

Q75. Sample source

14 Mar 2015  
Table 1

Base: All Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
HPOL	1573 26%	502 100%	200 100%	-	101 100%	-	100 100%	-	220 100%	201 100%	249 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novartis	1	-	-	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toluna	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4570 74% BCEGIJK	-	-	223 100%	-	102 100%	-	112 100%	-	-	-	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q616. COUNTRY

14 Mar 2015  
Table 2

Base: All Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
US	502 8%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	200 3%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	223 4%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	101 2%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	102 2%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	100 2%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	112 2%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK	220 4%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE	201 3%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY	250 4%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	1110 18%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM	100 2%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES	206 3%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-
JAPAN	358 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA	204 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-
RUSSIA	253 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q616. COUNTRY

14 Mar 2015  
Table 2

Base: All Respondents

	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
INDIA	687 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-
INDONESIA	207 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-
NIGERIA	201 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-
SOUTH AFRICA	105 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-
EGYPT	103 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-
COLOMBIA	119 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-
ARGENTINA	110 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-
BRAZIL	370 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q620. LANGUAGE

14 Mar 2015  
Table 3

Base: All Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
AMERICAN ENGLISH	502 8%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN_SPANISH	100 2%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PORTUGUESE (BRAZIL)	370 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%
SIMPLIFIED CHINESE	1110 18%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
FRENCH (FRANCE)	201 3%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMAN	250 4%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALIAN	101 2%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPANESE	358 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-
KOREAN	204 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-
RUSSIAN	253 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-
ARABIC	103 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-
VIETNAMESE	100 2%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-
TAGALOG	206 3%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-
TURKISH	102 2%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLISH	112 2%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LATAM_SPANISH	452 7%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	110 100%	-

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

Q620. LANGUAGE

14 Mar 2015  
Table 3

Base: All Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
BRITISH ENGLISH		1413	-	200	-	-	-	-	-	220	-	-	-	-	-	-	-	-	687	-	201	105	-	-	-	-
	BASE TOTAL POPULATION	23%		100%						100%									100%		100%	100%				
BAHASA		207	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207	-	-	-	-	-	-
	BASE TOTAL POPULATION	3%																		100%						
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	BASE TOTAL POPULATION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q264. In which country or region do you currently reside?

Base: All Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Argentina	110 2% BDIKLOQRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-
Brazil	370 6% BCDJKLNOPQRSTWXY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%
Canada	200 3% BDKJLNOPQRSTWXY	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China	1110 18% BCDJKLNOPQRSTWXY	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	119 2% BCDKJLNOPQRSTY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-
Egypt	103 2% BKLOQRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-
France	201 3% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Germany	250 4% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India	687 11% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-
Indonesia	207 3% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-
Italy	101 2% BKLOQRY	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan	358 6% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-
Mexico	223 4% BCDKJLNOPQRSTWY	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria	201 3% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-
Philippines	206 3% BCDKJLNOPQRSTWY	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-
Poland	112 2% BDIKLOQRY	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q264. In which country or region do you currently reside?

14 Mar 2015  
Table 4

Base: All Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
South Africa	105 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-
BDKLOQRY																									
Russian Federation	253 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-
BDKJHKLNOFGSTUWXY																									
South Korea	204 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-
BDCHJHKLNOFGSTUWXY																									
Spain	100 2%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BKLOQRY																									
Turkey	102 2%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BKLOQRY																									
United Kingdom	220 4%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BDCHJHKLNOFGSTUWXY																									
United States	502 8%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BDKJHKLNOFGSTUWXY																									
Vietnam	100 2%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-
BKLOQRY																									
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Base: All Respondents

Q268. Are you...?

14 Mar 2015  
Table 5

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Male	3402 55% BJNQUX	198 39% B	99 50% B	126 57% BJNQUX	60 59% BJNQUX	61 60% BJNQUX	63 63% BCHJNQUXY	54 48% BJNQUX	125 57% BJNQUX	82 41% ABCHJNQUXY	159 64% ABCHJNQUXY	664 60% BJNQUX	59 59% BJNQUX	95 46% BCHJNQUXY	215 60% BJNQUX	115 56% BCHJNQUXY	114 45% BCHJNQUXY	401 58% BJQU	115 56% ABCHJNQUXY	162 81% ABCHJNQUXY	43 41% ABCHJNQUXY	86 83% ABCHJNQUXY	65 55% BJU	49 45% BJU	192 52% BJU	
Female	2742 45% KLTV	304 61% GKLORTV	101 51% GKLORTV	97 43% TV	41 41% TV	41 40% TV	37 37% TV	58 52% GKLORTV	95 43% TV	119 59% ADEFGJNLMOPRTV	91 36% TV	446 40% TV	41 41% TV	111 54% ADEFGJNLMOPRTV	143 40% TV	89 44% TV	139 55% ADEFGJNLMOPRTV	286 42% TV	92 44% TV	39 19% ADEFGJNLMOPRTV	62 59% ADEFGJNLMOPRTV	17 17% ADEFGJNLMOPRTV	54 45% TV	61 55% ADEFGJNLMOPRTV	178 48% GKLORTV	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q280. Respondent Age.

14 Mar 2015  
Table 6

Base: All Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
18 - 19	146 2%	4 1%	6 3%	5 2%	1 1%	3 3%	-	4 4%	5 2%	-	-	6 1%	9 9%	7 3%	7 2%	4 2%	7 3%	26 4%	12 6%	3 1%	3 3%	6 6%	2 2%	6 5%	20 5%
	BJKL		BJKL	JKL		JKL		BJKL	JKL			ABCEGJLKNPQRTW	ABCEGJLKNPQRTW	BJKL	JKL	JKL	BJKL	ABGJKL	ABGJKLOPT		JKL	ABGJKLOT	K	ABGJKLT	ABGJKLOPT
20 - 24	699 11%	31 6%	13 7%	36 16%	2 2%	19 19%	1 1%	18 16%	28 13%	7 3%	2 1%	51 5%	49 49%	39 19%	39 11%	21 10%	35 14%	130 19%	43 21%	27 13%	20 19%	21 20%	6 5%	6 5%	55 15%
	BCEGJKLWX	GK	GK	ABCEGJKLWX		ABCEGJKLWX		BCEGJKLWX	BCEGJKLWX	K		K	ABCEGJLKNPQRTW	ABCEGJKLWX	BEGJKL	EGJKL	BCEGJKLWX	ABCEGJKLWX	ABCEGJKLOPWX	BCEGJKLWX	ABCEGJKLWX	ABCEGJKLWX	K	K	ABCEGJKLWX
25 - 29	842 14%	37 7%	18 9%	44 20%	10 10%	21 21%	7 7%	12 11%	22 10%	7 3%	7 3%	138 12%	28 28%	36 17%	35 10%	31 15%	41 16%	127 18%	45 22%	52 26%	14 13%	26 25%	11 9%	8 7%	65 18%
	BCGJKOX	K	JK	ABCEGJKLOPWX	JK	ABCEGJKLOPWX		JK	JK	JK		BJK	ABCEGJLKNPQRTW	BCGJKLOWX	JK	BGJKX	BCGJKOX	ABCEGJKLWX	ABCEGJKLOPWX	ABCEGJKLOPWX	ABCEGJKLOPWX	BJK	JK	ABCEGJKLOPWX	
30 - 34	928 15%	66 13%	21 11%	29 13%	9 9%	19 19%	9 9%	10 9%	21 10%	20 10%	9 4%	220 20%	6 6%	36 17%	35 10%	43 21%	53 21%	107 16%	34 16%	56 28%	21 20%	14 14%	11 9%	11 10%	68 18%
	IJKMO	KM	K	K	K	EGHUKMOW	K	K	K	K		ABCEGJLKNPQRTW	CEHUKMOW	K	K	ABCEGJLKNPQRTW	IJKMO	IKMO	ABCEGJLKNPQRTW	CEHUKMOW	K	K	K	K	ABCEGJLKNPQRTW
35 - 39	848 14%	60 12%	16 8%	28 13%	16 16%	19 19%	25 25%	20 18%	24 11%	24 12%	21 8%	182 16%	4 4%	35 17%	36 10%	29 14%	40 16%	113 16%	25 12%	26 13%	16 15%	11 11%	12 10%	14 13%	52 14%
	CKMO	M	M	M	CKM	CKMO	CKMO	CKMO	CKMO	M	M	ABCIKMO	CKMO	CKMO	CKMO	CKMO	ABCIKMO	CKMO	CKMO	CKMO	CKMO	CKMO	CKMO	CKMO	CKMO
40 - 44	687 11%	41 8%	16 8%	29 13%	16 16%	6 6%	25 25%	14 13%	20 9%	31 15%	34 14%	145 13%	3 3%	16 8%	32 9%	35 17%	36 14%	65 9%	20 10%	19 9%	7 7%	12 12%	11 9%	19 17%	35 9%
	BM		BM	BCFMINORTU		BCFMINORTU		M	BCFMINORTU	BFMN	BCFMINOR			M	ABCFMINORTU	BCFMINORTU	BCFMINORTU	M	M	M	M	M	ABCFMINORTU	M	M
45 - 49	592 10%	56 11%	18 9%	20 9%	15 15%	8 8%	11 11%	6 5%	21 10%	21 10%	40 16%	121 11%	1 1%	14 7%	56 16%	17 8%	19 9%	41 8%	18 6%	10 9%	12 11%	4 4%	17 14%	12 11%	34 9%
	MRTV	MRTV	M	M	HMNQRTV	M	M	M	M	MRTV	ACDFHLMNPQRSTU	MRTV		M	ACDFHLMNPQRSTU	M	M	M	M	M	MRTV	HMNQRTV	M	M	M
50 - 54	417 7%	34 7%	21 11%	16 7%	11 11%	2 2%	10 10%	9 8%	27 12%	24 12%	36 14%	67 6%	-	10 5%	47 13%	8 4%	12 5%	24 3%	6 3%	4 2%	5 5%	5 5%	14 12%	15 14%	10 3%
	FMRSTY	MRSTY	AFILMNPRSTUY	MRSTY	FMPRSTY	FMPRSTY	FMRSTY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	MRTY		M	AFILMNPRSTUY	M	M	M	M	M	M	M	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY
55 - 59	394 6%	44 9%	23 12%	8 4%	5 5%	3 3%	4 4%	9 8%	16 7%	16 8%	44 18%	91 8%	-	7 3%	27 8%	11 5%	5 2%	29 4%	3 1%	2 1%	1 1%	4 4%	18 15%	9 8%	15 4%
	MQRSTU	AFILMNPRSTUY	AFILMNPRSTUY	MT	M	MQSTU	MQSTU	MINQRSTUY	MINQRSTUY	ADMINQRSTUY				MINQRSTUY	MQST	MT						M	AFILMNPRSTUY	MQSTU	MT
60 - 64	287 5%	41 8%	21 11%	5 2%	8 8%	2 2%	5 5%	7 6%	12 5%	25 12%	31 12%	63 6%	-	5 2%	13 4%	2 1%	4 2%	17 2%	1 1%	1 1%	5 5%	-	10 8%	5 5%	4 1%
	MPQRSTVY	AFILMNPRSTUY	AFILMNPRSTUY	DMNPQRSTVY	MPSTVY	MPSTVY	MPQRSTVY	MPQRSTVY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	DMNPQRSTVY			STY					MPSTVY		AFILMNPRSTUY	MPSTVY	MPSTVY	MPSTVY
65 and over	304 5%	88 18%	27 14%	3 1%	8 8%	-	3 3%	3 3%	24 11%	26 13%	26 10%	26 2%	-	1 1%	31 9%	3 1%	1 1%	8 1%	-	1 1%	1 1%	-	7 6%	5 5%	12 3%
	DFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	DFILMNPRSTUY	QS	S	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	QS		AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	FMNQRTV	FMNQRTV	NQRST
MEAN	39.4	47.0	46.4	36.0	44.4	33.1	42.5	38.6	43.0	48.0	50.9	40.4	25.1	34.4	42.8	36.6	34.7	34.3	32.1	32.4	35.2	32.1	45.1	42.3	35.1
	DFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	FMSTV		M	AFILMNPRSTUY	FMNQRTVY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY	AFILMNPRSTUY		MST	AFILMNPRSTUY	FMNQRTV	MSTV	MST	M	M	MSTV	M	AFILMNPRSTUY	AFILMNPRSTUY	MSTV
STD. DEV.	13.51	15.96	15.69	11.74	12.36	9.84	10.06	13.49	15.87	13.31	10.99	11.60	5.80	10.88	14.12	10.77	10.08	11.45	9.68	8.46	11.66	10.50	13.49	13.11	12.23
STD. ERR.	0.17	0.71	1.11	0.79	1.23	0.97	1.01	1.27	1.07	0.94	0.69	0.35	0.58	0.76	0.75	0.75	0.63	0.44	0.67	0.60	1.14	1.03	1.24	1.25	0.64
MEDIAN	37	46	48	34	43	32	40	38	42	47	52	38	24	33	44	35	33	32	30	31	33	29	46	42	33
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q600. How many hours per week do you spend using the Internet?

Base: All Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	1180 19% L	94 19% L	41 21% L	45 20% L	21 21% L	18 18% L	22 22% L	35 31% L	37 17% L	39 19% L	48 19% L	118 11% L	21 21% L	59 29% L	62 17% L	38 19% L	40 16% L	135 20% L	53 26% L	57 28% L	25 24% L	13 13% L	40 34% L	27 25% L	92 25% L
11-15 hours	911 15% LY	89 18% LVY	34 17% LY	40 18% LVY	10 10% L	11 11% L	20 20% L	14 13% L	46 21% L	38 19% L	50 20% L	129 12% L	18 18% Y	29 14% L	54 15% L	32 16% L	31 12% L	103 15% LY	30 14% L	28 14% L	16 15% L	9 9% L	23 19% LVY	19 17% Y	38 10% L
16-20 hours	929 15% FLQVRX	91 18% FLQVRX	37 19% FQVX	50 22% FQVX	19 19% FVX	9 9% L	16 16% L	14 13% L	38 17% FVX	44 22% FVX	48 19% FLQVRX	148 13% L	12 12% L	27 13% L	54 15% L	35 17% V	30 12% L	94 14% L	34 16% L	26 13% L	13 12% L	9 9% L	21 18% L	10 9% L	50 14% L
More than 20 hours	3124 51% BCDJKSW	228 45% W	88 44% W	88 39% W	51 50% W	64 63% W	42 42% W	49 44% W	99 45% W	80 40% W	104 42% W	715 64% W	49 49% W	91 44% W	188 53% BDJKSW	99 49% W	152 60% W	355 52% BDJKSW	90 43% W	90 45% W	51 49% W	72 70% W	35 29% W	54 49% W	190 51% DJKW
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q640. COUNTRY QUOTAS

Base: All Qualified

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
US	502 8%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	200 3%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	223 4%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	101 2%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	102 2%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	100 2%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	112 2%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNITED KINGDOM	220 4%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE	201 3%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY	250 4%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	1110 18%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM	100 2%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES	206 3%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-
JAPAN	358 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA	204 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-
RUSSIA	253 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q640. COUNTRY QUOTAS

14 Mar 2015  
Table 8

Base: All Qualified

	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
INDIA	687 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-
INDONESIA	207 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-
NIGERIA	201 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-
SOUTH AFRICA	105 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-
EGYPT	103 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-
COLOMBIA	119 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-
ARGENTINA	110 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-
BRAZIL	370 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q605. Have you ever registered a domain name?

14 Mar 2015  
Table 9

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Yes	2369 39%	73 15%	47 24%	90 40%	32 32%	26 25%	25 25%	48 43%	48 22%	24 12%	78 31%	458 41%	43 43%	91 44%	135 38%	108 53%	143 57%	327 48%	127 61%	96 48%	45 43%	59 57%	49 41%	44 40%	153 41%
	BCFGIJK		BJ	BCFGIJK	BJ	BJ	BJ	BCFGIJK	BJ		BIJ	ABCFG IJK	BCFG IJK	BCEFG IJK	BCFG IJ	ABCEFG IJKLO	ABCEFG IJKLO	ABCEFG IJKLO	ABCEFG IJKLO	ABCEFG IJKLO	BCFG IJ	BCFG IJ	BCFG IJ	BCFG IJK	BCFG IJK
No	3775 61%	429 85%	153 77%	133 60%	69 68%	76 75%	75 75%	64 57%	172 78%	177 88%	172 69%	652 59%	57 57%	115 56%	223 62%	96 47%	110 43%	360 52%	80 39%	105 52%	60 57%	44 43%	70 59%	66 60%	217 59%
	LPQRSTV			PQSV	NPQRSTV			QSV			ADHLMNPQRSTUV	PQRSV	QSV	QSV	PQRSTV			QS		S	QSV		PQSV	PQSV	PQSV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

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

14 Mar 2015  
Table 10

Base: Haven't Registered A Domain Name

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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% BCIJKO	14 20%	48 63% ABCEGIJKLO	16 21% BCIJKO	31 48% ABCEGIJKO	15 9%	19 11%	11 6%	262 40% ABCEGIJKLO	31 54% ABCEGIJKLO	76 66% ABCEGIJKLO	14 6% BCIJKO	33 34% ABCEGIJKLO	63 57% ABCEGIJKLO	245 68% ABCEGIJKLO	55 69% ABCEGIJKLO	73 70% BCGEIJKO	26 43% ABCEGIJKLO	31 70% ABCEGIJKLO	38 54% ABCEGIJKLO	32 48% ABCEGIJKO	111 51% ABCEGIJKLO
No	2410 64% DFHLMNQIRSTVWXY	401 93% ABCEGIJKLO	137 90% ABCEGIJKLO	56 42% R	55 80% ABCEGIJKLO	28 37% ABCEGIJKLO	59 79% ABCEGIJKLO	33 52% NRSTV	157 91% ABCEGIJKLO	158 89% ABCEGIJKLO	161 94% ABCEGIJKLO	390 60% DFHLMNQIRSTVWXY	26 46% R	39 34% ABCEGIJKLO	209 94% ABCEGIJKLO	63 66% DFHLMNQIRSTVWXY	47 43% R	115 32% DFHLMNQIRSTVWXY	25 31% DFHLMNQIRSTVWXY	32 30% FNRSTV	34 57% FNRSTV	13 30% RT	32 46% RT	34 52% NRSTV	106 49% NRSTV
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

Q700. Which of the following domain name extensions, if any, have you heard of?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.com	5481 89% JR	466 93% ADJLKLORVY	189 95% ADJLKLMOORVY	193 87% ADJLKLMOORVY	89 88% ADJLKLMOORVY	92 90% ADJLKLMOORVY	91 91% ADJLKLMOORVY	103 92% JR	209 95% ADJLKLMOORVY	166 83% ADJLKLMOORVY	219 88% ADJLKLMOORVY	993 89% JR	87 87% ADJLKLMOORVY	187 91% JR	311 87% ADJLKLORVY	191 94% ADJLKLORVY	225 R ADJLKLMOORVY	574 84% ADJLKLMOORVY	186 90% JR	190 95% ADJLKLMOORVY	94 90% ADJLKLMOORVY	89 86% ADJLKLMOORVY	112 94% DJORY	104 95% DJKORVY	321 87% ADJLKLMOORVY
.net	4759 77% LOR	434 86% ADJLKLMOORVY	178 89% ADJLKLMOORVY	174 78% LOR	83 82% LOR	84 82% LORS	82 82% LOR	88 79% ADJLKLMOORVY	189 86% ADJLKLMOORVY	153 76% ADJLKLMOORVY	193 77% O	793 71% ADJLKLMOORVY	74 74% ADJLKLMOORVY	153 74% ADJLKLMOORVY	247 69% ADJLKLMOORVY	181 89% LORS	203 80% ADJLKLMOORVY	489 71% ADJLKLMOORVY	149 72% ADJLKLMOORVY	161 80% LOR	84 80% O	76 74% LMNORSV	101 85% ADJLKLMOORVY	97 88% ADJLKLMOORVY	293 79% LOR
.org	4387 71% LO	456 91% ADJLKLMOORVY	182 91% ADJLKLMOORVY	187 84% ADJLKLMOORVY	84 83% ADJLKLMOORVY	79 77% LOS	87 87% ADJLKLMOORVY	88 79% LNOPRSV	193 88% ADJLKLMOORVY	143 71% LO	180 72% LO	594 54% LNOPRSV	79 79% ADJLKLMOORVY	139 67% LO	175 49% ADJLKLMOORVY	137 67% LO	179 71% LO	477 69% ADJLKLMOORVY	136 66% ADJLKLMOORVY	162 81% ADJLKLMOORVY	82 78% LOPSV	66 64% ADJLKLMOORVY	101 85% ADJLKLMOORVY	94 85% ADJLKLMOORVY	287 78% ADJLKLMOORVY
.info	2542 41% BCJLSU	147 29% ADJLKLMOORVY	69 35% ADJLKLMOORVY	85 38% ADJLKLMOORVY	59 58% ADJLKLMOORVY	59 58% ADJLKLMOORVY	57 57% ADJLKLMOORVY	71 63% ADJLKLMOORVY	88 40% ADJLKLMOORVY	52 26% ADJLKLMOORVY	134 54% ADJLKLMOORVY	323 29% ADJLKLMOORVY	70 70% ADJLKLMOORVY	79 38% ADJLKLMOORVY	157 44% ADJLKLMOORVY	77 38% ADJLKLMOORVY	156 62% ADJLKLMOORVY	331 48% ADJLKLMOORVY	61 29% ADJLKLMOORVY	126 63% ADJLKLMOORVY	31 30% ADJLKLMOORVY	46 45% ADJLKLMOORVY	64 54% ADJLKLMOORVY	50 45% ADJLKLMOORVY	150 41% ADJLKLMOORVY
.biz	1890 31% DJLVWY	195 39% ADJLKLWVY	78 39% ADJLKLWVY	33 15% ADJLKLWVY	54 53% ADJLKLWVY	36 35% ADJLKLWVY	24 24% ADJLKLWVY	55 49% ADJLKLWVY	89 40% ADJLKLWVY	41 20% ADJLKLWVY	93 37% ADJLKLWVY	160 14% ADJLKLWVY	45 45% ADJLKLWVY	83 40% ADJLKLWVY	127 35% ADJLKLWVY	80 39% ADJLKLWVY	110 43% ADJLKLWVY	246 36% ADJLKLWVY	70 34% ADJLKLWVY	100 50% ADJLKLWVY	45 43% ADJLKLWVY	21 20% ADJLKLWVY	20 17% ADJLKLWVY	40 36% ADJLKLWVY	45 12% ADJLKLWVY
.cn	909 15% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	909 82% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-
.mobi	866 14% BDJKLOPY	33 7% ADJLKLMOORVY	23 12% BJ	17 8% ADJLKLMOORVY	11 11% ADJLKLMOORVY	16 16% BDJKP	14 14% ADJLKLMOORVY	18 16% ADJLKLMOORVY	40 18% ADJLKLMOORVY	11 5% ADJLKLMOORVY	21 8% ADJLKLMOORVY	112 10% ADJLKLMOORVY	26 26% ADJLKLMOORVY	21 10% ADJLKLMOORVY	35 10% ADJLKLMOORVY	16 8% ADJLKLMOORVY	59 23% ADJLKLMOORVY	145 21% ADJLKLMOORVY	29 14% ADJLKLMOORVY	81 40% ADJLKLMOORVY	76 72% ADJLKLMOORVY	8 8% ADJLKLMOORVY	10 8% ADJLKLMOORVY	10 9% ADJLKLMOORVY	34 9% ADJLKLMOORVY
.pro	587 10% BGKNTUV	17 3% ADJLKLMOORVY	15 8% ADJLKLMOORVY	13 6% ADJLKLMOORVY	7 7% ADJLKLMOORVY	10 10% ADJLKLMOORVY	2 2% ADJLKLMOORVY	20 18% ADJLKLMOORVY	15 7% ADJLKLMOORVY	22 11% ADJLKLMOORVY	9 4% ADJLKLMOORVY	134 12% ADJLKLMOORVY	20 20% ADJLKLMOORVY	7 3% ADJLKLMOORVY	25 7% ADJLKLMOORVY	26 13% ADJLKLMOORVY	86 34% ADJLKLMOORVY	82 12% ADJLKLMOORVY	14 7% ADJLKLMOORVY	10 5% ADJLKLMOORVY	2 2% ADJLKLMOORVY	2 2% ADJLKLMOORVY	9 8% ADJLKLMOORVY	12 11% ADJLKLMOORVY	28 8% ADJLKLMOORVY
.tel	563 9% BGJNOV	29 6% ADJLKLMOORVY	27 14% ADJLKLMOORVY	19 9% ADJLKLMOORVY	10 10% ADJLKLMOORVY	16 16% ADJLKLMOORVY	3 3% ADJLKLMOORVY	8 7% ADJLKLMOORVY	21 10% ADJLKLMOORVY	10 5% ADJLKLMOORVY	19 8% ADJLKLMOORVY	124 11% ADJLKLMOORVY	4 4% ADJLKLMOORVY	8 4% ADJLKLMOORVY	11 3% ADJLKLMOORVY	21 10% ADJLKLMOORVY	30 12% ADJLKLMOORVY	86 13% ADJLKLMOORVY	18 9% ADJLKLMOORVY	21 10% ADJLKLMOORVY	5 5% ADJLKLMOORVY	3 3% ADJLKLMOORVY	17 14% ADJLKLMOORVY	11 10% ADJLKLMOORVY	42 11% ADJLKLMOORVY
.in	558 9% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	558 81% ADJLKLMOORVY	-	-	-	-	-	-	-
.asia	533 9% BCDGJKVXY	15 3% ADJLKLMOORVY	7 4% ADJLKLMOORVY	3 1% ADJLKLMOORVY	5 5% ADJLKLMOORVY	8 8% ADJLKLMOORVY	3 3% ADJLKLMOORVY	7 6% ADJLKLMOORVY	20 9% ADJLKLMOORVY	9 4% ADJLKLMOORVY	12 5% ADJLKLMOORVY	111 10% ADJLKLMOORVY	19 19% ADJLKLMOORVY	22 11% ADJLKLMOORVY	34 9% ADJLKLMOORVY	22 11% ADJLKLMOORVY	27 11% ADJLKLMOORVY	120 17% ADJLKLMOORVY	34 16% ADJLKLMOORVY	15 7% ADJLKLMOORVY	6 6% ADJLKLMOORVY	3 3% ADJLKLMOORVY	8 7% ADJLKLMOORVY	3 3% ADJLKLMOORVY	20 5% ADJLKLMOORVY
.jp	330 5% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-	330 92% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-
.coop	319 5% BUJ	12 2% ADJLKLMOORVY	6 3% ADJLKLMOORVY	6 3% ADJLKLMOORVY	6 6% ADJLKLMOORVY	3 3% ADJLKLMOORVY	3 3% ADJLKLMOORVY	3 3% ADJLKLMOORVY	17 8% BCDUNTUV	4 2% ADJLKLMOORVY	10 4% ADJLKLMOORVY	71 6% ADJLKLMOORVY	4 4% ADJLKLMOORVY	6 3% ADJLKLMOORVY	17 5% ADJLKLMOORVY	20 10% ADJLKLMOORVY	21 8% ADJLKLMOORVY	47 7% ADJLKLMOORVY	7 3% ADJLKLMOORVY	6 3% ADJLKLMOORVY	-	1 1% ADJLKLMOORVY	14 12% ADJLKLMOORVY	11 10% ADJLKLMOORVY	24 6% ADJLKLMOORVY
.br	311 5% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	311 84% ADJLKLMOORVY
.us	261 4% ADJLKLMOORVY	261 52% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	237 4% ADJLKLMOORVY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	237 94% ADJLKLMOORVY	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q700. Which of the following domain name extensions, if any, have you heard of?

14 Mar 2015  
Table 11

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.de	234 4%	-	-	-	-	-	-	-	-	-	234 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	203 3%	-	-	-	-	-	-	-	203 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	201 3%	-	-	201 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	190 3%	-	190 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	179 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	179 88%	-	-	-	-	-	-	-	-	-
.fr	179 3%	-	-	-	-	-	-	-	-	179 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	166 3%	-	-	-	-	-	-	-	-	-	-	-	-	166 81%	-	-	-	-	-	-	-	-	-	-	-
.ng	165 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165 82%	-	-	-	-	-
.id	165 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165 80%	-	-	-	-	-	-
.co	108 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 91%	-	-
.pl	102 2%	-	-	-	-	-	-	102 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 87%	-
.za	95 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95 90%	-	-	-	-
.es	94 2%	-	-	-	-	-	94 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	94 2%	-	-	-	94 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	87 1%	-	-	-	-	-	-	-	-	-	-	-	87 87%	-	-	-	-	-	-	-	-	-	-	-	-
.tr	83 1%	-	-	-	-	83 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Reg	661%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6664%	-	-	-
BLORY																									
I am not aware of any of these	1212%	184%	21%	1	11%	22%	22%	-	21%	136%	94%	283%	22%	21%	93%	1	1	132%	31%	-	-	88%	11%	11%	21%
	TY	ADHIPOTUY				T	T			ADHIPOTUY	DHPQTY	QTY	T		QTY			T				ADHIPOTUY			
Sigma	2716142	2083415%	966483%	932418%	503498%	488478%	462462%	563503%	1086494%	803400%	1133453%	4352392%	517517%	873424%	1478413%	951466%	1334527%	3168461%	872421%	1037516%	520495%	389378%	565475%	529481%	1557421%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q705. Which of the following domain name extensions have you personally visited when going to websites?

Base: Heard Of Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6023	484	198	222	100	100	98*	112	218	188	241	1082	98*	204	349	203	252	674	204	201	105	95*	118	109	368
Weighted Base	6023	484	198	222	100	100	98*	112	218	188	241	1082	98*	204	349	203	252	674	204	201	105	95*	118	109	368
.com	5290 88% JOR	451 93% ADEHJLMNOORV	185 93% ADEHJLMNOORV	190 86% O	85 85% JO	89 89% JO	90 92% JOR	94 84% DHJKORY	200 92% HJKORY	150 80% LO	204 85% O	971 90% AJKORY	84 86% HJKORY	182 89% JOR	275 79% JKOR	185 91% JO	221 88% JO	560 83% O	182 89% JOR	189 94% ADEHJLMNOORV	92 88% O	85 89% JO	108 92% JOR	102 94% DEHJKORY	316 86% O
.net	3904 65% HJORY	366 76% ADEHJLMNOORV	136 69% HJKORSY	137 62% O	67 67% O	79 79% ADEHJLMNOORV	67 67% HO	61 54% HJKOR	148 68% HJKOR	107 57% LO	142 59% O	693 64% HO	69 70% HJKOR	123 60% O	176 50% LO	160 79% ADEHJLMNOORV	185 73% ADEHJLMNOORV	401 59% O	120 59% HJKORSY	141 70% ADEHJLMNOORV	70 67% O	72 76% ADEHJLMNOORV	87 74% HJKORSY	76 70% HJKORSY	221 60% O
.org	3646 61% KLNOPS	403 83% ADEHJLMNOORV	153 77% ADEHJLMNOORV	163 73% ADEHJLMNOORV	73 73% ADEHJLMNOORV	72 72% ADEHJLMNOORV	70 71% ADEHJLMNOORV	70 63% KLOPS	171 78% ADEHJLMNOORV	101 54% LO	121 50% O	485 45% ADEHJLMNOORV	72 73% ADEHJLMNOORV	109 53% LO	105 30% LO	91 45% KLOPS	156 62% KLOPS	408 61% KLOPS	99 49% O	154 77% ADEHJLMNOORV	77 73% ADEHJLMNOORV	57 60% LOP	98 83% ADEHJLMNOORV	85 78% ADEHJLMNOORV	253 69% ADEHJLMNOORV
.info	1622 27% BCJLPS	69 14% ADEHJLMNOORV	35 18% ADEHJLMNOORV	54 24% BCJLPS	41 41% ADEHJLMNOORV	41 41% ADEHJLMNOORV	39 40% ADEHJLMNOORV	49 44% ADEHJLMNOORV	59 27% BCJLPS	28 15% ADEHJLMNOORV	99 41% ADEHJLMNOORV	194 18% ADEHJLMNOORV	65 66% ADEHJLMNOORV	54 26% BCJLPS	85 24% ADEHJLMNOORV	40 20% ADEHJLMNOORV	124 49% ADEHJLMNOORV	214 32% ADEHJLMNOORV	39 19% ADEHJLMNOORV	90 45% ADEHJLMNOORV	22 21% ADEHJLMNOORV	30 32% BCJLPS	36 31% BCJLPS	24 22% B	91 25% BJL
.biz	1038 17% BDLWY	67 14% LY	28 14% LY	20 9% ADEHJLMNOORV	28 28% ADEHJLMNOORV	27 27% ADEHJLMNOORV	14 14% Y	34 30% BDJLWY	44 20% BDJLWY	24 13% Y	59 24% ADEHJLMNOORV	93 9% ADEHJLMNOORV	30 31% ADEHJLMNOORV	51 25% ADEHJLMNOORV	15% DLY	40 20% DLWY	89 35% ADEHJLMNOORV	135 20% ADEHJLMNOORV	43 21% ADEHJLMNOORV	71 35% ADEHJLMNOORV	27 26% ADEHJLMNOORV	11 12% ADEHJLMNOORV	9 8% ADEHJLMNOORV	18 17% DLWY	25 7% ADEHJLMNOORV
.cn	846 14% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	846 78% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	517 9% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	517 77% ADEHJLMNOORV	-	-	-	-	-	-	-
.mobi	481 8% BDJKLOWY	9 2% ADEHJLMNOORV	11 6% B	9 4% ADEHJLMNOORV	5 5% BJKWY	9 9% BJW	7 7% BJW	8 7% BJWY	23 11% BDJKLOWY	4 2% ADEHJLMNOORV	8 3% ADEHJLMNOORV	65 6% BJY	16 16% ADEHJLMNOORV	15 7% BJWY	16 5% B	10 5% B	29 12% ADEHJLMNOORV	77 11% ADEHJLMNOORV	18 9% ADEHJLMNOORV	64 32% ADEHJLMNOORV	56 53% ADEHJLMNOORV	5 5% B	2 2% ADEHJLMNOORV	4 4% ADEHJLMNOORV	11 3% ADEHJLMNOORV
.jp	300 5% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	300 86% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-
.br	296 5% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	296 80% ADEHJLMNOORV
.pro	241 4% BKOU	6 1% ADEHJLMNOORV	5 3% ADEHJLMNOORV	7 3% ADEHJLMNOORV	3 3% ADEHJLMNOORV	3 3% ADEHJLMNOORV	1 1% ADEHJLMNOORV	10 9% ADEHJLMNOORV	6 3% ADEHJLMNOORV	4 2% ADEHJLMNOORV	3 1% ADEHJLMNOORV	58 5% ABKNOSTU	6 6% BKNOSTU	3 1% ADEHJLMNOORV	7 2% ADEHJLMNOORV	12 6% BKNOSTU	58 23% ADEHJLMNOORV	25 4% BU	3 1% ADEHJLMNOORV	3 1% ADEHJLMNOORV	-	1 1% ADEHJLMNOORV	2 2% ADEHJLMNOORV	4 4% U	11 3% ADEHJLMNOORV
.ru	236 4% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	236 94% ADEHJLMNOORV	-	-	-	-	-	-	-	-
.asia	230 4% BCDJKU	3 1% ADEHJLMNOORV	2 1% ADEHJLMNOORV	1 2% ADEHJLMNOORV	2 2% ADEHJLMNOORV	2 2% ADEHJLMNOORV	1 1% ADEHJLMNOORV	5 4% BDJU	8 4% BDJU	1 1% ADEHJLMNOORV	3 1% ADEHJLMNOORV	59 5% ABCDJKUXY	5 5% BCDJKU	10 5% BCDJKU	14 4% BCDJKU	10 5% BCDJKU	13 5% BCDJKU	54 8% ADEHJLMNOORV	17 8% ADEHJLMNOORV	5 2% B	-	1 1% ADEHJLMNOORV	4 3% BD	1 1% ADEHJLMNOORV	9 2% B
.de	227 4% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	227 94% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tel	217 4% BO	4 1% ADEHJLMNOORV	3 2% ADEHJLMNOORV	10 5% BO	5 5% BO	6 6% BCJKOS	1 1% BCJKOS	7 6% BCJKOS	10 5% BO	3 2% ADEHJLMNOORV	4 2% ADEHJLMNOORV	52 5% ABCDJKOS	1 1% ADEHJLMNOORV	5 2% ADEHJLMNOORV	5 1% ADEHJLMNOORV	10 5% BOS	16 6% ABCDJKOS	38 6% ABCDJKOS	3 1% ADEHJLMNOORV	6 3% B	2 2% ADEHJLMNOORV	1 1% ADEHJLMNOORV	4 3% B	2 2% BCJKOS	19 5% ADEHJLMNOORV
.uk	191 3% BCDJKLNOORVSTWY	-	-	-	-	-	-	-	191 88% ADEHJLMNOORV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q705. Which of the following domain name extensions have you personally visited when going to websites?

