Global Domain Name Preferences Survey

DNA
DOMAIN
NAME
ASSOCIATION

Survey conducted
by Research Now for
the Domain Name
Association

www.theDNA.org

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About the Domain Name Association

The Domain Name Association is a non-profit global business association that represents the interests of the domain name industry. Its members are groups, businesses, and individuals involved in the provision, support, and sale of domain names. This includes such organizations as domain name registries, registrars, resellers, and registry service providers.

The Domain Name Association aims to play a key role in helping consumers, business, public-benefit organizations, and others understand the benefits and take advantage of the upcoming expansion of the Internet name space. It is the first-ever industry trade association to represent the interests of the domain name industry and will promote, advance, and support the common interests of the industry with regards to the provisioning, expanded adoption, and use of domain names.

The intent of the Domain Name Association is to build trust, exchange ideas, educate, and raise awareness of domain related issues.

Contents

Highlights

This Domain Name Preference study was conducted during the period of October – November 2014 in 10 countries and had over 5,000 completed responses. Certain conclusions were derived:

First, domain names continue to be highly relevant to typical Internet users. This is a prerequisite to success in the ongoing establishment of new domain name extensions. While there is a slight preference for popular search engines as a tool to navigate the Internet, almost everyone (85% of those polled) types a domain name into a browser address bar part of the time. And the great majority of them actually check the domain names (at least sometimes) before clicking on the search result.

Second, Internet users around the world are very open to using domain names that include new domain-name extensions: validating the opinions of those who pioneered this effort to offer new options and opportunities.

Often, respondents essentially voiced an equal preference for new domain-name extensions as compared with .com or the local Country Code Top-Level Domains (i.e., ccTLDs such as Australia's .au) even though they were not aware of ICANN's "new gTLD Program," which is introducing hundreds of new domain extensions.

Third, nearly 60% of all respondents voiced a preference for more domain name and domain-name extension options.

40.5%

59.5%

■ There should be more domain name extension options

■ There should be few or no additional options
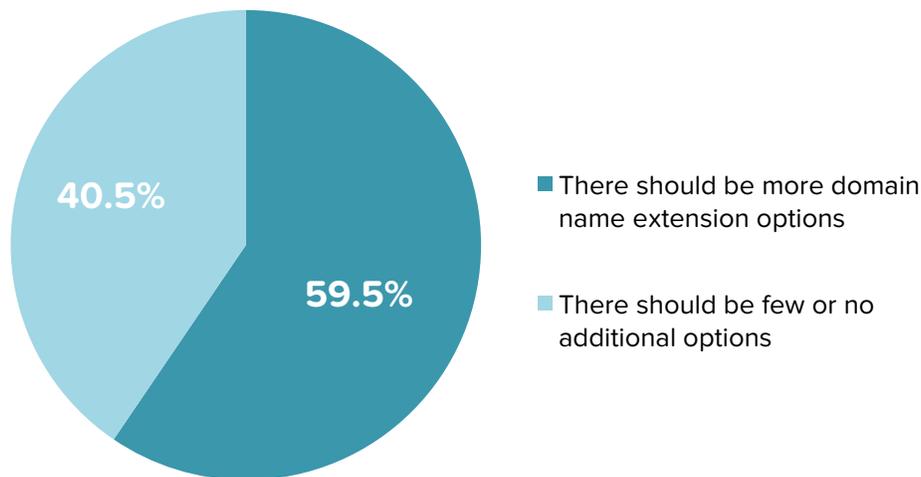
The fastest-growing Internet markets show the greatest interest in expanding domain name options: e.g., 75% in India, 69% in China. In countries with greater Internet usage penetration, e.g., the U.S. and Germany, opinion on the desire for new domain-name extensions was more evenly split.

It is the opinion of the domain name association that, even in those countries, many businesses would bring a product to market that is welcomed by half or more of the population. In countries with high Internet penetration, the "reduced" demand for new domain-name extensions was around 50% — that still represents a large potential market for a new product.

Why would new extensions be welcome?
  • >50% said new domain names in meaningful combinations will be easier to remember
  • >50% said new domain extensions will make it easier to obtain short, memorable names

Fourth, Internet users generally remain unaware of the opportunities in the New gTLD Program, Numbers varied widely from country to country but results indicate low awareness of the availability of new domain-name extensions and new types of domain names.

These four key findings yield a powerful result:

> Internet users still use domain names widely, voice a preference for more domain name and domain-name extension options, and "get it" when it comes to the possibilities. When Internet users generally become aware of the new options, there will be widespread acceptance and perhaps even eagerness to adopt the new product.

