Additional notes on how research was conducted:

The survey was administered using online panels. These are people who have opted in to complete surveys. The opt-in can occur from a variety of sources—response to banner ads, prior participation in surveys, or visiting the web site of a research company or panel provider. Potential respondents were then screened to for those who have registered at least one domain name at any point in time. Incidence data (those who registered a domain as a percentage of all those who started the survey) is not valid with this method at there is a strong likelihood that those in the panel are more active users of the internet, who may therefore be more likely to have registered, and those who elected to respond to the invite may also have been likely to have registered.

Who tends to have registered a domain under a new gTLD?

New gTLD registrants tend to be:

- Younger (average age of 33 vs. the sample average of 37)—and those who are not even aware of any new gTLDs are older, average age of 42.
- More likely to have registered for personal, non-business oriented use.
- If registered for business, less likely to come from small businesses.
- More likely than average to be from businesses with multinational operations.

Motivations and behaviors of new gTLD registrants

Those who have registered a domain under a new gTLD exhibit a variety of traits that indicate that they are more active in the Internet in general:

- They are more likely to have registered duplicate domain names (same domain under multiple gTLDs).
- Tend to have registered more domains in total.
- Are more likely to have parked or redirected domains.
- Are less likely to be aware of the most common legacy gTLDs (.com, .net, .org) while being more likely to recognize the less common legacy gTLDs.
- Those who are not aware of the new gTLDs are very focused on the .com gTLD—for example those who have registered a new gTLD say they would consider .com (80%), .net (77%), .org (70%) or .info (68%). But for those who are unaware of the new gTLDs, 76% percent would consider .com, comparable to new gTLD registrants, but the numbers then drop to 50% .net, 38% .org and 25% .info.
- Are more likely to use alternative access methods like QR codes and apps, less likely to use search (though that is still the dominant method of navigating to a web site.)
- More likely to have website exposure through 3rd party sources (for example review sites).
- Are more likely to have alternate IDs and use them to blog for a business or organization.
- Are more likely to have tried to find out who created a website.

Specifically, in relation to switching behavior, analysis of the data shows:

- 897 registered a new domain. Of these, 174 (19%) gave an illogical response to the question about whether this registration was a switch from a legacy, a net new registration, or a duplicate registration, saying "applies to all" for two or more of those.

- Of the remaining 723:
    - 0% said they gave up all their legacy gTLDs.
    - 2% said that they kept all legacy gTLDs.
    - 3% said that they were completely new registrations.
    - 95% said that they did a mix of the behaviors—some legacy gTLDs were dropped, some duplicated and/or some were completely new.

Registration and Trust

The general sense is that those who have ventured outside of the core legacy gTLDs tend to have greater levels of trust in both the gTLDs themselves and the industry. However, it is difficult to say what the causal relationship is—has the experience with the new gTLDs improved the trust level, or are registrants more likely to engage in the new gTLDs because they are more trusting of them and the industry?

- Those who have registered a new gTLD exhibit greater levels of trust in the new gTLDs included in the survey compared to those who are unaware.
- Those who are not aware of the new gTLD program tend to have lower trust in the domain industry in general, not just the new domains themselves.
- Those who say they wish they had known more about the new gTLD program also tend to have more trust in the industry, which does suggest that trust comes before awareness.
- There does not seem to be a large relationship between registration and fear of "bad behaviors."
    - Those who are aware of the new gTLDs, whether or not they have registered, are a bit more aware of all types of bad behavior, especially cybersquatting.
    - And these folks have slightly higher levels of fear about being impacted by phishing, spamming or cybersquatting. Malware and stolen credentials show no relationship.
    - But this seems more likely to be a reflection of the fact that those who have registered a new gTLD are more active on the Internet in general.

Restrictions on registration

Additional analysis of expectations around registrations supports that even when there is a general bias against restrictions, support increases in specific situations, and is generally not motivated by fear or bad behaviors.

- Over 50% of those who initially say that there should be no restrictions of registration of the legacy gTLDs reverse their position and favor specific types of restrictions, like validating credentials or country of use.
- Those who registered a new gTLD domain are more likely to expect that there will be some level of restrictions on the registration, such as validating credentials that fit with the implied purpose of the gTLD.
- And, those who registered new gTLDs are more likely to expect those restrictions for be enforced.
- However, there may be a link between restrictions and perception of ease in registration —those who are most opposed to restrictions are more likely to say that the process was easy.

- And there is a relationship between restrictions and trust—those who are most opposed to restrictions are significantly less likely to have high levels of trust in the domain industry.
- However, there is no strong relationship between fear of bad behaviors and expectations for restrictions—those who are most in favor of restrictions are slightly more likely to express fear, but the differences are less than 5 points.**Satisfaction with registration**

Satisfaction does correlate with perception of choice.

- Similar to their trust levels, those who are not aware of the new gTLDs have lower satisfaction levels—reinforcing the general theme that trust tends to result from familiarity.
- Those who registered to protect their interests have higher levels of satisfactions.
- Those who are most satisfied felt that they had options.
- And the role of alternate ID's does not appear to be significant—those who were aware but did not register were more likely to say that alternate ID's did not affect their decision. Similarly, those who felt that they did not have many options for a domain also said alternative IDs were not a factor in their registration process.