14 Mar 2015  
Table 12

Base: Heard Of Extensions

	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)
Weighted Base	6023	484	198	222	100	100	98*	112	218	188	241	1082	98*	204	349	203	252	674	204	201	105	95*	118	109	368
.mx	188 3%	-	-	188 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BCDUKLNOPQRSTY																									
.ca	185 3%	-	185 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BDUKLNOPQRSTY																									
.fr	168 3%	-	-	-	-	-	-	-	-	168 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BCDUKLNOPQRSTY																									
.kr	161 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	161 79%	-	-	-	-	-	-	-	-	-
BCDUKLNOPQRSTY																									
.ng	157 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	157 78%	-	-	-	-	-
BCDUKLNOPQRSTY																									
.ph	151 3%	-	-	-	-	-	-	-	-	-	-	-	-	151 74%	-	-	-	-	-	-	-	-	-	-	-
BCDUKLNOPQRSTY																									
.id	150 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150 74%	-	-	-	-	-	-
BCDUKLNOPQRSTY																									
.us	149 2%	149 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CDUKLNOPQRSTY																									
.coop	140 2% B	3 1%	1 1%	1 4%	4 4%	1 1%	1 1%	2 2%	7 3%	2 1%	3 1%	36 3%	2 2%	3 1%	5 1%	7 3%	10 4%	17 3%	5 2% B	2 1%	-	-	8 7%	7 6%	13 4%
BCDUKLNOPQRSTY																									
.co	100 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 85%	-	-
BKLOQRY																									
.pl	99 2%	-	-	-	-	-	-	99 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BKLOQRY																									
.it	93 2%	-	-	-	93 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLOQRY																									
.es	91 2%	-	-	-	-	-	91 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLOQRY																									
.ar	91 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 83%	-
BLOQRY																									
.za	90 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 86%	-	-	-	-
BLORY																									
.vn	82 1%	-	-	-	-	-	-	-	-	-	-	-	82 84%	-	-	-	-	-	-	-	-	-	-	-	-
BLORY																									
.tr	80 1%	-	-	-	-	80 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLORY																									

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

Q705. Which of the following domain name extensions have you personally visited when going to websites?

14 Mar 2015  
Table 12

Base: Heard Of Extensions

		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)
Weighted Base		6023	484	198	222	100	100	98*	112	218	188	241	1082	98*	204	349	203	252	674	204	201	105	95*	118	109	368
	.eg	57 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 60%	-	-	-
None of these above		89 1%	11 2%	4 2%	-	1%	1%	2%	2%	2%	8 4%	4 2%	19 2%	-	2 1%	20 6%	3 1%	-	2*	1*	1*	1 1%	1 1%	1%	1%	2 1%
		R DQRY	DQR					DQR	DQR		ADILMNGRSTY	QR	DQR													
Sigma		21603 359%	1541 318%	748 378%	780 351%	407 407%	410 410%	384 392%	441 394%	869 399%	600 319%	877 364%	3571 330%	432 441%	708 347%	1059 303%	729 359%	1137 451%	2448 363%	680 333%	883 439%	437 416%	321 338%	459 389%	415 381%	1267 344%

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

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 13

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.pl	107 96%	-	-	-	-	-	-	107 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	192 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	192 93%	-	-	-	-	-	-
.ru	232 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	232 92%	-	-	-	-	-	-	-	-
.za	96 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 91%	-	-	-	-
.ng	182 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	182 91%	-	-	-	-	-
.ca	181 91%	-	181 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	184 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	184 90%	-	-	-	-	-	-	-	-	-
.tr	92 90%	-	-	-	-	92 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	89 89%	-	-	-	-	-	89 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	198 89%	-	-	198 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	91 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 88%	-	-	-
.com	5425 88% JKOW	445 89% JKOW	183 92% EJKNOWX	199 89% JKOW	84 83% EJKNOWX	95 93% EJKNOWX	89 89% JO	102 91% JKOW	190 86% J	156 78% J	202 81% J	1005 91% AEJKNOWX	91 91% JKOW	173 84% J	287 80% J	189 93% AEJKNOWX	233 92% EJKNOWX	612 89% JKNOW	197 95% AEJKNOWX	189 94% AEJKNOWX	100 95% AEJKNOWX	98 95% AEJKNOWX	96 81% J	92 84% J	318 86% JO
.cn	979 88%	-	-	-	-	-	-	-	-	-	-	979 88%	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	602 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	602 88%	-	-	-	-	-	-	-
.vn	87 87%	-	-	-	-	-	-	-	-	-	-	-	87 87%	-	-	-	-	-	-	-	-	-	-	-	-
.br	317 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	317 86%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 13

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

		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)
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	.de	214 86%	-	-	-	-	-	-	-	-	-	214 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk		188 85%	-	-	-	-	-	-	-	188 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar		90 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 82%	
.jp		292 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	292 82%	-	-	-	-	-	-	-	-	-	-
.ph		168 82%	-	-	-	-	-	-	-	-	-	-	-	-	168 82%	-	-	-	-	-	-	-	-	-	-	-
.co		97 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97 82%	-	-
.fr		163 81%	-	-	-	-	-	-	-	-	163 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.net		4928 80% CIJKO	395 79% KO	148 74% KO	190 85% BCGJKNXY	78 77% KO	95 93% ABCEGLKNXY	76 76% KO	98 88% BCEGLKNXY	161 73% KO	145 72% O	159 64% CIJKNO	905 82% CIJKO	85 85% CIJKO	155 75% KO	216 60% ABCEGLKNXY	184 90% ABCEGLKNXY	219 87% ABCEGLKNXY	594 86% ABCEGLKNXY	188 91% ABCEGLKNXY	182 91% ABCEGLKNXY	93 89% ABCEGLKNXY	93 90% ABCEGLKNXY	96 81% KO	83 75% KO	290 78% KO
.it		81 80%	-	-	-	81 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org		4570 74% JKLOP	431 86% AEGJKNOP	161 81% AJKLOP	189 85% AEGJKNOP	76 75% KLOP	91 89% AEGJKNOPXY	75 75% KLO	93 83% AJKLOP	176 80% JKLOP	131 65% KO	130 52% O	709 64% KO	83 83% AJKLOP	152 74% KLOP	136 38% B	130 64% KO	204 81% AJKLOP	577 84% AEGJKNOP	175 85% AEGJKNOP	184 92% ABCEGLKNOPXY	96 91% AEGJKNOPXY	88 85% AJKLOP	95 80% JKLOP	87 79% JKLOP	301 81% AJKLOP
.info		3305 54% BCIJKLOP	164 33% KO	66 33% ABCEGLKNOPXY	153 69% BCIJKLOP	64 63% BCIJKLOP	70 69% ABCEGLKNOPXY	58 58% BCIJKLOP	82 73% BCIJKLOP	98 45% BC	77 38% BC	104 42% B	515 46% BCJO	74 74% ABCEGLKNOPXY	131 64% ABCEGLKNOPXY	137 38% B	87 43% BC	195 77% ABCEGLKNOPXY	484 70% ABCEGLKNOPXY	148 71% ABCEGLKNOPXY	142 71% ABCEGLKNOPXY	55 52% BCJO	69 67% ABCEGLKNOPXY	62 52% BCJO	60 55% BCJKOP	210 57% BCIJKLOP
.us		202 40%	202 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.biz		2362 38% BCGIJKOW	116 23% J	58 29% J	85 38% BCGIJKOW	38 38% BJKO	57 56% ABCEGLKNOPXY	25 25% ABCEGLKNOPXY	58 52% ABCEGLKNOPXY	66 30% JK	35 17% JK	54 22% BGJKOW	400 36% ABCEGLKNOPXY	52 52% ABCEGLKNOPXY	108 52% ABCEGLKNOPXY	90 25% J	71 35% BJKO	144 57% ABCEGLKNOPXY	380 55% ABCEGLKNOPXY	121 58% ABCEGLKNOPXY	108 54% ABCEGLKNOPXY	48 46% BCGIJKOW	41 40% BCGIJKOW	31 26% BJKO	41 37% BJKO	135 36% BGJKOW
.mobi		1957 32% BCEGIJKO	56 11% BCGIJKO	23 12% BCGIJKO	75 34% BCGIJKO	23 23% BCGIJKO	44 43% ABCEGLKNOPXY	20 20% BC	40 36% BC	50 23% BCJK	24 12% BCJK	32 13% ABCEGLKNOPXY	404 36% ABCEGLKNOPXY	42 42% ABCEGLKNOPXY	63 31% BCJKO	58 16% B	56 27% BCGIJKO	121 48% ABCEGLKNOPXY	334 49% ABCEGLKNOPXY	92 44% ABCEGLKNOPXY	100 50% ABCEGLKNOPXY	82 78% BCGIJKO	36 35% BCGIJKO	32 27% BCJKO	33 30% BCJKO	117 32% BCGIJKO
.tel		1736 28% BCGIJKOU	60 12% BCGIJKOU	26 13% ABCEGLKNOPXY	81 36% BCKO	23 23% ABCEGLKNOPXY	42 41% ABCEGLKNOPXY	18 18% ABCEGLKNOPXY	42 38% ABCEGLKNOPXY	40 18% B	28 14% B	31 12% ABCEGLKNOPXY	414 37% ABCEGLKNOPXY	27 27% BCJKO	55 27% BCIJKO	51 14% BCJKO	51 25% BCJKO	103 41% ABCEGLKNOPXY	277 40% ABCEGLKNOPXY	79 38% ABCEGLKNOPXY	48 24% BCJKO	19 18% BCGIJKO	25 24% BCGIJKO	37 31% BCGIJKOU	29 26% BCJKO	130 35% BCGIJKOU
.pro		1708 28% BCGIKOTU	51 10% BCGIKOTU	25 13% BCGIKOTU	65 29% BK	21 21% ABCEGLKNOPXY	46 45% ABCEGLKNOPXY	16 16% ABCEGLKNOPXY	43 38% ABCEGLKNOPXY	33 15% BCIKO	47 23% BCIKO	27 11% ABCEGLKNOPXY	384 35% BCGIKOTU	33 33% BCGIKOTU	60 29% BCGIKOTU	55 15% B	55 27% BCGIKO	135 53% ABCEGLKNOPXY	264 38% ABCEGLKNOPXY	78 38% ABCEGLKNOPXY	40 20% BCK	19 18% BCGIKO	30 29% BCIKO	32 27% BCIKO	29 26% BCIKO	120 32% ABCEGLKNOTU
.asia		1626 26% BCEGIJKOTU	36 7% BCGIKU	13 7% BCGIKU	49 22% BC	14 14% BC	36 35% ABCEGLKNOPXY	12 12% BCEGIJKOTU	32 29% BCEGIJKOTU	33 15% BC	23 11% BC	24 10% ABCEGLKNOPXY	400 36% BCEGIJKOTU	29 29% ABCEGLKNOPXY	75 36% ABCEGLKNOPXY	57 16% BCKU	51 25% BCEGIJKOTU	93 37% ABCEGLKNOPXY	316 46% ABCEGLKNOPXY	108 52% ABCEGLKNOPXY	33 16% BCKU	8 8% BCJKU	23 22% BCEGIJKOU	30 25% BCEGIJKOU	22 20% BCJKU	109 29% BCEGIJKOTU

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 13

Base: All Qualified Respondents

		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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	1511	46	18	58	23	36	19	31	30	25	24	360	26	59	55	50	95	246	66	29	10	22	35	33	115
	25%	9%	9%	26%	23%	35%	19%	28%	14%	12%	10%	32%	26%	29%	15%	25%	38%	36%	32%	14%	10%	21%	29%	30%	31%
	BCIJKOTU			BCIJKOTU	BCIJKU	ABCDEFGHIKOPTUV	BCK	BCIJKOTU				ABCDEFGHIKMNPTUV	BCIJKOTU	BCIJKOTU	BCK	BCIJKOTU	ABCDEFGHIKMNPTUV	ABCDEFGHIKOPTUV	ABCGLIKOTU	B		BCJKU	BCIJKOTU	BCIJKOTU	ABCGLIKOTU

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 14

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.asia	2773 45% LRS	304 61% LRS	120 60% LRS	103 46% RS	40 40% S	41 40% S	54 54% ELNOQRS	55 49% RS	132 60% LNOQRS	102 51% LNOQRS	146 58% LRS	446 40% RS	44 44% RS	83 40% RS	148 41% RS	91 45% RS	103 41% RS	213 31% RS	50 24% RS	95 47% RS	67 64% LRS	60 58% LRS	53 45% RS	51 46% LRS	172 46% LRS
.coop	2755 45% EQQRS	263 52% EQQRS	98 49% EQQRS	97 43% EQQRS	33 33% EQQRS	46 45% ER	47 47% ER	52 46% ER	124 56% EQQR	94 47% EQQR	132 53% EQQR	492 44% EQQR	40 40% EQQRS	98 48% EQQRS	142 40% ER	92 45% ER	94 37% ER	252 37% ER	78 38% EQQRS	97 48% EQQRS	67 64% LRS	62 60% LRS	47 39% LRS	43 39% LRS	165 45% ER
.pro	2598 42% EQQRS	261 52% EQQRS	89 45% EQQRS	95 43% EQQRS	33 33% EQQRS	36 35% EQQRS	49 49% EQQRS	43 38% Q	122 55% Q	83 41% Q	132 53% Q	455 41% Q	44 44% Q	91 44% Q	139 39% Q	91 45% Q	66 26% Q	245 36% Q	69 33% EQQRS	94 47% EQQRS	57 54% LRS	54 52% LRS	47 39% LRS	45 41% LRS	158 43% LRS
.tel	2596 42% ELRS	257 51% ELRS	89 45% ELRS	85 38% ELRS	33 33% ELRS	40 39% RS	46 46% RS	46 41% RS	118 54% EQQRS	94 47% EQQRS	133 53% EQQRS	439 40% EQQRS	45 45% S	97 47% ELQRS	140 39% S	88 43% S	94 37% S	246 36% S	68 33% S	86 43% S	60 57% LRS	53 51% LRS	46 39% LRS	43 39% LRS	150 41% LRS
.mobi	2472 40% EQRSTU	265 53% EQRSTU	93 47% EQRSTU	82 37% U	31 31% U	37 36% U	42 42% RSTU	46 41% RSU	113 51% RSU	104 52% RSU	128 51% RSU	438 39% QRSTU	38 38% U	91 44% EQRSTU	143 40% RSTU	87 43% EQRSTU	83 33% U	211 31% U	62 30% U	61 30% U	16 15% ADEFLQORSTU	52 50% ADEFLQORSTU	47 39% U	44 40% U	158 43% EQRSTU
.biz	2233 36% EFQRST	236 47% EFQRST	77 39% EFQRST	84 38% EFQRST	25 25% EFQRST	27 26% RS	37 37% RS	36 32% S	118 43% AEFNMQRST	91 45% AEFNMQRST	116 46% AEFNMQRST	446 40% AEFNMQRST	27 27% S	64 31% S	118 33% RS	77 38% EQQRS	71 28% EQQRS	186 27% EQQRS	43 21% EQQRS	59 29% S	41 39% EQQRS	45 44% EFMQRST	49 41% EFMQRST	37 34% S	146 39% EFMQRST
.us	170 34% Q	170 34% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	1600 26% DHMQORST	193 38% DHMQORST	66 33% ADEFGHQRST	38 17% ADEFGHQRST	18 18% Q	21 21% Q	22 22% Q	17 15% ADEFGHQRST	71 32% DEFGHQRST	63 31% DEFGHQRST	76 30% DEFGHQRST	346 31% ADEFGHQRST	15 15% Q	43 21% DHMQORST	94 26% DHMQORST	64 31% DEFGHQRST	34 13% DEFGHQRST	124 18% DEFGHQRST	29 14% DEFGHQRST	40 20% DHMQORST	31 30% DHMQORST	25 24% QS	39 33% DEFGHQRST	33 30% DEFGHQRST	98 26% DHMQORST
.co	21 18% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 18% Q	-	-	-
.it	15 15% Q	-	-	-	15 15% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	16 15% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 15% Q	-
.org	892 15% BCFRTUV	36 7% BCFRTUV	17 9% BCFRTUV	23 10% BTU	14 14% BTU	7 7% BCFRTUV	17 17% BCFRTUV	13 12% BCFRTUV	24 11% T	36 18% BCFRTUV	54 22% BCFRTUV	241 22% BCFRTUV	11 11% BCFRTUV	33 16% BCFRTUV	101 28% BCFRTUV	40 20% BCFRTUV	30 12% BTU	70 10% T	24 12% T	11 5% BCFRTUV	5 5% BCFRTUV	6 6% BCFRTUV	20 17% BCFRTUV	18 16% BCFRTUV	41 11% BT
.ph	23 11% Q	-	-	-	-	-	-	-	-	-	-	-	-	23 11% Q	-	-	-	-	-	-	-	-	-	-	-
.net	659 11% FPRV	49 10% FPV	23 12% FPV	19 9% F	13 13% FPV	2 2% FPQRSV	14 14% FPQRSV	9 8% F	33 15% DEFGHQRST	30 15% DEFGHQRST	47 19% FPRV	124 11% FPRV	7 7% FPQRSV	30 15% FPQRSV	53 15% FPQRSV	8 4% FPQRSV	18 7% FPQRSV	55 8% FP	14 7% FP	16 8% F	7 7% FPQRSV	3 3% FPQRSV	17 14% ABCDHLMQRSTUV	22 20% ABCDHLMQRSTUV	46 12% FPQRSV
.fr	21 10% Q	-	-	-	-	-	-	-	-	21 10% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	33 9% Q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 9% Q

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 14

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.in		558%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	558%	-	-	-	-	-	-	-
.vn		88%	-	-	-	-	-	-	-	-	-	-	-	88%	-	-	-	-	-	-	-	-	-	-	-	-
.ng		168%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168%	-	-	-	-	-
.eg		88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88%	-	-	-
.jp		278%	-	-	-	-	-	-	-	-	-	-	-	-	-	278%	-	-	-	-	-	-	-	-	-	-
.uk		157%	-	-	-	-	-	-	-	157%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca		137%	-	137%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.com		3876% LPV	296% PV	116% V	157% PV	1212% ABIFLMPQSTUV	44% V	66% V	65% V	146% PV	2613% ACDGHLMNPQRSTUW	208% LPSV	454% V	33% ALMPQSTUV	2010% LPV	267% LPV	42% V	104% V	487% LPV	73% V	84% V	33% V	-	2118% ABCDEFGHIJKLMNPQRSTUW	1615% ABCDEFGHIJKLMNPQRSTUW	339% ALMPQSTUV
.mx		146%	-	-	146%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es		66%	-	-	-	-	-	66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr		66%	-	-	-	-	66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de		146%	-	-	-	-	-	-	-	-	-	146%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn		615%	-	-	-	-	-	-	-	-	-	-	615%	-	-	-	-	-	-	-	-	-	-	-	-	-
.za		55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55%	-	-	-	-
.id		84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84%	-	-	-	-	-	-
.pl		44%	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru		94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 14

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.kr	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

14 Mar 2015  
Table 15

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Respondent 3 or 4	5806 94% EJKOY	465 93% JO	189 95% JO	214 96% EJKOY	90 89% BEGUKOXY	100 98% BEGUKOXY	92 92% ABCEGUKOXY	111 99% ABCEGUKOXY	205 93% JO	174 87% JO	224 90% ABEGUKOXY	1072 97% ABEGUKOXY	97 97% EJKO	199 97% BEJKOXY	307 86% EJKOY	196 96% EJKOY	249 98% ABCEGUKOXY	665 97% ABEGUKOXY	203 98% ABEGUKOXY	197 98% ABEGUKOXY	105 100% ABCEGUKOXY	102 99% ABEGUKOXY	112 94% JO	100 91% JO	338 91% O

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

Q711\_1. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 16

1. .biz

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2362 38%	116 23%	58 29%	85 38%	38 38%	57 56%	25 25%	58 52%	66 30%	35 17%	54 22%	400 36%	52 52%	108 52%	90 25%	71 35%	144 57%	380 55%	121 58%	108 54%	48 46%	41 40%	31 26%	41 37%	135 36%
	BCGIJKOW	J	BCGIJKOW	BJKO	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	JK	JK	BCGJKOW	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	J	BJKO	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	BCGJKLOW	BCGIJKOW	BJKO	BCGJKOW	BCGJKOW
Very likely	879 14%	37 7%	18 9%	29 13%	15 15%	26 25%	4 4%	17 15%	24 11%	16 8%	24 10%	129 12%	23 23%	34 17%	23 6%	18 9%	78 31%	161 23%	36 17%	65 32%	23 22%	10 10%	8 7%	14 13%	47 13%
	BCGJKLOPW		BGO	BGO	ABCDGJLKOPWXY	ABCDGJLKOPWXY	BCGJOW	G	BCGJKOW	BCGJKOW	BCGJKOW	ABCDGJLKOPWXY	BCGJKOW	BCGJKOW	BCGJKOW	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY
Somewhat likely	1483 24%	79 16%	40 20%	56 25%	23 23%	31 30%	21 21%	41 37%	42 19%	19 9%	30 12%	271 24%	29 29%	74 36%	67 19%	53 26%	66 26%	219 32%	85 41%	43 21%	25 24%	31 30%	23 19%	27 25%	88 24%
	BJKO	J	JK	BJK	JK	BCIJKO	JK	BCIJKO	JK	JK	BJKO	BIJKO	ABCDGJLKOPWXY	BJKO	JK	BJKO	BJKO	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY	ABCDGJLKOPWXY
BOTTOM 2 BOX (NET)	2233 36%	236 47%	77 39%	84 38%	25 25%	27 26%	37 37%	36 32%	95 43%	91 45%	116 46%	446 40%	27 27%	64 31%	118 33%	77 38%	71 28%	186 27%	43 21%	59 29%	41 39%	45 44%	49 41%	37 34%	146 39%
	EFQRST	EFQRST	EFQRST	EFQRST	EFQRST	EFQRST	RS	S	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	S	RS	EQRS	EQRS	EQRS	EQRS	S	EQRS	EFHMNQIRST	EFHMNQIRST	S	EFHMNQIRST
Somewhat unlikely	1082 18%	89 18%	28 14%	54 24%	15 15%	14 14%	16 16%	23 21%	42 19%	39 19%	41 16%	239 22%	15 15%	39 19%	57 16%	42 21%	31 12%	95 14%	26 13%	30 15%	20 19%	23 22%	22 18%	15 14%	67 18%
	QR	QR	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX	ABCDFKQIRSTX
Very unlikely	1151 19%	147 29%	49 25%	30 13%	10 10%	13 13%	21 21%	13 12%	53 24%	52 26%	75 30%	207 19%	12 12%	25 12%	61 17%	35 17%	40 16%	91 13%	17 8%	29 14%	21 20%	22 21%	27 23%	22 20%	79 21%
	DENRS	DENRS	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	ENRS	ENRS	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	AEFHMNQIRST	ENRS	ENRS	ENRS	S	S	S	S	S	S	ES	ENRS	DEHMNRS	ES	DEHMNRS
Not sure	1549 25%	150 30%	65 33%	54 24%	38 38%	18 18%	38 38%	18 16%	59 27%	75 37%	80 32%	264 24%	21 21%	34 17%	150 42%	56 27%	38 15%	121 18%	43 21%	34 17%	16 15%	17 17%	39 33%	32 29%	89 24%
	HNQRTUV	AFHLMNQIRSTUV	AFHLMNQIRSTUV	NQR	AFHLMNQIRSTUV	AFHLMNQIRSTUV	AFHLMNQIRSTUV	HNQRTUV	AFHLMNQIRSTUV	AFHLMNQIRSTUV	AFHLMNQIRSTUV	NQRTU	NQRTU	NQRTU	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	HNQRTUV	NQRT
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_2. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
2. .com

14 Mar 2015  
Table 17

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	5425 88%	445 89%	183 92%	199 89%	84 83%	95 93%	89 89%	102 91%	190 86%	156 78%	202 81%	1005 91%	91 91%	173 84%	287 80%	189 93%	233 92%	612 89%	197 95%	189 94%	100 95%	98 95%	96 81%	92 84%	318 86%
	JKOW	JKOW	EJKNOWX	JKOW	EJKNOWX	JO	JKOW	J	JKOW	AEJKNOWXY	JKOW	AEJKNOWXY	JKOW	AEJKNOWXY	ELUKNOWXY	JKNOW	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY	AEJKNOWXY
Very likely	4904 80%	412 82%	175 88%	183 82%	73 72%	81 79%	77 77%	83 74%	173 79%	135 67%	165 66%	901 81%	80 80%	149 72%	215 60%	179 88%	217 86%	564 82%	188 91%	186 93%	95 90%	94 91%	94 79%	84 76%	301 81%
	JKNO	EJKNO	AEJHJKNOWX	EJKNO	O	JKO	KO	O	JKO	AEJKNOWXY	JKO	AEJKNOWXY	JKO	O	AEJHJKNOWX	AEJHJKNOWX	EHJKNOWXY	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX	AEJHJKNOWX
Somewhat likely	521 8%	33 7%	8 4%	16 7%	11 11%	14 14%	12 12%	19 17%	17 8%	21 10%	37 15%	104 9%	11 11%	24 12%	72 20%	10 5%	16 6%	48 7%	9 4%	3 1%	5 5%	4 4%	2 2%	8 7%	17 5%
	CSTWY	TW		TW	CSTWY	BCPQRSTUWV	CPSTWY	AEJHJKNOWXY	TW	CPSTWY	AEJHJKNOWXY	CPSTWY	CSTWY	BCPQRSTUWV	AEJHJKNOWXY		TW								
BOTTOM 2 BOX (NET)	387 6%	29 6%	11 6%	15 7%	12 12%	4 4%	6 6%	6 5%	14 6%	26 13%	20 8%	45 4%	3 3%	20 10%	26 7%	4 2%	10 4%	48 7%	7 3%	8 4%	3 3%	-	21 18%	16 15%	33 9%
	LPV	PV	V	PV	AEJHJKNOWXY	V	V	V	PV	AEJHJKNOWXY	LPSV	V		ALMPQSTUV	LPV	V	LPV								
Somewhat unlikely	115 2%	4 1%	-	1 *	3 C	3 C	1 1%	4 4%	4 2%	11 5%	6 C	26 2%	3 C	6 3%	11 3%	3 1%	4 2%	9 1%	3 1%	1 *	-	-	2 2%	3 3%	7 2%
								BCDT				BC	C	BCD	BCDRT										
Very unlikely	272 4%	25 5%	11 6%	14 6%	9 9%	1 1%	5 5%	2 2%	10 5%	15 7%	14 6%	19 2%	-	14 7%	15 4%	1 *	6 2%	39 6%	4 2%	7 3%	3 3%	-	19 16%	13 12%	26 7%
	LMPV	LMPV	LMPV	FLMPQSV	AEJHJKNOWXY	LMPV	LMPV	AEJHJKNOWXY	LMPV	AEJHJKNOWXY	LMPV	AEJHJKNOWXY		FLMPQSV	LMPV		FLMPQSV								
Not sure	332 5%	28 6%	6 3%	9 4%	5 5%	3 3%	5 5%	4 4%	16 7%	19 9%	28 11%	60 5%	6 6%	13 6%	45 13%	11 5%	10 4%	27 4%	3 1%	4 2%	2 2%	5 5%	2 2%	19 5%	
	ST	ST						RSTUWX	AEJHJKNOWXY	AEJHJKNOWXY	AEJHJKNOWXY	ST	S	ST	AEJHJKNOWXY	S									
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_3. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 18