About The Survey

The survey was designed to measure global attitudes about awareness, acceptance, preference and knowledge related to domain names. Established top-level generic names and country-code names (gTLD and ccTLD) were tested along with new generic top-level names. Five types of questions were asked:

- Preferences: when might Internet users be open to new domain-name extensions as opposed to those in the pre-2014 marketplace? Are there different types or categories of extensions that are more attractive to Internet users?
- Intrinsic value: which values (e.g., trustworthy, stable, innovative) do Internet users associate with new and legacy domain-name extensions?
- Extrinsic value: identify potential uses that Internet users associated with different domain-name extension types or categories
- Testing awareness and attitudes about accepting changes related to new domain-name extensions
- Demographics: determine if trends in the question types above can be attributed to demographic type such as: heavy vs. light Internet use; business vs. social Internet use; age.

In-country domain-name industry experts worked to customize questions for each country and then coordinated translation of the questions into local languages.

Sample questions can be found in the appendix.

The DNA selected Research Now (researchnow.com), a global firm headquartered in the U.S., to conduct the survey.

Survey Detail

- Breadth: 10 countries
- Sample size: 500/country (completed surveys)
- Total sample >5000 Internet users
- 31 questions (with multiple parts)
- Average: 12-16 minutes to complete
- Margin of error
  - 4.4% @95% confidence
  - 3.7% @90% confidence

Countries Surveyed

- Australia
- Brazil
- China
- Germany
- India
- Mexico
- Russia
- Turkey
- UK
- U.S.

Results

Domain-Name Extension Preferences

To determine the level of receptivity to new domain names, the respondents were asked to reveal their first preferences for domain extensions they would use in certain scenarios. Generally, each question offered options ending in .com, a ccTLD extension option, and selected new domain-name extensions.

Conclusions can be drawn directly from the results in the various countries. Users are exceptionally open to the idea and use of domain names using new extensions. When faced with choice of selecting a webpage name using pre-2014 domain names versus new domain-name extensions, users selected a new extension *nearly half the time* in almost every instance. This was the case even though many of these new extensions are not yet public, and evidence indicates it is more likely than not that the respondent had not heard of the new extension prior to reading the name in the survey.

As expected, the .com names (in the U.S.) and ccTLD names (in other countries) generally garnered a clear majority. However, many of the questions resulted in an expressed preference for new TLDs.

In most instances and confirming the opinions of those who sought to make new domain-name extensions available, respondents split evenly between existing, known/legacy domain-name extensions and new domain-name extensions.

In one example, respondents were asked: **"Where would you go to pay bills online?"**

U.S.			Germany		
onlinepayments.com	48.1%		Onlinebezahlen.com	5.0%	
onlinepayments.us	4.7%		Onlinebezahlen.de	50.5%	
onlinepayments.bank	10.6%		Onlinebezahlen.bank	21.9%	
onlinepayments.cpa	0.4%	47%	Onlinebezahlen.online	4.8%	45%
onlinepayments.finance	1.2%		Onlinebezahlen.finance	1.6%	
onlinepayments.secure	35.0%		Onlinebezahlen.secure	16.2%	

India	
onlinepayments.com	25.9%
onlinepayments.in	20.1%
onlinepayments.bank	24.1%
onlinepayments.accountant	1.8%
onlinepayments.finance	1.0%
onlinepayments.secure	27.1

54%

Mexico	
pagosenlinea.com	18.2%
pagosenlinea.com.mx	37.0%
pagosenlinea.bank	20.1%
pagosenlinea.accounting	0.6%
pagosenlinea.finance	2.3%
pagosenlinea.secure	21.8%

45%

There were consistencies in answers across most questions:

- Geographic (city names) are easily understood. They ranked extremely well when related to local efforts such as retailing and creating a restaurant webpage. In some jurisdictions there was a preference for a city name as a place to buy shoes, e.g., shoes.london. (See table below.)
- The survey revealed some new domain-name extensions that caught the imagination of respondents – domain names with extensions that have particular value and meaning are appealing. Since this survey was limited in the number of domain names used as examples, there are likely many popular names that strike a chord with the Internet-using public. Extensions with clear meaning stood out, such as bank.secure, and onlinepayment.bank, which scored extremely high. The responses to this question and others in the survey indicate a desire for a "safer" Internet.

  Also scoring very favorably were labels such as .international and .global, when linked to the name of a hypothetical corporation such as "worldco.global." They neared a statistical dead heat with .com and ccTLDs used. Again it appears that the fact that the extension added context and meaning to the domain name made it more appealing to the respondents relative to other choices.

In the U.S., .com remains dominant. This was especially true in the first question asked:

Where would you go to buy shoes online?

U.S.	
shoes.com	83.1%
shoes.us	3.3%
shoes.shop	4.9%
shoes.nyc	2.4%
shoes.buy	2.7%
buy.shoes	3.9%

21%

Australia	
shoes.com	7.2%
shoes.com.au	42.5%
shoes.shop	8.1%
shoes.melbourne	33.9%
shoes.buy	1.8%
buy.shoes	6.5%

50%

While .com is dominant in the U.S., the total percentage of new TLDs preferred was greater in other countries, and this difference might have had something to do with the way the question was posed.[1]

In most countries, responses to the question "Where would you go to buy shoes online?" were fairly evenly split between "new" and "existing" domain-name extensions.

