CCT-RT DISCUSSION PAPER WORKSHEET

HIGH LEVEL QUESTION: [*These are the discussion paper topics*]
Do consumers trust new gTLDs?

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SUB-QUESTIONS: [*what foundation questions need to be answered to fully address the high-level question; these should be as specific as possible*]
1. Why do consumers visit TLDs?
    a. Do consumers visit new gTLDs as much as legacy gTLDs?

2. Do consumers trust new gTLDs as much as legacy gTLDs?

3. Do consumers provide sensitive information (*e.g.,* personally identifiable; financial or health information to new gTLDs?
    a. Compared to legacy gTLDs?

4. Do consumers trust new gTLDs that offer domain names to:
    a. Take precautions regarding who gets a domain name
    b. Give consumers what they think they're getting
    c. Screen individuals/companies who register for certain special domain names

5. Do restrictions on who can purchase domain names contribute to consumer trust?

FINDINGS: [*a list of relevant findings and supporting data; the presentation of the findings needs to correspond to the numbered subquestions*]

1. Why do consumers visit TLDs?
    a. Consumers visit gTLDs based upon relevance of gTLD to the information they seek
    b. Familiarity with site also plays a role

    Source: Nielsen, Phase 1, ICANN Global Consumer Research Study p.8, 18, 36

2. Do consumers trust new gTLDs as much as legacy gTLDs?
    a. No. Significantly lower levels of trust for new gTLDs compared to legacy gTLDs
        i. 90% find legacy gTLDs very/somewhat trustworthy
        ii. 49% find new gTLDs very/somewhat trustworthy

    Source: Nielsen, Phase 1, ICANN Global Consumer Research Study p. 9, 40

3. Do consumers provide sensitive information (e.g., personally identifiable; financial or health information to new gTLDs? Compared to legacy gTLDs?
    a. Need data

4. Do consumers trust new gTLDs that offer domain names to: a. Take precautions regarding who gets a domain name; b. Give consumers what they think they're getting; Screen individuals/companies who register for certain special domain names.
   a. Overall consumers trust the domain industry to perform these functions.
      i. 73% overall: Take precautions regarding who gets a domain name
      ii. 71% overall: Give consumers what they think they're getting
      iii. 71% overall: Screen individuals/companies who register for certain special domain names

   b. Whether the domain industry actually performs these functions is a separate but important issue.

   Source: Nielsen, Phase 1, ICANN Global Consumer Research Study p.9-10, 49

5. Do restrictions on who can purchase domain names contribute to consumer trust?
   a. Yes (though many of those surveyed also oppose restrictions in general)

   Source: Nielsen, Phase 1, ICANN Global Consumer Research Study p.9-10, 25-26, 44

CAUSES:

1. Trust seems tied to familiarity with gTLD

2. Familiarity with gTLD likely depends on visitation. Relevance to information sought is highly relevant factor for visitation.
   a. Consider whether new gTLDs are sufficiently "relevant" to what consumers want to find information about

3. Consumers expect that there will be some type of restrictions on the sale of gTLDs.

PRIORITY TO ADDRESS: *[ex. Prior to Subsequent Procedures, Mid-term, Long-term This is an important area for community input]*

High priority and should be addressed to in the short term and certainly prior to subsequent rounds.

RECOMMENDATIONS: *[recommendations to ICANN. For each, specify: 1. Target of recommendation (i.e. Staff, Board, SubProc PDP); 2. Nature of recommendation; 3. Implementation details, exceptional costs, etc.]*

1. Consider how to select gTLDs that are relevant to what the public seeks information about
   a. Board/Staff recommendation
   b. Likely requires research data

NEXT STEPS

2. Consider restrictions on who can purchase gTLDs to ensure that user expectations are met regarding: a. relationship of content of gTLD to name of gTLD and b. implied messages of trust conveyed by names of gTLDs (particularly in sensitive or regulated industries as advised by GAC)

   a. Board/Staff recommendation
   b. Would require changes in standard contracts and could increase compliance costs

REVIEW: *[how the effectiveness of these recommendations will be reviewed; e.g. data source recommended for review and recommended timeframe for review]*

1. Repeat selected parts of Nielsen study and look for increase in familiarity with new gTLDs; visitation of new gTLDs; perceived trustworthiness of new gTLDs
2. Collect data to get at consumer behavior with regard to new gTLDs (providing contact information, and other more sensitive information such as personally identifiable information; and information related to finances and health)
3. Review in two years to assess and recommend changes if an increase in trust is not observed.