3. .info

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3305 54%	164 33%	66 33%	153 69%	64 63%	70 69%	58 58%	82 73%	98 45%	77 38%	104 42%	515 46%	74 74%	131 64%	137 38%	87 43%	195 77%	484 70%	148 71%	142 71%	55 52%	69 67%	62 52%	60 55%	210 57%
	BCUKLOP	B	B	ABCUKLOP	BCUKLOP	ABCUKLOP	BCUKLOP	ABCUKLOP	BC	B	BCJO	ABCUKLOP	ABCUKLOP	ABCUKLOP	BC	ABCUKLOP	ABCUKLOP	ABCUKLOP	ABCUKLOP	BCJO	ABCUKLOP	BCJO	BCJKOP	BCUKLOP	BCUKLOP
Very likely	1534 25%	48 10%	30 15%	74 33%	30 30%	35 34%	31 34%	40 36%	42 19%	34 17%	40 18%	207 19%	48 48%	44 21%	41 11%	25 12%	126 50%	269 39%	61 29%	81 40%	32 30%	30 29%	35 29%	30 27%	101 27%
	BCUKLOP	B	B	ABCUKLOP	BCUKLOP	ABCUKLOP	BCUKLOP	ABCUKLOP	BO	B	BOP	ABCUKLOP	ABCUKLOP	BOP	ABCUKLOP	ABCUKLOP	ABCUKLOP	BCUKLOP	ABCUKLOP	BCUKLOP	BCUKLOP	BCUKLOP	BCJKLOP	BCJKLOP	BCUKLOP
Somewhat likely	1771 29%	116 23%	36 18%	79 35%	34 34%	35 34%	27 27%	42 38%	56 25%	43 21%	64 26%	308 26%	26 26%	87 42%	96 27%	62 30%	69 27%	215 31%	87 42%	61 30%	23 22%	39 29%	27 23%	30 27%	109 29%
	BCJ	BCJ	ABCUKLOUW	BCJ	BCJ	BCJU	ABCUKLOUW	ABCUKLOUW	BCJ	BCJ	BCJ	C	ABCUKLOP	ABCUKLOP	C	BCJ	BCJ	ABCUKLOP	ABCUKLOP	BCJ	ABCUKLOUW	ABCUKLOUW	BCJ	BCJ	BCJ
BOTTOM 2 BOX (NET)	1600 26%	193 38%	66 33%	38 17%	18 18%	21 21%	22 22%	17 15%	71 32%	63 31%	76 30%	346 31%	15 15%	43 21%	94 26%	64 31%	34 13%	124 18%	29 14%	40 20%	31 30%	25 24%	39 33%	33 30%	98 26%
	DHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	ADHMQRS	DEHMQRS	DEHMQRS	DEHMQRS	ADHMQRS	Q	DHMQRS	DEHMQRS	Q	DHMQRS	DEHMQRS	DHMQRS	QS	DEHMQRS	DEHMQRS	DHMQRS	DHMQRS
Somewhat unlikely	860 14%	81 16%	31 16%	23 10%	13 13%	18 18%	9 9%	12 11%	32 15%	39 19%	38 15%	190 17%	13 13%	26 13%	47 13%	39 19%	18 7%	71 10%	17 8%	24 12%	17 16%	16 16%	18 15%	20 18%	48 13%
	QRS	QRS	QRS	QRS	QRS	QRS	QRS	QRS	QRS	ADGQRS	QRS	ADGQRS	QRS	Q	Q	ADGQRS	QRS	QRS	QRS	QRS	QRS	QRS	QRS	QRS	QRS
Very unlikely	740 12%	112 22%	35 18%	15 7%	5 5%	3 3%	13 13%	5 4%	39 18%	24 12%	38 15%	156 14%	2 2%	17 8%	47 13%	25 12%	16 6%	53 8%	12 6%	16 8%	14 13%	9 9%	21 18%	13 12%	50 14%
	DEFHMORS	DEFHMORS	DEFHMORS	DEFHMORS	DEFHMORS	EFHMORS	DEFHMORS	DEFHMORS	FHMORS	DEFHMORS	DEFHMORS	DEFHMORS	DEFHMORS	M	DEFHMORS	EFHMORS	M	DEFHMORS	DEFHMORS	M	EFHMORS	DEFHMORS	FHM	DEFHMORS	DEFHMORS
Not sure	1239 20%	145 29%	68 34%	32 14%	19 19%	11 11%	20 20%	13 12%	51 23%	61 30%	70 28%	249 22%	11 11%	32 16%	127 35%	53 26%	24 9%	79 11%	30 14%	19 9%	19 18%	9 9%	18 15%	17 15%	62 17%
	DFHMQRS	DFHMQRS	DFHMQRS	QRTV	QRTV	QRTV	QRTV	DFHMQRS	DFHMQRS	DFHMQRS	DFHMQRS	DFHMQRS	DFHMQRS	Q	DFHMQRS	DFHMQRS	DFHMQRS	DFHMQRS	DFHMQRS	QTV	QTV	QTV	QTV	QTV	QTV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_4. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
4. .mobi

14 Mar 2015  
Table 19

Base: All Qualified Respondents

		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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	1957 32%	56 11%	23 12%	75 34%	23 23%	44 43%	20 20%	40 36%	50 23%	24 12%	32 13%	404 36%	42 42%	63 31%	58 16%	56 27%	121 48%	334 49%	92 44%	100 50%	82 78%	36 35%	32 27%	33 30%	117 32%	
	BCEGIJKO			BCEGIJKO	BCJK	ABCEGIJKNPWY	BC	BCEGIJKO	BCJK			ABCEGIJKNPWY	ABCEGIJKNPWY	BCJKO	B	BCJKO	ABCEGIJKNPWY	ABCEGIJKNPWY	ABCEGIJKNPWY	ABCEGIJKNPWY	BCGIJKO	BCJKO	BCJKO	BCGIJKO	BCGIJKO	
Very likely	702 11%	18 4%	6 3%	21 9%	7 7%	18 18%	4 4%	11 10%	19 9%	7 3%	12 5%	134 12%	18 18%	13 6%	12 3%	13 6%	57 23%	122 18%	32 15%	48 24%	54 51%	9 9%	8 7%	9 8%	50 14%	
	BCGJKNOP			BCJKO	ABCEGIJKNPWY	BCJO	BCJO					BCGJKNOP	ABCEGIJKNPWY				ABCEGIJKNPWY	ABCEGIJKNPWY	BCEGIJKNPWY	ABCEGIJKNPWY	BCO	BCO	BCGJKNOPW			
Somewhat likely	1255 20%	38 8%	17 9%	54 24%	16 16%	26 25%	16 16%	29 26%	31 14%	17 8%	20 8%	270 24%	24 24%	50 24%	46 13%	43 21%	64 25%	212 31%	60 29%	52 26%	28 27%	27 26%	24 20%	24 22%	67 18%	
	BCIJKO			BCIJKO	BK	BCIJKO	BJK	BCIJKO	BK			ABCIJKOY	BCIJKO	BCIJKO	B	BCIJKO	BCIJKOY	ABCEGIJKNPWY	ABCEGIJKNPWY	BCIJKOY	BCIJKOY	BCIJKO	BCIJKO	BCJK	BCJKO	BCJK
BOTTOM 2 BOX (NET)	2472 40%	265 53%	93 47%	82 37%	31 31%	37 36%	42 42%	46 41%	113 51%	104 52%	128 51%	438 39%	38 38%	91 44%	143 40%	87 43%	83 33%	211 31%	62 30%	61 30%	16 15%	52 50%	47 39%	44 40%	158 43%	
	EQRSTU			DEQRSTU	U	U	U	RSTU	RSU	ABCEIJKOY	ABCEIJKOY	ABCEIJKOY	QRSTU	U	EQRSTU	RSTU	EQRSTU	U	U	U	U	U	U	U	U	
Somewhat unlikely	1168 19%	70 14%	30 15%	53 24%	16 16%	21 21%	23 23%	25 22%	42 19%	47 23%	36 14%	242 22%	17 17%	55 27%	66 18%	44 22%	42 17%	117 17%	37 18%	28 14%	8 8%	25 24%	20 17%	23 21%	81 22%	
	BU			BCKRTU	U	U	U	BTU	BU	U	BCKRTU	ABCKRTU	U	U	ABCEIJKOY	U	BKTU	U	U	U	U	U	U	U	U	
Very unlikely	1304 21%	195 39%	63 32%	29 13%	15 15%	16 16%	19 19%	19 19%	21 32%	57 28%	92 37%	196 18%	21 21%	36 17%	77 22%	43 21%	41 16%	94 14%	25 12%	33 16%	8 8%	27 26%	27 23%	21 19%	77 21%	
	DLQRSU			ABCEGIJKNPWY				U		ABCEGIJKNPWY	ABCEGIJKNPWY	ABCEGIJKNPWY	RSU	SU	U	DRSU	DRSU	U	U	U	U	U	U	U	U	
Not sure	1715 28%	181 36%	84 42%	66 30%	47 47%	21 21%	38 38%	26 23%	57 26%	73 36%	90 36%	268 24%	20 20%	52 25%	157 44%	61 30%	49 19%	142 21%	53 26%	40 20%	7 7%	15 15%	40 34%	33 30%	95 26%	
	LQRTUV			ABCEGIJKNPWY	QRTUV	ABCEGIJKNPWY	U	ABCEGIJKNPWY	U	ABCEGIJKNPWY	ABCEGIJKNPWY	UV	U	UV	QRTUV	QRTUV	U	U	U	U	U	U	U	U	U	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_5. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 20

5. .net

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4928 80% CIJKO	395 79% KO	148 74% BCGJUNKY	190 85% Y	78 77% ABCEGJUNKY	95 93% ABCEGJUNKY	76 76% KO	98 88% BCCEGJUNKY	161 73% KO	145 72% O	159 64% CIJKNO	905 82% CIJKO	85 85% CIJKO	155 75% KO	216 60% Y	184 90% Y	219 87% Y	594 86% ABCEGJUNKY	188 91% ABCEGJUNKY	182 91% ABCEGJUNKY	93 89% ABCEGJUNKY	93 90% ABCEGJUNKY	96 81% KO	83 75% KO	290 78% KO
Very likely	3437 56% CGHIJKNO	281 56% CGHIJKO	94 47% KO	126 57% GJKO	51 50% ABCEGJUNKY	69 68% ABCEGJUNKY	44 44% Y	52 46% KO	104 47% KO	90 45% KO	83 33% CGHIJKNO	642 58% ABCEGJUNKY	74 74% Y	100 49% KO	125 35% Y	158 77% Y	176 70% Y	423 62% ABCEGJUNKY	132 64% ABCEGJUNKY	138 69% CGHIJKNO	67 64% CGHIJKNO	77 75% CGHIJKNO	71 60% CGHIJKO	55 50% KO	205 55% GJKO
Somewhat likely	1491 24% MPQV	114 23% MP	54 27% MPQV	64 29% MPQV	27 27% MPQ	26 25% MP	32 32% BMPQV	46 41% Y	57 26% MPQV	55 27% MPQV	76 30% ABLMFPQTVY	263 24% MPQ	11 11% Y	55 27% MPQV	91 25% MPQV	26 13% Y	43 17% Y	171 25% MPQV	56 27% MPQV	44 22% MP	26 25% MP	16 16% Y	25 21% M	28 25% MP	85 23% MP
BOTTOM 2 BOX (NET)	659 11% FPRV	49 10% FPV	23 12% FPV	19 9% F	13 13% FV	2 2% FPQRSV	14 14% Y	9 8% F	33 15% ABDFPQRSTU	30 15% DEFPQRSTU	47 19% ABCEGJUNKY	124 11% FPRV	7 7% FPRSTU	30 15% ABDFPQRSTU	53 15% ABDFPQRSTU	8 4% Y	18 7% Y	55 8% FP	14 7% Y	16 8% F	7 7% Y	3 3% FPQRSV	17 14% ABCEGJUNKY	22 20% FPQRSV	46 12% FPQRSV
Somewhat unlikely	342 6% FPR	24 5% Y	9 5% Y	9 4% Y	10 10% BDFPQRSTV	1 1% Y	5 5% Y	5 5% Y	17 8% FPQRSTV	12 6% FP	26 10% ABCEFPQRSTVY	82 7% AFPQRSTV	4 4% Y	13 8% FP	29 8% ABFPQRSTV	4 2% Y	8 3% Y	24 3% Y	8 4% Y	6 3% Y	5 5% Y	2 2% Y	5 4% Y	12 11% ABCEDFPQRSTV	21 6% FP
Very unlikely	317 5% LP	25 5% Y	14 7% FLPV	10 4% Y	3 3% Y	1 1% FHLPSUV	9 9% Y	3 3% Y	16 7% FLPSUV	18 9% ABFHLPSORSUV	21 8% AFHLPSORSUV	42 4% AFHLPSORSUV	3 3% Y	17 8% AFHLPSUV	24 7% FLPV	4 2% Y	10 4% Y	31 5% Y	6 3% Y	10 5% Y	2 2% Y	1 1% Y	12 10% ABCEFHLPORSUV	10 9% FHLPSORSUV	25 7% FLPSUV
Not sure	557 9% LRST	58 12% Y	29 15% Y	14 6% T	10 10% ST	5 5% ST	10 10% ST	5 4% Y	26 12% DHLPQRSTU	26 13% DHLPQRSTU	44 18% ABCEGJUNKY	81 7% ST	8 8% ST	21 10% RST	89 25% Y	12 6% T	16 6% ST	38 6% T	5 2% Y	3 1% Y	5 5% Y	7 7% T	6 5% Y	5 5% Y	34 9% RST
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q711\_6. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 21

6. .org

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4570 74%	431 86%	161 81%	189 85%	76 75%	91 89%	75 75%	93 83%	176 80%	131 65%	130 52%	709 64%	83 83%	152 74%	136 38%	130 64%	204 81%	577 84%	175 85%	184 92%	96 91%	88 85%	95 80%	87 79%	301 81%
	JKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	KLOP AEJUKLNOP	KLOP AEJUKLNOP	KLOP AEJUKLNOP	KLO AEJUKLNOP	AJKLOP AEJUKLNOP	JKLOP AEJUKLNOP	KO AEJUKLNOP	O AEJUKLNOP	KO AEJUKLNOP	AJKLOP AEJUKLNOP	KLOP AEJUKLNOP	KO AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	AJKLOP AEJUKLNOP	JKLOP AEJUKLNOP	JKLOP AEJUKLNOP	JKLOP AEJUKLNOP	JKLOP AEJUKLNOP
Very likely	3082 50%	319 64%	116 58%	141 63%	46 46%	69 68%	50 50%	60 54%	120 55%	90 45%	54 22%	394 35%	57 57%	80 38%	53 15%	68 33%	157 62%	437 64%	102 49%	159 79%	68 65%	55 53%	79 66%	65 59%	243 66%
	KLNOF AEJUKLNOP	AEJUKLNOP AEJUKLNOP	AEJUKLNOP AEJUKLNOP	KLOP AEJUKLNOP	KLOP AEJUKLNOP	KLOP AEJUKLNOP	KLOP AEJUKLNOP	KLNOF AEJUKLNOP	JKLNOP AEJUKLNOP	KLNOF AEJUKLNOP	O AEJUKLNOP	KO AEJUKLNOP	JKLNOP AEJUKLNOP	KO AEJUKLNOP	KO AEJUKLNOP	AEJUKLNOP AEJUKLNOP	AEJUKLNOP AEJUKLNOP	KLNOF AEJUKLNOP	AEJUKLNOP AEJUKLNOP	AEJUKLNOP AEJUKLNOP	AEJUKLNOP AEJUKLNOP	AEJUKLNOP AEJUKLNOP	JKLNOP AEJUKLNOP	JKLNOP AEJUKLNOP	JKLNOP AEJUKLNOP
Somewhat likely	1488 24%	112 22%	45 23%	48 22%	30 30%	22 22%	25 25%	33 29%	56 25%	41 20%	76 30%	315 28%	26 26%	72 35%	83 23%	62 30%	47 19%	140 20%	73 35%	25 12%	28 27%	33 32%	16 13%	22 20%	58 16%
	QRTWY AEJUKLNOP	TWY AEJUKLNOP	TWY AEJUKLNOP	T AEJUKLNOP	QRTWY AEJUKLNOP	T AEJUKLNOP	TWY AEJUKLNOP	QRTWY AEJUKLNOP	TWY AEJUKLNOP	T AEJUKLNOP	ABCDJQORTWY AEJUKLNOP	ABCDJQORTWY AEJUKLNOP	TWY AEJUKLNOP	ABCDJQORTWY AEJUKLNOP	TWY AEJUKLNOP	ABCDJQORTWY AEJUKLNOP	BTU AEJUKLNOP	T AEJUKLNOP	ABCDJQORTWY AEJUKLNOP	TWY AEJUKLNOP	BCDJQRTWY AEJUKLNOP				
BOTTOM 2 BOX (NET)	892 15%	36 7%	17 9%	23 10%	14 14%	7 7%	17 17%	13 12%	24 11%	36 18%	54 22%	241 22%	11 11%	33 16%	101 28%	40 20%	30 12%	70 10%	24 12%	11 5%	5 5%	6 6%	20 17%	18 16%	41 11%
	BCFRTUV AEJUKLNOP			BTU AEJUKLNOP	BCFRTUV AEJUKLNOP		BCFRTUV AEJUKLNOP	T AEJUKLNOP	BCFRTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BTU AEJUKLNOP	T AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BTU AEJUKLNOP	BCFRTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	BCFRTUV AEJUKLNOP	BT AEJUKLNOP
Somewhat unlikely	455 7%	12 2%	7 4%	10 4%	11 11%	3 3%	9 9%	8 7%	13 6%	22 11%	21 8%	139 13%	7 7%	19 9%	54 15%	27 13%	14 6%	33 5%	16 8%	2 1%	3 3%	3 3%	3 3%	4 4%	15 4%
	BCRTWY AEJUKLNOP			T AEJUKLNOP	BCDRTUWXY AEJUKLNOP		BCTWY AEJUKLNOP	BT AEJUKLNOP	BT AEJUKLNOP	BCDRTUWXY AEJUKLNOP	BCRTWY AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BT AEJUKLNOP	BCDRTUWXY AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	BT AEJUKLNOP	BT AEJUKLNOP	BT AEJUKLNOP	BT AEJUKLNOP						
Very unlikely	437 7%	24 5%	10 5%	13 6%	3 3%	4 4%	8 8%	5 5%	11 5%	14 7%	33 13%	102 9%	4 4%	14 7%	47 13%	13 6%	16 6%	37 5%	8 4%	9 4%	2 2%	3 3%	17 14%	14 13%	26 7%
	BU AEJUKLNOP						U AEJUKLNOP					ABCDJHIMORSTUV AEJUKLNOP	ABEIRSTUV AEJUKLNOP									ABCDJHIMORSTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	ABCDJHIMORSTUV AEJUKLNOP	
Not sure	682 11%	35 7%	22 11%	11 5%	11 11%	4 4%	8 8%	6 5%	20 9%	34 17%	66 26%	160 14%	6 6%	21 10%	121 34%	34 17%	19 8%	40 6%	8 4%	6 3%	4 4%	9 9%	4 3%	5 5%	28 8%
	BDFHIRSTUWXY AEJUKLNOP	T AEJUKLNOP	DFRSTUW AEJUKLNOP	DSTW AEJUKLNOP					ST AEJUKLNOP			ABCDJHIMORSTUV AEJUKLNOP	DRSTW AEJUKLNOP												
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_7. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 22

7. .tel

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1736	60	26	81	23	42	18	42	40	28	31	414	27	55	51	51	103	277	79	48	19	25	37	29	130
	BCGIJKOU	28%	12%	13%	36%	23%	41%	18%	38%	18%	14%	12%	37%	27%	27%	14%	25%	41%	40%	38%	24%	18%	24%	31%	26%	35%
Very likely		541	17	7	30	9	14	3	11	12	6	11	137	9	12	9	13	42	89	20	11	4	4	13	8	50
	BCGJKO	9%	3%	4%	13%	9%	14%	3%	10%	5%	3%	4%	12%	9%	6%	3%	6%	17%	13%	10%	5%	4%	4%	11%	7%	14%
Somewhat likely		1195	43	19	51	14	28	15	31	28	22	20	277	18	43	42	38	61	188	59	37	15	21	24	21	80
	BCIJKO	19%	9%	10%	23%	14%	27%	15%	28%	13%	11%	8%	25%	18%	21%	12%	19%	24%	27%	29%	18%	14%	20%	20%	19%	22%
BOTTOM 2 BOX (NET)		2596	257	89	85	33	40	46	46	118	94	133	439	45	97	140	88	94	246	68	86	60	53	46	43	150
	ELRS	42%	51%	45%	38%	33%	39%	46%	41%	54%	47%	53%	40%	45%	47%	39%	43%	37%	36%	33%	43%	57%	51%	39%	39%	41%
Somewhat unlikely		1250	87	33	53	17	21	29	27	45	47	45	243	19	53	57	45	45	136	42	34	25	25	17	28	77
	O	20%	17%	17%	24%	17%	21%	29%	24%	20%	23%	18%	22%	19%	26%	16%	22%	18%	20%	20%	17%	24%	24%	14%	25%	21%
Very unlikely		1346	170	56	32	16	19	17	19	73	47	88	196	26	44	83	43	49	110	26	52	35	28	29	15	73
	DLRSX	22%	34%	28%	14%	16%	19%	17%	17%	33%	23%	35%	18%	26%	21%	23%	21%	19%	16%	13%	26%	33%	27%	24%	14%	20%
Not sure		1812	185	85	57	45	20	36	24	62	79	86	257	28	54	167	65	56	164	60	67	26	25	36	38	90
	FLQRY	29%	37%	43%	26%	45%	20%	36%	21%	28%	39%	34%	23%	28%	26%	47%	32%	22%	24%	29%	33%	25%	24%	30%	35%	24%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q711\_8. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 23

8. .asia

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1626 26%	36 7%	13 7%	49 22%	14 14%	36 35%	12 12%	32 29%	33 15%	23 11%	24 10%	400 36%	29 29%	75 36%	57 16%	51 25%	93 37%	316 46%	108 52%	33 16%	8 8%	23 22%	30 25%	22 20%	109 29%
Very likely	511 8%	9 2%	4 2%	10 4%	6 6%	14 14%	2 2%	8 7%	15 7%	5 2%	10 4%	131 12%	15 15%	20 10%	14 4%	9 4%	34 13%	114 17%	33 16%	4 2%	2 2%	2 2%	8 7%	7 6%	35 9%
Somewhat likely	1115 18%	27 5%	9 5%	39 17%	8 8%	22 22%	10 10%	24 21%	18 8%	18 9%	14 6%	269 24%	14 14%	55 27%	43 12%	42 21%	59 23%	202 29%	75 36%	29 14%	6 6%	21 20%	22 18%	15 14%	74 20%
BOTTOM 2 BOX (NET)	2773 45%	304 61%	120 60%	103 46%	40 40%	41 40%	54 54%	55 49%	132 60%	102 51%	146 58%	446 40%	44 44%	83 40%	148 41%	91 45%	103 41%	213 31%	50 24%	95 47%	67 64%	60 58%	53 45%	51 46%	172 46%
Somewhat unlikely	1175 19%	80 16%	35 18%	60 27%	16 16%	18 18%	28 28%	19 17%	31 14%	41 20%	30 12%	249 22%	18 18%	42 20%	65 18%	50 25%	45 18%	128 19%	32 15%	27 13%	22 21%	24 23%	17 14%	24 22%	74 20%
Very unlikely	1598 26%	224 45%	85 43%	43 19%	24 24%	23 23%	26 26%	36 32%	101 46%	61 30%	116 46%	197 18%	26 26%	41 20%	83 23%	41 20%	58 23%	85 12%	18 9%	68 34%	45 43%	36 35%	36 30%	27 25%	98 26%
Not sure	1745 28%	162 32%	67 34%	71 32%	47 47%	25 25%	34 34%	25 22%	55 25%	76 38%	80 32%	264 24%	27 27%	48 23%	153 43%	62 30%	57 23%	158 23%	49 24%	73 36%	30 29%	20 19%	36 30%	37 34%	89 24%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_9. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 24

9. .pro

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1708 28%	51 10%	25 13%	65 29%	21 21%	46 45%	16 16%	43 38%	33 15%	47 23%	27 11%	384 35%	33 33%	60 29%	55 15%	55 27%	135 53%	264 38%	78 38%	40 20%	19 18%	30 29%	32 27%	29 26%	120 32%
Very likely	BCGIKOTU 9%	16 3%	5 3%	19 9%	8 8%	17 17%	1 1%	13 12%	16 7%	17 8%	11 4%	128 12%	17 17%	12 6%	11 3%	12 6%	71 28%	80 12%	20 10%	6 3%	6 6%	6 6%	7 6%	7 6%	45 12%
Somewhat likely	BCGKOT 19%	35 7%	20 10%	46 21%	13 13%	29 28%	15 15%	30 27%	17 8%	30 15%	16 6%	256 23%	16 16%	48 23%	44 12%	43 21%	64 25%	184 27%	58 28%	34 17%	13 12%	24 23%	25 21%	22 20%	75 20%
BOTTOM 2 BOX (NET)	2598 42%	261 52%	89 45%	95 43%	33 33%	36 35%	49 49%	43 38%	122 55%	83 41%	132 53%	455 41%	44 44%	91 44%	139 39%	91 45%	66 26%	245 36%	69 33%	94 47%	57 54%	54 52%	47 39%	45 41%	158 43%
Somewhat unlikely	EQRS 20%	88 18%	31 16%	61 27%	17 17%	17 17%	24 24%	24 21%	51 23%	45 22%	34 14%	247 22%	22 22%	47 23%	58 16%	42 21%	35 14%	137 20%	41 20%	38 19%	17 16%	26 25%	22 18%	27 25%	80 22%
Very unlikely	KQ 1367 22%	173 34%	58 29%	34 15%	16 16%	19 19%	25 25%	19 17%	71 32%	38 19%	98 39%	208 19%	22 22%	44 21%	81 23%	49 24%	31 12%	108 16%	28 14%	56 28%	40 38%	28 27%	25 21%	18 16%	78 21%
Not sure	DLQRS 30%	1838 38%	190 43%	63 28%	47 47%	20 20%	35 35%	26 23%	65 30%	71 35%	91 36%	271 24%	23 23%	55 27%	164 46%	58 28%	52 21%	178 26%	60 29%	67 33%	29 28%	19 18%	40 34%	36 33%	92 25%
Sigma	FLQRVY 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_10. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
10. .coop

14 Mar 2015  
Table 25

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1511	46	18	58	23	36	19	31	30	25	24	360	26	59	55	50	95	246	66	29	10	22	35	33	115
	BCIJKOTU	25%	9%	9%	26%	23%	35%	19%	28%	14%	12%	10%	32%	26%	29%	15%	25%	38%	36%	32%	14%	10%	21%	29%	30%	31%
Very likely		459	10	4	15	8	12	2	9	13	5	12	105	11	13	13	13	36	82	20	5	3	4	7	13	44
	BCGJOT	7%	2%	2%	7%	8%	12%	2%	8%	6%	2%	5%	9%	11%	6%	4%	6%	14%	12%	10%	2%	3%	4%	6%	12%	12%
Somewhat likely		1052	36	14	43	15	24	17	22	17	20	12	255	15	46	42	37	59	164	46	24	7	18	28	20	71
	BCIJKOTU	17%	7%	7%	19%	15%	24%	17%	20%	8%	10%	5%	23%	15%	22%	12%	18%	23%	24%	22%	12%	7%	17%	24%	18%	19%
BOTTOM 2 BOX (NET)		2755	263	98	97	33	46	47	52	124	94	132	492	40	98	142	92	94	252	78	97	67	62	47	43	165
	EOQRS	45%	52%	49%	43%	33%	45%	47%	46%	56%	47%	53%	44%	40%	48%	40%	45%	37%	37%	38%	48%	64%	60%	39%	39%	45%
Somewhat unlikely		1218	67	25	56	18	25	22	20	39	42	28	282	17	47	57	42	35	138	48	39	16	24	26	23	82
	BCKQ	20%	13%	13%	25%	18%	25%	22%	18%	18%	21%	11%	25%	17%	23%	16%	21%	14%	20%	23%	19%	15%	23%	22%	21%	22%
Very unlikely		1537	196	73	41	15	21	25	32	85	52	104	210	23	51	85	50	59	114	30	58	51	38	21	20	83
	DELRS	25%	39%	37%	18%	15%	21%	25%	29%	39%	26%	42%	19%	23%	25%	24%	25%	23%	17%	14%	29%	49%	37%	18%	18%	22%
Not sure		1878	193	84	68	45	20	34	29	66	82	94	258	34	49	161	62	64	189	63	75	28	19	37	34	90
	FLNVY	31%	38%	42%	30%	45%	20%	34%	26%	30%	41%	38%	23%	34%	24%	45%	30%	25%	28%	30%	37%	27%	18%	31%	31%	24%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q711\_11. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 26

11. .cn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	979 88%	-	-	-	-	-	-	-	-	-	-	979 88%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	815 73%	-	-	-	-	-	-	-	-	-	-	815 73%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	164 15%	-	-	-	-	-	-	-	-	-	-	164 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	61 5%	-	-	-	-	-	-	-	-	-	-	61 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	35 3%	-	-	-	-	-	-	-	-	-	-	35 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	26 2%	-	-	-	-	-	-	-	-	-	-	26 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	70 6%	-	-	-	-	-	-	-	-	-	-	70 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_12. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 27

12. .vn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	100	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	87 87%	-	-	-	-	-	-	-	-	-	-	-	87 87%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	76 76%	-	-	-	-	-	-	-	-	-	-	-	76 76%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 11%	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 8%	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_13. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 28

13. .ph

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	168 82%	-	-	-	-	-	-	-	-	-	-	-	-	168 82%	-	-	-	-	-	-	-	-	-	-	-
Very likely	120 58%	-	-	-	-	-	-	-	-	-	-	-	-	120 58%	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	48 23%	-	-	-	-	-	-	-	-	-	-	-	-	48 23%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	23 11%	-	-	-	-	-	-	-	-	-	-	-	-	23 11%	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	12 6%	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	11 5%	-	-	-	-	-	-	-	-	-	-	-
Not sure	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q711\_14. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 29

14. .jp

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
Weighted Base	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	292 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	292 82%	-	-	-	-	-	-	-	-	-	-
Very likely	234 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	234 65%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	58 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	58 16%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	27 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	27 8%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-	-	-	-
Very unlikely	18 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	18 5%	-	-	-	-	-	-	-	-	-	-
Not sure	39 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	39 11%	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_15. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 30

15. .kr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	184 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	184 90%	-	-	-	-	-	-	-	-	-
Very likely	151 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	151 74%	-	-	-	-	-	-	-	-	-
Somewhat likely	33 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 16%	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-
Very unlikely	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-
Not sure	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 6%	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_16. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 31

16. .ru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	253	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	253	**	**	**	**	**	**	**	**
Weighted Base	253	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	253	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	232 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	232 92%	-	-	-	-	-	-	-	-
Very likely	222 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	222 88%	-	-	-	-	-	-	-	-
Somewhat likely	10 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 4%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-
Somewhat unlikely	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Very unlikely	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-
Not sure	12 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 5%	-	-	-	-	-	-	-	-
Sigma	253 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_17. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
17. .in

14 Mar 2015  
Table 32

Base: All Qualified Respondents

		Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**	
Weighted Base	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**	
TOP 2 BOX (NET)	602 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	602 88%	-	-	-	-	-	-	-	
Very likely	516 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	516 75%	-	-	-	-	-	-	-	
Somewhat likely	86 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	86 13%	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	55 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 8%	-	-	-	-	-	-	-	
Somewhat unlikely	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 3%	-	-	-	-	-	-	-	
Very unlikely	34 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 5%	-	-	-	-	-	-	-	
Not sure	30 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 4%	-	-	-	-	-	-	-	
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_18. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 33

18. .id

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
Weighted Base	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
TOP 2 BOX (NET)	192 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	192 93%	-	-	-	-	-	-
Very likely	168 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168 81%	-	-	-	-	-	-
Somewhat likely	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-
Somewhat unlikely	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-
Very unlikely	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-
Not sure	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_19. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 34

19. .ng

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
TOP 2 BOX (NET)	182 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	182 91%	-	-	-	-	-
Very likely	165 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	165 82%	-	-	-	-	-
Somewhat likely	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-
BOTTOM 2 BOX (NET)	16 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	-	-	-	-	-
Somewhat unlikely	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-
Very unlikely	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-
Not sure	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_20. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
20. .za

14 Mar 2015  
Table 35

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Weighted Base	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
TOP 2 BOX (NET)	96 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 91%	-	-	-	-
Very likely	90 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 86%	-	-	-	-
Somewhat likely	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-
BOTTOM 2 BOX (NET)	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-
Somewhat unlikely	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-
Very unlikely	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-
Not sure	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-
Sigma	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_21. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 36

21. .eg

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	103	**	**	**
Weighted Base	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	103	**	**	**
TOP 2 BOX (NET)	91 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 88%	-	-	-
Very likely	65 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65 63%	-	-	-
Somewhat likely	26 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 25%	-	-	-
BOTTOM 2 BOX (NET)	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-
Somewhat unlikely	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-
Very unlikely	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-
Not sure	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q711\_22. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 37

22. .co

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**
Weighted Base	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**
TOP 2 BOX (NET)	97 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	97 82%	-	-
Very likely	88 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88 74%	-	-
Somewhat likely	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
BOTTOM 2 BOX (NET)	21 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 18%	-	-
Somewhat unlikely	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-
Very unlikely	19 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 16%	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Sigma	119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_23. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 38

23. .ar

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
Weighted Base	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
TOP 2 BOX (NET)	90 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 82%	-
Very likely	79 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79 72%	-
Somewhat likely	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	-
BOTTOM 2 BOX (NET)	16 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 15%	-
Somewhat unlikely	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-
Very unlikely	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 12%	-
Not sure	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-
Sigma	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_24. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 39

24. .br

Base: All Qualified Respondents

	Total Consumers	Country																							
		US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Unweighted Base	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
Weighted Base	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
TOP 2 BOX (NET)	317 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	317 86%
Very likely	292 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	292 79%
Somewhat likely	25 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 7%
BOTTOM 2 BOX (NET)	33 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 9%
Somewhat unlikely	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1%
Very unlikely	28 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 8%
Not sure	20 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 5%
Sigma	370 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_25. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
25. .it

14 Mar 2015  
Table 40

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	101	..	..	..	101	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	101	..	..	..	101	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	81 80%	-	-	-	81 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	75 74%	-	-	-	75 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	6 6%	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	15 15%	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 6%	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 9%	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 5%	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_26. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 41

26. .tr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	92 90%	-	-	-	-	92 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	77 75%	-	-	-	-	77 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	15 15%	-	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 3%	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	3 3%	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 4%	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_27. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 42

27. .es

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	89 89%	-	-	-	-	-	89 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	78 78%	-	-	-	-	-	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 11%	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	5 5%	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 5%	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_28. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 43

28. .pl

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	112	..	..	..	..	..	..	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	112	..	..	..	..	..	..	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	107 96%	-	-	-	-	-	-	107 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	88 79%	-	-	-	-	-	-	88 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	19 17%	-	-	-	-	-	-	19 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 4%	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 3%	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_29. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 44

29. .uk

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	188 85%	-	-	-	-	-	-	-	188 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	163 74%	-	-	-	-	-	-	-	163 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	25 11%	-	-	-	-	-	-	-	25 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	15 7%	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 3%	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 4%	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	17 8%	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q711\_30. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 45

30. .fr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	163 81%	-	-	-	-	-	-	-	-	163 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	148 74%	-	-	-	-	-	-	-	-	148 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	15 7%	-	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	21 10%	-	-	-	-	-	-	-	-	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 3%	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	15 7%	-	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	17 8%	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_31. How likely are you to visit websites with the following domain name extensions in the next 6 months?  
31. .de

14 Mar 2015  
Table 46

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	214 86%	-	-	-	-	-	-	-	-	-	214 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	198 79%	-	-	-	-	-	-	-	-	-	198 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	16 6%	-	-	-	-	-	-	-	-	-	16 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 6%	-	-	-	-	-	-	-	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	14 6%	-	-	-	-	-	-	-	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	22 9%	-	-	-	-	-	-	-	-	-	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_32. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 47

32. .us

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	202 40%	202 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	74 15%	74 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	128 25%	128 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	170 34%	170 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	79 16%	79 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	91 18%	91 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	130 26%	130 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_33. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 48

33. .ca

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	200	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	200	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	181 91%	-	181 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	172 86%	-	172 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 5%	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 7%	-	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 6%	-	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 3%	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q711\_34. How likely are you to visit websites with the following domain name extensions in the next 6 months?