	New extensions combined	Pre-existing generic & ccTLDs
Australia	51%	49%
Brazil	73%	27%
China	58%	42%
Germany	47%	53%
India	47%	53%
Mexico	33%	67%
Russia	67%	33%
Turkey	32%	68%
UK	20%	80%
U.S.	14%	86%

These numbers are especially strong in supporting a preference for using city-name extensions for buying shoes or clothing. Evidently there is a local factor when making a purchase, even when the goods would be sourced from a different location.

Other examples display an even higher preference for new domain extensions:

For the question **"Where would you go for news and information about current events?"**, a clear majority selected new domain-name extensions:

Brazil	
internacional.com	9.5%
internacional.com.br	17.6%
internacional.inf.br	5.9%
internacional.news	40.6%
internacional.saopaulo	18.3%
internacional.today	8.1%

67%

Russia	
novosti.com	8.6%
novosti.ru	21.8%
novosti.info	11.2%
novosti.news	13.2%
novosti.moscow	8.8%
новости.рф	36.3%

58%

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1   There are two anomalies in this data:
  • After the U.S. survey was complete, the question was amended from "Where would you buy shoes" to "Where would you buy shoes if you live in [city] name." This means that the number who selected "shoes.nyc" is much lower than the surveys in other countries."
  • In China, the data is less clear due to the choices offered and is reported separately.

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U.K.	
headlines.com	34.4%
headlines.uk	6.3%
headlines.info	3.7%
headlines.news	30.1%
headlines.london	9.0%
headlines.today	16.5%

56%

India	
headlines.com	17.7%
headlines.in	12.9%
headlines.info	9.2%
headlines.news	19.3%
headlines.mumbai	4.0%
headlines.today	36.9%

64%

The .news extension received similar support in other countries. The high level of support for .today in India is not reflected in other countries. It was determined later that there is a well-known periodical in India named "Today," at least partly explaining the preference for .today there, and indicating that domain name registry operators should examine the global landscape for opportunities.

Also, the support for headlines.uk was rather low. This is likely because registration of second-level names in .uk is relatively new. For example, the survey asked **"Where would you go to find local volunteer opportunities?"** and found the following levels of support:

In the UK:	volunteer.org.uk	70.1%
In the U.S.:	volunteer.org	65.6%

For this question the existing ccTLD in the U.K. and the .org brand counterpart in the U.S. are clearly identified with the public interest cause.

Internet Usage Habits and Preferences

The DNA survey also collected data on Internet usage preferences that can be used to further analyze some of the key findings above. For example, the research looked to determine if there is a correlation between type of user (e.g., young vs. old and heavy vs. light Internet user) and those who state a preference for certain domain-name extensions.

This research is also intended to set a baseline regarding currently stated preferences: i.e., how do people behave regarding search versus typing a URL address into an address bar?

I do this most often:

Type the domain name address directly into the browser address bar	35%
Type a company or relevant term into a search engine	40%

**I do this all or part of the time:**

Type the domain name address directly into the browser address bar	85%
Type a company or relevant term into a search engine	93%

There is an express preference for search but typing domain names is a practice that remains widely adopted.

The survey indicated that India Internet users most often typed an address name compared to other countries and that Australia and U.K. Internet users most often applied search as their primary tool. The survey question on this topic contained other choices. For example, China users use bookmarks the most often.

Nearly everyone (94%) checks the domain name at least some of the time before clicking on a search result:

**Regularly Pay Attention to Domain Name
in Search Results (%)**

54%

40%

6%

- Always
- Sometimes
- Never
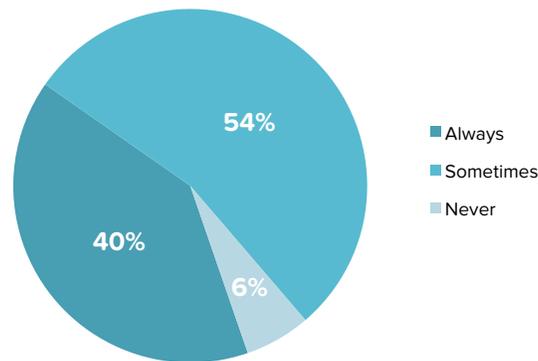
The New Opportunity: Room for Increasing Domain Name Choice

While relatively few people are aware of the new gTLD program and the new opportunities presented, a clear majority of people surveyed believe there should be more domain name-extension options. In countries with mature Internet markets (U.S., UK and Australia) between 50 and 60% said there should be more options, while for people in the fast-developing markets (China, India) the number is between 66 and 75%.

Awareness:

As expected, the survey revealed that a clear minority of the respondents in the 10 countries stated they were affirmatively aware of efforts to expand the number of domain-name extensions.

