

The text "Why .au?" is written in a large, white, sans-serif font. It is enclosed within a rounded rectangular shape with a light blue border. A white mouse cursor arrow points towards the end of the text from the right. 

# Why .au?

**Australia's trusted  
.au domain**

**May 2023**

# Who we are:

.au Domain Administration (auDA) is the administrator of the .au domain name system (DNS), which is Australian critical infrastructure relied on by billions of internet users daily. We are a not-for-profit endorsed by the Federal Government.

Our purpose is to administer a trusted .au domain for the benefit of all Australians and champion an open, free, secure and global internet. We support the needs of Australian internet users by:

- Delivering a stable, secure and reliable .au
- Implementing .au policy rules that are transparent, responsive and efficient
- Investing in the Australian internet ecosystem to improve the utility of the .au domain.

Through advocacy and active participation, we strive to uphold the multi-stakeholder model of internet governance and the social and economic benefits that flow from it.

To learn more about auDA or registering a .au domain name for your website or email address, visit [www.auda.org.au](http://www.auda.org.au)

## The internet: universally valued by Australians

99%

of Australian adults use the internet<sup>1</sup>

Digital activity accounted for

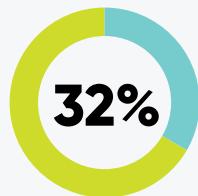
\$118 billion

of Australia's GDP in 2020-21<sup>2</sup>

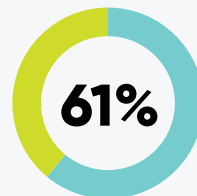
6.1%

98%

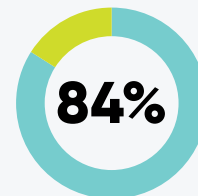
of Australian consumers feel the internet adds value to their lives



One third of Australian consumers could not live without the internet



Three of five working Australians could not do their job without the internet



Four of five Australian small businesses would struggle to operate without the internet

Similar to GPS devices which allow people to navigate to physical locations, the DNS connects internet users to virtual locations, helping them quickly and effectively navigate to websites and email addresses. Domain names are part of an internet address that help people find the unique location where website and email addresses are stored online.

second level domain      country code top level domain

auDA.org.au

domain name

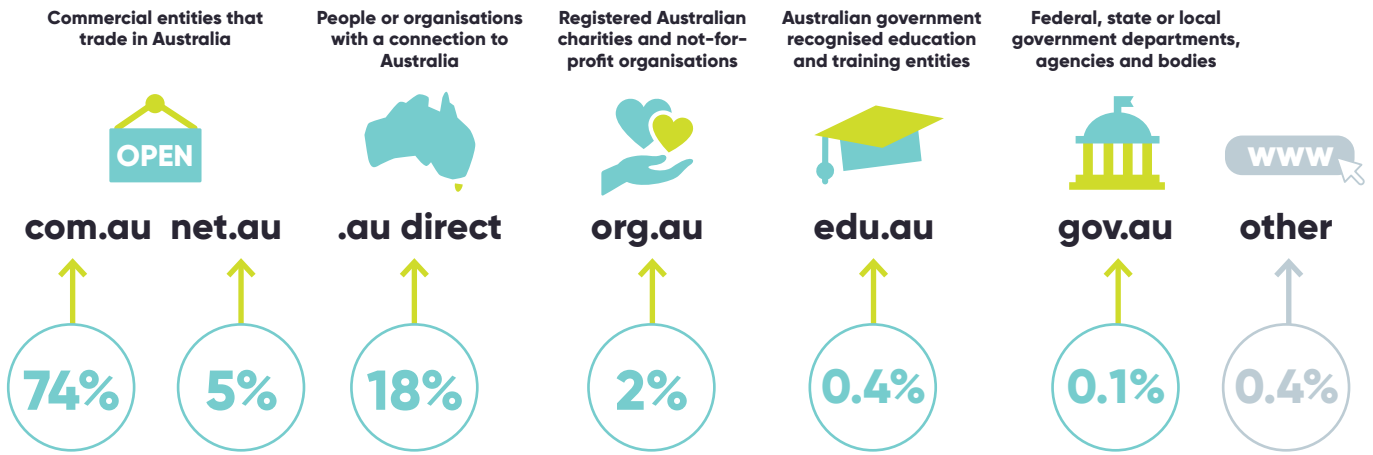
<sup>1</sup> Australian Communications and Media Authority (ACMA) Communications and media in Australia: How we use the internet, December 2022

<sup>2</sup> Australian Bureau of Statistics (ABS) Digital activity in the Australian economy, 2020-21, October 2022.

# Australia online: .au has us covered

Globally, there are more than 1,500 top level domains, which are the characters that follow the last dot in a domain name (e.g. .au, .com, .co). .au is the local and trusted top level domain for Australians and Australian organisations. With more than 4.2 million .au domain names registered, it is among the most popular domains available globally.

