

UK consumer perceptions of .co.uk

Earlier this year, we ran an omnibus study in partnership with [Vision One Research](#) to understand perceptions of .co.uk domains amongst 2,000 UK consumers aged 18-64 years.

The purpose of the study is to provide statistics to support registrar .co.uk marketing campaigns and reinforce our positioning as a well-known, trustworthy, credible, safe, secure and professional domain choice for new registrants.

We encourage registrars to use the statistics within their marketing materials for .co.uk campaigns to strengthen creative messaging.

More information on the findings and citation process can be found below.



Research statistics

Below are the key findings from research for use in creative messaging.

Findings as percentages:

- 93% of UK consumers have heard of a .co.uk domain
- 83% of UK consumers believe a .co.uk domain is trustworthy
- 85% of UK consumers believe a .co.uk domain is credible
- 82% of UK consumers believe a .co.uk domain is safe
- 80% of UK consumers believe a .co.uk domain is secure
- 83% of UK consumers believe a .co.uk domain is professional

Alternative wording:

- More than 9 in 10 UK consumers have heard of a .co.uk domain
- More than 8 in 10 UK consumers believe a .co.uk domain is trustworthy
- More than 8 in 10 UK consumers believe a .co.uk domain is credible
- More than 8 in 10 UK consumers believe a .co.uk domain is safe
- 8 in 10 UK consumers believe a .co.uk domain is secure
- More than 8 in 10 UK consumers believe a .co.uk domain is professional

If you would like to propose alternative positioning or edited copy referencing the above research findings, please contact the marketing team via marketing@nominet.uk so we can support you in producing messaging that both meets your creative requirements and accurately represents the research findings.

Citations

It is important to reference the research source when using the findings in marketing content or creative assets to evidence the claims and credit the source. Please see the process for image and copy formats below:

- For images, including image ads, charts and tables please include "Source: Vision One Research, 2026"
- For in-text references, please ensure you reference the research was conducted by Vision One Research in 2026, for example: "Research conducted by Vision One Research in 2026 found that more than 9/10 UK consumers have heard of a .co.uk domain."

Whilst it's important to cite the research source to validate the integrity of the claims, we recognise that there is a degree of flexibility required to suit different formats and phrasing. The team are on hand to support with creative messaging and citation guidance, so please do contact marketing@nominet.uk with any questions or to propose alternative wording.