**Aware of Efforts to Expand
Number of Domain Names (%)**

20%

25%

55%

- Yes
- No
- Unsure
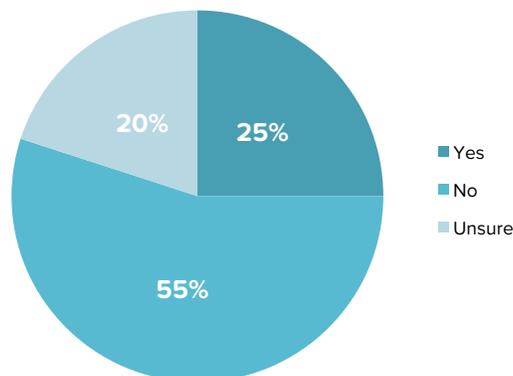
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In most developed countries, the number of people responding "yes" to the question asking if they were aware of the efforts to expand the number of domain-name extensions hovered between 9% and 15%. However, there is a wide range of responses from country to country and also a wide range of certainty as demonstrated by the number of "not sure" responses.

Percentage of "Yes" & Not Sure" Responses
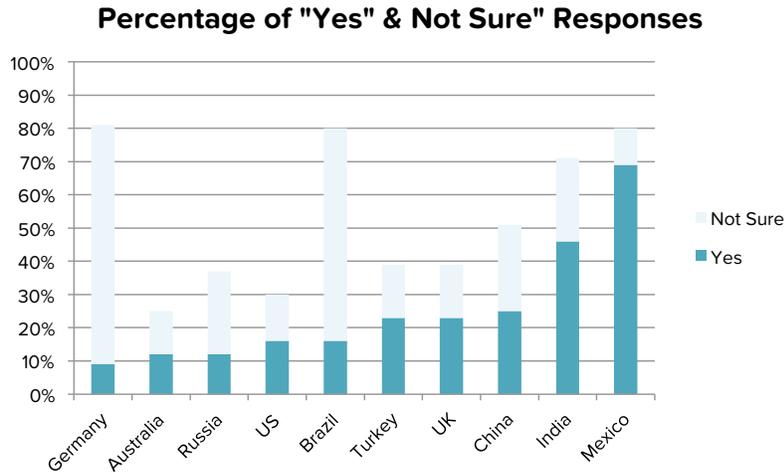
Respondents in India and Mexico registered an extraordinarily high percentage of "yes" responses: 46% and 69% respectively. In India, this might be explained by the fact that IDN ccTLDs were recently launched there. Also remember that this is a survey of the subset of Internet users only so that the percentage reported does not represent the awareness of the entire population. The results in Mexico are very difficult to explain but this should not disturb the conclusions in the other countries that indicate a lack of program awareness.

With the exception of those countries, the percentage of affirmative answers corresponds with expectations.

Demand:

Toward the end of the survey, participants were asked: **"Which one of the following statements best describes your position about a possible increase in the number of domain names?"**

- ⭕ There should be more domain name and domain-name extension options.
- ⭕ There should be few or no further changes to the number of domain-name extensions.

Globally, the answers were strongly supportive of the introduction of more domain names.

**Position on Possible Increase
in Number of Domain Names (%)**

40.5%

59.5%

■ There should be more domain name and domain name extension options

■ There should be few or no further changes to the number of domain name extensions
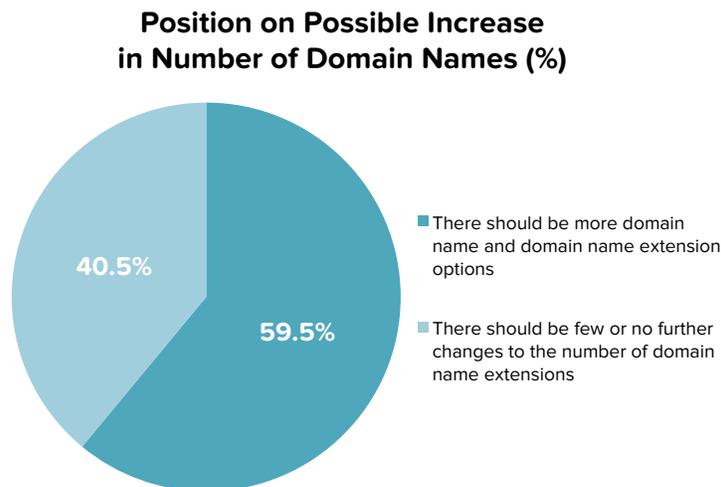
Again, there was a range of responses from country to country.

In developed regions with high Internet usage penetration (e.g., Australia, Germany and the U.S.), the respondents essentially split evenly on this issue: 50/50.