14 Mar 2015  
Table 49

34. .mx

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	198 89%	-	-	198 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	173 78%	-	-	173 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	25 11%	-	-	25 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 6%	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	14 6%	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	11 5%	-	-	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_1. Why are you very likely to visit a website with each of these extensions in the future?

1. .biz

Base: Very Likely To Visit Website With Domain Name Extension

	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	879	37*	18**	29**	15**	26**	4**	17**	24**	16**	24**	129	23**	34*	23**	18**	78*	161	36*	65*	23**	10**	8**	14**	47*
Weighted Base	879	37*	18**	29**	15**	26**	4**	17**	24**	16**	24**	129	23**	34*	23**	18**	78*	161	36*	65*	23**	10**	8**	14**	47*
I've been to this type of website before	336 38% L	15 41%	9 50%	7 24%	6 40%	9 35%	2 50%	10 59%	11 46%	8 50%	13 54%	34 26%	11 48%	19 56% ALR	8 35%	7 39%	35 45% L	56 35%	14 39%	24 37%	12 52%	2 20%	2 25%	4 29%	18 38%
It has information I'm seeking	271 31%	8 22%	11 61%	2 7%	6 40%	8 31%	2 50%	6 35%	4 17%	1 6%	8 33%	37 29%	8 35% ABLRQTY	18 53%	8 35%	6 33%	20 26%	52 32%	15 42%	19 29%	10 43%	4 40%	2 25%	4 29%	12 26%
It seems legitimate	257 29% T	8 22%	8 44%	5 17%	1 7%	9 35%	1 25%	4 24%	12 50%	5 31%	7 29%	43 33% T	5 22%	14 41% T	2 9%	7 39%	18 23%	52 32% T	13 36%	12 18%	5 22%	2 20%	3 38%	5 36%	16 34%
I trust this extension	256 29%	10 27%	7 39%	7 24%	4 27%	7 27%	1 25%	5 29%	6 25%	2 13%	5 21%	38 29%	4 17%	12 35%	2 9%	5 28%	24 31%	69 43% ALT	10 28%	14 22%	6 26%	-	2 25%	3 21%	13 28%
It's where you go for specific information	240 27% Q	6 16%	4 22%	8 28%	5 33%	10 38%	2 50%	3 18%	3 13%	3 19%	5 21%	35 27%	6 26%	13 38% BQ	7 30%	7 39%	12 15%	54 34% BQ	7 19%	23 35% BQ	9 39%	2 20%	1 13%	4 29%	11 23%
I'm not afraid of my information being stolen if I go here	155 18%	5 14%	4 22%	3 10%	2 13%	6 23%	-	2 12%	2 8%	2 13%	4 17%	23 18%	5 22%	6 18%	2 9%	5 28%	23 29% AST	35 22% T	4 11%	6 9%	3 13%	-	1 13%	2 14%	10 21%
For business use	12 1% AL	2 5%	-	-	1 7%	-	-	1 6%	-	-	-	-	-	2 6% AL	1 4%	-	1 1%	4 2%	-	-	-	-	-	-	-
Most popular/common domain name	3 *	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	2 3% ALR	-	-	-	-	-
Good/Like site	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2% A
Easy to use/navigate	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Need based/necessity	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Out of curiosity	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-
Safe/Secured	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Updated	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_1. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 50

Base: Very Likely To Visit Website With Domain Name Extension

1. .biz

	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)
Weighted Base	879	37*	18**	29**	15**	26**	4**	17**	24**	16**	24**	129	23**	34*	23**	18**	78*	161	36*	65*	23**	10**	8**	14**	47*
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_1. Why are you very likely to visit a website with each of these extensions in the future?  
1. .biz

14 Mar 2015  
Table 50

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	879	37*	18**	29**	15**	26**	4**	17**	24**	16**	24**	129	23**	34*	23**	18**	78*	161	36*	65*	23**	10**	8**	14**	47*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	48 5%	3 8%	1 6%	4 14%	-	2 8%	1 25%	-	1 4%	-	1 4%	6 5%	2 9%	-	4 17%	1 6%	3 4%	8 5%	1 3%	5 8%	1 4%	1 10%	1 13%	1 7%	1 2%
Declined to answer	1	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1588 181%	57 154%	44 244%	36 124%	26 173%	51 196%	9 225%	32 188%	39 163%	21 131%	43 179%	218 169%	41 178%	84 247%	34 148%	38 211%	136 174%	333 207%	64 178%	105 162%	46 200%	12 120%	12 150%	23 164%	84 179%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_2. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 51

Base: Very Likely To Visit Website With Domain Name Extension

2. .com

	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	4904	412	175	183	73*	81*	77*	83*	173	135	165	901	80*	149	215	179	217	564	188	186	95*	94*	94*	84*	301
Weighted Base	4904	412	175	183	73*	81*	77*	83*	173	135	165	901	80*	149	215	179	217	564	188	186	95*	94*	94*	84*	301
I've been to this type of website before	2758 56% EFNRTV	299 73% EFNRTV	131 75% EFNRTV	99 54% ERT	26 36% ERT	34 42% ERT	56 73% ERT	59 71% EFNPRITVY	108 62% EFNPRITVY	90 67% ADEFLNPORTVY	110 67% ADEFLNPORTVY	512 57% EFRTV	54 68% ADEFLNPORTVY	72 48% EFRTV	122 57% EFRTV	93 52% ER	116 53% ERT	230 41% ERT	103 55% ERT	78 42% ERT	54 57% ERT	43 46% ERT	56 60% EFRT	56 67% EFNPORTVY	157 52% ERT
I trust this extension	2170 44% BKOT	159 39% KO	87 50% BJKOTY	80 44% KO	31 42% KO	40 49% KOT	29 38% O	31 37% O	72 42% KO	50 37% O	48 29% BKOT	412 46% BJKOT	41 51% BJKOTY	76 51% BJKOTY	50 23% KO	81 45% ABGHUKOTY	113 52% ABGHUKOTY	312 55% ABGHUKOTY	104 55% ABGHUKOTY	67 36% O	39 41% O	54 57% ABGHUKOTY	38 40% O	36 43% KO	120 40% KO
It has information I'm seeking	2113 43% JRY	181 44% JY	94 54% ABFGULORTUY	76 42% JY	32 44% JY	27 33% FIJORY	30 39% FIJORY	43 52% FIJORY	63 36% FIJORY	46 34% FIJORY	66 40% JRY	400 44% ABFGULORTUY	46 58% AFIJORUY	76 51% AFIJORUY	84 39% JY	82 46% JY	108 50% AFIJORY	216 38% ABFGULORTUY	107 57% ABFGULORTUY	80 43% JY	36 38% O	39 41% ABGHUKOTY	36 38% O	36 43% KO	109 36% KO
It seems legitimate	1677 34% DOTWY	137 33% DOW	74 42% ABDEGKOTUY	43 23% DOW	19 26% DO	29 36% DO	21 27% ABDEGKOTUY	38 46% DOTWY	64 37% DOTWY	51 38% DOTWY	45 27% ABDEGKOTUY	358 40% DEGKOTUY	35 44% DOTWY	55 37% DOTWY	37 17% ABDEGKOTUY	78 44% DOTWY	79 36% DKOTWY	201 36% DEGKOTUY	76 40% DEGKOTUY	48 26% O	25 26% DOW	34 36% DOW	21 22% KO	29 35% O	80 27% O
It's where you go for specific information	1603 33% KOY	137 33% KOY	73 42% ALUKLOVY	66 36% KOY	24 33% K	26 32% K	23 30% K	37 45% ABUKLOVY	50 29% K	36 27% K	22 13% KOY	303 34% IJKOVY	34 43% IJKOVY	68 46% IJKOVY	54 25% K	69 39% JKOY	76 35% KOY	192 34% KOY	60 32% K	65 35% KOY	29 31% K	26 28% K	34 36% KOY	27 32% K	72 24% K
I'm not afraid of my information being stolen if I go here	813 17% BEOP	50 12% O	42 24% ABDEGKOTUY	21 11% O	5 7% O	11 14% O	8 10% O	18 22% BDEIOP	20 12% O	20 15% O	38 23% ABDEGKOTUY	149 17% BEOP	23 29% ABDEGKOTUY	30 20% BDEIOP	9 4% O	15 8% ABFGULORTUY	64 29% ABDEGKOTUY	117 21% BDEIOP	41 22% BDEIOP	27 15% O	12 13% O	18 19% EOP	15 16% O	15 18% EOP	45 15% OP
Most popular/common domain name	49 1% L	8 2% LOR	3 2% L	1 1% L	1 1% L	-	-	2 2% LO	1 1% LO	2 1% L	2 1% L	2 1% LO	2 3% LO	3 2% LO	-	1 1% L	2 1% L	3 1% ALOR	5 3% ALOR	4 2% LOR	1 1% ALOR	3 3% ALOR	-	-	3 1% L
Good/Like site	6 1% ABL	-	-	-	-	-	-	1 1% ABL	-	-	-	-	-	-	-	-	-	3 1% AL	1 1% L	-	-	-	-	-	1 1% L
For business use	5 1% ABLRY	-	1 1% ABLRY	-	1 1% ABLRY	-	-	-	1 1% ABLRY	-	-	1 1% ABLRY	-	1 1% ABLRY	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	5 1% ABLRY	-	-	-	-	-	-	-	-	-	-	1 1% ABLRY	-	-	-	-	1 1% ABLRY	2 1% ABLRY	-	-	-	1 1% AB	-	-	-
Global/Universal	4 1% AB	-	-	-	-	-	-	1 1% AB	-	-	-	2 1% AB	-	-	-	-	-	1 1% AB	-	-	-	-	-	-	-
Need based/necessity	3 1% AL	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	1 1% AL	-	-	1 1% AL	-	-	-	-	-
Good/Like name	3 1% ABL	-	-	-	-	-	-	1 1% ABL	-	-	-	-	-	-	-	-	1 1% AL	1 1% AL	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	3 1% AL	-	1 1% AL	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-
Site name (spec.)	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-
Easy to use/navigate	2 1% A	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-

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

Q716\_2. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 51

Base: Very Likely To Visit Website With Domain Name Extension

2. .com

	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)
Weighted Base	4904	412	175	183	73*	81*	77*	83*	173	135	165	901	80*	149	215	179	217	564	188	186	95*	94*	94*	84*	301
Out of curiosity	2*	-	-	-	-	-	-	-	-	1% ALR	-	-	1% ABLR	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	1*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	1*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-
Professional/Professional image	1*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-	-
Shopping	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-
It's an organization site	1*	-	1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-
Easy to remember name	1*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716\_2. Why are you very likely to visit a website with each of these extensions in the future?  
2. .com

14 Mar 2015  
Table 51

Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4904	412	175	183	73*	81*	77*	83*	173	135	165	901	80*	149	215	179	217	564	188	186	95*	94*	94*	84*	301
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	1 AL	-	-	1*	-	-	-	-	-	-	-
Not sure	62 1% RY	10 2% ARSTY	1 1% R	2 1% R	-	2 2% RSTY	3 4% ARSTY	-	3 2% RY	4 3% RSTY	5 3% ARSTY	11 1% R	-	1 1% ACGLAMPRTSTYRY	11 5% AL	2 1% R	5 2% RSTY	-	-	-	1 1% R	-	-	1 1% R	-
Declined to answer	2*	-	-	-	1 1% ABLR	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	11294 230%	981 238%	509 291%	389 213%	140 192%	169 209%	170 221%	231 278%	382 221%	300 222%	338 205%	2156 239%	236 295%	382 256%	368 171%	423 236%	567 261%	1283 227%	498 265%	370 199%	197 207%	218 232%	200 213%	200 238%	587 195%

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

Q716\_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 52

Base: Very Likely To Visit Website With Domain Name Extension

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1534	48*	30*	74*	30*	35*	31*	40*	42*	34*	40*	207	48*	44*	41*	25**	126	269	61*	81*	32*	30*	35*	30*	101
Weighted Base	1534	48*	30*	74*	30*	35*	31*	40*	42*	34*	40*	207	48*	44*	41*	25**	126	269	61*	81*	32*	30*	35*	30*	101
I've been to this type of website before	647 42% RT	19 40%	15 50%	29 39%	11 37%	10 29%	19 61%	25 63%	18 43%	16 47%	22 55%	87 42%	18 38%	21 48%	20 49%	13 52%	61 48%	94 35%	24 39%	25 31%	17 53%	13 43%	15 43%	9 30%	46 46%
It has information I'm seeking	567 37% L	17 35%	17 57%	31 42%	12 40%	8 23%	16 52%	20 50%	15 36%	9 26%	12 30%	63 30%	16 33%	18 41%	21 51%	8 32%	54 43%	89 33%	26 43%	33 41%	14 44%	9 30%	15 43%	12 40%	32 32%
It's where you go for specific information	505 33%	12 25%	12 40%	25 34%	7 23%	13 37%	15 48%	20 50%	12 29%	10 29%	9 23%	71 34%	13 27%	9 20%	13 32%	12 48%	36 29%	90 33%	16 26%	35 43%	10 31%	15 50%	12 34%	12 40%	26 26%
I trust this extension	471 31%	10 21%	13 43%	21 28%	10 33%	13 37%	10 32%	15 38%	12 29%	10 29%	17 43%	64 31%	15 31%	9 20%	8 20%	5 20%	47 37%	99 37%	18 30%	17 21%	6 19%	8 27%	7 20%	7 23%	30 30%
It seems legitimate	423 28% TW	16 33%	15 50%	15 20%	8 27%	14 40%	11 35%	15 38%	12 29%	14 41%	15 38%	60 29%	8 17%	11 25%	7 17%	4 16%	35 28%	78 29%	14 23%	10 12%	8 25%	7 23%	4 11%	7 23%	35 35%
I'm not afraid of my information being stolen if I go here	265 17% S	5 10%	10 33%	7 9%	2 7%	6 17%	10 16%	12 30%	5 12%	6 18%	9 23%	42 20%	10 21%	4 9%	5 12%	4 16%	34 27%	49 18%	4 7%	8 10%	3 9%	6 20%	5 14%	5 17%	19 19%
Most popular/common domain name	5	-	-	-	-	-	-	1 3% ALR	-	-	-	-	-	-	-	-	1 1% S	-	1 2% R	1 1% A	-	-	-	-	1 1% S
Easy to use/navigate	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	1 1% A
Good/Like site	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-
Easy to access	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	1 1% A	-	-	-	-	-
Informative	1	-	-	-	1 3% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 52

Base: Very Likely To Visit Website With Domain Name Extension

3. .info

	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)
Weighted Base	1534	48*	30*	74*	30*	35*	31*	40*	42*	34*	40*	207	48*	44*	41*	25**	126	269	61*	81*	32*	30*	35*	30*	101
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_3. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 52

Base: Very Likely To Visit Website With Domain Name Extension

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1534	48*	30*	74*	30*	35*	31*	40*	42*	34*	40*	207	48*	44*	41*	25**	126	269	61*	81*	32*	30*	35*	30*	101
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	12% ALR	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	594% ADHILQRTUY	613%	27%	23%	13% AHQRTY	411%	13%	-	37% Y	26%	25%	84%	24%	12% HRTY	410%	-	43%	62%	35%	11%	-	13%	39% RY	27%	11%
Declined to answer	2*	-	-	-	13% ALQR	-	-	-	12% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2954 193%	85 177%	84 280%	130 176%	53 177%	68 194%	77 248%	108 270%	78 186%	67 197%	86 215%	395 191%	82 171%	73 166%	79 193%	48 192%	273 217%	508 189%	106 174%	131 162%	58 181%	59 197%	61 174%	54 180%	191 189%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 53

Base: Very Likely To Visit Website With Domain Name Extension

4. .mobi

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	702	18**	6**	21**	7**	18**	4**	11**	19**	7**	12**	134	18**	13**	12**	13**	57*	122	32*	48*	54*	9**	8**	9**	50*
Weighted Base	702	18**	6**	21**	7**	18**	4**	11**	19**	7**	12**	134	18**	13**	12**	13**	57*	122	32*	48*	54*	9**	8**	9**	50*
I've been to this type of website before	242 34%	7 39%	3 50%	2 10%	2 29%	-	2 50%	4 36%	11 58%	1 14%	4 33%	44 33%	7 39%	5 38%	4 33%	4 31%	21 37%	42 34%	10 31%	20 42%	29 54%	5 56%	-	2 22%	13 26%
It has information I'm seeking	198 28%	4 22%	3 50%	1 5%	-	5 28%	2 50%	2 18%	5 26%	1 14%	3 25%	37 28%	5 28%	5 38%	4 33%	7 54%	16 28%	34 28%	8 25%	14 29%	21 39%	3 33%	2 25%	3 33%	13 26%
I trust this extension	188 27%	2 11%	-	7 33%	1 14%	2 11%	3 75%	3 27%	10 53%	1 14%	-	34 25%	6 33%	3 23%	1 8%	3 23%	14 25%	45 37%	7 22%	11 23%	21 39%	1 11%	1 13%	1 11%	11 22%
It seems legitimate	179 25%	4 22%	1 17%	4 19%	-	6 33%	3 75%	3 27%	7 37%	2 29%	-	38 28%	6 33%	3 23%	2 17%	5 38%	14 25%	27 22%	13 41%	4 8%	14 26%	2 22%	3 38%	2 22%	16 32%
It's where you go for specific information	172 25% Q	3 17%	-	5 24%	1 14%	9 50%	2 50%	4 36%	5 26%	3 43%	1 8%	44 33% AQ	4 22%	3 23%	1 8%	6 46%	5 9%	30 25% Q	7 22%	9 19%	15 28% Q	3 33%	-	-	12 24% Q
I'm not afraid of my information being stolen if I go here	114 16% T	2 11%	1 17%	1 5%	1 14%	1 6%	1 25%	1 9%	2 11%	1 14%	2 17%	29 22% T	3 17%	1 8%	1 8%	2 15%	9 16%	25 20% T	6 19% T	2 4%	7 13%	-	1 13%	4 44%	11 22% T
Mobile device use	8 1%	2 11%	-	1 5%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	3 2%	-	1 2%	-	-	-	-	-
Good/Like site	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	2 2%	1 3% L	-	-	-	-	-	1 2%
Most popular/common domain name	3	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	1 3% AL	1 2%	-	-	-	-	-
Informative	1	-	-	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Easy to use/navigate	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
High speed/fast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Out of curiosity	1	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 53

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	702	18**	6**	21**	7**	18**	4**	11**	19**	7**	12**	134	18**	13**	12**	13**	57*	122	32*	48*	54*	9**	8**	9**	50*
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_4. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 53

4. .mobi

Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	702	18**	6**	21**	7**	18**	4**	11**	19**	7**	12**	134	18**	13**	12**	13**	57*	122	32*	48*	54*	9**	8**	9**	50*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	517%	16%	117%	210%	-	211%	125%	-	-	-	325%	54%	211%	18%	542%	-	712% LU	76%	13%	24%	12%	111%	338%	222%	48%
Declined to answer	1	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1168166%	25139%	9150%	23110%	7100%	25139%	14350%	18164%	40211%	10143%	14117%	232173%	33183%	21162%	18150%	27208%	89156%	216177%	54169%	64133%	108200%	15167%	10125%	14156%	82164%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_5. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 54

Base: Very Likely To Visit Website With Domain Name Extension

5. .net

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3437	281	94*	126	51*	69*	44*	52*	104	90*	83*	642	74*	100	125	158	176	423	132	138	67*	77*	71*	55*	205
Weighted Base	3437	281	94*	126	51*	69*	44*	52*	104	90*	83*	642	74*	100	125	158	176	423	132	138	67*	77*	71*	55*	205
I've been to this type of website before	1815 53% FRT	201 72% FRT	64 68% FRT	61 48% FRT	22 43% FRT	25 36% FRT	31 70% FRT	32 62% FRT	59 57% FRT	58 64% FRT	50 60% FRT	349 54% FRT	38 51% FRT	53 53% FRT	71 57% FRT	80 51% FRT	85 48% FRT	172 41% FRT	64 48% FRT	53 38% FRT	37 55% FRT	35 45% FRT	43 61% FRT	26 47% FRT	106 52% FRT
I trust this extension	1340 39% EHOTX	99 35% HO	39 41% HOTX	51 40% HOTX	13 25% FRT	26 38% O	17 39% O	11 21% EHOTX	44 42% O	29 32% O	31 37% O	288 45% ABEHJOTXY	26 35% O	40 40% HOX	24 19% HOTX	62 39% BEHJOTXY	80 45% ABEHJOTXY	193 46% BEHJOTXY	60 45% BEHJOTXY	39 28% O	25 37% O	36 47% EHOTXY	27 38% HO	13 24% FRT	67 33% FRT
It has information I'm seeking	1320 38% RY	117 42% FJRY	42 45% FJRY	42 33% FJRY	23 45% FY	19 28% FY	18 41% Y	27 52% ADFLJRXXY	34 33% O	27 30% O	28 34% FRT	261 41% FRT	35 47% FJRY	53 53% ADFLJORTXY	47 38% Y	66 42% FRT	75 43% FJRY	137 32% ADFLJRXXY	64 48% ADFLJRXXY	54 39% Y	23 34% Y	30 39% Y	30 42% Y	17 31% FRT	51 25% FRT
It seems legitimate	1124 33% DOT	93 33% DOT	35 37% DOTW	29 23% DOTW	14 27% FRT	22 32% O	14 32% O	17 33% O	36 35% OT	22 24% O	27 33% O	261 41% ABDJQORTUVWY	25 34% O	31 31% O	22 18% ADJQOTW	63 40% ADJQOTW	47 27% DOT	145 34% DJQOTW	51 39% DJQOTW	30 22% FRT	18 27% FRT	22 29% FRT	16 23% FRT	21 38% DOT	63 31% O
It's where you go for specific information	957 28% KQY	72 26% KY	31 33% JKQY	39 31% JKQY	11 22% JKQY	23 33% JKQY	15 34% KQY	20 38% JKQY	35 34% JKQY	17 19% O	11 13% O	196 31% JKQY	26 35% JKQY	31 31% KQY	29 23% ABEJLQORXY	62 39% KQY	35 20% KQY	115 27% KQY	40 30% KQY	42 30% KQY	20 30% KY	25 32% JKQY	16 23% FRT	12 22% FRT	34 17% FRT
I'm not afraid of my information being stolen if I go here	511 15% EOP	36 13% OP	22 23% ABDEIOPTY	15 12% O	2 4% O	8 12% O	7 16% OP	7 13% O	12 12% O	13 14% OP	19 23% ABDEIOPTY	106 17% EOPT	14 19% EOPT	14 14% OP	3 2% O	9 6% ABEJLQORXY	43 24% EOP	67 16% EOP	26 20% EOPT	13 9% O	9 13% O	14 18% EOP	15 21% EOPT	10 18% EOP	27 13% OP
Most popular/common domain name	18 1% ALR	4 1% ALR	-	-	-	-	-	1 2% LR	1 1% R	1 1% R	-	1 -	-	-	-	-	3 2% ALR	-	2 2% LR	1 1% R	-	1 1% R	-	-	3 1% LR
Good/Like site	5 -	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-	2 -	-	-	-	-	-	-	2 1% AL
Good/Like name	4 -	-	-	-	-	-	-	-	-	-	-	1 -	-	-	-	-	1 1% A	2 A	-	-	-	-	-	-	-
Easy to use/navigate	4 -	-	-	-	-	-	-	-	-	-	-	-	2 3% ABLQR	-	-	1 1% L	-	-	-	-	-	-	-	-	1 -
Global/Universal	3 -	-	1 1% AR	-	-	-	-	-	-	-	-	1 -	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-
Informative	3 -	-	-	-	1 2% ABLY	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	1 -	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	3 -	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	1 1% A	1 -	-	-	-	-	-	-	-
Easy to remember name	2 -	-	-	-	-	-	-	-	-	-	-	1 -	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-
Need based/necessity	2 -	-	1 1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-
Site name (spec.)	2 -	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	1 -	-	-	-	-	-	-	-

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

Q716\_5. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 54

Base: Very Likely To Visit Website With Domain Name Extension

5. .net

	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)
Weighted Base	3437	281	94*	126	51*	69*	44*	52*	104	90*	83*	642	74*	100	125	158	176	423	132	138	67*	77*	71*	55*	205
For business use	2*	-	1% ALR	-	-	-	-	-	1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	1*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	1*	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	1*	-	1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A
It's an organization site	1*	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-
High speed/fast	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716\_5. Why are you very likely to visit a website with each of these extensions in the future?  
5. .net

14 Mar 2015  
Table 54

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	3437	281	94*	126	51*	69*	44*	52*	104	90*	83*	642	74*	100	125	158	176	423	132	138	67*	77*	71*	55*	205
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2*	-	-	-	-	-	-	-	-	-	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1*	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	69 2% ALRST	11 4% ALRST	-	2 2% ALRST	1 2% CRST	3 4% CRST	1 2% CRST	-	3 3% T	5 6% ACLRSTVWY	4 5% CLRST	9 1% RST	3 4% RST	1 1% ACLRSTVWY	9 7% ACLRSTVWY	2 1% RST	6 3% RST	4 1% RST	-	-	-	-	-	2 4% ST	3 1% ST
Declined to answer	3*	-	-	-	1 2% ABLR	-	-	-	1 1% ALR	-	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-
Sigma	7197 209%	635 226%	237 252%	239 190%	88 173%	126 183%	103 234%	115 221%	227 218%	173 192%	171 206%	1477 230%	169 228%	225 225%	205 164%	346 219%	378 215%	840 199%	308 233%	234 170%	132 197%	163 212%	147 207%	101 184%	358 175%

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

Q716\_6. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 55

Base: Very Likely To Visit Website With Domain Name Extension

6. .org

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3082	319	116	141	46*	69*	50*	60*	120	90*	54*	394	57*	80*	53*	68*	157	437	102	159	68*	55*	79*	65*	243
Weighted Base	3082	319	116	141	46*	69*	50*	60*	120	90*	54*	394	57*	80*	53*	68*	157	437	102	159	68*	55*	79*	65*	243
I've been to this type of website before	1662 54% FRT	236 74% FRT	83 72% FRT	68 48% FRT	20 43% FRT	23 33% FRT	30 60% FRT	41 68% FRT	68 57% FRT	58 64% FRT	38 70% FRT	213 54% FRT	28 49% FRT	43 54% FRT	30 57% FRT	34 50% FRT	80 51% FRT	186 43% FRT	55 54% FRT	60 38% FRT	33 49% FRT	28 51% FRT	46 58% FRT	36 55% FRT	125 51% FRT
I trust this extension	1262 41% OT	130 41% O	51 44% OT	59 42% O	13 28% EOT	33 48% EOT	16 32% EOT	21 35% EOT	46 38% O	36 40% O	17 31% EOT	178 45% EOT	22 39% O	33 41% O	11 21% AEGKOTW	38 56% AEGKOTW	64 41% O	204 47% AEGKOTW	43 42% O	51 32% O	29 43% O	20 36% O	27 34% O	22 34% O	98 40% O
It has information I'm seeking	1241 40% FRY	148 46% ADFRY	63 54% ADFRY	50 35% ADFRY	15 33% ADFRY	19 28% ADFRY	20 40% ADFRY	25 42% ADFRY	45 38% ADFRY	31 34% ADFRY	19 35% ADFRY	162 41% ADFRY	28 49% ADFRY	44 55% ADFRY	24 45% ADFRY	34 50% ADFRY	59 38% ADFRY	157 36% ADFRY	47 46% ADFRY	62 39% ADFRY	26 38% ADFRY	25 45% ADFRY	32 41% ADFRY	24 37% ADFRY	82 34% ADFRY
It seems legitimate	1053 34% OQTW	127 40% OQTW	51 44% OQTW	40 28% OQTW	10 22% OQTW	26 38% OQTW	14 28% OQTW	19 32% OQTW	40 33% OQTW	33 37% OQTW	15 28% OQTW	163 41% OQTW	23 40% OQTW	33 41% OQTW	8 15% OQTW	34 50% OQTW	41 26% OQTW	143 33% OQTW	42 41% OQTW	33 21% OQTW	18 26% OQTW	23 42% OQTW	18 23% OQTW	26 40% OQTW	73 30% OQTW
It's where you go for specific information	1028 33% KQY	112 35% KQY	49 42% KQY	59 42% KQY	12 26% KQY	22 32% KQY	21 42% KQY	30 50% KQY	44 37% KQY	28 31% KQY	9 17% KQY	145 37% KQY	19 33% KQY	29 36% KQY	13 25% KQY	34 50% KQY	32 20% KQY	128 29% KQY	40 39% KQY	51 32% KQY	24 35% KQY	18 33% KQY	29 37% KQY	19 29% KQY	61 25% KQY
I'm not afraid of my information being stolen if I go here	583 19% OT	59 18% O	28 24% EIOY	23 16% EIOY	4 9% EIOY	12 17% EIOY	16 12% EIOY	13 22% EIOY	16 13% EIOY	17 19% EIOY	9 17% EIOY	96 24% EIOY	9 16% EIOY	14 18% EIOY	3 6% EIOY	13 19% EIOY	38 24% EIOY	87 20% EIOY	26 25% EIOY	19 12% EIOY	9 13% EIOY	13 24% EIOY	21 27% EIOY	11 17% EIOY	37 15% EIOY
Most popular/common domain name	13 1% R	2 1% R	1 1% R	- - R	1 2% R	- - R	- - R	1 2% R	1 1% R	2 2% R	- - R	1 1% R	- - R	- - R	- - R	- - R	2 1% R	- - R	- - R	1 1% R	- - R	- - R	- - R	- - R	1 1% R
It's an organization site	11 1% ALY	2 1% ALY	2 2% ALY	- - ALY	- - L	1 1% L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 1% L	- - L	- - L	1 1% L	3 1% L	- - L	1 1% L	- - L	- - L	- - L	- - L	- - L
Government site/usage	4 1% ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR
Non-Profit site	4 1% ABRY	- - ABRY	1 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 2% ABRY	1 1% ABRY	- - ABRY	- - ABRY	1 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY
For business use	3 1% ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 2% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR
Good/Like site	3 1% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	2 2% A	- - A	- - A	- - A	- - A	- - A	- - A	1 1% A
Safe/Secured	3 1% ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	1 2% ABLR	2 2% ABLR
Easy to use/navigate	2 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 1% ABRY
Professional/Professional image	2 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 1% ABRY
Informative	2 1% ABRY	- - ABRY	- - ABRY	- - ABRY	1 2% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	1 1% ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY	- - ABRY

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

Q716\_6. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 55

Base: Very Likely To Visit Website With Domain Name Extension

6. .org

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base Global/Universal	3082	319	116	141	46*	69*	50*	60*	120	90*	54*	394	57*	80*	53*	68*	157	437	102	159	68*	55*	79*	65*	243
	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Out of curiosity	1	-	-	-	12% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	1	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	1	-	11% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11% A	-	-	-	-	-	-	-	-
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q716\_6. Why are you very likely to visit a website with each of these extensions in the future?  
6. .org

14 Mar 2015  
Table 55

Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3082	319	116	141	46*	69*	50*	60*	120	90*	54*	394	57*	80*	53*	68*	157	437	102	159	68*	55*	79*	65*	243
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	1 ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	-	-	-	1 ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	42 1%	4 1%	-	-	-	3 4%	2 4%	1 2%	3 3%	4 4%	1 2%	6 2%	-	-	4 8%	1 1%	7 4%	3 1%	-	-	-	-	-	2 3%	1
Declined to answer	3	-	-	-	1 2%	-	-	-	1 1%	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Sigma	6928 225%	822 258%	330 284%	299 212%	78 170%	139 201%	109 218%	152 253%	265 221%	211 234%	109 202%	968 246%	129 226%	198 248%	93 175%	188 276%	325 207%	916 210%	254 249%	279 175%	139 204%	127 231%	173 219%	141 217%	484 199%

