

PRELIMINARY DRAFT
Subject to Change

Actual & Potential Registrant Survey

Domain Name Registration Survey

This survey is about domain names and the process of registering domain names. Examples of domain names are google.com, food.store, store.art, and bluesky.nyc.

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.

Q1. Have you, within the last five 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: “.link,” “.world,” “.sport,” “.estate,” “.menu,” etc.) “New gTLDs” do not include legacy TLDs, such as .com, or country code TLDs, such as .us. [Provide a pop-up window listing all new gTLDs]
[MULTIPLE CHOICE]

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

[IF RESPONDENT IS GROUP D OR E TERMINATE SURVEY]

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

Q2. Are you employed by, or do you do intellectual property work on behalf of any of the following types of entities? [SELECT MULTIPLE]

- Registry operator of a new generic top-level domain
- Domain name registrar
- Trademark owner
- None of the above

The following questions are for Group A

Q3. [IF RESPONDENT IS GROUP A] How many domain names have you *attempted* to register in new gTLDs within the past five years? [Provide a pop-up window listing all new gTLDs] [MULTIPLE CHOICE]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

Q4. [IF RESPONDENT IS GROUP A] How many domain names have you *completed* registration for in new gTLDs within the past five years? [MULTIPLE CHOICE]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

Q5. [IF RESPONDENT IS GROUP A] If you recall, which new gTLD(s) did you register your domain name in? (Not the exact domain name, but just the Top Level Domain in which you registered it, e.g., .CLUB, .NINJA, .XYZ, .LOVE) [Provide a pop-up window listing all new gTLDs] [OPEN TEXT FIELD]

Q6. [IF RESPONDENT IS GROUP A] When you attempted to register your domain names for new gTLDs, did you ever receive a Claims Notice of possible trademark conflict? An example of such a notice is provided below. [Show example Claims Notice] [MULTIPLE CHOICE]

- Yes, I received a Claims Notice once
- Yes, I received a Claims Notice on more than one registration attempt
- No
- Don't know / Not sure

Q6a. [IF "Yes, I received a Claims Notice once" OR "Yes, more than once"] Did you register the domain name for which you received a Claims Notice? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

● [IF "Yes"] Why did you continue with the registration? [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST]

- I consulted with someone about the notice and was told it was fine
- I did not understand the notice
- I did not think the notice applied to me
- Other [OPEN TEXT FIELD]

- [IF “No”] Why did you not continue with the registration? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]
 - I consulted with someone about the notice and was told not to continue
 - I did not understand the notice but it worried me
 - I understood the notice and it worried me
 - Other: [OPEN TEXT FIELD]
 - None of the above
 - Don’t know / Not sure

Q6b. [IF “Yes, I received a Claims Notice once” OR “Yes, more than once”] 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
- Don’t know / Not sure

Q6d. [IF “Yes, more than once”] On your repeat registration attempts when you saw a Claims Notice, was your decision to complete your domain name registration different than the first time you received a Claims Notice? If so, why?

- No, I always decide *not* to complete my registration when I am presented with a Claims Notice and always for the same reasons.
- No, I always decide to complete my registration when I am presented with a Claims Notice and always for the same reasons.
- No, I always decide *not* to complete my registration when I am presented with a Claims Notice and the reasons for my decision dependent on the circumstances. Those reasons include [OPEN TEXT FIELD].
- Yes, on at least one later attempt I chose to complete my registration although I did not complete the first registration when I received a Claims Notice. Some reasons that my decision was different from the first time I received a Claims Notice were [OPEN TEXT FIELD].
- Yes, on at least one later attempt I chose not to complete my registration although I completed the first registration when I received a Claims Notice. Some reasons that my decision was different from the first time I received a Claims Notice were [OPEN TEXT FIELD].
- Don’t know / Not sure

- [If “No...”]