However, in developing countries, the response was clearly in favor of more choice:

China:	68%
India:	76%
Mexico:	76%
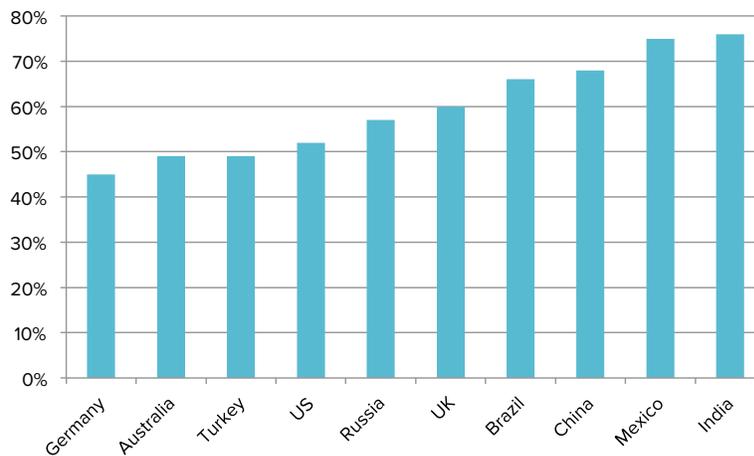
Based on the research, the following points imply an opportunity for new domain-name extensions:

1. The largest and fastest-growing markets are clearly in favor of more options to facilitate Internet usage adoption

2. Even in the cases where the preference is more evenly divided, there are still strong market opportunities when 50% of the market expresses preference for a product.

Values Internet Users Associate with Different Extensions

For this survey, we identified eight values and asked each respondent to identify those that they most associated with a number of domain-name extensions. Understanding these values and how they vary across regions and by category of domain-name extension is intended to aid in the development of marketing strategies.

The values used include:

- Local
- Trusted
- Safe/Secure
- Valuable
- Exclusive

- Educational
- Useful
- Creative/Innovative

Here are some examples, comparing similar or related categories of domain-name extensions:

First take country-code extensions (ccTLDs) and new geographic domain-name extensions. To a certain extent, one could say the geographic names represent a type of competition for the well-established and generally highly regarded ccTLDs.

ccTLDs score highly in "local" values but also in "trusted" and "safe/secure."
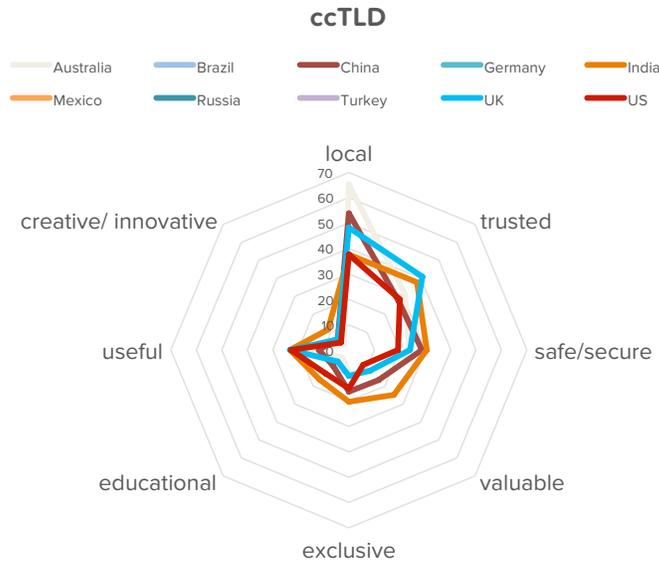
ccTLD

Geographic extensions (i.e., city or country names), as illustrated below, also have a strong but narrower appeal.

Geographic Extensions
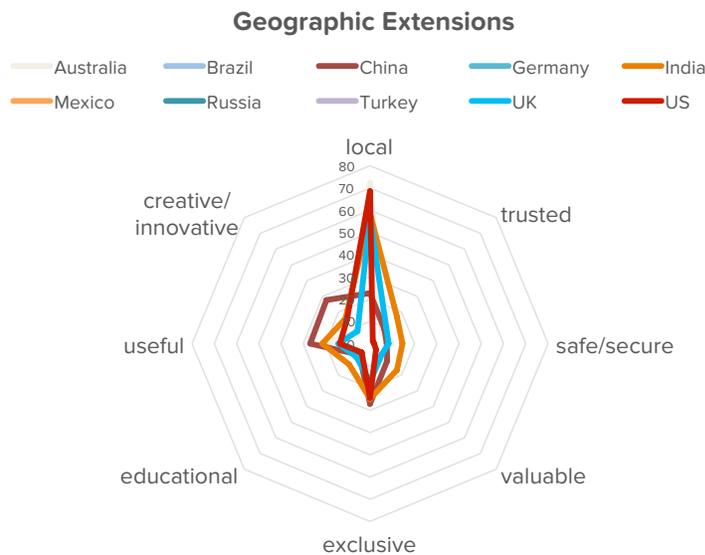
The new extensions do not get the scores in "trusted" or "safe/secure" that ccTLDs receive, which demonstrates the challenge for the new domain-name extensions as they strive to gain acceptance. This may be because the new extensions, such as .wales and .melbourne, have not been in use long enough to merit those labels.