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

Q716\_7. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 56

Base: Very Likely To Visit Website With Domain Name Extension

7. .tel

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	541	17**	7**	30*	9**	14**	3**	11**	12**	6**	11**	137	9**	12**	9**	13**	42*	89*	20**	11**	4**	4**	13**	8**	50*
Weighted Base	541	17**	7**	30*	9**	14**	3**	11**	12**	6**	11**	137	9**	12**	9**	13**	42*	89*	20**	11**	4**	4**	13**	8**	50*
It seems legitimate	163 30%	4 24%	3 43%	8 27%	1 11%	5 36%	-	5 45%	6 50%	2 33%	1 9%	47 34%	4 44%	3 25%	-	5 38%	12 29%	22 25%	8 40%	2 18%	2 50%	2 50%	3 23%	3 38%	15 30%
I've been to this type of website before	140 26%	6 35%	2 29%	6 20%	2 22%	3 21%	-	3 27%	2 17%	1 17%	1 9%	42 31%	3 33%	4 33%	2 22%	6 46%	11 26%	18 20%	3 15%	4 36%	-	2 50%	2 15%	3 38%	14 28%
I trust this extension	140 26%	1 6%	1 14%	8 27%	1 11%	-	-	3 27%	5 42%	1 17%	1 9%	33 24%	3 33%	4 33%	-	4 31%	11 26%	41 46% ALQ	3 15%	1 9%	1 25%	-	-	-	18 36%
It has information I'm seeking	136 25% QR	1 6%	3 43%	12 40% QR	2 22%	2 14%	-	6 55%	2 17%	2 33%	3 27%	35 26%	3 33%	4 33%	3 33%	4 31%	5 12%	15 17%	8 40%	4 36%	1 25%	1 25%	4 31%	-	16 32% QR
It's where you go for specific information	122 23%	3 18%	-	11 37%	1 11%	3 21%	-	2 18%	-	2 33%	4 36%	34 25%	2 22%	3 25%	4 44%	5 38%	8 19%	22 25%	2 10%	1 9%	-	1 25%	2 15%	1 13%	11 22%
I'm not afraid of my information being stolen if I go here	90 17%	1 6%	1 14%	5 17%	-	2 14%	-	1 9%	1 8%	1 17%	3 27%	27 20%	2 22%	2 17%	-	3 23%	11 26%	15 17%	1 5%	2 18%	1 25%	-	-	1 13%	10 20%
Good/Like site	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-	-	1 2%
Most popular/common domain name	2 *	-	-	-	-	-	-	1 9%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	2 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Easy to remember name	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	1 *	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-
Safe/Secured	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Updated	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_7. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 56

Base: Very Likely To Visit Website With Domain Name Extension

7. .tel

	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)
Weighted Base	541	17**	7**	30*	9**	14**	3**	11**	12**	6**	11**	137	9**	12**	9**	13**	42*	89*	20**	11**	4**	4**	13**	8**	50*
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_7. Why are you very likely to visit a website with each of these extensions in the future?  
7. .tel

14 Mar 2015  
Table 56

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	541	17**	7**	30*	9**	14**	3**	11**	12**	6**	11**	137	9**	12**	9**	13**	42*	89*	20**	11**	4**	4**	13**	8**	50*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	12%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	489% LY	529%	114%	-	-	17%	3100%	-	217%	-	218%	54%	222%	217%	444%	-	512% LY	56%	15%	436%	-	-	538%	113%	-
Declined to answer	1	-	-	-	111%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	854158%	21124%	11157%	50167%	9100%	16114%	3100%	21191%	18150%	9150%	15136%	226165%	19211%	22183%	13144%	27208%	65155%	140157%	26130%	19173%	5125%	6150%	16123%	9113%	88176%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 57

Base: Very Likely To Visit Website With Domain Name Extension

8. .asia

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	511	9**	4**	10**	6**	14**	2**	8**	15**	5**	10**	131	15**	20**	14**	9**	34*	114	33*	4**	2**	2**	8**	7**	35*
Weighted Base	511	9**	4**	10**	6**	14**	2**	8**	15**	5**	10**	131	15**	20**	14**	9**	34*	114	33*	4**	2**	2**	8**	7**	35*
It seems legitimate	169 33%	3 33%	2 50%	2 20%	-	5 36%	-	4 50%	8 53%	2 40%	2 20%	45 34%	7 47%	8 40%	1 7%	2 22%	7 21%	40 35%	11 33%	1 25%	-	1 50%	4 50%	2 29%	12 34%
I've been to this type of website before	147 29%	2 22%	1 25%	2 20%	2 33%	4 29%	-	5 63%	2 13%	-	1 10%	39 30%	6 40%	12 60%	3 21%	4 44%	10 29%	30 26%	12 36%	-	-	1 50%	2 25%	1 14%	8 23%
I trust this extension	146 29%	-	1 25%	1 10%	1 17%	2 14%	-	3 38%	4 27%	1 20%	2 20%	34 26%	3 20%	8 40%	1 7%	2 22%	10 29%	47 41% ALY	15 45% ALY	1 25%	1 50%	-	1 13%	1 14%	7 20%
It has information I'm seeking	143 28%	2 22%	1 25%	1 10%	1 17%	5 36%	-	4 50%	2 13%	-	2 20%	29 22%	6 40%	10 50%	6 43%	3 33%	5 15%	34 30%	13 39% LQ	2 50%	1 50%	-	2 25%	1 14%	13 37% Q
It's where you go for specific information	135 26% Q	1 11%	1 25%	4 40%	-	6 43%	1 50%	2 25%	2 13%	3 60%	3 30%	39 30% Q	3 20%	8 40%	2 14%	6 67%	3 9%	31 27% Q	8 24%	-	-	-	-	1 14%	11 31% Q
I'm not afraid of my information being stolen if I go here	111 22%	1 11%	1 25%	1 10%	-	4 29%	-	1 13%	2 13%	1 20%	2 20%	34 26%	3 20%	3 15%	2 14%	3 33%	11 32%	27 24%	5 15%	-	-	-	-	-	10 29%
Good/Like site	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 3% A
Most popular/common domain name	2 *	-	-	-	-	-	-	1 13%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	2 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 3% A
Informative	1 *	-	-	-	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Out of curiosity	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
High speed/fast	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 57

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	511	9**	4**	10**	6**	14**	2**	8**	15**	5**	10**	131	15**	20**	14**	9**	34*	114	33*	4**	2**	2**	8**	7**	35*
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_8. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 57

8. .asia

Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	511	9**	4**	10**	6**	14**	2**	8**	15**	5**	10**	131	15**	20**	14**	9**	34*	114	33*	4**	2**	2**	8**	7**	35*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	41 8% R	4 44%	1 25%	3 30%	1 17%	2 14%	1 50%	-	2 13%	-	1 10%	8 6%	1 7%	-	4 29%	-	2 6%	4 4%	2 6%	-	-	-	4 50%	1 14%	-
Declined to answer	2 *	-	-	-	1 17%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	907 177%	13 144%	8 200%	14 140%	7 117%	28 200%	2 100%	20 250%	22 147%	7 140%	13 130%	234 179%	29 193%	50 250%	19 136%	20 222%	48 141%	216 189%	66 200%	4 100%	2 100%	2 100%	13 163%	7 100%	63 180%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	551	16**	5**	19**	8**	17**	1**	13**	16**	17**	11**	128	17**	12**	11**	12**	71*	80*	20**	6**	6**	6**	7**	7**	45*
Weighted Base	551	16**	5**	19**	8**	17**	1**	13**	16**	17**	11**	128	17**	12**	11**	12**	71*	80*	20**	6**	6**	6**	7**	7**	45*
It seems legitimate	175 32%	3 19%	1 20%	7 37%	2 25%	7 41%	-	4 31%	11 69%	4 24%	3 27%	43 34%	7 41%	4 33%	4 36%	5 42%	18 25%	21 26%	6 30%	2 33%	1 17%	2 33%	4 57%	3 43%	13 29%
I trust this extension	147 27%	2 13%	1 20%	4 21%	2 25%	4 24%	-	5 38%	6 38%	5 29%	1 9%	31 24%	3 18%	3 25%	-	5 42%	26 37% A	32 40% AL	5 25%	-	-	1 17%	-	-	11 24%
It has information I'm seeking	138 25%	4 25%	4 80%	2 11%	2 25%	7 41%	-	2 15%	3 19%	6 35%	1 9%	34 27%	6 35%	4 33%	1 9%	3 25%	15 21%	23 29%	7 35%	1 17%	1 17%	-	1 14%	2 29%	9 20%
I've been to this type of website before	137 25%	4 25%	1 20%	3 16%	3 38%	4 24%	-	4 31%	3 19%	4 24%	1 9%	39 30%	4 24%	2 17%	-	5 42%	22 31%	21 26%	2 10%	-	-	2 33%	-	1 14%	12 27%
It's where you go for specific information	128 23% Q	3 19%	1 20%	7 37%	1 13%	9 53%	-	3 23%	4 25%	4 24%	1 9%	32 25% Q	3 18%	3 25%	2 18%	5 42%	8 11%	21 26% Q	4 20%	2 33%	1 17%	-	-	1 14%	13 29% Q
I'm not afraid of my information being stolen if I go here	105 19%	1 6%	3 60%	2 11%	1 13%	3 18%	-	2 15%	1 6%	3 18%	4 36%	29 23%	3 18%	1 8%	1 9%	3 25%	20 28% A	16 20%	1 5%	-	1 17%	-	-	-	10 22%
Professional/Professional image	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	1 9%	-	-	1 1%	-	-	-	-	-	-	-
Informative	2 %	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Most popular/common domain name	2 %	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Never visited such website	2 %	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Good/Like site	2 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%
Need based/necessity	1 %	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	1 %	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	1 %	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	1 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Would not visit this type of website/domain	1 %	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

	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)
Weighted Base	551	16**	5**	19**	8**	17**	1**	13**	16**	17**	11**	128	17**	12**	11**	12**	71*	80*	20**	6**	6**	6**	7**	7**	45*
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_9. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 58

Base: Very Likely To Visit Website With Domain Name Extension

9. .pro

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)
Weighted Base	551	16**	5**	19**	8**	17**	1**	13**	16**	17**	11**	128	17**	12**	11**	12**	71*	80*	20**	6**	6**	6**	7**	7**	45*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	-	-	-	-	-	-	1 6%	-	-	1 1%	1 6%	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	45 8% LY	5 31%	-	2 11%	-	1 6%	1 100%	-	-	4 24%	2 18%	5 4%	2 12%	2 17%	4 36%	-	4 6%	3 4%	1 5%	1 17%	2 33%	2 33%	3 43%	1 14%	-
Declined to answer	1	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	895 162%	22 138%	11 220%	27 142%	13 163%	36 212%	1 100%	22 169%	30 188%	30 176%	13 118%	216 169%	29 171%	20 167%	13 118%	26 217%	114 161%	141 176%	26 130%	6 100%	6 100%	7 117%	8 114%	8 114%	70 156%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_10. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 59

Base: Very Likely To Visit Website With Domain Name Extension

10. .coop

	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	459	10**	4**	15**	8**	12**	2**	9**	13**	5**	12**	105	11**	13**	13**	13**	36*	82*	20**	5**	3**	4**	7**	13**	44*
Weighted Base	459	10**	4**	15**	8**	12**	2**	9**	13**	5**	12**	105	11**	13**	13**	13**	36*	82*	20**	5**	3**	4**	7**	13**	44*
It seems legitimate	132 29%	3 30%	1 25%	4 27%	1 13%	5 42%	-	3 33%	7 54%	1 20%	-	30 29%	5 45%	2 15%	3 23%	4 31%	6 17%	21 26%	10 50%	1 20%	2 67%	1 25%	3 43%	5 38%	14 32%
I trust this extension	127 28%	1 10%	1 25%	4 27%	2 25%	4 33%	1 50%	2 22%	8 62%	-	2 17%	30 29%	2 18%	2 15%	1 8%	6 46%	12 33%	31 38% AY	6 30%	1 20%	-	1 25%	-	1 8%	9 20%
It has information I'm seeking	121 26%	1 10%	2 50%	2 13%	2 25%	2 17%	-	2 22%	2 15%	2 40%	5 42%	28 27%	3 27%	8 62%	4 31%	5 38%	7 19%	19 23%	7 35%	1 20%	1 33%	-	2 29%	2 15%	14 32%
I've been to this type of website before	102 22%	1 10%	1 25%	3 20%	-	1 8%	-	1 11%	4 31%	-	2 17%	29 28%	3 27%	2 15%	2 15%	6 46%	9 25%	14 17%	4 20%	-	-	2 50%	1 14%	5 38%	12 27%
It's where you go for specific information	98 21% Q	-	2 50%	5 33%	1 13%	5 42%	-	3 33%	3 23%	1 20%	1 8%	30 29% AQ	2 18%	3 23%	2 15%	5 38%	3 8%	15 18%	3 15%	1 20%	-	-	1 14%	1 8%	11 25%
I'm not afraid of my information being stolen if I go here	77 17%	2 20%	1 25%	2 13%	1 13%	1 8%	-	-	2 15%	1 20%	2 17%	24 23%	3 27%	2 15%	1 8%	3 23%	8 22%	11 13%	2 10%	1 20%	1 33%	-	-	-	9 20%
Good/Like site	4 1%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	1 2%
Informative	1	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	1	-	-	-	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Safe/Secured	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Root domain/Main source for a group of domains/sites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_10. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 59

Base: Very Likely To Visit Website With Domain Name Extension

10. .coop

	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)
Weighted Base Good/Like name	459	10**	4**	15**	8**	12**	2**	9**	13**	5**	12**	105	11**	13**	13**	13**	36*	82*	20**	5**	3**	4**	7**	13**	44*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
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	(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)
Weighted Base	459	10**	4**	15**	8**	12**	2**	9**	13**	5**	12**	105	11**	13**	13**	13**	36*	82*	20**	5**	3**	4**	7**	13**	44*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4% A	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	43 9%	3 30%	1 25%	5 33%	-	2 17%	1 50%	1 11%	1 8%	-	3 25%	6 6%	3 27%	1 8%	4 31%	-	3 8%	5 6%	1 5%	-	-	-	1 14%	1 8%	1 2%
Declined to answer	2 *	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	714 156%	11 110%	9 225%	25 167%	10 125%	20 167%	2 100%	13 144%	27 208%	5 100%	15 125%	177 169%	21 191%	20 154%	17 131%	29 223%	48 133%	123 150%	33 165%	5 100%	4 133%	4 100%	8 114%	15 115%	73 166%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_11. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 60

Base: Very Likely To Visit Website With Domain Name Extension

11. .cn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	815	..	..	..	..	..	..	..	..	..	..	815	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	815	..	..	..	..	..	..	..	..	..	..	815	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	462 57%	-	-	-	-	-	-	-	-	-	-	462 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	388 48%	-	-	-	-	-	-	-	-	-	-	388 48%	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	350 43%	-	-	-	-	-	-	-	-	-	-	350 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	320 39%	-	-	-	-	-	-	-	-	-	-	320 39%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	257 32%	-	-	-	-	-	-	-	-	-	-	257 32%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	143 18%	-	-	-	-	-	-	-	-	-	-	143 18%	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	5 1%	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	4 *	-	-	-	-	-	-	-	-	-	-	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_11. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 60

11. .cn

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	815	..	..	..	..	..	..	..	..	..	..	815	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_11. Why are you very likely to visit a website with each of these extensions in the future?

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Table 60

Base: Very Likely To Visit Website With Domain Name Extension

11. .cn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	815	**	**	**	**	**	**	**	**	**	**	815	**	**	**	**	**	**	**	**	**	**	**	**	**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 1%	-	-	-	-	-	-	-	-	-	-	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1941 238%	-	-	-	-	-	-	-	-	-	-	1941 238%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_12. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 61

Base: Very Likely To Visit Website With Domain Name Extension

12. .vn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	76*	..	..	..	..	..	..	..	..	..	..	..	76*	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	76*	..	..	..	..	..	..	..	..	..	..	..	76*	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	41 54%	-	-	-	-	-	-	-	-	-	-	-	41 54%	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	39 51%	-	-	-	-	-	-	-	-	-	-	-	39 51%	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	39 51%	-	-	-	-	-	-	-	-	-	-	-	39 51%	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	34 45%	-	-	-	-	-	-	-	-	-	-	-	34 45%	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	30 39%	-	-	-	-	-	-	-	-	-	-	-	30 39%	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	20 26%	-	-	-	-	-	-	-	-	-	-	-	20 26%	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Updated	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	76*	..	..	..	..	..	..	..	..	..	..	..	76*	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_12. Why are you very likely to visit a website with each of these extensions in the future?  
12. .vn

14 Mar 2015  
Table 61

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	76*	**	**	**	**	**	**	**	**	**	**	**	76*	**	**	**	**	**	**	**	**	**	**	**	**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	205 270%	-	-	-	-	-	-	-	-	-	-	-	205 270%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_13. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 62

Base: Very Likely To Visit Website With Domain Name Extension

13. .ph

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	120	..	..	..	..	..	..	..	..	..	..	..	..	120	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	120	..	..	..	..	..	..	..	..	..	..	..	..	120	..	..	..	..	..	..	..	..	..	..	..
I trust this extension	63 53%	-	-	-	-	-	-	-	-	-	-	-	-	63 53%	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	62 52%	-	-	-	-	-	-	-	-	-	-	-	-	62 52%	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	58 48%	-	-	-	-	-	-	-	-	-	-	-	-	58 48%	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	50 42%	-	-	-	-	-	-	-	-	-	-	-	-	50 42%	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	40 33%	-	-	-	-	-	-	-	-	-	-	-	-	40 33%	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	25 21%	-	-	-	-	-	-	-	-	-	-	-	-	25 21%	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_13. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 62

Base: Very Likely To Visit Website With Domain Name Extension

13. .ph

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	120	..	..	..	..	..	..	..	..	..	..	..	..	120	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_13. Why are you very likely to visit a website with each of these extensions in the future?  
13. .ph

14 Mar 2015  
Table 62

Base: Very Likely To Visit Website With Domain Name Extension

		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)
Weighted Base		120	..	..	..	..	..	..	..	..	..	..	..	..	120	..	..	..	..	..	..	..	..	..	..	..
Only place to find website		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		302 252%	-	-	-	-	-	-	-	-	-	-	-	-	302 252%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_14. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 63

Base: Very Likely To Visit Website With Domain Name Extension

14. .jp

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	234	..	..	..	..	..	..	..	..	..	..	..	..	..	234	..	..	..	..	..	..	..	..	..	..
Weighted Base	234	..	..	..	..	..	..	..	..	..	..	..	..	..	234	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	125 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	125 53%	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	94 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	94 40%	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	61 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	61 26%	-	-	-	-	-	-	-	-	-	-
I trust this extension	56 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	56 24%	-	-	-	-	-	-	-	-	-	-
It seems legitimate	47 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	47 20%	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 5%	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_14. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 63

Base: Very Likely To Visit Website With Domain Name Extension

14. .jp

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	234	..	..	..	..	..	..	..	..	..	..	..	..	..	234	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_14. Why are you very likely to visit a website with each of these extensions in the future?  
14. .jp

14 Mar 2015  
Table 63

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	234	..	..	..	..	..	..	..	..	..	..	..	..	..	234	..	..	..	..	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Not sure	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 5%	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	406 174%	-	-	-	-	-	-	-	-	-	-	-	-	-	406 174%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_15. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 64

Base: Very Likely To Visit Website With Domain Name Extension

15. .kr

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	151	..	..	..	..	..	..	..	..	..	..	..	..	..	..	151	..	..	..	..	..	..	..	..	..
Weighted Base	151	..	..	..	..	..	..	..	..	..	..	..	..	..	..	151	..	..	..	..	..	..	..	..	..
I've been to this type of website before	77 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 51%	-	-	-	-	-	-	-	-	-
It seems legitimate	67 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 44%	-	-	-	-	-	-	-	-	-
It has information I'm seeking	67 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 44%	-	-	-	-	-	-	-	-	-
I trust this extension	61 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 40%	-	-	-	-	-	-	-	-	-
It's where you go for specific information	61 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 40%	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	14 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 9%	-	-	-	-	-	-	-	-	-
Most popular/common domain name	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Specific to my country/state	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q716\_15. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 64

Base: Very Likely To Visit Website With Domain Name Extension

15. .kr

	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)
Weighted Base	151	..	..	..	..	..	..	..	..	..	..	..	..	..	..	151	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_15. Why are you very likely to visit a website with each of these extensions in the future?

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	151	**	**	**	**	**	**	**	**	**	**	**	**	**	**	151	**	**	**	**	**	**	**	**	**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	352 233%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	352 233%	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 65

Base: Very Likely To Visit Website With Domain Name Extension

16. .ru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	222	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	222	..	..	..	..	..	..	..	..
Weighted Base	222	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	222	..	..	..	..	..	..	..	..
I trust this extension	125 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125 56%	-	-	-	-	-	-	-	-
It has information I'm seeking	118 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	118 53%	-	-	-	-	-	-	-	-
I've been to this type of website before	112 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112 50%	-	-	-	-	-	-	-	-
It's where you go for specific information	92 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 41%	-	-	-	-	-	-	-	-
It seems legitimate	76 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 34%	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	62 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 28%	-	-	-	-	-	-	-	-
Easy to remember name	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
High speed/fast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Most popular/common domain name	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Need based/necessity	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 65

Base: Very Likely To Visit Website With Domain Name Extension

16. .ru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	222	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	222	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_16. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 65

Base: Very Likely To Visit Website With Domain Name Extension

16. .ru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	222	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	222	..	..	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	595 268%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	595 268%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_17. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 66

Base: Very Likely To Visit Website With Domain Name Extension

17. .in

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	516	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	516	**	**	**	**	**	**	**
Weighted Base	516	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	516	**	**	**	**	**	**	**
I trust this extension	267 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	267 52%	-	-	-	-	-	-	-
I've been to this type of website before	224 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	224 43%	-	-	-	-	-	-	-
It seems legitimate	184 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	184 36%	-	-	-	-	-	-	-
It has information I'm seeking	174 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	174 34%	-	-	-	-	-	-	-
It's where you go for specific information	128 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	128 25%	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	96 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 19%	-	-	-	-	-	-	-
Good/Like site	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Specific to my country/state	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Site name (spec.)	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-
Shopping	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_17. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 66

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	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)
Weighted Base	516	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	516	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_17. Why are you very likely to visit a website with each of these extensions in the future?  
17. .in

14 Mar 2015  
Table 66

Base: Very Likely To Visit Website With Domain Name Extension

		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)
Weighted Base		516	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	516	..	..	..	..	..	..	..
Only place to find website		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other		1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
None		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure		2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
Declined to answer		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		1085 210%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1085 210%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q716\_18. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

18. .id

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	168	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	168	..	..	..	..	..	..
Weighted Base	168	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	168	..	..	..	..	..	..
I've been to this type of website before	93 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 55%	-	-	-	-	-	-
I trust this extension	91 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 54%	-	-	-	-	-	-
It has information I'm seeking	78 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 46%	-	-	-	-	-	-
It seems legitimate	68 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 40%	-	-	-	-	-	-
It's where you go for specific information	52 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 31%	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	46 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 27%	-	-	-	-	-	-
Specific to my country/state	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-
Most popular/common domain name	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-
Safe/Secured	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_18. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

18. .id

	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)
Weighted Base	168	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	168	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_18. Why are you very likely to visit a website with each of these extensions in the future?  
18. .id

14 Mar 2015  
Table 67

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	168	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	168	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	437 260%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	437 260%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_19. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

19. .ng

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	165	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	165	**	**	**	**	**
Weighted Base	165	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	165	**	**	**	**	**
I've been to this type of website before	70 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	70 42%	-	-	-	-	-
It has information I'm seeking	60 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 36%	-	-	-	-	-
It's where you go for specific information	56 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56 34%	-	-	-	-	-
I trust this extension	46 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 28%	-	-	-	-	-
It seems legitimate	37 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 22%	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	17 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 10%	-	-	-	-	-
Specific to my country/state	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-
Government site/usage	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-
Most popular/common domain name	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Pioneer/First domain name used on internet	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_19. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

19. .ng

	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)
Weighted Base	165	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	165	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_19. Why are you very likely to visit a website with each of these extensions in the future?  
19. .ng

14 Mar 2015  
Table 68

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	165	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	165	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	293 178%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	293 178%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_20. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 69

Base: Very Likely To Visit Website With Domain Name Extension

20. .za

	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	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	90*	..	..	..	..
Weighted Base	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	90*	..	..	..	..
I've been to this type of website before	49 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 54%	-	-	-	-
I trust this extension	35 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 39%	-	-	-	-
It's where you go for specific information	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 37%	-	-	-	-
It has information I'm seeking	32 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 36%	-	-	-	-
It seems legitimate	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 23%	-	-	-	-
I'm not afraid of my information being stolen if I go here	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 11%	-	-	-	-
Specific to my country/state	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-
Shopping	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
High speed/fast	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_20. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 69

Base: Very Likely To Visit Website With Domain Name Extension

20. .za

	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)
Weighted Base	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	90*	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_20. Why are you very likely to visit a website with each of these extensions in the future?  
20. .za

14 Mar 2015  
Table 69

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	90*	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	184 204%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	184 204%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_21. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 70

Base: Very Likely To Visit Website With Domain Name Extension

21. .eg

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	65*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	65*	..	..	..
Weighted Base	65*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	65*	..	..	..
I've been to this type of website before	34 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 52%	-	-	-
It seems legitimate	29 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 45%	-	-	-
I trust this extension	26 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 40%	-	-	-
It has information I'm seeking	25 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 38%	-	-	-
It's where you go for specific information	24 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 37%	-	-	-
I'm not afraid of my information being stolen if I go here	11 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 17%	-	-	-
Specific to my country/state	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-
Government site/usage	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_21. Why are you very likely to visit a website with each of these extensions in the future?

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	(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)
Weighted Base	65*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	65*	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_21. Why are you very likely to visit a website with each of these extensions in the future?  
21. .eg

14 Mar 2015  
Table 70

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		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)
Weighted Base		65*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	65*	-**	-**	-**
Only place to find website		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		152 234%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	152 234%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_22. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 71

Base: Very Likely To Visit Website With Domain Name Extension

22. .co

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	88*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	88*	..	..	
Weighted Base	88*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	88*	..	..	
I've been to this type of website before	54 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 61%	-	-	
It has information I'm seeking	33 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 38%	-	-	
I trust this extension	32 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 36%	-	-	
It's where you go for specific information	21 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 24%	-	-	
It seems legitimate	16 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 18%	-	-	
I'm not afraid of my information being stolen if I go here	13 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 15%	-	-	
Specific to my country/state	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_22. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 71

22. .co

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	88*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	88*	..	..	
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_22. Why are you very likely to visit a website with each of these extensions in the future?  
22. .co

14 Mar 2015  
Table 71

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	88*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	88*	_*	_*
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	171 194%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	171 194%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_23. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 72

Base: Very Likely To Visit Website With Domain Name Extension

23. .ar

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	79*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79*	**
Weighted Base	79*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79*	**
I've been to this type of website before	48 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48 61%	-
It has information I'm seeking	37 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 47%	-
I trust this extension	30 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 38%	-
It seems legitimate	24 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 30%	-
It's where you go for specific information	20 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 25%	-
I'm not afraid of my information being stolen if I go here	9 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 11%	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_23. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 72

Base: Very Likely To Visit Website With Domain Name Extension

23. .ar

	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)
Weighted Base	79*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	79*	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_23. Why are you very likely to visit a website with each of these extensions in the future?  
23. .ar

14 Mar 2015  
Table 72

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	79*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	79*	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	169 214%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	169 214%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_24. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 73

24. .br

Base: Very Likely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	292	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	292
Weighted Base	292	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	292
I've been to this type of website before	156 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	156 53%
I trust this extension	115 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 39%
It has information I'm seeking	98 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	98 34%
It seems legitimate	79 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79 27%
It's where you go for specific information	59 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 20%
I'm not afraid of my information being stolen if I go here	45 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 15%
Most popular/common domain name	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Specific to my country/state	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Safe/Secured	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Good/Like site	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_24. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 73

24. .br

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	292	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	292
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_24. Why are you very likely to visit a website with each of these extensions in the future?  
24. .br

14 Mar 2015  
Table 73

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	292	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	292
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	560 192%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	560 192%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_25. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 74

Base: Very Likely To Visit Website With Domain Name Extension

25. .it

	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	75*	..	..	..	75*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Weighted Base	75*	..	..	..	75*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
I trust this extension	33 44%	-	-	-	33 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It has information I'm seeking	30 40%	-	-	-	30 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I've been to this type of website before	27 36%	-	-	-	27 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It's where you go for specific information	24 32%	-	-	-	24 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It seems legitimate	19 25%	-	-	-	19 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I'm not afraid of my information being stolen if I go here	6 8%	-	-	-	6 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Informative	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Most popular/common domain name	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Specific to my country/state	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_25. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
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Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	75*	-**	-**	-**	75*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_25. Why are you very likely to visit a website with each of these extensions in the future?  
25. .it

14 Mar 2015  
Table 74

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	75*	..**	..**	..**	75*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	143 191%	-	-	-	143 191%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_26. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 75

26. .tr

Base: Very Likely To Visit Website With Domain Name Extension

	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	77*	..	..	..	..	77*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	77*	..	..	..	..	77*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I trust this extension	38 49%	-	-	-	-	38 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	30 39%	-	-	-	-	30 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	28 36%	-	-	-	-	28 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	24 31%	-	-	-	-	24 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	23 30%	-	-	-	-	23 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	11 14%	-	-	-	-	11 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_26. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 75

26. .tr

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	77*	..**	..**	..**	..**	77*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_26. Why are you very likely to visit a website with each of these extensions in the future?  
26. .tr

14 Mar 2015  
Table 75

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	77*	-**	-**	-**	-**	77*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	157 204%	-	-	-	-	157 204%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_27. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 76

Base: Very Likely To Visit Website With Domain Name Extension

27. .es

	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	78*	..	..	..	..	..	78*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	78*	..	..	..	..	..	78*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	55 71%	-	-	-	-	-	55 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	33 42%	-	-	-	-	-	33 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	32 41%	-	-	-	-	-	32 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	24 31%	-	-	-	-	-	24 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	22 28%	-	-	-	-	-	22 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	9 12%	-	-	-	-	-	9 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_27. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 76

27. .es

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	78*	..	..	..	..	..	78*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_27. Why are you very likely to visit a website with each of these extensions in the future?  
27. .es

14 Mar 2015  
Table 76

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	78*	..	..	..	..	..	78*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 4%	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	178 228%	-	-	-	-	-	178 228%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_28. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 77

Base: Very Likely To Visit Website With Domain Name Extension

28. .pl

	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	88*	..	..	..	..	..	..	88*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	88*	..	..	..	..	..	..	88*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	59 67%	-	-	-	-	-	-	59 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	47 53%	-	-	-	-	-	-	47 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	44 50%	-	-	-	-	-	-	44 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	37 42%	-	-	-	-	-	-	37 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	34 39%	-	-	-	-	-	-	34 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	23 26%	-	-	-	-	-	-	23 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	2 2%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	2 2%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like name	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_28. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 77

Base: Very Likely To Visit Website With Domain Name Extension

28. .pl

	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)
Weighted Base	88*	**	**	**	**	**	**	88*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q716\_28. Why are you very likely to visit a website with each of these extensions in the future?  
28. .pl

14 Mar 2015  
Table 77

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	88*	**	**	**	**	**	**	88*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 288%	-	-	-	-	-	-	253 288%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_29. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 78

29. .uk

Base: Very Likely To Visit Website With Domain Name Extension

	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	163	..	..	..	..	..	..	..	163	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	163	..	..	..	..	..	..	..	163	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	103 63%	-	-	-	-	-	-	-	103 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	70 43%	-	-	-	-	-	-	-	70 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	60 37%	-	-	-	-	-	-	-	60 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	56 34%	-	-	-	-	-	-	-	56 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	56 34%	-	-	-	-	-	-	-	56 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	22 13%	-	-	-	-	-	-	-	22 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_29. Why are you very likely to visit a website with each of these extensions in the future?