Q7. Which of the following best describes your understanding of the purpose of the Claims Notice? [Provide example 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

- None of the above
- Don't know / Not sure

Q8. After you registered your domain name(s), did you ever receive any of the following types of warning or notices of possible trademark conflict regarding your choice of a domain name? Please note that you can select multiple options. [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AND "Don't Know / Not sure" AT END OF LIST]

- Uniform Rapid Suspension System (URS) or Uniform Domain Name Dispute Resolution Policy (UDRP) notice.
- Letter from a lawyer representing a trademark owner (e.g., Cease and Desist letter from another party)
- Notice of a lawsuit regarding trademark infringement
- Prefer not to answer
- Other: [OPEN TEXT FIELD]
- Don't know / Not sure

** The following questions are for Group B**

[Header] We would like to ask you about domain name registrations that you have attempted but did *not* complete.

Q8. [IF RESPONDENT IS GROUP B] How many times in the past five years have you begun to register a domain name in a new gTLD (domain names such as .COM, .ORG, and .NET are not included) and *not* completed the process [Provide pop-up window listing all new gTLDs] [MULTIPLE CHOICE]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

Q8a. If you recall, in which new gTLD(s) did you attempt to register your domain name? (Not the exact domain name, but just the Top Level Domain in which you attempted to register it, e.g., .CLUB, .NINJA, .XYZ, .LOVE.) [Provide pop-up window listing all new gTLDs] [OPEN TEXT FIELD]

Q8b. For which of the following reasons did you decide not to register a domain name? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]

- 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
- I thought someone else had already registered my domain name
- Other: [OPEN TEXT FIELD]
- None of the above
- Don’t know / Not sure

Q8c. Do you recall receiving a Claims Notice during any of your registration attempts? An example of such a notice is provided below. [Provide example Claims Notice] [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
 - Don’t know / Not sure

Q8d. Which of the following best describes your understanding of the purpose of the Claims Notice? [Provide example 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 inform me that there is a trademark owner with a trademark or a term that matches the domain name I have selected
- 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
-

** The following questions are for Groups A, B, and C**

Q9. For what reasons are you most likely to register a domain name? Please note that you can select multiple options. [SELECT ALL THAT APPLY]

- I have a business that uses that name or something very similar
- I am thinking of starting a business using that name

- I might start a blog or use the domain name for a personal website
- The domain name might be valuable someday and I'm buying it as an investment
- Other: [OPEN TEXT FIELD]

[Header] [Show example of a claims notice] Assume you were attempting to register the domain name virtue.door, 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.

Q10. If you were presented with this notice when attempting to register this domain name for the following purposes, what would you do?

[ONLY DISPLAY OPTION(S) SELECTED IN Q9; DISPLAY OPTIONS ONE AT A TIME.]	Proceed with the registration	Stop trying to register the name	Stop for now, do some research, and maybe come back	Stop and talk to a lawyer first	Other (explain)
I have a business that uses that name or something very similar.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
I am thinking of starting a business using that name.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
I might start a blog or use the domain name for a personal website.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
The domain might be valuable someday and I'm buying as an investment.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
Other: [OPEN TEXT FIELD]	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]

Q10a. [IF RESPONDENT DOES NOT SELECT “Proceed with the registration”] Which, if any, of the following reasons explain why you would not proceed with the registration attempt after receiving a Claims Notice? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]

- I would think it would expose me to legal risk (i.e., I would think I could be sued or subject to legal action in some way)
- The process of completing the registration would be taking too long and it would feel difficult to continue.
- The notice is confusing or intimidating and I would want someone to help me understand it.
- Other: [OPEN TEXT FIELD]
- None of the above.
- Don't know / Not sure

Q10b. [IF any answer to Q10 was “Stop and talk to a lawyer first”] You responded that you might stop the registration process to talk to a lawyer if you received a Claims Notice. Why would you consult with an attorney? [OPEN TEXT FIELD]

Q10c. [IF no answer to Q10 was “Stop to talk to a lawyer first”] You responded that you would not stop the registration process to talk to a lawyer if you received a Claims Notice. Why would you not consult with an attorney? [OPEN TEXT FIELD]

Q11. How confident are you in your ability to understand what this Claims Notice means about your rights and about a trademark owner’s rights? [5-POINT LIKERT SCALE]

- 1=Not confident at all
- 2
- 3=Somewhat confident
- 4
- 5=Extremely confident
- Don't know / Not sure

Q12. 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