Next consider the values associated with industry verticals (such as .attorney, .dentist, .realtor).
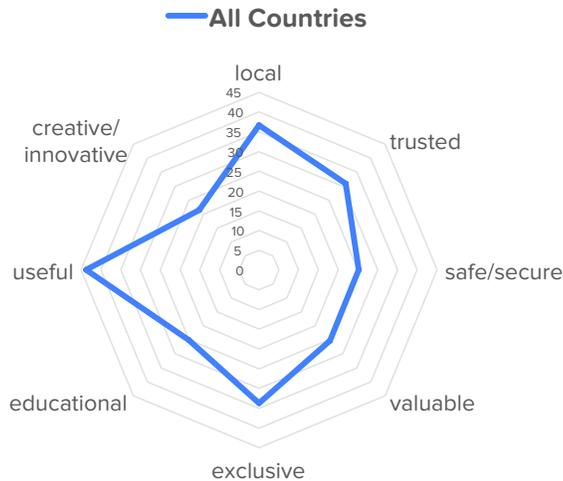

Industry verticals exhibit a degree of "local" value similar to geographic extensions and also strike users as "useful." This makes sense:

- Industry vertical services have a global connotation but the services are contracted locally. If one seeks an attorney, dentist or realtor, one looks in the local phone book or employs an application such as "Yelp."
- These extensions are considered useful because going to a site such as .attorney or .realtor seems more likely to deliver a user to her desired destination than a generic extension.

Finally, the research considers intrinsic values associated with *all* the new domain-name extensions in sum and compares them with the extensions in place before the new gTLD program. When Internet users assign values to the new domain extensions on an individual basis, the sum of all the inputs covers the field of values.
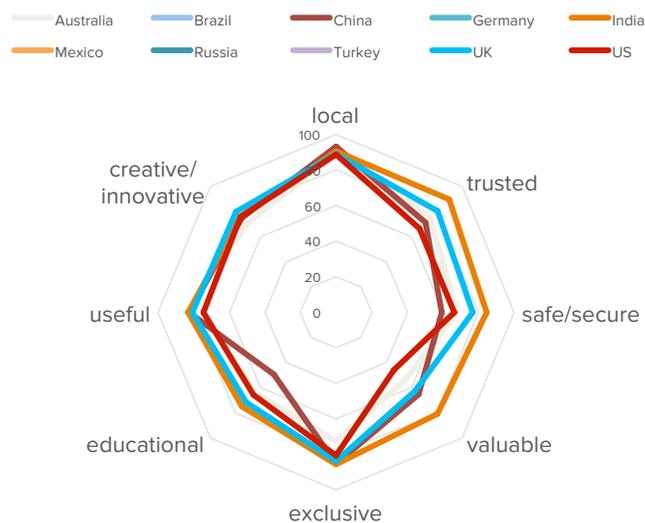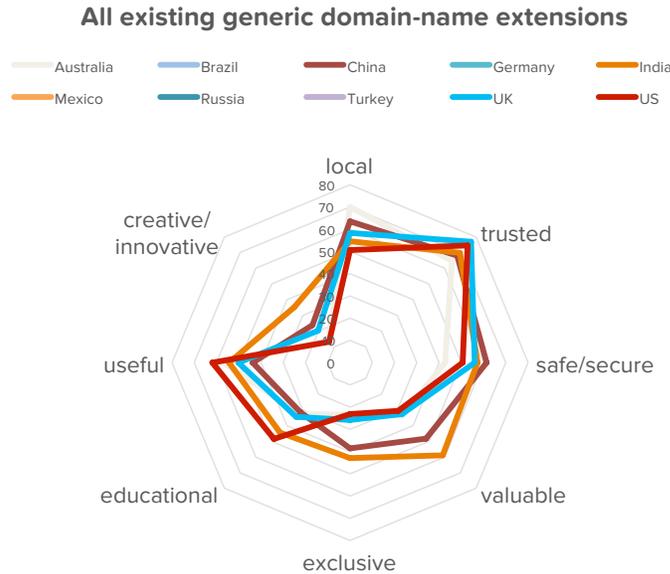
When users assigned values to the pre-gTLD program (existing or legacy) generic domain-name extensions, the responses indicated values that would be associated with more established identities, i.e., trusted, safe, valuable, useful, but not innovative or exclusive.

All existing generic domain-name extensions

The competition resulting from the new set of domain-name extensions is the sum of the whole. Each niche domain-name extension (geographic, industry vertical, community) has with it a set of values. Registrants and users can find the extension reflecting the set of values that suits their needs because there are many choices available. This is why new extensions are valued as exclusive and innovative where the previously delegated extensions are not.

China Analysis

Highlights

Due to significant cultural and language differences and the wide use of IDNs, the China survey questions were developed separately from those conducted in the other countries. For that reason, a portion of the results is being reported separately here.

