

New Domain Name Extensions

New Domain Name Extensions Survey

This survey gauges the understanding and acceptance of New Domain Name extensions and whether people outside the industry are familiar with them and if so, whether they are thought to be beneficial and whether they would consider registering a new top level domain name?

* 1. What is your gender?

Female

Male

* 2. What is your age?

<18

18 to 25

26 to 35

36 to 45

45 or older

3. Are you directly or indirectly involved with the domain name or hosting industry?

Yes

No

Other (please specify)

4. Do you own a domain name?

Yes

No

Unsure

5. How many domain names do you own?

6. Do you own/administer a website for personal or business purposes?

- Yes
- No
- Other (please specify)

7. Do you understand the difference between a website and a domain name?

- Yes
- No
- Unsure

* 8. Have you heard of new domain name extensions (.club, .xyz, .site)?

- Yes
- No
- I don't know

9. If yes, in general how do you feel about these new domain name extensions?

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

* 10. Would you consider purchasing a new domain name extension?

- Yes
- No
- Unsure

11. Have you seen new domain names being used?

- Yes
- No
- Unsure

12. If yes, where did you see them being used?

- Website
- Billboard
- Magazine/Newspaper
- TV/Radio
- Streets
- Other (please specify)

13. Have you registered a new domain name extension?

- Yes
- No
- Unsure

14. When surfing the Internet, do you trust the new domain name extensions?

- Extremely
- Very
- Moderately
- Slightly
- Not at all

15. Do you like having the new domain name extensions?

- Definitely, they .rock!
- No, they .suck!
- I don't know what they are...
- No difference, domain, shaamain

16. Would you purchase a new domain name or only a legacy domain name?

- Yes, I would consider a new domain name extension like .club, .science, .xyz
- No, I prefer to purchase a .com, .org, .info...
- Undecided, it depends on my options
- I'm not interested in purchasing a domain name

17. Why would you buy a new domain name extension?

- Personal Interests
- Business
- I'm not interested in buying a domain name
- Unsure

18. When choosing a domain name, what factors are most important in your decision?

	Most Important	Very Important	Important	Slightly Important	Not at all Important	No opinion
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meaning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Cool" factor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

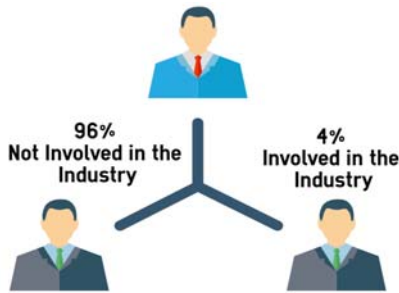
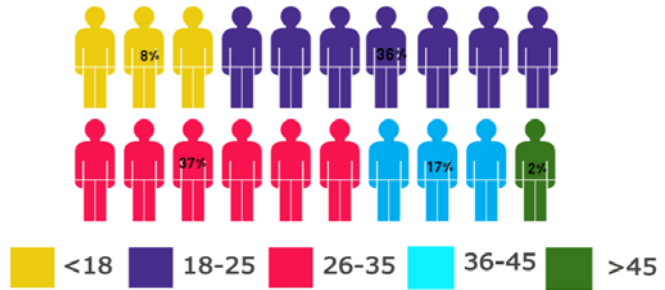
19. Do you have any other comments, questions, or concerns?

100 Participants

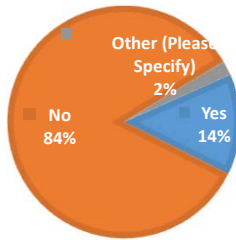


42% Female 58% Male

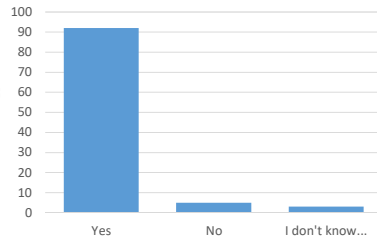
Respondents Ages



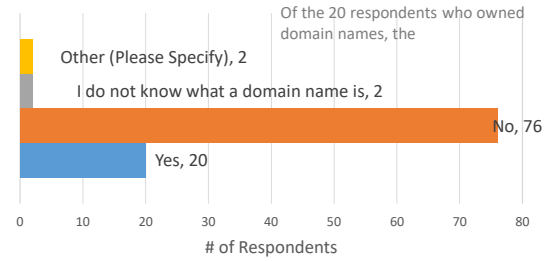
RESPONDENTS WHO HAVE A PERSONAL OR BUSINESS WEBSITE



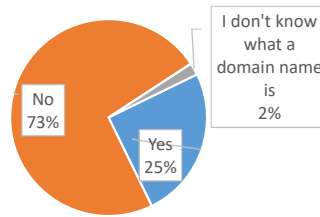
RESPONDENTS UNDERSTAND WEBSITE VS DOMAIN NAME



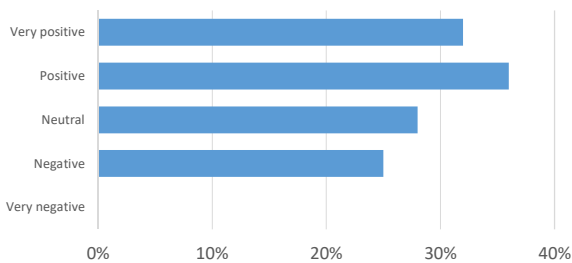
Respondents Owning a Domain name?



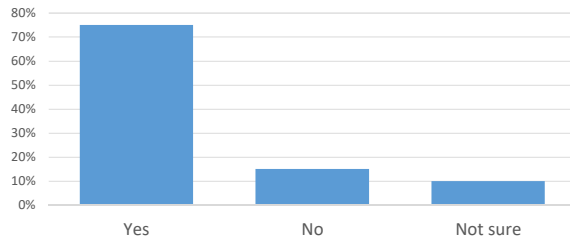
RESPONDENTS WHO HAVE HEARD OF NEW DOMAIN NAME EXTENSIONS



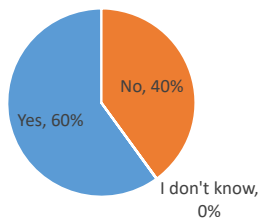
How Respondents Feel about New Domain Names



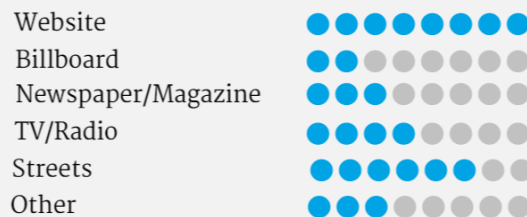
Respondents Who Would Consider Purchasing a New Domain Name



Respondents Seen New Domain Names being Used



Where Respondents have seen new domains being used:



Would you Purchase a New domain Name or a Legacy Domain Name?