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	Country																								
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	(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)
Weighted Base	163	..	..	..	..	..	..	..	163	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_29. Why are you very likely to visit a website with each of these extensions in the future?  
29. .uk

14 Mar 2015  
Table 78

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	163	..	..	..	..	..	..	..	163	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	371 228%	-	-	-	-	-	-	-	371 228%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_30. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 79

Base: Very Likely To Visit Website With Domain Name Extension

30. .fr

	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	148	..	..	..	..	..	..	..	..	148	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	148	..	..	..	..	..	..	..	..	148	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	96 65%	-	-	-	-	-	-	-	-	96 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	63 43%	-	-	-	-	-	-	-	-	63 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	60 41%	-	-	-	-	-	-	-	-	60 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	57 39%	-	-	-	-	-	-	-	-	57 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	37 25%	-	-	-	-	-	-	-	-	37 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	21 14%	-	-	-	-	-	-	-	-	21 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_30. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 79

30. .fr

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	148	..	..	..	..	..	..	..	..	148	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_30. Why are you very likely to visit a website with each of these extensions in the future?  
30. .fr

14 Mar 2015  
Table 79

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	148	..	..	..	..	..	..	..	..	148	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 3%	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	344 232%	-	-	-	-	-	-	-	-	344 232%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_31. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 80

Base: Very Likely To Visit Website With Domain Name Extension

31. .de

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	198	..	..	..	..	..	..	..	..	..	198	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	198	..	..	..	..	..	..	..	..	..	198	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	125 63%	-	-	-	-	-	-	-	-	-	125 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	83 42%	-	-	-	-	-	-	-	-	-	83 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	69 35%	-	-	-	-	-	-	-	-	-	69 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	60 30%	-	-	-	-	-	-	-	-	-	60 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	47 24%	-	-	-	-	-	-	-	-	-	47 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	26 13%	-	-	-	-	-	-	-	-	-	26 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q716\_31. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 80

Base: Very Likely To Visit Website With Domain Name Extension

31. .de

	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)
Weighted Base	198	..	..	..	..	..	..	..	..	..	198	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_31. Why are you very likely to visit a website with each of these extensions in the future?  
31. .de

14 Mar 2015  
Table 80

Base: Very Likely To Visit Website With Domain Name Extension

		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)
Weighted Base		198	**	**	**	**	**	**	**	**	**	198	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Only place to find website		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure		7 4%	-	-	-	-	-	-	-	-	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer		1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		422 213%	-	-	-	-	-	-	-	-	-	422 213%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_32. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 81

Base: Very Likely To Visit Website With Domain Name Extension

32. .us

	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	74*	74*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	74*	74*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've been to this type of website before	48 65%	48 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	24 32%	24 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	24 32%	24 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	21 28%	21 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	20 27%	20 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	10 14%	10 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_32. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 81

32. .us

Base: Very Likely To Visit Website With Domain Name Extension

	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)
Weighted Base	74*	74*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_32. Why are you very likely to visit a website with each of these extensions in the future?  
32. .us

14 Mar 2015  
Table 81

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	74*	74*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 4%	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	152 205%	152 205%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q716\_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 82

33. .ca

Base: Very Likely To Visit Website With Domain Name Extension

	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	172	**	172	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	172	**	172	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I've been to this type of website before	129 75%	-	129 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	93 54%	-	93 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	91 53%	-	91 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	81 47%	-	81 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	77 45%	-	77 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	45 26%	-	45 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 82

Base: Very Likely To Visit Website With Domain Name Extension

33. .ca

	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)
Weighted Base	172	-**	172	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_33. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 82

Base: Very Likely To Visit Website With Domain Name Extension

33. .ca

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	172	**	172	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 5%	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	526 306%	-	526 306%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q716\_34. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 83

Base: Very Likely To Visit Website With Domain Name Extension

34. .mx

	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	173	**	**	173	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	173	**	**	173	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I've been to this type of website before	96 55%	-	-	96 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	70 40%	-	-	70 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	63 36%	-	-	63 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	58 34%	-	-	58 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	43 25%	-	-	43 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	26 15%	-	-	26 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For business use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Global/Universal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government site/usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High speed/fast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's an organization site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_34. Why are you very likely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 83

Base: Very Likely To Visit Website With Domain Name Extension

34. .mx

	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)
Weighted Base	173	-**	-**	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Good/Like name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Most popular/common domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based/necessity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never visited such website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Out of curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Professional/Professional image	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site name (spec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to access	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Root domain/Main source for a group of domains/sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Updated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would not visit this type of website/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q716\_34. Why are you very likely to visit a website with each of these extensions in the future?  
34. .mx

14 Mar 2015  
Table 83

Base: Very Likely To Visit Website With Domain Name Extension

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)
Weighted Base	173	-**	-**	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	357 206%	-	-	357 206%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_1. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 84

1. .biz

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1151	147	49*	30*	10**	13**	21**	13**	53*	52*	75*	207	12**	25**	61*	35*	40*	91*	17**	29**	21**	22**	27**	22**	79*
Weighted Base	1151	147	49*	30*	10**	13**	21**	13**	53*	52*	75*	207	12**	25**	61*	35*	40*	91*	17**	29**	21**	22**	27**	22**	79*
I've never been to this type of website before	506 44% OR	55 37%	24 49% R	15 50%	5 50%	3 23%	8 38%	5 38%	20 38%	18 35%	28 37%	117 57% ABIJKOR	6 50%	12 48%	19 31%	17 49%	18 45%	29 32%	5 29%	15 52%	10 48%	9 41%	16 59%	10 45% BJOR	42 53%
I have no reason to go there	435 38% L ADKLRY	81 55%	28 57% ADKLRY	8 27%	4 40%	9 69%	7 33%	5 38%	25 47% KLR ADKLRY	27 52%	21 28%	51 25%	3 25%	7 28%	27 44% L	16 46% L	15 38%	27 30%	5 29%	11 38%	8 38%	13 59%	5 19%	7 32%	25 32%
I don't trust this extension	167 15%	19 13%	7 14%	6 20%	-	-	6 29%	4 31%	7 13%	10 19%	12 16%	22 11%	2 17%	-	9 15%	5 14%	3 8%	19 21% L	3 18%	4 14%	2 10%	5 23%	9 33%	4 18%	9 11%
It doesn't seem legitimate	131 11%	20 14%	5 10% AILOP	8 27%	-	1 8%	4 19%	-	4 8%	6 12%	12 16% L	16 8%	3 25%	3 12%	6 10%	2 6%	4 10%	15 16% L	2 12%	3 10%	-	-	4 15%	4 18%	9 11%
I'm afraid of my information being stolen if I go here	113 10%	10 7%	4 8%	3 10%	1 10%	-	2 10%	-	5 9%	4 8%	8 11%	21 10%	2 17%	4 16%	3 5%	3 9%	3 8%	17 19% ABLO	2 12%	4 14%	2 10%	1 5%	3 11%	2 9%	9 11%
Not familiar with this type of domain/Don't know enough about it	6 1%	1 1%	-	1 3% A	-	-	-	-	1 2%	-	-	2 1%	-	-	-	1 3%	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	5 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	2 2% AL	-	-	-	-	-	-	2 3% AL
Rarely Visit	3 *	-	-	-	-	-	-	-	-	-	-	1 *	1 8%	-	-	-	-	-	1 6%	-	-	-	-	-	-
Site is not a common/popular domain name	3 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 1%
Because of harkers/surname	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	1 3%	-	-	-	-	-
Spam	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-
Not interesting	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
Content/Information	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_1. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 84

1. .biz

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1151	147	49*	30*	10**	13**	21**	13**	53*	52*	75*	207	12**	25**	61*	35*	40*	91*	17**	29**	21**	22**	27**	22**	79*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1%	1%	2%	-	-	-	-	-
None	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	1%
Not sure	127 11% Y	16 11%	4 8%	1 3%	2 20%	1 8%	4 19%	-	7 13% Y	6 12%	16 21% ABDLPY	22 11%	2 17%	2 8%	9 15% Y	1 3%	6 15% Y	10 11%	4 24%	2 7%	1 5%	-	2 7%	6 27%	3 4%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1508 131%	202 137%	72 147%	42 140%	12 120%	14 108%	31 148%	14 108%	69 130%	71 137%	99 132%	253 122%	19 158%	28 112%	74 121%	45 129%	49 123%	121 133%	24 141%	43 148%	23 110%	28 127%	41 152%	33 150%	101 128%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_2. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 85

2. .com

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	272	25**	11**	14**	9**	1**	5**	2**	10**	15**	14**	19**	-**	14**	15**	1**	6**	39*	4**	7**	3**	-**	19**	13**	26**
Weighted Base	272	25**	11**	14**	9**	1**	5**	2**	10**	15**	14**	19**	-**	14**	15**	1**	6**	39*	4**	7**	3**	-**	19**	13**	26**
I have no reason to go there	46 17%	9 36%	1 9%	1 7%	-	100%	-	-	2 20%	1 7%	3 21%	5 26%	-	1 7%	6 40%	-	1 17%	9 23%	1 25%	-	-	-	2 11%	1 8%	2 8%
Have used/likely to visit/Positive mentions	30 11%	2 8%	3 27%	3 21%	-	-	-	-	1 10%	-	1 7%	-	-	2 14%	-	-	-	5 13%	-	-	-	-	4 21%	2 15%	7 27%
I'm afraid of my information being stolen if I go here	29 11%	2 8%	-	1 7%	1 11%	-	1 20%	-	-	-	3 21%	2 11%	-	4 29%	-	-	1 17%	8 21% A	-	1 14%	-	-	1 5%	-	4 15%
I've never been to this type of website before	24 9%	2 8%	-	2 14%	-	-	1 20%	-	-	2 13%	1 7%	4 21%	-	1 7%	-	-	-	6 15%	-	2 29%	-	-	1 5%	1 8%	1 4%
I don't trust this extension	19 7%	-	-	-	1 11%	-	1 20%	1 50%	-	1 7%	1 7%	2 11%	-	2 14%	-	-	1 17%	4 10%	-	-	2 67%	-	-	1 8%	2 8%
It doesn't seem legitimate	12 4%	-	1 9%	1 7%	-	-	-	-	1 10%	-	-	1 5%	-	1 7%	-	-	-	3 8%	1 25%	-	-	-	1 5%	1 8%	1 4%
Not familiar with this type of domain/Don't know enough about it	4 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	1 100%	-	1 3%	-	-	-	-	-	1 8%	-
Spam	2 1%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-
Because of harkers/surname	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-
Content/Information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Lack of information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_2. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 85

2. .com

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	272	25**	11**	14**	9**	1**	5**	2**	10**	15**	14**	19**	-**	14**	15**	1**	6**	39*	4**	7**	3**	-**	19**	13**	26**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 1%	1 4%	-	-	-	-	-	-	-	-	-	1 5%	-	-	1 7%	-	-	1 3%	-	-	-	-	-	-	-
None	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	1 4%
Not sure	98 36% R	7 28%	6 55%	5 36%	6 67%	-	2 40%	1 50%	5 50%	9 60%	5 36%	5 26%	-	2 14%	8 53%	-	3 50%	7 18%	2 50%	2 29%	1 33%	-	10 53%	6 46%	6 23%
Declined to answer	7 3%	2 8%	-	-	1 11%	-	-	-	1 10%	2 13%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Sigma	280 103%	25 100%	11 100%	14 100%	9 100%	1 100%	5 100%	2 100%	10 100%	15 100%	14 100%	21 111%	-	14 100%	15 100%	1 100%	6 100%	44 113%	4 100%	7 100%	3 100%	-	20 105%	13 100%	26 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_3. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 86

3. .info

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	740	112	35*	15**	5**	3**	13**	5**	39*	24**	38*	156	2**	17**	47*	25**	16**	53*	12**	16**	14**	9**	21**	13**	50*
Weighted Base	740	112	35*	15**	5**	3**	13**	5**	39*	24**	38*	156	2**	17**	47*	25**	16**	53*	12**	16**	14**	9**	21**	13**	50*
I've never been to this type of website before	275 37%	41 37%	14 40%	3 20%	-	-	3 23%	1 20%	10 26%	6 25%	17 45%	74 47% AIOR	-	8 47%	13 28%	13 52%	7 44%	14 26%	4 33%	4 25%	8 57%	5 56%	8 38%	4 31%	18 36%
I have no reason to go there	265 36% L	51 46% AKLY	24 69% ABKLY	1 7%	-	3 100%	2 15%	1 20% AKLY	21 54% AKLY	11 46%	8 21%	42 27%	-	4 24%	22 47% KLY	13 52%	7 44%	17 32%	3 25%	4 25%	6 43%	5 56%	5 24%	3 23%	12 24%
I don't trust this extension	82 11%	7 6%	4 11%	1 7%	2 40%	-	2 15%	1 20%	6 15%	1 4%	4 11%	14 9%	-	3 18%	7 15%	3 12%	-	10 19% B	3 25%	2 13%	1 7%	2 22%	3 14%	-	6 12%
It doesn't seem legitimate	61 8%	11 10% I	3 9%	3 20%	-	-	3 23%	1 20%	-	1 4%	3 8%	9 6%	-	1 6%	3 6%	1 4%	1 6%	8 15% IL	3 25%	1 6%	1 7%	-	-	2 15%	6 12% I
I'm afraid of my information being stolen if I go here	60 8% B	4 4%	1 3%	3 20%	-	-	1 8%	-	4 10%	1 4%	2 5%	20 13% AB	-	3 18%	3 6%	1 4%	-	6 11%	-	1 6%	2 14%	1 11%	1 5%	1 8%	5 10%
Have used/likely to visit/Positive mentions	9 1%	-	-	1 7%	-	-	-	-	-	-	1 3% L	-	-	-	-	-	-	3 6% ABL	-	-	-	-	-	1 8% ABL	3 6% ABL
Rarely Visit	4 1%	-	-	-	-	-	-	-	-	-	-	2 1%	1 50%	-	-	-	-	-	-	-	-	-	1 5%	-	-
Not familiar with this type of domain/Don't know enough about it	3	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 4%	-	-	-	1 6%	-	-	-	-	-
Spam	1	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-
Viruses	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Site doesn't have what I am looking for	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q718\_3. Why are you very unlikely to visit a website with each of these extensions in the future?  
3. .info

14 Mar 2015  
Table 86

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	740	112	35*	15**	5**	3**	13**	5**	39*	24**	38*	156	2**	17**	47*	25**	16**	53*	12**	16**	14**	9**	21**	13**	50*
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	-	-	-	-	-	-
None	3*	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	24% AB
Not sure	12116%	2018%	39%	320%	360%	-	538%	120%	615%	417%	718%	1912%	150%	212%	715%	28%	425%	1019%	325%	213%	-	-	943%	431%	612%
Declined to answer	2*	22% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	890120%	137122%	49140%	16107%	5100%	3100%	16123%	5100%	47121%	24100%	42111%	182117%	2100%	21124%	55117%	34136%	19119%	69130%	17142%	16100%	18129%	13144%	27129%	15115%	58116%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_4. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 87

4. .mobi

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1304	195	63*	29**	15**	16**	19**	21**	71*	57*	92*	196	21**	36*	77*	43*	41*	94*	25**	33*	8**	27**	27**	21**	77*
Weighted Base	1304	195	63*	29**	15**	16**	19**	21**	71*	57*	92*	196	21**	36*	77*	43*	41*	94*	25**	33*	8**	27**	27**	21**	77*
I've never been to this type of website before	617 47%	85 44%	33 52%	12 41%	8 53%	7 44%	9 47%	13 62%	30 42%	21 37%	40 43%	108 55% ABJOR	9 43%	22 61% JOR	29 38%	21 49%	18 44%	37 39%	12 48%	15 45%	5 63%	14 52%	15 56%	12 57%	42 55% JOR
I have no reason to go there	529 41% KL AKLNRY	102 52% AKLNRY	35 56% AKLNRY	13 45%	7 47%	10 63%	5 26%	11 52%	37 52% AKLY AKLNRY	33 58%	26 28%	52 27%	3 14%	12 33%	39 51% KLY	21 49% KL	17 41%	36 38% L	6 24%	15 45% L	2 25%	11 41%	5 19%	7 33%	24 31%
I don't trust this extension	184 14%	22 11%	9 14%	7 24%	1 7%	4 25%	5 26%	4 19%	10 14%	8 14%	13 14%	23 12%	3 14%	2 6%	8 10%	7 16%	7 17%	18 19%	4 16%	3 9%	-	7 26%	8 30%	3 14%	8 10%
It doesn't seem legitimate	172 13% L	34 17% LO	9 14% L	5 17%	3 20%	1 6%	3 16%	1 5%	8 11%	4 7%	14 15% L	12 6%	2 10%	6 17% L	6 8% AJLO	11 26% AJLO	15 15%	18 19% JLO	3 12%	12 12%	2 25%	1 4%	6 22%	2 10%	11 14% L
I'm afraid of my information being stolen if I go here	127 10% O	18 9%	6 10%	4 14%	1 7%	2 13%	2 11%	1 5%	8 11% OT	2 4%	6 7%	23 12% OT	8 38% ABCJKLOOTY	9 25%	2 3%	4 9%	2 5%	11 12% OT	5 20%	-	1 13%	2 7%	2 7%	1 5%	7 9%
Not familiar with this type of domain/Don't know enough about it	10 1%	2 1%	2 3% A	-	-	-	-	-	-	-	2 2%	2 1%	-	-	-	1 2%	-	-	-	-	-	-	-	1 5%	-
Site is not a common/popular domain name	4 *	-	-	-	-	-	-	-	-	-	2 2% ABL	-	-	-	-	-	1 2% ABL	-	-	1 3% ABL	-	-	-	-	-
Have used/likely to visit/Positive mentions	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	2 3% ABL
Not interesting	2 *	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-
Rarely Visit	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Viruses	1 *	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	1 *	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_4. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 87

4. .mobi

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1304	195	63*	29**	15**	16**	19**	21**	71*	57*	92*	196	21**	36*	77*	43*	41*	94*	25**	33*	8**	27**	27**	21**	77*
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	1%	1%	2%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
Not sure	127 10% Y	21 11% Y	4 6%	3 10%	-	1 6%	4 21%	-	6 8% Y	6 11% Y	16 17% ACPRY	22 11% Y	4 19%	2 6%	8 10% Y	2 5%	4 10% Y	7 7%	6 24%	3 9% Y	1 13%	1 4%	3 11%	2 10%	1 1%
Declined to answer	3	2 1% A	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1785 137%	287 147%	99 157%	44 152%	21 140%	25 156%	28 147%	30 143%	99 139%	74 130%	120 130%	244 124%	31 148%	53 147%	92 119%	67 156%	55 134%	128 136%	36 144%	41 124%	11 138%	36 133%	40 148%	28 133%	96 125%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_5. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 88

5. .net

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	317	25**	14**	10**	3**	1**	9**	3**	16**	18**	21**	42*	3**	17**	24**	4**	10**	31*	6**	10**	2**	1**	12**	10**	25**
Weighted Base	317	25**	14**	10**	3**	1**	9**	3**	16**	18**	21**	42*	3**	17**	24**	4**	10**	31*	6**	10**	2**	1**	12**	10**	25**
I have no reason to go there	85 27%	12 48%	3 21%	2 20%	-	1 100%	-	1 33%	7 44%	4 22%	3 14%	11 26%	-	3 18%	9 38%	3 75%	6 60%	8 26%	1 17%	1 10%	1 50%	-	2 17%	2 20%	5 20%
I've never been to this type of website before	62 20%	2 8%	4 29%	-	-	-	2 22%	1 33%	4 25%	4 22%	5 24%	15 36% A	-	4 24%	7 29%	-	1 10%	6 19%	-	2 20%	1 50%	1 100%	1 8%	1 10%	1 4%
I'm afraid of my information being stolen if I go here	30 9%	1 4%	2 14%	1 10%	-	-	1 11%	-	-	1 6%	2 10%	6 14%	-	6 35%	2 8%	-	2 20%	2 6%	-	-	-	-	1 8%	-	3 12%
I don't trust this extension	22 7%	1 4%	-	-	-	-	-	-	1 6%	1 6%	3 14%	5 12%	-	1 6%	1 4%	1 25%	-	5 16% A	-	-	-	-	-	-	3 12%
It doesn't seem legitimate	20 6%	-	-	1 10%	-	-	-	-	-	1 6%	1 5%	1 2%	1 33%	1 6%	2 8%	1 25%	-	6 19% AL	2 33%	-	-	-	1 8%	-	2 8%
Have used/likely to visit/Positive mentions	15 5%	1 4%	2 14%	2 20%	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	1 3%	-	1 10%	-	-	1 8%	1 10%	5 20%
Not familiar with this type of domain/Don't know enough about it	3 1%	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	1 25%	-	-	-	1 10%	-	-	-	-	-
Rarely Visit	2 1%	-	-	-	-	-	-	-	-	-	-	1 2%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	1 10%	-	-	-	-	-
Site is not a common/popular domain name	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Spam	1	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Content/Information	1	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_5. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 88

5. .net

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	317	25**	14**	10**	3**	1**	9**	3**	16**	18**	21**	42*	3**	17**	24**	4**	10**	31*	6**	10**	2**	1**	12**	10**	25**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	1 10%	-	-	-	1 10%	-
None	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 8%
Not sure	89 28%	7 28%	4 29%	3 30%	3 100%	-	6 67%	1 33%	4 25%	6 33%	8 38%	7 17%	1 33%	3 18%	6 25%	-	2 20%	6 19%	3 50%	3 30%	1 50%	-	6 50%	5 50%	4 16%
Declined to answer	3 1%	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-
Sigma	342 108%	26 104%	15 107%	10 100%	3 100%	1 100%	9 100%	3 100%	16 100%	18 100%	23 110%	46 110%	3 100%	19 112%	28 117%	6 150%	11 110%	35 113%	6 100%	10 100%	3 150%	1 100%	13 108%	10 100%	27 108%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_6. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 89

6. .org

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	437	24**	10**	13**	3**	4**	8**	5**	11**	14**	33*	102	4**	14**	47*	13**	16**	37*	8**	9**	2**	3**	17**	14**	26**
Weighted Base	437	24**	10**	13**	3**	4**	8**	5**	11**	14**	33*	102	4**	14**	47*	13**	16**	37*	8**	9**	2**	3**	17**	14**	26**
I have no reason to go there	121 28%	11 46%	4 40%	-	-	4 100%	1 13%	3 60%	5 45%	6 43%	11 33%	23 23%	-	5 36%	21 45% ALR	6 46%	5 31%	7 19%	2 25%	1 11%	-	1 33%	2 12%	1 7%	2 8%
I've never been to this type of website before	105 24% R	-	3 30%	2 15%	-	-	-	-	2 18%	3 21%	13 39% AR	41 40% AR	-	3 21%	13 28%	8 62%	4 25%	4 11%	1 13%	1 11%	-	1 33%	1 6%	2 14%	3 12%
I'm afraid of my information being stolen if I go here	43 10%	2 8%	-	2 15%	-	-	1 13%	-	-	-	1 3%	12 12%	1 25%	2 14%	2 4%	2 15%	1 6%	8 22% AKO	1 13%	1 11%	-	1 33%	1 6%	-	5 19%
It doesn't seem legitimate	32 7%	-	1 10%	2 15%	-	-	-	1 20%	1 9%	-	2 6%	9 9%	1 25%	1 7%	1 2%	1 8%	1 6%	7 19% AO	2 25%	-	-	-	1 6%	1 7%	-
I don't trust this extension	27 6%	-	-	-	-	-	-	-	-	1 7%	4 12%	7 7%	-	1 7%	2 4%	2 15%	2 13%	5 14%	-	-	1 50%	-	-	1 7%	1 4%
Have used/likely to visit/Positive mentions	25 6% L	2 8%	2 20%	2 15%	-	-	-	-	1 9%	-	1 3%	-	-	1 7%	-	-	-	4 11% LO	-	-	-	-	3 18%	3 21%	6 23%
Rarely Visit	7 2%	-	-	-	-	-	-	-	-	-	-	5 5% A	1 25%	-	-	-	-	-	-	-	-	-	-	-	1 4%
Not familiar with this type of domain/Don't know enough about it	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	1 11%	-	-	1 6%	-	-
Lack of information	2 %	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Site is not a common/popular domain name	1 %	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-
Spam	1 %	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	1 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-
Viruses	1 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	-
Content/Information	1 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_6. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 89

6. .org

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	437	24**	10**	13**	3**	4**	8**	5**	11**	14**	33*	102	4**	14**	47*	13**	16**	37*	8**	9**	2**	3**	17**	14**	26**
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 2%	-	-	1 8%	-	-	-	-	-	1 7%	-	1 1%	-	1 7%	1 2%	-	-	1 3%	1 13%	1 11%	-	-	1 6%	-	-
None	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 8%
Not sure	100 23% L	6 25%	2 20%	3 23%	3 100%	-	6 75%	1 20%	3 27%	4 29%	6 18%	13 13%	2 50%	1 7%	10 21%	1 8%	5 31%	9 24%	4 50%	3 33%	1 50%	-	7 41%	6 43%	4 15%
Declined to answer	4 1%	3 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-
Sigma	486 111%	24 100%	12 120%	13 100%	3 100%	4 100%	8 100%	5 100%	12 109%	15 107%	38 115%	113 111%	5 125%	16 114%	50 106%	21 162%	18 113%	46 124%	11 138%	9 100%	2 100%	3 100%	18 106%	14 100%	26 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_7. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 90

7. .tel

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1346	170	56*	32*	16**	19**	17**	19**	73*	47*	88*	196	26**	44*	83*	43*	49*	110	26**	52*	35*	28**	29**	15**	73*
Weighted Base	1346	170	56*	32*	16**	19**	17**	19**	73*	47*	88*	196	26**	44*	83*	43*	49*	110	26**	52*	35*	28**	29**	15**	73*
I've never been to this type of website before	613 46% R	69 41%	28 50% R	18 56% R	7 44%	8 42%	5 29%	11 58%	29 40%	20 43%	40 45% ABOR	102 52% ABOR	13 50%	26 59% BIOR	32 39%	19 44%	22 45%	36 33%	11 42%	25 48%	18 51% R	14 50%	18 62%	7 47%	35 48% R
I have no reason to go there	534 40% KL	88 52% AKLNQRY	35 63% ADKLNQRY	11 34%	9 56%	13 68%	4 24%	10 53%	34 47% KL	22 47% KL	26 30%	51 26%	7 27%	15 34% AKLQRY	42 51% L	20 47% L	15 31%	40 36%	6 23%	26 50% KL	12 34%	12 43%	5 17%	6 40%	25 34%
I don't trust this extension	188 14% B	15 9%	6 11%	5 16%	1 6%	4 21%	2 12%	3 16%	8 11%	5 11%	13 15%	25 13%	8 31%	4 9%	10 12%	9 21% B	8 16%	21 19% B	4 15%	9 17%	4 11%	4 14%	10 34%	1 7%	9 12%
It doesn't seem legitimate	154 11% O	21 12%	9 16% O	7 22% IKLOT	2 13%	1 5%	3 18%	-	4 5%	4 9%	6 7%	15 8%	7 27%	5 11%	4 5%	7 16% O	6 12%	26 24% ABUKLOT	4 15%	3 6%	3 9%	1 4%	5 17%	1 7%	10 14%
I'm afraid of my information being stolen if I go here	132 10% O	11 6%	5 9%	4 13%	2 13%	1 5%	2 12%	1 5%	4 5%	3 6%	5 6%	23 12% O	6 23%	6 14% O	3 4%	6 14% O	5 10% ABIKOT	17 15% O	4 15%	2 4%	4 11%	3 11%	4 14%	3 20%	8 11%
Not familiar with this type of domain/Don't know enough about it	5 *	-	-	-	-	-	-	-	-	-	1 1%	2 1%	1 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-
Not interesting	2 *	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-
Rarely Visit	2 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
Have used/likely to visit/Positive mentions	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3% ABL
Site is not a common/popular domain name	1 *	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q718\_7. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 90

7. .tel

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1346	170	56*	32*	16**	19**	17**	19**	73*	47*	88*	196	26**	44*	83*	43*	49*	110	26**	52*	35*	28**	29**	15**	73*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3*	11%	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	11%
Not sure	14311%	2213%	35%	39%	-	-	424%	-	1115%	613%	1618%	2010%	28%	25%	1012%	37%	714%	1110%	623%	48%	26%	27%	310%	213%	45%
Declined to answer	2*	11%	-	-	-	-	-	-	11% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1781132%	228134%	86154%	48150%	21131%	27142%	20118%	25132%	91125%	60128%	109124%	240122%	44169%	58132%	101122%	64149%	63129%	151137%	35135%	70135%	43123%	36129%	46159%	21140%	94129%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_8. Why are you very unlikely to visit a website with each of these extensions in the future?

8. .asia

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1598	224	85*	43*	24**	23**	26**	36*	101	61*	116	197	26**	41*	83*	41*	58*	85*	18**	68*	45*	36*	36*	27**	98*
Weighted Base	1598	224	85*	43*	24**	23**	26**	36*	101	61*	116	197	26**	41*	83*	41*	58*	85*	18**	68*	45*	36*	36*	27**	98*
I've never been to this type of website before	766 48% R	100 45%	44 52% R	23 53%	11 46%	10 43%	11 42%	23 64% BIJKOR	43 43%	24 39%	49 42%	106 54% JKR	15 58%	21 51%	34 41%	22 54%	30 52%	31 36%	3 17% ABIJKOR	41 60%	21 47%	17 47% ABIJKOR	24 67%	14 52%	49 50%
I have no reason to go there	669 42% KLWY	126 56%	51 60%	13 30%	11 46%	14 61%	5 19%	15 42% L	56 55% ADKLQRWY	33 54% ADKLWY	36 31%	45 23%	11 42%	16 39% L	38 46% KLW	23 56% DKLWY	21 36% L	34 40% L	9 50%	30 44% LW	18 40% L	17 47% LW	8 22% LW	8 30%	31 32%
I don't trust this extension	265 17% LN	35 16%	16 19% N	13 30% ABILNOGRY	5 21%	4 17%	6 23%	14 39% ABICLNDOGRY	15 15% LNO	15 25% LN	23 20% LN	21 11%	7 27%	2 5%	9 11%	9 22% LN	7 12%	11 13%	2 11%	12 18%	8 18% N	8 22% N	8 22% N	1 4%	14 14%
It doesn't seem legitimate	212 13% LO	35 16% LOV	13 15% O	9 21% LOV	-	1 4%	6 23%	2 6% LQ	14 14% O	7 11% LOV	20 17% LOV	16 8% LOV	5 19%	4 10%	3 4% HLOV	9 22% LOV	11 19% LOV	16 19% LOV	3 17%	6 9%	4 9%	1 3% HLOV	8 22% HLOV	4 15% O	15 15% O
I'm afraid of my information being stolen if I go here	174 11%	30 13% L	12 14%	8 19% LQ	1 4%	1 4%	2 8%	7 19% LQ	10 10%	4 7%	11 9%	14 7%	4 15%	4 10%	6 7% LOQ	8 20% LOQ	3 5% AJLOQT	16 19% AJLOQT	2 11%	5 7%	6 13%	2 6% ABL	4 11%	2 7%	12 12%
Not familiar with this type of domain/Don't know enough about it	10 1%	-	2 2% B	1 2% B	-	-	-	-	-	-	2 2% B	1 1%	1 4%	-	-	2 5% ABILORY	-	-	-	-	-	-	-	1 4%	-
Not interesting	4	-	-	-	-	-	-	-	-	1 2% A	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	1 3% ABL	-	-
Foreign/Not in preferred language	3	-	2 2% ABL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ABL	-	-	-	-
Have used/likely to visit/Positive mentions	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3% ABL
Rarely Visit	2	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-
Lack of information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-
Site doesn't have what I am looking for	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ABL	-	-	-	-
Site is not a common/popular domain name	1	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_8. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 91

8. .asia

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1598	224	85*	43*	24**	23**	26**	36*	101	61*	116	197	26**	41*	83*	41*	58*	85*	18**	68*	45*	36*	36*	27**	98*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A
Not sure	147 9%	19 8%	3 4%	1 2%	1 4%	1 4%	6 23%	-	8 8%	6 10%	18 16%	26 13%	1 4%	5 12% H	10 12% CH	2 5%	5 9%	10 12% CH	6 33%	5 7%	2 4%	2 6%	2 6%	3 11%	5 5%
Declined to answer	3	2 1% A	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2263 142%	348 155%	143 168%	68 158%	29 121%	31 135%	36 138%	61 169%	147 146%	90 148%	161 139%	230 117%	44 169%	52 127%	100 120%	75 183%	77 133%	119 140%	25 139%	101 149%	61 136%	47 131%	55 153%	33 122%	130 133%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_9. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 92

9. .pro

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1367	173	58*	34*	16**	19**	25**	19**	71*	38*	98*	208	22**	44*	81*	49*	31*	108	28**	56*	40*	28**	25**	18**	78*
Weighted Base	1367	173	58*	34*	16**	19**	25**	19**	71*	38*	98*	208	22**	44*	81*	49*	31*	108	28**	56*	40*	28**	25**	18**	78*
I've never been to this type of website before	659 48% J	72 42% L	29 50% AKLNGRUY	14 41% ADKLNDRUY	10 63% ABICLRKNGUY	8 42% O	12 48% AIJKLOTU	12 63% O	30 42% O	12 32% O	44 45% O	114 55% ABJ	11 50% O	27 61% BLJ	35 43% O	28 57% J	15 48% O	48 44% L	12 43% O	29 52% KLY	21 53% BO	16 57% BO	13 52% BO	11 61% BO	36 46% O
I have no reason to go there	501 37% L	84 49% AKLNGRUY	36 62% ADKLNDRUY	11 32% ABICLRKNGUY	6 38% O	9 47% AIJKLOTU	5 20% O	7 37% O	35 49% O	18 47% O	27 28% O	44 21% O	5 23% O	13 30% O	39 48% O	25 51% O	8 26% O	36 33% L	9 32% O	25 45% KLY	12 30% BO	14 50% BO	6 24% BO	6 33% BO	21 27% O
I don't trust this extension	204 15% BO	16 9% O	8 14% ABICLRKNGUY	13 38% O	1 6% O	3 16% O	6 24% O	4 21% O	9 13% O	4 11% O	14 14% O	27 13% O	7 32% O	4 9% O	6 7% O	11 22% BO	4 13% O	23 21% BO	4 14% O	12 21% BO	6 15% BO	5 18% BO	7 28% BO	- - BO	10 13% O
It doesn't seem legitimate	157 11% O	24 14% O	9 16% O	9 26% AIJKLOTU	3 19% O	1 5% O	5 20% O	1 5% O	6 8% O	3 8% O	11 11% O	16 8% O	1 5% O	5 11% O	2 2% O	9 18% LO	5 16% O	20 19% ALOU	6 21% O	4 7% O	2 5% O	1 4% O	5 20% O	- - O	9 12% O
I'm afraid of my information being stolen if I go here	127 9% O	10 6% O	5 9% O	4 12% O	- - O	- - O	2 8% O	1 5% O	4 6% O	2 5% O	5 5% ABKO	28 13% ABKO	3 14% BKO	7 16% BKO	4 5% O	5 10% O	4 13% O	16 15% ABKO	6 21% O	3 5% O	4 10% O	4 14% O	1 4% O	1 6% O	8 10% O
Not familiar with this type of domain/Don't know enough about it	9 1% O	- - O	1 2% O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 1% O	2 1% O	- - O	- - O	- - O	1 2% O	- - O	2 2% O	- - O	1 2% O	- - O	- - O	- - O	1 6% O	- - O
Have used/likely to visit/Positive mentions	4 * O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 1% O	- - O	- - O	- - O	- - O	- - O	- - O	3 4% ABL
Rarely Visit	2 * O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 * O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 2% A	- - O	- - O	- - O	- - O	- - O
Not interesting	2 * O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 1% A	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 4% O	- - O	- - O
Site is not a common/popular domain name	1 * O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	1 1% A	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O
Site doesn't have what I am looking for	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O
Lack of information	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O
Spam	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O
Foreign/Not in preferred language	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O
Because of harkers/surname	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O	- - O