According to these results Chinese people favor
- ASCII.com unless the ASCII name is too long then they will choose IDN.com
- Short and logical domain names

When asked to describe intrinsic values for different domain extensions, there were no outstanding opinions about them. The only adjective that stood out was "local" for ccTLDs.

When asked about the potential use for a domain name and website, most selected logical explanations according to the domain name meaning (personal, educational, for a business, or local).

When asked to rate attractiveness of a domain name (second-level name: top-level name combination) on a scale of 1-5 (5 being most attractive), selections stayed between 3 and 4. In the opinion of the Chinese data analyst, if people are selecting near the middle range, they do not have a definite opinion.

Most Chinese people are not aware of new domain extensions, but they think if more are provided, it will give them more choices and indicate the purpose of a website. Results indicated that adding more domain extensions would make them initially confused, but users will probably get used to them over time. The only time that they come across new domain extensions is on Search Engine Results Pages. However, in general, Chinese people have not seen the new domain names extensions in use.

Results Summary

IDN domain-name extensions are preferred when they closely match the meaning of the site:

When asking for volunteer opportunities, 27.3% respondents chose 志愿者. 在线 (volunteer.online) instead of .com or .org, which is 10% higher than other choices. However, if the IDN domain-name extension is just something random or not very relevant, .com is the most popular option.

IDN domain-name extensions help people to identify website usages:

When asking about the usages of new domain-name extensions, respondents identify the major usages for most Chinese gTLDs:

- 62% think .shenzhen is about local business,
- 68.1% think .iLoveYou is for personal use.

However, for ASCII TLDs, opinions are not as strong. Only 35.7% think .net and 42% think .info should used for education and non-profit.

Websites in general have a low reputation in China; new domain -name extensions are even less trusted:

Only 44% of respondents think .com websites are to be trusted, but for new domain-name extensions, including IDN and ASCII, only about 10% of respondents feel those are trustworthy.

China Survey Facts

Domain-Name Extensions Used in the Survey by Category (Chinese)

Existing:	.com, .cn, .org, .info, .中国,
Brand:	. 中信 (CITIC)，. 一号店（.walmart)
Community:	. 慈善 (.charity), . 微博 (.microblog), . 机构 (.organization)
Generic:	.在线 (.online), . 中文网 (.Chinese website), .club, . 商标 (.trademark), . 网站 (.website), . 餐厅 (.restaurant), . 新闻 (.news), . 手表 (.watch), . 商城 (.shop), . 手机 (.mobilephone)
Geographic:	. 广州 (.Guangzhou), . 深圳 (.Shenzhen)
Industry:	. 时尚 (.fashion), . 移动 (.mobile), . 游戏 (.game), . 娱乐 (.entertainment), . 健康 (.health), . 购物 (.shopping), . 集团 (.group), . 公司 (.company)

Chinese respondents: 615; 65.4% of respondents have never registered a domain name. The majority of respondents are young to middle-aged, and use the Internet more than three hours daily.

Specific Answers to Selected Questions (China)

Where would you go buy clothes online?

Yifu.com ("clothes" in Pinyin.com)	34.1%
衣服.com (clothes.com)	21.4%
衣服. 时尚 (clothes.fashion)	18.1%
衣服. 商店 (clothes.shop)	16.2%
Yifu.cn ("clothes" in Pinyin.cn)	6.2%
Yifu.在线 ("clothes" in Pinyin.online)	4.0%

If you are setting up a website for your restaurant, which domain name would be most attractive to you?

张三广州餐厅.com (Zhangsan's Guangzhou restaurant.com)	38.7%
Zhangsanguangzhoucanting.com ("Zhangsan's Guangzhou restaurant" in Pinyin.com)	16.5%
张三广州餐厅. 在线 (Zhangsan's Guangzhou restaurant.online)	15.4%
张三广州. 餐厅 (Zhangsan's Guangzhou.restaurant)	12.5%
Zhangsan.餐厅 (Zhangsan.restaurant)	12.3%
Zhangsancanting.广州 (Zhangsan's restaurant.Guangzhou)	4.6%

Where would you go to make a payment online?

网上支付.com (online payment.com)	34.1%
网上支付. 中国 (online payment.China)	22.8%
网上支付. 在线 (online payment.online)	14.8%
网上支付.cn (online payment.cn)	13.5%
Wangshangzhifu.com ("online payment" in Pinyin.com)	9.6%
Wangshangzhifu.cn ("online payment" in Pinyin.cn)	5.2%

Which most likely indicates a very successful brand name or business?

国际公司.com (international company.com)	27.6%
Guojigongsi.com ("international company" in Pinyin.com)	26.5%
国际公司. 中文网 (international company.Chinese online)	23.3%
Guojigongsi.cn ("international company" in Pinyin.cn)	10.4%
国际公司. 世界 (international company.world)	8.7%
国际. 公司 (international.company)	3.6%

Where would you go to find local volunteer opportunities?

