GUIDE TO DATA TABLES

nielsen

TABLE OF CONTENTS

The table of contents is a list of all the questions included in the data tables, including summary tables and which table/page on the right side of each table corresponds.

Page Number

Table Number

Question

THE BASIC COMPONENTS

Page Number

Base Label

Question

Table Number

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Nielsen
Banner 1

Base: Haven't Registered A Domain Name

Q610. Do you plan to register a domain name in the next 6-12 months?

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Banner

Base

	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philip-pines	Japan	South Korea	Russia	India	Indone-sia	Nigeria	South Africa	Egypt	Colombia	Argentina	Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	3775	429	153	133	69*	76*	75*	64*	172	177	172	652	57*	115	223	96*	110	360	80*	105	60*	44*	70*	66*	217
Weighted Base	3775	429	153	133	69*	76*	75*	64*	172	177	172	652	57*	115	223	96*	110	360	80*	105	60*	44*	70*	66*	217
Yes	1365 36% BCEGIJKO	28 7%	16 10%	77 58%	14 20%	48 63%	16 21%	31 48%	15 9%	19 11%	11 6%	262 40%	31 54%	76 66%	14 6%	33 34%	63 57%	245 68%	55 69%	73 70%	26 43%	31 70%	38 54%	32 48%	111 51%
No	2410 64%	401 93%	137 90%	56 42%	55 80%	28 37%	59 79%	33 52%	157 91%	158 89%	161 94%	390 60%	26 46%	39 34%	209 94%	63 66%	47 43%	115 32%	25 31%	32 30%	34 57%	13 30%	32 46%	34 52%	106 49%
Sigma	3775 100%	429 100%	153 100%	133 100%	69 100%	76 100%	75 100%	64 100%	172 100%	177 100%	172 100%	652 100%	57 100%	115 100%	223 100%	96 100%	110 100%	360 100%	80 100%	105 100%	60 100%	44 100%	70 100%	66 100%	217 100%

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used. * small base

Stub

Each table follows the same basic structure:

- **The BANNER COLUMNS** – the columns used to segment the responses/data by key groups of interest (e.g., geography or demographics)
- **The BASE** – the number of respondents who answered the question
  - The base label describes the group of respondents who answered each question
- **The STUB** – the rows displaying the answer choices to the question
- A separate table is produced for each **QUESTION**
- **PAGE** and **TABLE NUMBERS** correspond to the Table of Contents

INTERPRETATION

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Q610. Do you plan to register a domain name in the next 6-12 months?

Base: Haven't Registered A Domain Name

Country

	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philip-pines	Japan	South Korea	Russia	India	Indone-sia	Nigeria	South Africa	Egypt	Colombia	Argentina	Brazil
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted Base	3775	429	153	133	69*	76*	75*	64*	172	177	172	652	57*	115	223	96*	110	360	80*	105	60*	44*	70*	66*	217
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Yes	1365 36% BCEGJKO	28 7%	16 10%	77 58% BCIJKO	14 20% ABCEGJKLOPU	48 63% BCIJKO	16 21% ABCEGJKLOPU	31 48% ABCEGJKO	15 9%	19 11%	11 6%	262 40% ABCEGJKO	31 54% ABCEGJKLOP	76 66% ABCEGHJKLOPUXY	14 6%	33 34% BCIJKO	63 57% ABCEGJKLOP	245 68% ABCEGHJKLOPUXY	55 69% ABCEGHJKLOPUXY	73 70% BCEGJKO	26 43% ABCEGJKO	31 70% ABCEGIJKLOP	38 54% ABCEGIJKLOP	32 48% ABCEGIJKO	111 51% ABCEGIJKLOP
No	2410 64% DFHLMNQRSTVWXY	401 93% AGHJKLMNPRSTVWXY	137 90% R	56 42% ADFHLMNQRSTVWXY	55 80%	28 37%	59 79%	33 52% NRSTV	157 91%	158 89%	161 94% DFHLMNQRSTVWXY	390 60%	26 46% R	39 34%	209 94% DFHLMNQRSTVWXY	63 66%	47 43% R	115 32%	25 31%	32 30%	34 57% FNRSTV	13 30%	32 46% RT	34 52% NRSTV	106 49% NRSTV
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Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used. * small base

To interpret the data, one crosses the banner column or segment of interest and the row with the response choice of interest to look at the percent of those respondents who gave that response.

For instance, in Total, 36% of respondents said they plan to register a domain name in the next 6-12 months. However, only 9% in the UK gave that response.

SIGNIFICANCE TESTING

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Q610. Do you plan to register a domain name in the next 6-12 months?

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Two or more banner points can be tested for significant differences based on a statistical formula called a t-test – whether or not a difference between 2 or more groups is significant depends not only on the magnitude of the difference, but also on the sizes of the samples being compared (i.e., the smaller the samples, the larger a difference would have to be in order to be considered statistically significant).

Significance testing is done at the 95% confidence level, and the test is performed on percentages as well as means. Each subgroup is contained in a banner point and assigned a letter. When the percentage of one subgroup is significantly different from the percentage of another subgroup, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

Confidence intervals are used to describe the amount of uncertainty associated with a sample estimate of a population. 95% confidence interval is a standard best practice in statistics.

NOTATIONS

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Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used. * small base

Proportions/Means: All Columns Tested (5% risk level): All columns in the tables were tested against each other to see if there were significant differences at a 95% confidence level

Overlap formulae used: In instances like Total vs Country, the Country data is also included in the Total data, so there is a formula applied when significance testing that takes that overlap in to account

*small base: Cautions interpretation of data with a base below 100. No significance testing is performed on any column with a base below 30