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_9. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 92

9. .pro

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1367	173	58*	34*	16**	19**	25**	19**	71*	38*	98*	208	22**	44*	81*	49*	31*	108	28**	56*	40*	28**	25**	18**	78*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A
Not sure	137 10%	23 13% R	3 5%	1 3%	-	1 5%	5 20%	-	7 10%	7 18% CDRY	16 16% ACDRY	23 11%	3 14%	3 7%	8 10%	3 6%	5 16%	6 6%	5 18%	4 7%	3 8%	2 7%	3 12%	2 11%	4 5%
Declined to answer	2	2 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1808 132%	232 134%	91 157%	52 153%	20 125%	22 116%	35 140%	25 132%	92 130%	46 121%	120 122%	255 123%	30 136%	59 134%	94 116%	82 167%	41 132%	152 141%	42 150%	79 141%	48 120%	42 150%	36 144%	21 117%	92 118%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_10. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 93

10. .coop

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1537	196	73*	41*	15**	21**	25**	32*	85*	52*	104	210	23**	51*	85*	50*	59*	114	30*	58*	51*	38*	21**	20**	83*
Weighted Base	1537	196	73*	41*	15**	21**	25**	32*	85*	52*	104	210	23**	51*	85*	50*	59*	114	30*	58*	51*	38*	21**	20**	83*
I've never been to this type of website before	754 49% O	84 43%	39 53% O	18 44%	7 47%	8 38%	12 48%	20 63% BKO	38 45%	21 40%	44 42%	122 58% ABIKOR	14 61%	28 55%	32 38%	26 52%	29 49%	51 45%	16 53%	28 48%	28 55%	23 61% BO	13 62%	9 45%	44 53% O
I have no reason to go there	610 40% LY	104 53%	41 56% ADKLNORSUY	14 34%	7 47%	13 62%	5 20%	12 38%	40 47% LY	28 54% AKLNQSY	36 35% L	50 24%	4 17%	16 31% KLNQY	42 49%	19 38% L	19 32%	44 39% L	9 30% KLNQY	30 52%	19 37%	19 50% LY	7 33%	8 40%	24 29%
I don't trust this extension	229 15%	22 11%	12 16% ABUKLNORY	13 32%	3 20%	5 24%	4 16%	8 25% BLN	10 12%	6 12%	14 13%	23 11%	6 26%	3 6%	9 11%	9 18%	12 20% N	19 17%	5 17%	12 21% N	9 18%	6 16%	5 24%	1 5%	13 16%
It doesn't seem legitimate	198 13% HO	34 17% AHLO	14 19% HLO	12 29% AHUKLNQOV	3 20%	1 5%	3 12%	-	8 9%	4 8%	11 11%	20 10%	5 22%	4 8%	4 5% AHUKLNQOV	12 24% H	7 12% H	22 19% AHLOV	4 13% H	8 14% H	5 10%	2 5%	1 5%	2 10%	12 14% HO
I'm afraid of my information being stolen if I go here	154 10% O	19 10%	7 10%	7 17% O	-	1 5%	2 8%	4 13%	7 8%	3 6%	7 7%	24 11% O	5 22%	8 16% O	3 4%	6 12%	6 10% AKOT	18 16%	3 10%	3 5%	4 8%	7 18% KOT	2 10%	1 5%	7 8%
Not familiar with this type of domain/Don't know enough about it	15 1%	-	1 1%	1 2% B	-	-	-	-	-	-	2 2%	4 2%	1 4%	-	-	1 2% B	1 2%	2 2%	-	-	1 2%	-	-	1 5%	-
Have used/likely to visit/Positive mentions	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	2 2% ABL
Rarely Visit	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-
Not interesting	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_10. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 93

10. .coop

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1537	196	73*	41*	15**	21**	25**	32*	85*	52*	104	210	23**	51*	85*	50*	59*	114	30*	58*	51*	38*	21**	20**	83*
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	-	-	-	-	-	-	-	-	-	-	1	14%	-	-	-	-	11%	-	-	-	-	-	-	-
None	2*	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11% A
Not sure	1349% Y	2010% Y	34%	12%	17%	-	520%	-	1012% HUY	612% Y	1615% ACDHUY	2010% Y	29%	510% HUY	1012% HUY	36%	58%	87% CDHUY	517%	35%	12%	13%	314%	420%	22%
Declined to answer	3*	21% A	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2107137%	286146%	117160%	66161%	21140%	28133%	31124%	44138%	114134%	68131%	130125%	264126%	38165%	64125%	100118%	76152%	79134%	166146%	42140%	85147%	67131%	58153%	31148%	26130%	106128%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_11. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 94

11. .cn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	26**	**	**	**	**	**	**	**	**	**	**	26**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	26**	**	**	**	**	**	**	**	**	**	**	26**	**	**	**	**	**	**	**	**	**	**	**	**	**
I've never been to this type of website before	7 27%	-	-	-	-	-	-	-	-	-	-	7 27%	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	5 19%	-	-	-	-	-	-	-	-	-	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	4 15%	-	-	-	-	-	-	-	-	-	-	4 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_11. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 94

11. .cn

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 23%	-	-	-	-	-	-	-	-	-	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	27 104%	-	-	-	-	-	-	-	-	-	-	27 104%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_12. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 95

12. .vn

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	1**	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_12. Why are you very unlikely to visit a website with each of these extensions in the future?  
12. .vn

14 Mar 2015  
Table 95

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	1**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_13. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 96

13. .ph

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	11**	**	**	**	**	**	**	**	**	**	**	**	**	11**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	11**	**	**	**	**	**	**	**	**	**	**	**	**	11**	**	**	**	**	**	**	**	**	**	**	**
I'm afraid of my information being stolen if I go here	4 36%	-	-	-	-	-	-	-	-	-	-	-	-	4 36%	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	2 18%	-	-	-	-	-	-	-	-	-	-	-	-	2 18%	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_13. Why are you very unlikely to visit a website with each of these extensions in the future?  
13. .ph

14 Mar 2015  
Table 96

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	11**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	11**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 18%	-	-	-	-	-	-	-	-	-	-	-	-	2 18%	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	11 100%	-	-	-	-	-	-	-	-	-	-	-	-	11 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_14. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 97

14. .jp

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	18**	**	**	**	**	**	**	**	**	**	**	**	**	**	18**	**	**	**	**	**	**	**	**	**	**
Weighted Base	18**	**	**	**	**	**	**	**	**	**	**	**	**	**	18**	**	**	**	**	**	**	**	**	**	**
I have no reason to go there	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	6 33%	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_14. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 97

14. .jp

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	18**	**	**	**	**	**	**	**	**	**	**	**	**	**	18**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	10 56%	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	18 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	18 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_15. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 98

15. .kr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4**	..	..	..	..	..	..	..	..	..
Weighted Base	4**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4**	..	..	..	..	..	..	..	..	..
It doesn't seem legitimate	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
I have no reason to go there	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_15. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 98

15. .kr

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	4**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_16. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 99

16. .ru

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	7**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7**	**	**	**	**	**	**	**	**
Weighted Base	7**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7**	**	**	**	**	**	**	**	**
I don't trust this extension	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-	-	-	-
I have no reason to go there	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_16. Why are you very unlikely to visit a website with each of these extensions in the future?  
16. .ru

14 Mar 2015  
Table 99

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	7**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	7**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 129%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 129%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_17. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 100

17. .in

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	34*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34*	**	**	**	**	**	**	**
Weighted Base	34*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34*	**	**	**	**	**	**	**
I'm afraid of my information being stolen if I go here	8 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 24%	-	-	-	-	-	-	-
I've never been to this type of website before	5 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 15%	-	-	-	-	-	-	-
I have no reason to go there	5 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 15%	-	-	-	-	-	-	-
It doesn't seem legitimate	4 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 12%	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	4 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 12%	-	-	-	-	-	-	-
I don't trust this extension	2 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 6%	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_17. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 100

17. .in

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	34*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	34*	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 24%	-	-	-	-	-	-	-
Declined to answer	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Sigma	37 109%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 109%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_18. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 101

18. .id

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	4**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4**	..	..	..	..	..	..
Weighted Base	4**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	4**	..	..	..	..	..	..
I have no reason to go there	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_18. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 101

18. .id

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	4**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 75%	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 100%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_19. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 102

19. .ng

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	7**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7**	**	**	**	**	**
Weighted Base	7**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7**	**	**	**	**	**
I've never been to this type of website before	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-
Because of harkers/surname	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-
I have no reason to go there	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-
I'm afraid of my information being stolen if I go here	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_19. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 102

19. .ng

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	7**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	7**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	8 114%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 114%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_20. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 103

20. .za

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3**	..	..	..	..
Weighted Base	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3**	..	..	..	..
I don't trust this extension	2 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 67%	-	-	-	-
I've never been to this type of website before	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_20. Why are you very unlikely to visit a website with each of these extensions in the future?  
20. .za

14 Mar 2015  
Table 103

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	3**	..	..	..	..
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_21. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 104

21. .eg

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4**	**	**	**
Weighted Base	4**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4**	**	**	**
I've never been to this type of website before	2 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	-
I don't trust this extension	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-
I have no reason to go there	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_21. Why are you very unlikely to visit a website with each of these extensions in the future?  
21. .eg

14 Mar 2015  
Table 104

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	4**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 100%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_22. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 105

22. .co

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	19**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	19**	..	..
Weighted Base	19**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	19**	..	..
I have no reason to go there	3 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 16%	-	-
Have used/likely to visit/Positive mentions	3 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 16%	-	-
I've never been to this type of website before	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 11%	-	-
It doesn't seem legitimate	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Foreign/Not in preferred language	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
I'm afraid of my information being stolen if I go here	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_22. Why are you very unlikely to visit a website with each of these extensions in the future?  
22. .co

14 Mar 2015  
Table 105

Base: Very Unlikely To Visit Website With Domain Name Extension

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	19**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	19**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 42%	-	-
Declined to answer	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Sigma	20 105%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 105%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_23. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 106

23. .ar

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	13**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	13**	..
Weighted Base	13**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	13**	..
I don't trust this extension	3 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 23%	-
It doesn't seem legitimate	2 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 15%	-
Have used/likely to visit/Positive mentions	2 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 15%	-
I have no reason to go there	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_23. Why are you very unlikely to visit a website with each of these extensions in the future?  
23. .ar

14 Mar 2015  
Table 106

Base: Very Unlikely To Visit Website With Domain Name Extension

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base		13**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	13**	-**
Viruses		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure		6 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 46%
Declined to answer		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		14 108%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 108%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_24. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 107

24. .br

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	28**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	28**
Weighted Base	28**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	28**
Have used/likely to visit/Positive mentions	8 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 29%
I'm afraid of my information being stolen if I go here	4 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 14%
I have no reason to go there	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%
I don't trust this extension	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%
Lack of information	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Rarely Visit	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Content/Information	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_24. Why are you very unlikely to visit a website with each of these extensions in the future?  
24. .br

14 Mar 2015  
Table 107

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	28**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	28**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%
Not sure	725%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	725%
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	28100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_25. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 108

25. .it

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	9**	..	..	..	9**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	9**	..	..	..	9**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I'm afraid of my information being stolen if I go here	1 11%	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_25. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 108

25. .it

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	9**	**	**	**	9**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 67%	-	-	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 22%	-	-	-	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 100%	-	-	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_26. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 109

26. .tr

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	3**	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	3**	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I have no reason to go there	3 100%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_26. Why are you very unlikely to visit a website with each of these extensions in the future?  
26. .tr

14 Mar 2015  
Table 109

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3**	**	**	**	**	3**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_27. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 110

27. .es

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	5**	..	..	..	..	..	5**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	5**	..	..	..	..	..	5**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I'm afraid of my information being stolen if I go here	1 20%	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	1 20%	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_27. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 110

27. .es

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	5**	**	**	**	**	**	5**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 60%	-	-	-	-	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5 100%	-	-	-	-	-	5 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_28. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 111

28. .pl

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	1**	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_28. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 111

28. .pl

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1**	**	**	**	**	**	**	1**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_29. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 112

29. .uk

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	9**	**	**	**	**	**	**	**	9**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	9**	**	**	**	**	**	**	**	9**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I have no reason to go there	44%	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	11%	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_29. Why are you very unlikely to visit a website with each of these extensions in the future?  
29. .uk

14 Mar 2015  
Table 112

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	9**	..**	..**	..**	..**	..**	..**	..**	9**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 44%	-	-	-	-	-	-	-	4 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9 100%	-	-	-	-	-	-	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_30. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 113

30. .fr

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	15**	..	..	..	..	..	..	..	..	15**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	15**	..	..	..	..	..	..	..	..	15**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I've never been to this type of website before	2 13%	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	2 13%	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	1 7%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	1 7%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	1 7%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_30. Why are you very unlikely to visit a website with each of these extensions in the future?  
30. .fr

14 Mar 2015  
Table 113

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	15**	**	**	**	**	**	**	**	**	15**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 53%	-	-	-	-	-	-	-	-	8 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	15 100%	-	-	-	-	-	-	-	-	15 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_31. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 114

31. .de

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	14**	**	**	**	**	**	**	**	**	**	14**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	14**	**	**	**	**	**	**	**	**	**	14**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I have no reason to go there	4 29%	-	-	-	-	-	-	-	-	-	4 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	3 21%	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	1 7%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	1 7%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of hackers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q718\_31. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 114

31. .de

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	14**	-**	-**	-**	-**	-**	-**	-**	-**	-**	14**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 7%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 21%	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 7%	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	14 100%	-	-	-	-	-	-	-	-	-	14 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_32. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 115

32. .us

Base: Very Unlikely To Visit Website With Domain Name Extension

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	91*	91*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	91*	91*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I have no reason to go there	45 49%	45 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	31 34%	31 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	11 12%	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	7 8%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	4 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_32. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 115

32. .us

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	91*	91*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	16 18%	16 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	117 129%	117 129%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q718\_33. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 116

33. .ca

Base: Very Unlikely To Visit Website With Domain Name Extension

	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	12**	**	12**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	12**	**	12**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It doesn't seem legitimate	1 8%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	1 8%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_33. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 116

33. .ca

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	12**	**	12**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 42%	-	5 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 42%	-	5 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	12 100%	-	12 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_34. Why are you very unlikely to visit a website with each of these extensions in the future?

14 Mar 2015  
Table 117

34. .mx

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	14**	**	**	14**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	14**	**	**	14**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It doesn't seem legitimate	3 21%	-	-	3 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	2 14%	-	-	2 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Have used/likely to visit/Positive mentions	2 14%	-	-	2 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spam	1 7%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content/Information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with this type of domain/Don't know enough about it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site doesn't have what I am looking for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Site is not a common/popular domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foreign/Not in preferred language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q718\_34. Why are you very unlikely to visit a website with each of these extensions in the future?  
34. .mx

14 Mar 2015  
Table 117

Base: Very Unlikely To Visit Website With Domain Name Extension

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	14**	-**	-**	14**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Because of harkers/surname	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Would be in foreign language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 36%	-	-	5 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	15 107%	-	-	15 107%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 118

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.ru	233 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	233 92%	-	-	-	-	-	-	-	-
.mx	201 90%	-	-	201 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	612 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	612 89%	-	-	-	-	-	-	-
.co	106 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 89%	-	-
.ng	178 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	178 89%	-	-	-	-	-
.za	92 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 88%	-	-	-	-
.pl	98 88%	-	-	-	-	-	-	98 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	180 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180 87%	-	-	-	-	-	-
.tr	87 85%	-	-	-	-	87 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	308 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	308 83%
.ar	91 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 83%	-
.vn	81 81%	-	-	-	-	-	-	-	-	-	-	-	81 81%	-	-	-	-	-	-	-	-	-	-	-	-
.ca	162 81%	-	162 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	81 81%	-	-	-	-	-	81 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	165 80%	-	-	-	-	-	-	-	-	-	-	-	-	165 80%	-	-	-	-	-	-	-	-	-	-	-
.com	4852 79% BEIJKO	371 74% JKO	154 77% EJKO	210 94% ABCEIJKLNOPQST	67 66% KO	94 92% ABCEIJKLNOPQST	77 77% JKO	97 87% ABCEIJKLO	152 69% KO	123 61% KO	115 46% EIJKO	863 78% ABCEIJKLO	87 87% ABCEIJKLO	175 85% ABCEIJKLO	187 52% EIJKO	164 80% BEIJKO	206 81% ABCEIJKLNOPQST	622 91% ABCEIJKLNOPQST	194 94% ABCEIJKLNOPQST	193 96% ABCEIJKLNOPQST	84 80% EIJKO	99 96% ABCEIJKLNOPQST	111 93% ABCEIJKLNOPQST	96 87% ABCEIJKLO	311 84% ABCEIJKLO

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 118

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.it	79 78%	-	-	-	79 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	169 77%	-	-	-	-	-	-	-	169 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	156 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	156 76%	-	-	-	-	-	-	-	-	-
.de	190 76%	-	-	-	-	-	-	-	-	-	190 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	76 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 74%	-	-	-
.cn	805 73%	-	-	-	-	-	-	-	-	-	-	805 73%	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	144 72%	-	-	-	-	-	-	-	-	144 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.net	3731 61% BCEGIJKOU	276 55% CIKO	80 40% K	161 72% ABCEGHJLOUWY	47 47% K	80 78% ABCEGHJLOUWY	51 51% KO	66 59% CIKO	102 46% K	98 49% KO	77 31% CEJKOU	661 60% ABCEGHJLOUWY	72 72% ABCEGHJLOUWY	146 71% ABCEGHJLOUWY	138 39% K	151 74% ABCEGHJLOUWY	161 64% BCEGIJKOU	528 77% ABCEGHJLOUWY	164 79% ABCEGHJLOUWY	162 81% ABCEGHJLOUWY	52 50% KO	86 83% ABCEGHJLOUWY	81 68% BCEGIJKOU	62 56% CKO	229 62% BCEGIJKOU
.jp	217 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	217 61%	-	-	-	-	-	-	-	-	-	-
.org	2973 48% BCEGIJKLOP	211 42% KLO	80 40% KO	136 61% ABCEGHJLOUWY	37 37% KO	77 75% ABCEGHJLOUWY	32 32% KO	58 52% CEGIJKLOP	107 49% EGJLKLOP	77 38% KO	44 18% ABCEGHJLOUWY	396 36% KO	56 56% BCEGIJKLOP	119 58% ABCEGHJLOUWY	68 19% ABCEGHJLOUWY	77 38% KO	136 54% BCEGIJKLOP	521 76% ABCEGHJLOUWY	135 65% ABCEGHJLOUWY	169 84% ABCEGHJLOUWY	57 54% BCEGIJKLOP	68 66% ABCEGHJLOUWY	73 61% ABCEGHJLOUWY	53 48% GKLO	186 50% BCEGIJKLOP
.info	2285 37% BCGIJKLO	84 17% K	32 16% BCGIJKLOP	96 43% BCJKO	37 37% ABCEGHJLOUWY	60 59% ABCEGHJLOUWY	24 24% ABCEGHJLOUWY	56 50% ABCEGHJLOUWY	61 28% BCJK	36 18% BCJK	47 19% BCJKO	369 33% ABCEGHJLOUWY	54 54% ABCEGHJLOUWY	109 53% ABCEGHJLOUWY	76 21% BCJKO	67 33% ABCEGHJLOUWY	136 54% ABCEGHJLOUWY	410 60% ABCEGHJLOUWY	102 49% ABCEGHJLOUWY	109 54% ABCEGHJLOUWY	30 29% BCJK	53 51% ABCEGHJLOUWY	51 43% BCGIJKLOU	48 44% BCGIJKLOU	138 37% BCGIJKLOU
.biz	1601 26% BCEGIJKOWW	81 16% K	27 14% CJK	47 21% CJJK	13 13% ABCEGHJLOUWY	42 41% ABCEGHJLOUWY	14 14% ABCEGHJLOUWY	24 21% JK	39 18% JK	22 11% BKU	20 8% ABCEGHJLOUWY	280 25% BCEGIJKOWW	29 29% BCEGIJKOWW	77 37% ABCEGHJLOUWY	57 18% K	59 29% ABCEGHJLOUWY	84 33% ABCEGHJLOUWY	321 47% ABCEGHJLOUWY	82 40% ABCEGHJLOUWY	103 51% ABCEGHJLOUWY	28 27% BCEGIJKOWW	25 24% BCEJK	17 14% ABCEGHJLOUWY	18 16% K	92 25% BCEGIJKOWW
.pro	1331 22% BCEIKOTUX	50 10% K	27 14% BEKOU	46 21% ABCEGHJLOUWY	10 10% ABCEGHJLOUWY	29 28% ABCEGHJLOUWY	14 14% ABCEGHJLOUWY	31 28% ABCEGHJLOUWY	30 14% BKU	34 17% BKU	17 7% ABCEGHJLOUWY	295 27% ABCEGHJLOUWY	25 25% ABCEGHJLOUWY	50 24% ABCEGHJLOUWY	42 12% BCEIKOUX	46 23% ABCEGHJLOUWY	90 36% ABCEGHJLOUWY	254 37% ABCEGHJLOUWY	55 27% ABCEGHJLOUWY	31 15% BK	8 8% BEKOU	20 20% ABCEGHJLOUWY	18 15% ABCEGHJLOUWY	12 11% ABCEGHJLOUWY	96 26% ABCEGHJLOUWY
.mobi	1322 22% BCEIJKOX	36 7% K	11 6% BCEIJKOX	40 18% BCEIJKOX	8 8% BCEIJKOX	28 27% BCEIJKOX	14 14% BCK	25 22% BCEIJKOX	30 14% BCK	19 9% BCK	15 6% ABCEGHJLOUWY	291 26% BCEIJKOX	29 29% BCEIJKOX	47 23% BCEIJKOX	40 11% BCK	44 22% ABCEGHJLOUWY	70 28% ABCEGHJLOUWY	256 37% ABCEGHJLOUWY	63 30% ABCEGHJLOUWY	60 30% ABCEGHJLOUWY	52 50% BCEIJKOX	23 22% BCEIJKOX	22 18% BCEJKO	13 12% C	86 23% BCEIJKOX
.tel	1226 20% BCEIJKOTUX	35 7% K	14 7% BCEIJKOTUX	48 22% BCEIJKOTUX	9 9% BK	28 27% BCEIJKOTUX	14 14% BCEIJKOTUX	25 22% BCEIJKOTUX	31 14% BCK	25 12% BK	15 6% ABCEGHJLOUWY	303 27% BCEIJKOTUX	22 22% BCEIJKOTUX	41 20% BCEIJKOTUX	38 11% K	44 22% BCEIJKOTUX	61 24% BCEIJKOTUX	234 34% ABCEGHJLOUWY	55 27% ABCEGHJLOUWY	29 14% BCK	8 8% BCKU	18 17% BCEIJKOU	25 21% ABCEGHJLOUWY	13 12% ABCEGHJLOUWY	91 25% ABCEGHJLOUWY
.asia	1183 19% BCEIJKOTUX	23 5% K	11 6% BCJKUX	28 13% BCJKUX	7 7% ABCEGHJLOUWY	24 24% ABCEGHJLOUWY	12 12% BCKU	22 20% BCEIJKOTUX	20 9% BK	12 6% BK	10 4% ABCEGHJLOUWY	294 26% BCEIJKOTUX	19 19% BCEIJKOTUX	68 33% ABCEGHJLOUWY	41 11% BCJKU	45 22% BCEIJKOTUX	52 21% BCEIJKOTUX	295 43% ABCEGHJLOUWY	65 31% ABCEGHJLOUWY	14 7% ABCEGHJLOUWY	4 4% BCJKUX	14 14% BCJKUX	16 13% BCJKUX	6 5% BCEIJKOTUX	81 22% BCEIJKOTUX
.us	93 19%	93 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 118

Base: All Qualified Respondents

		Country																							
		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
Total Consumers		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
(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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	1121	31	13	33	9	25	12	22	29	12	14	275	21	42	37	48	58	208	47	23	6	19	23	24	90
	18%	6%	7%	15%	9%	25%	12%	20%	13%	6%	6%	25%	21%	20%	10%	24%	23%	30%	23%	11%	6%	18%	19%	22%	24%
coop	BCEIJKOTU			BCJKU		BCEJGKOTU	BK	BCEJKOTU	BCJKU			ABCDEGUKOTU	BCEJKOTU	BCEIJKOTU	BK	ABCDEGUKOTU	BCEGUKOTU	ABCDEFGHIJKOTU	BCEGUKOTU	BK		BCEJKOU	BCEJKOU	BCEIJKOTU	ABCDEGUKOTU

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 119

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.asia	3562 58% LNRS	358 71% LNRS	151 76% LNRS	151 68% LNRS	61 60% NRS	63 62% NRS	60 60% NRS	69 62% NRS	151 69% LNRS	132 66% LNRS	184 74% LNRS	587 53% NRS	62 62% NRS	93 45% R	199 56% NRS	111 54% RS	156 62% LNRS	245 36% LNRS	87 42% LNPRS	129 64% LNPRS	81 77% LNPRS	69 67% LNPRS	81 68% LNPRS	71 65% LNRS	211 57% NRS
.coop	3539 58% LRS	337 67% LRS	146 73% LRS	144 65% LRS	58 57% R	60 59% R	59 59% R	71 63% NPRS	136 62% LNPRS	126 63% LNPRS	177 71% LNPRS	605 55% R	57 57% R	106 51% R	198 55% R	105 51% R	148 58% RS	312 45% RS	99 48% NPRS	123 61% NPRS	81 77% RS	62 60% RS	73 61% RS	56 51% RS	200 54% R
.us	285 57% LRS	285 57% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tel	3469 56% LRS	331 66% LRS	147 74% LRS	132 59% RS	54 53% R	54 53% R	57 57% R	67 60% RS	136 62% LRS	116 58% RS	176 70% LRS	582 52% R	60 60% RS	110 53% R	200 56% RS	113 55% R	146 58% RS	295 43% RS	96 46% LRS	121 60% LRS	77 73% RS	61 59% RS	70 59% RS	66 60% RS	202 55% R
.mobi	3373 55% RSTU	334 67% RSTU	142 71% RSTU	136 61% RSTU	58 57% RSU	57 56% RSU	55 55% RU	69 62% NRSTU	135 61% ALNRSTU	122 61% LNRS	175 70% RSTU	587 53% RSTU	52 52% R	103 50% R	199 56% RSTU	110 54% RSU	137 54% RSU	281 41% RSU	91 44% LNQRS	91 45% LNQRS	43 41% NQRS	60 58% RSTU	70 59% RSTU	67 61% RSTU	199 54% RSU
.pro	3364 55% QRS	315 63% QRS	133 67% LNQRS	134 60% LNQRS	56 55% R	52 52% R	55 55% R	65 58% ALNQRS	135 61% R	109 54% R	176 70% R	583 53% R	55 55% R	100 49% R	198 55% R	107 52% R	120 47% R	280 41% R	97 47% LNQRS	121 60% LNQRS	77 73% NQRS	63 61% LNQRS	75 63% LNQRS	64 58% R	193 52% R
.biz	3159 51% NRST	299 60% NRST	129 65% AFNQRST	135 61% AFNQRST	54 53% RST	43 42% RST	55 55% NRST	67 60% FNPRST	123 60% AFNPRST	120 60% AFNPRST	171 68% FNRST	592 53% FNRST	53 53% RST	88 43% RT	186 52% NRST	95 47% RST	128 51% RST	233 34% RST	75 36% RST	64 32% FNRST	59 56% FNRST	58 56% AFNQRST	75 63% AFNQRST	59 54% RST	198 54% FNRST
.info	2615 43% FMNQRST	295 59% FMNQRST	124 62% FNQRST	92 41% FNQRST	38 38% R	30 29% FMNQRST	50 50% FMNQRST	45 40% AFNQRST	109 50% AFNQRST	108 54% AFNQRST	143 57% FNRST	517 47% FNRST	30 30% RST	61 30% FRT	172 50% FRT	88 44% AFNQRST	80 34% FNRST	165 15% FNRST	63 30% T	63 31% FNRST	60 57% T	36 35% FNRST	48 40% FNRST	38 35% FNRST	160 43% FNRST
.org	2177 35% FNRSTV	199 40% FNRSTV	83 42% DFNRSTV	67 30% FRST	40 40% FNRSTV	14 14% DFNRSTV	43 43% FNRSTV	42 38% FNRSTV	81 37% FNRSTV	81 40% DFNRSTV	146 58% FNRSTV	509 46% FNRSTV	31 31% FRST	51 25% FRT	180 50% FRT	90 44% AFNQRSTV	86 34% FNRSTV	100 15% FNRSTV	36 17% T	21 10% FNRSTV	40 38% T	22 21% FNRSTV	42 35% FNRSTV	42 38% FNRSTV	131 35% FNRSTV
.net	1485 24% DFNPRSTV	123 25% DFNPRSTV	84 42% S	39 17% DFMNPSTV	29 29% DFMNPSTV	13 13% DFMNPSTV	28 28% DFMNPSTV	35 31% DFMNPSTV	75 34% DFMNPSTV	61 30% DFMNPSTV	114 46% DFMNPSTV	284 26% DFMNPSTV	16 16% ST	36 17% S	119 33% DFMNPSTV	30 15% DFMNPSTV	70 28% DFMNPSTV	91 13% DFMNPSTV	22 11% S	24 12% FNRSTV	40 38% T	11 11% FNRSTV	26 22% RSTV	26 24% FPRSTV	89 24% FPRSTV
.eg	19 18% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18% LRS	-	-	-
.jp	63 18% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-	63 18% LRS	-	-	-	-	-	-	-	-	-	-
.cn	181 16% LRS	-	-	-	-	-	-	-	-	-	-	181 16% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	24 12% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12% LRS	-	-	-	-	-	-	-	-	-
.fr	23 11% LRS	-	-	-	-	-	-	-	-	23 11% LRS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.com	679 11% DFGRSTVY	47 9% DFRSTV	23 12% DFGRSTVY	7 3% DFGRSTVY	20 20% S	2 2% DFMNPSTV	4 4% DFMNPSTV	11 10% DFMNPSTV	33 15% DFMNPSTV	44 22% DFMNPSTV	84 34% DFMNPSTV	144 13% DFMNPSTV	7 7% ST	18 9% DFRST	90 25% DFGRSTVY	22 11% DFGRSTVY	29 11% DFGRSTVY	31 5% DFGRSTVY	4 2% DFGRSTVY	4 2% DFGRSTVY	15 14% DFGRSTVY	3 3% DFGRSTVY	8 7% ST	7 6% ST	22 6% ST

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 119

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.vn	11 11%	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
.ph	22 11%	-	-	-	-	-	-	-	-	-	-	-	-	22 11%	-	-	-	-	-	-	-	-	-	-	-
.uk	21 10%	-	-	-	-	-	-	-	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-
.ar	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-
.pl	9 8%	-	-	-	-	-	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	20 8%	-	-	-	-	-	-	-	-	-	20 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	8 8%	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	29 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 8%
.id	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-
.ca	14 7%	-	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 7%	-	-	-	-	-
.co	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	-	-
.mx	13 6%	-	-	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	39 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 6%	-	-	-	-	-	-	-
.tr	5 5%	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	4 4%	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 119

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.ru	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?  
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

14 Mar 2015  
Table 120

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Respondent 3 or 4	5409	393	177	217	87	97	85	108	183	152	198	943	93	193	235	178	245	672	199	197	100	103	114	106	334
	88% BIJKLO	78% O	89% BJKO	97% ABCEGUKLOPY	86% JO	95% ABEGUKLOP	85% O	96% ABCEGUKLOPY	83% O	76% O	79% O	85% BJKO	93% BIJKLO	94% ABEGUKLOP	66% BJKO	87% ABCEGUKLOPY	97% ABCEGUKLMNOPY	98% ABCEGUKLOPY	96% ABCEGUKLMNOPY	98% ABCEGUKLMNOPY	95% ABEGUKLOP	100% ABCEGUKLMNOPY	96% ABCEGUKLOP	96% ABCEGUKLOPY	90% BIJKLO