志愿者. 在线 (volunteer.online)	27.3%
志愿者.org (volunteer.org)	17.5%
Zhiyuanzhe.org.cn ("volunteer" in Pinyin.org.cn)	15.2%
Zhiyuanzhe.com ("volunteer" in Pinyin.com)	14.8%
志愿者. 慈善 (volunteer.charity)	13.9%
志愿者. 广州 (volunteer.Guangzhou)	11.4%

Where would you go for news and information about current events?

头条新闻.com (headlinenews.com)	23.7%
头条新闻. 中国 (headlinenews.China)	23.0%
头条. 新闻 (headline.news)	15.7%
头条新闻. 在线 (headlinenews.online)	13.9%
Toutiao.cn ("headline" in Pinyin.cn)	13.5%
Toutiaoxinwen.com ("headline news" in Pinyin.com)	10.2%

Appendix: Sample Survey Questions

Five types of questions were posed:

1. Preferences: When are different types or categories of extensions (e.g., legacy, new, geographical, generic, industry vertical) extensions preferred?

For example:

Where would you go to make a payment online?
- ○ onlinepayments.com
- ○ onlinepayments.us
- ○ onlinepayments.bank
- ○ onlinepayments.cpa
- ○ onlinepayments.finance
- ○ onlinepayments.secure

or, in the Australia version:
- ○ onlinepayments.com
- ○ onlinepayments.com.au
- ○ onlinepayments.bank
- ○ onlinepayments.cpa
- ○ onlinepayments.finance
- ○ onlinepayments.secure

or, in China:
- ○ 网上支付.com (online payment)
- ○ 网上支付. 中国 (online payment.China)
- ○ 网上支付. 在线 (online payment.online)
- ○ 网上支付.cn (online payment)
- ○ Wangshangzhifu.com
- ○ Wangshangzhifu.cn

2. Intrinsic value: which domain-name extensions are considered trustworthy, stable, innovative, etc.?

For example, in the UK:

Which of the following words best describe the domain-name extensions listed below? (Select up to three words in each row that describe each extension.)

	local	trusted	safe/ secure	valuable	exclusive	educational	useful	creative/ innovative
.com	○	○	○	○	○	○	○	○
.org	○	○	○	○	○	○	○	○
.uk	○	○	○	○	○	○	○	○
.lawyer	○	○	○	○	○	○	○	○
.realestate	○	○	○	○	○	○	○	○
.wales	○	○	○	○	○	○	○	○
.london	○	○	○	○	○	○	○	○
.charity	○	○	○	○	○	○	○	○
.safety	○	○	○	○	○	○	○	○
.author	○	○	○	○	○	○	○	○
.club	○	○	○	○	○	○	○	○
.ibm	○	○	○	○	○	○	○	○
.youtube	○	○	○	○	○	○	○	○

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3. Identify uses associated with different domain-name extension types or categories.

For example:

Please indicate what type of website you would expect to find for each domain name listed below, or type in a description in the last column.

SET #1	Private or personal use (e.g., family or social purpose)	Education or Non-profit	A business (e.g., selling goods)	Local community activities	Other (Please Specify)
.com	○	○	○	○	
.info	○	○	○	○	
.us	○	○	○	○	
.med	○	○	○	○	
.website	○	○	○	○	
.music	○	○	○	○	
.nyc	○	○	○	○	
.secure	○	○	○	○	
.rest	○	○	○	○	
.safety	○	○	○	○	
.ibm	○	○	○	○	

In some cases, these questions contained two different set of domain-name extensions, with half of the panelists seeing each set, so that more extensions could be exposed in the survey.

4. Awareness and attitude toward the upcoming changes

Example questions:

How do you navigate to or get to web sites on the Internet?
- ○ Type the domain name address directly into the browser address bar (ex. domain.com)
- ○ Type a company or relevant term into a search engine
- ○ Use a bookmark that I have set up
- ○ Click on a link from an email or other source
- ○ Use social media or a social service (e.g., Facebook, Twitter)
- ○ Use an "app" provided by that company (for example, download an app from a web page)

When doing a search, how regularly do you pay attention to the domain name or website name in the search results before making your selection? (always, sometimes, never)

Are you aware of any efforts taking place that would expand the number of domain-name extensions?

Which one of the following statements best describes your position about a possible increase in the number of domain names?

- ○ There should be more domain name and domain-name extension options.
- ○ There should be few or no further changes to the number of domain-name extensions;

5. Demographics: so that responses can be sorted by user demographic, so that we can answer:

Are younger people more or less in favor of more domain names choices? The same question can be applied to business vs. social users and heavy vs. light users.

Which type of user uses search vs. URL addresses?

a. Age

b. Geography

c. Internet usage habits

    i. Business/Social

    ii. Hours per day

    iii. Search vs. URL address bar