Consumer Awareness of New gTLDs: Highlights and Links
Prepared at the request of the Competition, Consumer Choice and Trust Safeguards
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International gTLD Awareness Report, SEDO, 2014
Full report:
https://sedo.com/fileadmin/documents/about/pressdownload/INTERNATIONAL_gTLD_AWARE
NESS_REPORT_Research_Brief_2014.pdf
Summary: https://sedo.com/us/resources/newsroom/research-on-new-internet-domain-
names-shows-us-and-europe-lag-behind-china-in-awareness-understan/?session=

Highlights:
- Survey queried more than 1,150 individuals from United States, United Kingdom, China and Germany about perception and awareness of new Top-Level Domains
- China much more aware than other countries when it comes to awareness of new top-level domains (TLDs)
  - has more positive outlook on their adoption and success
- 80% say domain names important to doing business
- 63% of respondents said introducing new TLDs a good idea
- 25% of people in marketing professions aware in 2013 -> 40% aware in 2014
- All respondents in 2014: 41% aware, 40% unaware, 19% somewhat familiar but not sure
- Most unaware of terms such as "sunrise," "Landrush and General Availability" stages, or existence/purpose of Trademark Clearinghouse
- **January 2013 baseline research** (survey conducted pre- launch of program of US based small and medium sized businesses):
  https://sedo.com/fileadmin/documents/pressdownload/gTLD-Research-Report-and-
  Survey-Results-Sedo.pdf
  - Highlights:
    - 63% of small to mid-sized business owners unaware new gTLDs will be available in 2013 and many do not understand what the value of new domains will be
    - Over half of respondents indicate new gTLDs will make internet more confusing
    - More than 40% of respondents said there was no advantage or were unsure what advantage of a new gTLD would be
    - 94% of respondents said they were not currently planning to purchase a new gTLD
    - Awareness biggest hurdle for new gTLDs to become success

"How Will New gTLDs Impact Small Business?" Score/Verisign, June 2014
Report Summary Infographic (report unavailable): https://www.score.org/resources/how-will-
new-gtlds-impact-small-business

Highlights:

- 80% of small business website owners prefer a .com web address to new gTLD web address
- 81% of website owners believe new gTLDs will be confusing to their customers
- 77% of small business website owners prefer a .com web address over new gTLD that describes their business
- 79% of Internet users would rather visit a .com than a new gTLD that describes their business [presumably the business they're interested in]
- 66% of small business website owners prefer a descriptive, longer .com web address to shorter new gTLD address
- 94% feel safe visiting .com while 33% feel comfortable visiting new gTLD

"dot Brand or dot What? Afilias New gTLD Research Report 2013," Afilias and YouGov
Full report: http://afilias.info/sites/afilias.info/files/Afilias_New-gTLD_Report_1.pdf
Summary: http://afilias.info/news/2013/04/01/dot-brand-or-dot-what-consumers-unaware-new-top-level-domains-including-google-micro
Presentation: http://momentumevents.com/wp-content/uploads/2013/08/Afilias_Momentum_NewgTLD_Webinar.pdf

Highlights:
- Surveyed UK and US consumers
- ~20% of all respondents aware of [then pending] launch of new gTLDs
  - ~30% of 18-34 year-olds aware
- 73% of UK and 61% of US respondents would prefer visiting legacy gTLD to new TLD
- 8% of all respondents recognized IDNs as domains for non-English speaking communities
  - 65% of UK and 60% of US respondents would navigate away from IDN
- ~20-25% of all respondents would be slightly more likely to trust that goods/services sold on .brand TLDs are legitimate
- More than half of all respondents would not visit webstie with extension they didn't recognize
- 2% of UK and 5% of US adults thought new domains more trustworthy than legacy
  - 16% of US 18-24 trust new domains more, but only 1% in the UK in same age group
- Qualitative responses:
  - New web extensions make it difficult to know which sites were official
  - Many worried about potential for scams and abuse
  - New extensions would be easier to remember

"Global Domain Name Preferences Survey," Domain Name Association, February 2015
Full Report: http://www.thedna.org/wp-content/uploads/2015/08/DNA-Global-Domain-Name-Preferences-Survey-Feb-20151.pdf
Summary: http://www.thedomains.com/2015/02/04/the-dna-org-global-domain-name-preferences-survey-85-type-domains-into-browsers/

Highlights:
- 85% of respondents typed domain names into browser address "part of the time"
- Majority check domain names before clicking on search engine results
- Majority open to new domain extensions
- Indicated equal preference for new domains to legacy domains
- 55% unaware of New gTLD Program

- 60% indicated preference for more domain name extensions
  - 75% in India, 69% in China
  - >50% indicated new domain extensions would be easier to remember by increasing options for short, memorable names
- Low awareness of new gTLDs in general across countries

"The Next Big .THING: Consumer Preference and How Brands Need to Adapt," FairWinds Partners, June 2013
Full report: http://www.fairwindspartners.com/wp-content/uploads/2015/08/Market-Research-Survey_FINAL.pdf
Summary: http://www.fairwindspartners.com/resources-2/press/reports/the-next-big-thing/

Highlights:
- Consumers showed no preference or mild preference for using new gTLDs for internet navigation compared to .com
- 63% would open email with new gTLD extension, indicating some level of trust in new gTLDs
- Indicated preference for .BRANDs over .GENERICs
- Indicated preference for direct navigation over search engines
- Expect companies to be technically prepared for new gTLDs