***PRELIMINARY DRAFT***

***Subject to Change***

***Potential Registrant Survey***

**Domain Name Registration Survey**

This survey is about domain names and the process of registering domain names. Examples of domains are amazon.com, shoes.co.uk, petdogs.de.

Please note that your responses are voluntary and will be kept confidential, and that responses will not be identified by individual or company.

Finally, although the time to complete the survey will vary, we anticipate that it will take an average of approximately 15 minutes.

**Introductory Questions**

1. Have you, within the last three years, registered or initiated the registration of a domain in one of the “new” types of top-level domains (“new gTLDs”)? (Examples of new gTLDs include: [[Provide list of new gTLDs available for registrants to review]].) [MULTIPLE CHOICE]

* Yes, I have registered a domain name in a new gTLD within the past three years. [GROUP A]
* No, I registered a domain name in a new gTLD more than three years ago, but would consider doing so again in the future. [GROUP B]
* No, I attempted to register
* a domain name in a new gTLD but did not complete the registration. [GROUP C]
* No, I have never attempted to register a domain name in a new gTLD but would consider doing so in the future. [GROUP D]
* No, I have never attempted to register a domain name in a new gTLD and am not interested in doing so. [GROUP E]
* Don’t know/Not sure [GROUP F]

[IF RESPONDENT IS GROUP A, E, OR F TERMINATE SURVEY]

Q1a. [IF RESPONDENT IS GROUP B, C, OR D] What country do you currently live in? [DROP DOWN MENU]

[HEADER] Please answer the following questions based on the registration attempts that you did not complete.

Q1b. [IF RESPONDENT IS GROUP C] How many domain names have you attempted to register in new gTLDs within the past three years, and not completed the registration process for? [MULTIPLE CHOICE]

* + - 1-5
    - 6-10
    - 11-20
    - More than 20
    - Don’t know/Not sure

Q1c. [IF RESPONDENT IS GROUP C] Which of the following explains why you decided not to register a domain name? Please note that you can select multiple options. [RANDOMIZE OPTION ORDER EXCEPT LEAVE “Other,” “None of the above,” AND "Don’t Know/Not sure" AT END OF LIST, ALLOW RESPONDENT TO SELECT MULTIPLE OPTIONS]

* + - The registration cost was too expensive
    - The time requirement to make a website was too high for me
    - The registration process was too tedious or complicated
    - I received a Claims Notice during the registration process
    - I changed my plans and no longer needed a domain name
    - Someone else had already registered my domain name
    - Other: [OPEN TEXT FIELD]
    - None of the above
    - Don’t know/Not sure

Q1d. [IF RESPONDENT IS GROUP C] recall receiving a Claims Notice during any of your registration attempts? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t know/Not sure
* [IF “Yes”] How much time do you recall spending reading it? [MULTIPLE CHOICE]
  + - * + Less than 5 seconds
        + Less than a minute
        + Less than 2 minutes
        + More than 2 minutes
* [IF “Yes”] Which of the following best describes your understanding of the purpose of the Claims Notice? [MULTIPLE CHOICE; RANDOMIZE ORDER EXCEPT LEAVE “None of the above” AND “Don’t know/Not sure” AT END OF LIST]
  + - * + To inform me about the potential rights of trademark owners against me should I register my domain name
        + To offer me the right to make legal claims on my domain name against others in the future
        + To inform me of ICANN's general policy on domain names
        + To inform me that someone else previously registered my domain name
        + None of the above
        + Don’t know/Not sure

[HEADER FOR Q1e-Q1g] [Show example of a claims notice] Assume you were attempting to register the domain name virtue.food, and received the following Claims Notice. Please take as much time as you need/want to read the notice. You will be asked a couple of questions when you are ready.

Q1e. [IF RESPONDENT IS GROUP C] Would you consult with an attorney about this Claims Notice before deciding to proceed with this registration? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t know/Not sure

Q1f. [IF RESPONDENT IS GROUP C] Which best describes your level of knowledge regarding trademark law in the country in which you live? [MULTIPLE CHOICE]

* + - I do not know anything about my country's trademark law
    - I know a little bit about my country's trademark law
    - I know a lot about my country's trademark law
    - I am an expert in my country's trademark law
    - Don’t know/Not sure

Q1g. On a scale of 1-5, what describes your level of confidence in your ability to determine whether the language in this Claims Notice affects your legal liability for trademark infringement if you registered the domain name? [5-POINT LIKERT SCALE]

* + - 1 = Not confident at all
    - 2 =
    - 3 = somewhat confident
    - 4 =
    - 5 = extremely confident
    - Don't know/not sure

Q1h. [IF RESPONDENT IS GROUP C AND CITED THE CLAIMS NOTICE IN Q1c] Which, if any, of the following reasons explain why you decided to abandon the registration after receiving a Claims Notice? Please note that you can select multiple options. [RANDOMIZE OPTION ORDER EXCEPT LEAVE “Other,” “None of the above,” AND "Don’t Know/Not sure" AT END OF LIST, SELECT ALL THE APPLY]

* + - I thought it would expose me to legal risk (i.e., I thought I could be sued or subject to legal action in some way)
    - The process of completing the registration was taking too long and it felt difficult to continue
    - Other: [OPEN TEXT FIELD]
    - None of the above
    - Don't know/Not sure

Q1i. [IF RESPONDENT IS GROUP B OR D] As you consider the possibility of registering a domain name in a new gTLD, please rank how important the following factors would be in determining whether you complete a registration or not. [Provide Claims Notice language for respondent to review.] [5-POINT LIKERT SCALE, RANDOMIZE OPTION ORDER]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Would not influence my decision at all |  | Somewhat likely to influence my decision |  | Absolutely would influence my decision | Don’t know/Not sure |
|  | 1 | 2 | 3 | 4 | 5 |  |
| Monetary cost of the registration |  |  |  |  |  |  |
| Time requirement to construct a website |  |  |  |  |  |  |
| Time involved in completing the registration process |  |  |  |  |  |  |
| Receipt of a Claims Notice (if you were to receive a notice during the registration process) [Provide notice for respondent to review] |  |  |  |  |  |  |
| Someone else already having claimed my domain name |  |  |  |  |  |  |

Q1j. [IF RESPONDENT IS GROUP B OR D and IF RESPONSE IS HIGHER THAN 1 IN Q1I FOR CLAIMS NOTICE OPTION] Which, if any, of the following reasons would explain why you would decide to abandon the registration after receiving the Claims Notice. [Provide Claims Notice language for respondent to review] Please note that you can select multiple options. [RANDOMIZE OPTION ORDER EXCEPT LEAVE “Other,” “None of the above,” AND "Don’t Know/Not sure" AT END OF LIST, ALLOW RESPONDENT TO SELECT MULTIPLE OPTIONS]

* + - I don't understand the Claims Notice and it seems important.
    - I would think it would expose me to legal risk (i.e., I could be sued or have some type of legal action taken against me).
    - The process of completing the registration would be taking too long and it would feel difficult to continue.
    - Other: [OPEN TEXT FIELD]
    - None of the above.
    - Don't know/Not sure