Consolidated Recs. 13, 15, 33

13 (15, 33)	Conduct a survey that focuses on consumer trust, potential benefits and costs related to confusionof new gTLDs to include identifying (1) which new gTLDs have been visited most; (2) the reasons users give to explain why they visited certain new gTLDs more than others; (3) what factors matter most to users in determining which gTLDs to visit; (4) how users' behaviors indicate to what extent they trust new gTLDs; and comparing the trustworthiness of new gTLDs with restrictions on registration, to new gTLDs with few or no restrictions. This survey should also repeat applicable parts of the global surveys for consumer end-users and registrants to determine whether there has been an increase in 1) familiarity with new gTLDs, 2) visitation of new gTLDs, and 3) perceived trustworthiness of new gTLDs. The survey should allow a relative weighting of the potential contributions to consumer choice with respect to geographic name gTLDs, specific sector gTLDs and Internationalized Domain Name (IDN) gTLDs should help determine whether there is a clear preference by consumers for different types of gTLDs and whether there are regional differences or similarities in their preferences. Finally, the survey allow a relative weighting of the potential contributions to consumer choice with respect to geographic name gTLDs, specific sector gTLDs and Internationalized Domain Name (IDN) gTLDs should help determine whether there is a clear preference by consumers for different types of gTLDs and whether there are regional differences or similarities in their preferences.	ICANN organization PDP Working Group, and future CCT Review Teams	Prerequisite

Rationale/related findings:

The Nielsen surveys s indicate the relationship between trust of a gTLD and several other factors, including familiarity, reputation and security. The Nielsen surveys also indicated a positive relationship between registration restrictions and trustworthiness of a domain. However, further information is needed on why and to what extent the public trusts new gTLDs. In particular, in addition to repeating surveys that gather the respondents' subjective views about trustworthiness, ICANN, relevant stakeholders and future Review Teams should assess what objective information can be gathered and measured that relates to trustworthiness. A further survey could provide useful information for future gTLD applicants. To the extent this survey repeats questions posed in the 2015-2016 Global Surveys, future review teams can compare these results to prior data to assess whether there has been an increase in familiarity with and trust of new gTLDs.

[the last two sentences of the Rec. 33 rationale re: impact on Competition is now incorporated into Rec. 14]

Details: Regarding repeating applicable parts of the Global Surveys, in addition to necessary baseline questions – repeat 700, 800, 900, and 1100 series survey questions and questions 1000, 1036, 1050, 1055 and 1060.

Measures of Success:

This recommendation would be considered successful if it produces data that enables future Review Teams and the ICANN organisation to see how the levels of trustworthiness correlate with the number of visitations to new gTLDs, and what factors may contribute to the levels of trustworthiness. These factors may be related to such things as registration restrictions for

example. This information could inform future policy making on for the terms and conditions that should apply for all new gTLD applicants.   Another success measure would be information for new gTLD applicants in regards to what factors may lead to increased visitation and trustworthiness for new gTLDs.   The last success measure would be data that informs ICANN policy on registration restrictions especially if the data indicates that certain basic restrictions enhance trustworthiness in the gTLD space. Those applicants choosing to apply for gTLDs with restrictions would then have a better basis for the decision to do so.