%	7%	12%	8%	10%
Don't know	21%	19%	23%	14%	13%	19%	25%	25%	19%	24%
.mobi										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	0%	0%	0%	1%	-	0%	0%	0%	0%	0%
Trust a little	2%	2%	2%	2%	4%	5%	2%	1%	2%	2%
Neither trust nor distrust	24%	28%	20%	16%	29%	28%	27%	22%	22%	27%
Distrust a little	20%	21%	20%	32%	22%	20%	18%	17%	24%	15%
Distrust a lot	24%	21%	27%	26%	27%	21%	19%	25%	24%	23%
Don't know	30%	28%	31%	23%	19%	27%	34%	35%	27%	33%

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Sample size: 1,983 GB adults

Fieldwork: 8th - 9th March 2018

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
.gov.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	53%	51%	56%	68%	55%	50%	49%	52%	59%	46%
Trust a little	27%	25%	28%	20%	25%	29%	26%	28%	23%	31%
Neither trust nor distrust	13%	16%	10%	5%	14%	11%	15%	14%	12%	14%
Distrust a little	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%
Distrust a lot	1%	2%	1%	3%	2%	1%	1%	0%	1%	2%
Don't know	5%	5%	5%	3%	4%	8%	8%	4%	5%	6%
.ac.uk										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	24%	23%	25%	53%	35%	27%	18%	13%	32%	13%
Trust a little	18%	20%	17%	28%	18%	27%	16%	13%	21%	15%
Neither trust nor distrust	24%	26%	23%	9%	26%	22%	27%	28%	21%	29%
Distrust a little	7%	5%	8%	2%	5%	4%	6%	10%	6%	7%
Distrust a lot	7%	8%	7%	2%	5%	4%	7%	11%	5%	10%
Don't know	19%	18%	20%	7%	10%	16%	25%	25%	15%	25%
.tv										
Unweighted base	1983	921	1062	163	288	367	336	829	1186	797
Base: All GB Adults online	1983	963	1020	223	292	365	322	782	1130	853
Trust a lot	1%	1%	1%	2%	3%	1%	1%	1%	1%	2%
Trust a little	9%	9%	8%	14%	9%	11%	9%	6%	9%	9%
Neither trust nor distrust	35%	40%	30%	28%	39%	40%	37%	33%	33%	38%
Distrust a little	19%	18%	20%	26%	22%	18%	18%	17%	23%	14%
Distrust a lot	13%	11%	15%	13%	13%	11%	11%	15%	14%	12%
Don't know	22%	20%	25%	17%	13%	19%	25%	28%	20%	26%