## There is a namespace for every Australian:



The most popular .au namespaces by size

## .au domain names support:

**3.9 million**

domain names

Businesses and sole traders



**192,000**

domain names

Clubs, associations and community groups



**41,000**

domain names

Charities and not-for-profit organisations



**30,000**

domain names

Individuals



**13,000**

domain names

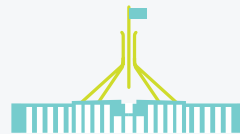
Schools, higher education and research institutions



**12,000**

domain names

Government departments and agencies



**3,500**

domain names

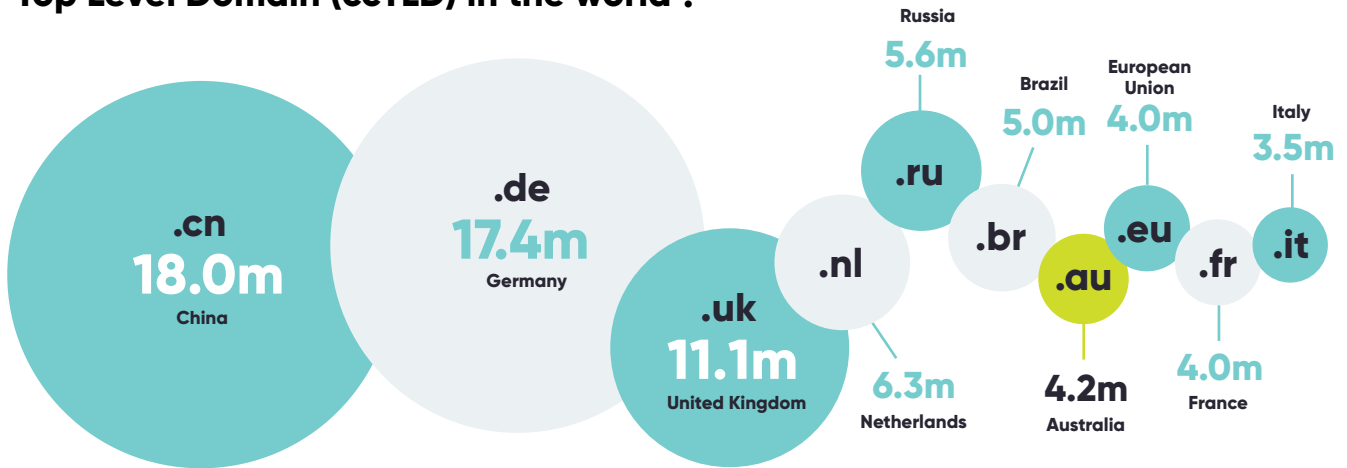
Education and training providers



# You're in good company with .au

For a country with a relatively small population, .au punches well above its weight. There is almost one .au domain name registered for every five Australians.

## .au is the seventh largest country code Top Level Domain (ccTLD) in the world<sup>3</sup>:



## .au is the tenth largest Top Level Domain (TLD) in the world<sup>3</sup>:



.au DNS servers respond to billions of DNS queries from across the globe each day, evidencing a strong desire for services, goods and information found on Australian websites.

**6 billion** 

**Average DNS queries per day**

<sup>3</sup> Verisign The Domain Name Industry Brief Q4 2022

# Why Australians choose .au

Australian consumers who have an online presence, or interest in developing one, turn to .au as a trusted, secure option and choose .au to support Australian businesses online.

## .au consumers

**The top attributes Australian consumers associate with .au domain names:**



**Australian**



**Recognisable**



**Reliable**



**Trustworthy**

**3 of 4 Australians**

are more likely to trust an Australian business if the website ends in .au

**76%**



**Half of Australian consumers**

(53 per cent) will only purchase from a business online if they have an Australian website ending in .au

**Australian consumers choose .au websites when shopping online:**



**3 of 5 consumers**

(60 per cent) To support local Australian businesses



**2 of 3 consumers**

(65 per cent) So they will be covered by Australian law and consumer protection if there is an issue with the online purchase

## .au businesses

Australian small businesses that have an online presence, or interest in developing one, choose .au for their websites and email addresses as it is a recognisable, credible choice that signals to their customers that they are trustworthy and Australian.

**Three of four (75 per cent) Australian small businesses**



use a .au domain name as their primary domain name

**Australian small businesses with a .au domain name chose .au:**



To promote their business as Australian



As it is well recognised



As it is more authentic and credible than other top level domain options



Data is sourced from auDA unless otherwise indicated. auDA data sources referenced in this report are:

- auDA Digital Lives of Australians 2022
- .au registry, March 2023
- .au DNS nameserver data, March 2023
- auDA market research, conducted by Sagacity Research, March 2023.

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