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

Q721\_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 121

1. .biz

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1601	81	27	47	13	42	14	24	39	22	20	280	29	77	57	59	84	321	82	103	28	25	17	18	92
	BCEGIJKOWX	26%	16% K	14%	21% CJK	13%	41%	14%	21% JK	18% JK	11%	8%	25%	29%	37%	16% K	29%	33%	47%	40%	51%	27%	24%	14%	16%	25%
Very likely		501	20	9	10	6	11	1	6	8	6	6	70	9	18	12	13	33	133	22	50	8	5	3	6	36
	BDGIJKLOW	8%	4%	5%	4%	6%	11%	1%	5%	4%	3%	2%	6%	9%	9%	3%	6%	13%	19%	11%	25%	8% GK	5%	3%	5%	10%
Somewhat likely		1100	61	18	37	7	31	13	18	31	16	14	210	20	59	45	46	51	188	60	53	20	20	14	12	56
	BCEJKO	18%	12% K	9%	17% CEJK	7%	30%	13% K	16% EJK	14% JK	8%	6%	19%	20%	29%	13% K	23%	20%	27%	29%	26%	19% CEJK BCEJK	19%	12% K	11%	CEJK
BOTTOM 2 BOX (NET)		3159	299	129	135	54	43	55	67	123	120	171	592	53	88	186	95	128	233	75	64	59	58	75	59	198
	NRST	51%	60% AFLNOPQRST	65% AFLNOPQRST	61% AFLNOPQRST	53% RST	42% NRST	55% FNRST	60% FNRST	56% FNRST	60% FNRST	68% FNRST	53% FNRST	53% RST	43% RT	52% NRST	47% RST	51% RST	34%	36%	32% FNRST	56% FNRST	56% AFLNOPQRST	63% RST	54% FNRST	54%
Somewhat unlikely		1288	69	31	68	23	24	24	34	35	43	22	318	22	47	67	45	37	127	51	27	19	24	30	24	77
	BKQT	21%	14%	16% K	30% ABCLNOPQRSTUY	23% BKT	24% BKQT	24% ABCLNOPQRSTUY	30% K	16% K	21% BKT	9%	29%	22%	23%	19%	22%	15%	18%	25%	13%	18% K BKQT	23% BCIKQT	25% BK	22% BK	21%
Very unlikely		1871	230	98	67	31	19	31	33	88	77	149	274	31	41	119	50	91	106	24	37	40	34	45	35	121
	FLNRST	30%	46% FNRST	49% FNRST	30% FNRST	31% FNRST	19% FNRST	31% FNRST	29% RST	40% ADFLNPRST	38% AFLNPRST	60%	25% RS	31% FNRST	20% S	33% FLNPRST	25% RS	36%	15%	12%	18% FLNPRST	38% FNRST	33% FLNPRST	38% FNRST	32% FNRST	33%
Not sure		1384	122	44	41	17	31	21	58	59	59	59	238	18	41	115	50	41	133	50	34	18	20	27	33	80
	QR	23%	24% QRT	22%	18% ADPLMNQRSTUY	17% ADPLMNQRSTUY	31% ADPLMNQRSTUY	19% DQRT	26% ADPLMNQRSTUY	29% ADPLMNQRSTUY	24% Q	21%	20%	18%	20%	32%	25% Q	16%	19%	24% Q	17%	17%	19%	23%	30% DFLMNQRTU	22%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q721\_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?  
2. .com

14 Mar 2015  
Table 122

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4852 79%	371 74%	154 77%	210 94%	67 66%	94 92%	77 77%	97 87%	152 69%	123 61%	115 46%	863 78%	87 87%	175 85%	187 52%	164 80%	206 81%	622 91%	194 94%	193 96%	84 80%	99 96%	111 93%	96 87%	311 84%
	BEIJKO	JKO	EJKO	ABCEGHIJKLMNOPQ	KO	ABCEGHIJKLMNOPQ	JKO	ABCEIJKLO	KO	KO	EIJKO	ABCEIJKLO	ABCEIJKLO	EIJKO	BEIJKO	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	EIJKO	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEIJKLO	ABCEIJKLO	
Very likely	3695 60%	288 57%	115 58%	169 76%	35 35%	80 78%	43 43%	48 43%	103 47%	69 34%	47 19%	637 57%	70 70%	124 60%	105 29%	131 64%	161 64%	531 77%	158 76%	183 91%	67 64%	88 85%	100 84%	79 72%	264 71%
	EGHIJKLO	EGHIJKO	EGHIJKO	ABCEGHIJKLMNOPQ	K	ABCEGHIJKLMNOPQ	KO	KO	EJKO	K	EGHIJKO	ABCEGHIJKLO	EGHIJKO	K	EGHIJKO	EGHIJKO	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	EGHIJKO	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	
Somewhat likely	1157 19%	83 17%	39 20%	41 18%	32 32%	14 14%	34 34%	49 44%	49 22%	54 27%	68 27%	226 20%	17 17%	51 25%	82 23%	33 16%	45 18%	91 13%	36 17%	10 5%	17 16%	11 11%	11 9%	17 15%	47 13%
	RTVWY	TW	RTWY	TW	ABCEGHIJKLMNOPQ	T	ABCEGHIJKLMNOPQ	RTVWY	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	RTVWY	RTVWY	T	ABFPRTVWY	ABFRTVWY	T	TW	T	TW	5%	17%	11%	9%	15%	13%
BOTTOM 2 BOX (NET)	679 11%	47 9%	23 12%	7 3%	20 20%	2 2%	4 4%	11 10%	33 15%	44 22%	84 34%	144 13%	7 7%	18 9%	90 25%	22 11%	29 11%	31 5%	4 2%	4 2%	15 14%	3 3%	8 7%	7 6%	22 6%
	DFGRSTVY	DFRSTV	DFGRSTVY	ABCEGHIJKLMNOPQ	DFRSTV	ABCEGHIJKLMNOPQ	DFRSTV	BOFGRMSTVWY	ABCEGHIJKLMNOPQ	ABCEGHIJKLMNOPQ	ABFGRSTVWY	ST	DFRST	DFGRSTVY	DFGRSTVY	DFGRSTVY	DFGRSTVY	DFGRSTVY	DFGRSTVY	DFGRSTVY	DFGRSTVY	ST	ST	ST	ST
Somewhat unlikely	277 5%	16 3%	12 6%	2 1%	8 8%	1 1%	2 2%	8 7%	14 6%	13 6%	28 11%	70 6%	6 6%	7 3%	40 11%	8 4%	9 4%	14 2%	2 1%	2 1%	4 4%	1 1%	-	2 2%	8 2%
	DRSTWY	W	DFRSTWY	ABCEGHIJKLMNOPQ	DFRSTWY	ABCEGHIJKLMNOPQ	DFRSTWY	BOFGRSTVWY	BOFGRSTVWY	ABCEGHIJKLMNOPQ	ABFGRSTVWY	DRSTWY	W	W	DW	W	W	W	W	W	W	-	-	-	
Very unlikely	402 7%	31 6%	11 6%	5 2%	12 12%	1 1%	2 2%	3 3%	19 9%	31 15%	56 22%	74 7%	1 1%	11 5%	50 14%	14 7%	20 8%	17 2%	2 1%	2 1%	11 10%	2 2%	8 7%	5 5%	14 4%
	DFMRSTY	DFMRST	RST	ABCEGHIJKLMNOPQ	DFMRSTY	ABCEGHIJKLMNOPQ	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	RST	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	DFMRSTY	ST	S	S
Not sure	613 10%	84 17%	23 12%	6 3%	14 14%	6 6%	19 19%	4 4%	35 16%	34 17%	51 20%	103 9%	6 6%	13 6%	81 23%	18 9%	18 7%	34 5%	9 4%	4 2%	6 6%	1 1%	-	7 6%	37 10%
	DHRSTVW	DHRSTVW	DHRSTVW	ABCEGHIJKLMNOPQ	DHRSTVW	ABCEGHIJKLMNOPQ	DHRSTVW	W	W	W	DHRSTVW	DHRSTVW	W	TVW	DRTVW	DTVW	W	W	W	W	W	W	W	W	W
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q721\_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 123

3. .info

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2285	84	32	96	37	60	24	56	61	36	47	369	54	109	76	67	136	410	102	109	30	53	51	48	138
	BCGIJKLO	37%	17%	16%	43%	37%	59%	24%	50%	28%	18%	19%	33%	54%	53%	21%	33%	54%	60%	49%	54%	29%	51%	43%	44%	37%
Very likely		786	21	8	35	9	23	6	18	17	9	16	101	21	30	21	15	60	185	34	49	14	19	14	14	47
	BCGIJKLOP	13%	4%	4%	16%	9%	23%	6%	16%	8%	4%	6%	9%	21%	15%	6%	7%	24%	27%	16%	24%	13%	18%	12%	13%	13%
Somewhat likely		1499	63	24	61	28	37	18	38	44	27	31	268	33	79	55	52	76	225	68	60	16	34	37	34	91
	BCJKOU	24%	13%	12%	27%	28%	36%	18%	34%	20%	13%	12%	24%	33%	38%	15%	25%	30%	33%	33%	30%	15%	33%	31%	31%	25%
BOTTOM 2 BOX (NET)		2615	295	124	92	38	30	50	45	109	108	143	517	30	61	172	88	80	165	63	63	60	36	48	38	160
	FMNQRST	43%	59%	62%	41%	38%	29%	50%	40%	50%	54%	57%	47%	30%	30%	48%	43%	32%	24%	30%	31%	57%	35%	40%	35%	43%
Somewhat unlikely		1143	98	35	52	17	16	29	29	37	41	30	281	19	33	57	43	30	87	43	34	11	18	15	19	69
	KQRU	19%	20%	18%	23%	17%	16%	29%	26%	17%	20%	12%	25%	19%	16%	16%	21%	12%	13%	21%	17%	10%	17%	13%	17%	19%
Very unlikely		1472	197	89	40	21	14	21	16	72	67	113	236	11	28	115	45	50	78	20	29	49	18	33	19	91
	DFHLMNRST	24%	39%	45%	18%	21%	14%	21%	14%	33%	33%	45%	21%	11%	14%	32%	22%	20%	11%	10%	14%	47%	17%	28%	17%	25%
Not sure		1244	123	44	35	26	12	26	11	50	57	60	224	16	36	110	49	37	112	42	29	15	14	20	24	72
	FHQRT	20%	25%	22%	16%	26%	12%	26%	10%	23%	28%	24%	20%	16%	17%	31%	24%	15%	16%	20%	14%	14%	14%	17%	22%	19%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q721\_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 124

4. .mobi

Base: All Qualified Respondents

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	1322 22%	36 7%	11 6%	40 18%	8 8%	28 27%	14 14%	25 22%	30 14%	19 9%	15 6%	291 26%	29 29%	47 23%	40 11%	44 22%	70 28%	256 37%	63 30%	60 30%	52 50%	23 22%	22 18%	13 12%	86 23%	
	BCEIJKOX			BCEJKO		BCEGIJKOX	BCK	BCEIJKOX	BCK			ABCEGIJKOX	BCEGIJKOX	BCEIJKOX	BCK	BCEIJKOX	ABCEGIJKOX	ABCEGIJKOPW	ABCEGIJKOWW		BCEIJKOX	BCEJKO			C	BCEGIJKOX
Very likely	390 6%	8 2%	4 2%	9 4%	2 2%	6 6%	2 2%	5 4%	9 4%	5 2%	5 2%	82 7%	12 12%	11 5%	3 1%	12 6%	22 9%	95 14%	13 6%	21 10%	21 20%	7 7%	5 4%	2 2%	29 8%	
	BCJKOX			BO		BO		O	BO			BCEGIJKOX	ABCEGIJKOPW	BO		BCKO	BCEGIJKOX		BCKO	ABCEGIJKOWW		BCKO				BCEGIJKOX
Somewhat likely	932 15%	28 6%	7 4%	31 14%	6 6%	22 22%	12 12%	20 18%	21 10%	14 7%	10 4%	209 19%	17 17%	36 17%	37 10%	32 16%	48 19%	161 23%	50 24%	39 19%	31 30%	16 16%	17 14%	11 10%	57 15%	
	BCEIJKO			BCEJK		BCEIJKOX	BCK	BCEIJKO	CK			ABCEIJKOX	BCEJK	BCEIJKO	BCK	BCEJK	BCEIJKOX	ABCEGIJKOPW	ABCEGIJKOPW	BCEIJKOX		BCEJK	BCEJK		CK	BCEIJKO
BOTTOM 2 BOX (NET)	3373 55%	334 67%	142 71%	136 61%	58 57%	57 56%	55 55%	69 62%	135 61%	122 61%	175 70%	587 53%	52 52%	103 50%	199 56%	110 54%	137 54%	281 41%	91 44%	91 45%	43 41%	60 58%	70 59%	67 61%	199 54%	
	RSTU			LNRSU	RSTU	RSU	RU	NRSTU	ALNRSTU	LNRSU		RSTU		R	RSTU	RSU	RSU					RSTU	RSTU	RSTU	RSU	
Somewhat unlikely	1287 21%	53 11%	32 16%	69 31%	18 18%	30 29%	23 23%	31 28%	30 14%	34 17%	24 10%	312 28%	28 28%	53 26%	66 18%	47 23%	46 18%	139 20%	54 26%	31 15%	16 15%	27 26%	28 24%	28 25%	68 18%	
	BIKT			BK		ABCEIJKOTUY	BK	ABCEIJKOTUY	BIK	BCEIJKOTUY		ABCEIJKOTUY	BCEIJKOTUY	BCEIJKOTUY	BK	BIK	BK	BIK	BCEIJKOTUY		BCIKT	BIK		BCIKT	BK	
Very unlikely	2086 34%	281 56%	110 55%	67 30%	40 40%	27 26%	32 32%	38 34%	105 48%	88 44%	151 60%	275 25%	24 24%	50 24%	133 37%	63 31%	91 36%	142 21%	37 18%	60 30%	27 26%	33 32%	42 35%	39 35%	131 35%	
	LMNRS			RS	FLMNRSU		RS	LRS		ADFLMNPRESTUY		RS		FLMNRSU		RS	LMNRS			RS		LNRS		LNRS	LMNRS	
Not sure	1449 24%	132 26%	47 24%	35 15%	17 17%	31 31%	18 16%	55 25%	60 30%	60 24%	232 21%	19 19%	56 27%	119 33%	50 25%	46 18%	150 22%	53 26%	50 25%	10 10%	20 19%	27 23%	30 27%	85 23%		
	LQU	FHLQU	U	U		ADFHLMQRU		FHLQRU	U	ADFHLMQRU		U		FHLQU		U	U	U	U	U	U	U	U	HU	U	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

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

Q721\_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 125

5. .net

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3731 61%	276 55%	80 40%	161 72%	47 47%	80 78%	51 51%	66 59%	102 46%	98 49%	77 31%	661 80%	72 72%	146 71%	138 39%	151 74%	161 64%	528 77%	164 79%	162 81%	52 50%	86 83%	81 68%	62 56%	229 62%
	BCEGIJKOU CIKO		K	ABCEGIJKOU K		ABCEGIJKOU K	KO	CIKO	KO	KO		CEIJKOU ABCEGIJKOU	ABCEGIJKOU ABCEGIJKOU		K	ABCEGIJKOU BCEGIJKOU	ABCEGIJKOU BCEGIJKOU	ABCEGIJKOU ABCEGIJKOU	ABCEGIJKOU ABCEGIJKOU	ABCEGIJKOU ABCEGIJKOU	KO	ABCEGIJKOU BCEGIJKOU	ABCEGIJKOU BCEGIJKOU	CKO BCEGIJKOU	
Very likely	1935 31%	125 25%	37 19%	86 39%	13 13%	54 53%	12 12%	27 27%	41 19%	45 22%	28 11%	344 31%	41 41%	63 31%	56 16%	98 48%	100 40%	317 46%	72 35%	94 47%	27 26%	56 54%	51 43%	32 29%	116 31%
	BCEGIJKO EGKO		K	ABCEGIJKOU K		ABCEGIJKOU K	EGKO		K	EGKO		BCEGIJKO ABCEGIJKOU	ABCEGIJKOU CEGIKO		ABCEGIJKOU ABCEGIJKOU	ABCEGIJKOU ABCEGIJKOU	BCEGIJKO ABCEGIJKOU	ABCEGIJKOU ABCEGIJKOU	BCEGIJKO EGKO		ABCEGIJKOU ABCEGIJKOU	CEGIKO BCEGIJKO			
Somewhat likely	1796 29%	151 30%	43 22%	75 34%	34 34%	26 25%	39 39%	39 35%	61 28%	53 26%	49 20%	317 29%	31 31%	83 40%	82 23%	53 26%	61 24%	211 31%	92 44%	68 34%	25 24%	30 29%	30 25%	30 27%	113 31%
	CKO CKO			CKOQ CKOQ	CKO	ABCEGIJKOU CKOQ	CKOQ		K			CKO				CKOQ	ABCEGIJKOU CKOQ	ABCEGIJKOU CKOQ	CKOQ					CKO	
BOTTOM 2 BOX (NET)	1485 24%	123 25%	84 42%	39 17%	29 29%	13 13%	28 28%	35 31%	75 34%	61 30%	114 46%	284 26%	16 16%	36 17%	119 33%	30 15%	70 28%	91 13%	22 11%	24 12%	40 38%	11 11%	26 22%	26 24%	89 24%
	DFNPRSTV DFNPRSTV		S	DFNPRSTV S		DFNPRSTV DFNPRSTV	DFNPRSTV	ABDFNPRSTV DFNPRSTV	ABDFNPRSTV DFNPRSTV	ABDFNPRSTV DFNPRSTV		DFNPRSTV DFNPRSTV		S	ABDFNPRSTV DFNPRSTV		DFNPRSTV DFNPRSTV		ABDFNPRSTV DFNPRSTV			RSTV RSTV	FPRSTV FPRSTV		
Somewhat unlikely	677 11%	49 10%	27 14%	15 7%	16 16%	4 4%	13 13%	23 21%	35 16%	26 13%	28 11%	155 14%	11 11%	18 9%	44 12%	15 7%	31 12%	51 7%	15 7%	14 13%	6 6%	10 8%	13 12%	43 12%	
	DFR DFR		DFPRSTV DFPRSTV		DFPRSTV DFPRSTV		F F	ABDFNPRSTV ABDFNPRSTV	ABDFNPRSTV DFR		F F	ABDFNPRSTV ABDFNPRSTV				DFR DFR	DFR DFR			FR FR					
Very unlikely	808 13%	74 15%	57 29%	24 11%	13 13%	9 9%	15 15%	12 11%	40 18%	35 17%	86 34%	129 12%	5 5%	18 9%	75 21%	15 7%	39 15%	40 6%	7 3%	9 4%	26 25%	5 5%	16 13%	13 12%	46 12%
	MPRSTV MNPSTV			RST RST		S S	MPRSTV MNPSTV	ST ST	ADFLMNPSTV DFLMNPSTV	DFLMNPSTV DFLMNPSTV		MRSTV MRSTV		S	ABDFNPRSTV DFNPRSTV		MNPSTV MNPSTV					MRSTV MRSTV	RST RST	MRSTV MRSTV	
Not sure	928 15%	103 21%	36 18%	23 10%	25 25%	9 9%	21 21%	11 10%	43 20%	42 21%	59 24%	165 15%	12 12%	24 12%	101 28%	23 11%	22 9%	68 10%	21 10%	15 7%	13 12%	6 6%	12 10%	22 20%	52 14%
	DQRSTV DQRSTV		DFORSTV DFORSTV		ABCEGIJKOU DFORSTV		DFHNPQRSTVW DFHNPQRSTVW		DFHNPQRSTVW DFHNPQRSTVW	ABCEGIJKOU DFHNPQRSTVW		QRTV QRTV											DFHNPQRSTVW QRTV		
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q721\_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 126

6. .org

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2973 48%	211 42%	80 40%	136 61%	37 37%	77 75%	32 32%	58 52%	107 49%	77 38%	44 18%	396 36%	56 56%	119 58%	68 19%	77 38%	136 54%	521 76%	135 65%	169 84%	57 54%	68 66%	73 61%	53 48%	186 50%
	BCEGJKLOP	KLO	KO	ABCEGJKLOPXY	KO		KO	CEGJKLOP	EGJKLOP	KO		KO	BCEGJKLOP	ABCEGJKLOP		KO	BCEGJKLOP	ABCEGJKLOPXY	ABCEGJKLOPXY	BCEGJKLOP	ABCEGJKLOPXY	ABCEGJKLOPXY	EGJKLO	BCEGJKLOP	
Very likely	1415 23%	89 18%	43 22%	63 28%	9 9%	48 47%	9 9%	23 21%	49 22%	32 16%	12 5%	139 13%	29 29%	48 23%	16 4%	23 11%	78 31%	303 44%	51 25%	119 59%	31 30%	32 31%	40 34%	28 25%	101 27%
	BEGJKLOP	EGKLOP	EGKLOP	BEGJKLOP				EGKLOP	EGKLOP	KO		KO	BEGJKLOP	EGKLOP		KO	ABCEGHJKLOP	BEGJKLOP	BEGJKLOP	BEGJKLOP	BEGJKLOP	ABCEGHJKLNOP	EGJKLOP	ABCEGJKLOP	
Somewhat likely	1558 25%	122 24%	37 19%	73 33%	28 28%	29 28%	23 23%	35 31%	58 26%	45 22%	32 13%	257 23%	27 27%	71 34%	52 15%	54 26%	58 23%	218 32%	84 41%	50 25%	26 25%	36 35%	33 28%	25 23%	85 23%
	CKO	KO		ABCJKLOOY	KO	CKO	KO	CKO	KO	KO		KO	KO	ABCEGJKLOOXY		KO	KO	ABCEJKLOOY	ABCEGHJKLNOPXY	KO	KO	ABCJKLOOY	KO	KO	KO
BOTTOM 2 BOX (NET)	2177 35%	199 40%	83 42%	67 30%	40 40%	14 14%	43 43%	42 38%	81 37%	81 40%	146 58%	509 46%	31 31%	51 25%	180 50%	90 44%	86 34%	100 15%	36 17%	21 10%	40 38%	22 21%	42 35%	42 38%	131 35%
	FNRSTV	ADFNIRSTV	DFNRSTV	FRST	FNRSTV		DFNRSTV	FNRSTV	FNRSTV	DFNRSTV		ADFNIRSTVWY	FRST	FRT		ADFNIRSTVWY	FNRSTV			FNRSTV	T	FNRSTV	FNRSTV	FNRSTV	FNRSTV
Somewhat unlikely	999 16%	75 15%	28 14%	38 17%	22 22%	6 6%	22 22%	29 26%	39 18%	28 14%	33 13%	279 25%	19 19%	32 16%	66 18%	43 21%	37 15%	53 8%	24 12%	12 6%	14 13%	12 12%	19 16%	19 17%	50 14%
	FRT	FRT	FRT	FRT	FKRSTY		FKRSTY	ABCFNRSTVWY	FRT	FRT		FRT	FRT	FRT	FRST	BFRKSTVY	FRT		T	6%	T	12%	FRT	FRT	FRT
Very unlikely	1178 19%	124 25%	55 28%	29 13%	18 18%	8 8%	21 21%	13 12%	42 19%	53 26%	113 45%	230 21%	12 12%	19 9%	114 32%	47 23%	49 19%	47 7%	12 6%	9 4%	26 25%	10 10%	23 19%	23 21%	81 22%
	DFHNRSTV	ADFHNRSTV	ADFHNRSTV	RST	FNRSTV		FNRSTV	T	FNRSTV	ADFHNRSTV		DFHNRSTV	T			DFHNRSTV	FNRSTV			DFHNRSTV		FNRSTV	FNRSTV	DFHNRSTV	
Not sure	994 16%	92 18%	37 19%	20 9%	24 24%	11 11%	25 25%	12 11%	32 15%	43 21%	60 24%	205 18%	13 13%	36 17%	110 31%	37 18%	31 12%	66 10%	36 17%	11 5%	8 8%	13 13%	4 3%	15 14%	53 14%
	DRTUW	DORTUW	DRTUW			W	W	W	RTW	ADFHQRSTUWY	ADFHQRSTUWY	ADHQRSTUW	TW	DRTUW		DRTUW	TW	W	DRTUW	5%		TW	TW	TW	RTW
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q721\_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 127

7. .tel

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1226 20%	35 7%	14 7%	48 22%	9 9%	28 27%	14 14%	25 22%	31 14%	25 12%	15 6%	303 27%	22 22%	41 20%	38 11%	44 22%	61 24%	234 34%	55 27%	29 14%	8 8%	18 17%	25 21%	13 12%	91 25%
Very likely	351 6%	9 2%	4 2%	13 6%	2 2%	5 5%	2 2%	9 8%	5 2%	6 3%	3 1%	83 7%	11 11%	5 2%	7 2%	6 3%	21 8%	97 14%	10 5%	6 3%	2 2%	1 1%	6 5%	4 4%	34 9%
Somewhat likely	875 14%	26 5%	10 5%	35 16%	7 7%	23 23%	12 12%	16 14%	26 12%	19 9%	12 5%	220 20%	11 11%	36 17%	31 9%	38 19%	40 16%	137 20%	45 22%	23 11%	6 6%	17 17%	19 16%	9 8%	57 15%
BOTTOM 2 BOX (NET)	3469 56%	331 66%	147 74%	132 59%	54 53%	54 53%	57 57%	67 60%	136 62%	116 58%	176 70%	582 52%	60 60%	110 53%	200 56%	113 55%	146 58%	295 43%	96 46%	121 60%	77 73%	61 59%	70 59%	66 60%	202 55%
Somewhat unlikely	1295 21%	63 13%	35 18%	65 29%	22 22%	23 23%	20 20%	29 26%	32 15%	32 16%	17 7%	308 28%	22 22%	50 24%	68 19%	44 22%	53 21%	146 21%	62 30%	36 18%	17 16%	25 24%	23 19%	26 24%	77 21%
Very unlikely	2174 35%	268 53%	112 56%	67 30%	32 32%	31 30%	37 37%	38 34%	104 47%	84 42%	159 64%	274 25%	38 38%	60 29%	132 37%	69 34%	93 37%	149 22%	34 16%	85 42%	60 57%	36 35%	47 39%	40 36%	125 34%
Not sure	1449 24%	136 27%	39 20%	43 19%	38 38%	20 20%	29 29%	20 18%	53 24%	60 30%	59 24%	225 20%	18 18%	55 27%	120 34%	47 23%	46 18%	158 23%	56 27%	51 25%	20 19%	24 23%	24 20%	31 28%	77 21%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q721\_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 128

8. .asia

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1183 19%	23 5%	11 6%	28 13%	7 7%	24 24%	12 12%	22 20%	20 9%	12 6%	10 4%	294 26%	19 19%	68 33%	41 11%	45 22%	52 21%	295 43%	65 31%	14 7%	4 4%	14 14%	16 13%	6 5%	81 22%
	BCDEIJKOTUX			BCJKUX		BCDEIJKOTUX	BCKU	BCDEIJKOTUX		BK			ABCEGJLQWV	BCDEIJKOTUX	BCJKUX	BCDEIJKOTUX	BCDEIJKOTUX	ABCEGJLQWV	ABCEGJLQWV	ABCEGJLQWV		BCJKUX	BCJKUX	BCDEIJKOTUX		
Very likely		344 6%	8 2%	5 3%	6 3%	1 1%	5 5%	1 1%	6 5%	5 2%	3 1%	5 2%	89 8%	9 9%	14 7%	4 1%	8 4%	19 8%	104 15%	18 9%	2 1%	1 1%	-	4 3%	2 2%	25 7%
	BEIJKOTUV					BOTV		BOTV				ABCEGJLQWV	BCDEIJKOTUX	BCDEIJKOTUX	BCDEIJKOTUX	OV	BCDEIJKOTUV	ABCEGJLQWV	BCDEGJLQWV					BCDEIJKOTUX		
Somewhat likely		839 14%	15 3%	6 3%	22 10%	6 6%	19 19%	11 11%	16 14%	15 7%	9 4%	5 2%	205 18%	10 10%	54 26%	37 10%	37 18%	33 13%	191 28%	47 23%	12 6%	3 3%	14 14%	12 10%	4 4%	56 15%
	BCEIJKTUX			BCJKUX		BCDEIJKOTUX	BCJKUX	BCDEIJKOTUX		BK		ABCEGJLQWV	ABCEGJLQWV	BCKU	BCDEIJKOTUX	BCJKUX	BCIJKTUX	ABCEGJLQWV	ABCEGJLQWV	ABCEGJLQWV	K		BCIJKTUX	BCKU	BCEIJKTUX	
BOTTOM 2 BOX (NET)		3562 58%	358 71%	151 76%	151 68%	61 60%	63 62%	60 60%	69 62%	151 69%	132 66%	184 74%	587 53%	62 62%	93 45%	199 56%	111 54%	156 62%	245 36%	87 42%	129 64%	81 77%	69 67%	81 68%	71 65%	211 57%
	LNRS	ABCEJLNOPRSY	ABCEGJLQWV	ABCEGJLQWV	ALNOPRSY	NRS	NRS	NRS	NRS	ALNOPRSY	ALNOPRSY	ABCEJLNOPRSY	NRS	NRS	R	NRS	RS	LNRS		LNOPRS	ABCEGJLQWV	LNOPRS	ALNOPRSY	LNRS	NRS	NRS
Somewhat unlikely		1164 19%	45 9%	19 10%	64 29%	18 18%	30 29%	16 16%	21 19%	21 10%	31 15%	17 7%	304 27%	28 28%	49 24%	64 18%	43 21%	41 16%	122 18%	60 29%	27 13%	14 13%	25 24%	20 17%	23 21%	62 17%
	BCIKT				ABCEGJLQWV	BCIK	ABCEGJLQWV	BK	BCIK			ABCEGJLQWV	ABCEGJLQWV	BCIJKOTUY	BCIKTUY	BCIK	BCIKT	BCIK	BCIK	ABCEGJLQWV		K	BCIKT	BK	BCIK	BCIK
Very unlikely		2398 39%	313 62%	132 66%	87 39%	43 43%	33 32%	44 44%	48 43%	130 59%	101 50%	167 67%	283 25%	34 34%	44 21%	135 38%	68 33%	115 45%	123 18%	27 13%	102 51%	67 64%	44 43%	61 51%	48 44%	149 40%
	LNRS	ABCEGJLQWV	ABCEGJLQWV	ABCEGJLQWV	LNRS	LNRS	NRS	LNRS	LNRS	ADFLMNOPRSY	ADFLMNOPRSY	ADFLMNOPRSY	RS	NRS	S	LNRS	LNRS	ADFLNPRS		ADFLMNOPRSY		LNRS	ADFLMNOPRSY	LNRS	LNRS	LNRS
Not sure		1399 23%	121 24%	38 19%	44 20%	33 33%	15 15%	28 28%	21 19%	49 22%	57 28%	56 22%	229 21%	19 19%	45 22%	118 33%	48 24%	45 18%	147 21%	55 27%	58 29%	20 19%	20 19%	22 18%	33 30%	78 21%
	FQ				ABCEGJLQWV			FQ		CDFLQW					ABCEGJLQWV	ABCEGJLQWV			ACDFHLMQWV					CDFLQW		
Sigma		6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q721\_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 129

9. .pro

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1331 22% BCEIKQUTUX	50 10% K	27 14% K	46 21% BEKOUX	10 10% K	29 28% BCEIKQUTUX	14 14% K	31 28% BCEIKQUTUX	30 14% K	34 17% BKU	17 7% BCEIKQUTUX	295 27% BCEIKQUTUX	25 25% BCEIKQUTUX	50 24% BCEIKQUTUX	42 12% K	46 23% BCEIKQUTUX	90 36% BCEIKQUTUX	254 37% BCEIKQUTUX	55 27% BCEIKQUTUX	31 15% BK	8 8% BEKOU	21 20% K	18 15% K	12 11% BCEIKQUTUX	96 26% BCEIKQUTUX
Very likely	352 6% BCKNO	16 3% KO	5 3% KO	12 5% KO	2 2% KO	5 5% KO	2 2% KO	7 6% KO	7 3% BKNO	13 6% BKNO	2 1% BCKINOX	74 7% BCKNOUX	8 8% BCKNOUX	5 2% BCKNOUX	4 1% BCKNOUX	9 4% BCKNOUX	33 13% BCKNOUX	81 12% BCKNOUX	16 8% BCKNOUX	9 4% BCKNOUX	2 2% BCKNOUX	4 4% BCKNOUX	3 3% BCKNOUX	2 2% BCKNOUX	31 8% BCKNOUX
Somewhat likely	979 16% BEIKQUTUX	34 7% K	22 11% K	34 15% BKU	8 8% K	24 24% BCEIKQUTUX	12 12% BCEIKQUTUX	24 21% BCEIKQUTUX	23 10% BCEIKQUTUX	21 10% BCEIKQUTUX	15 6% BCEIKQUTUX	221 20% BCEIKQUTUX	17 17% BKU	45 22% BCEIKQUTUX	38 11% BCEIKQUTUX	37 18% BCEIKQUTUX	57 23% BCEIKQUTUX	173 25% BCEIKQUTUX	39 19% BCEIKQUTUX	22 11% BCEIKQUTUX	6 6% BKU	17 17% BKU	15 13% BK	10 9% BCEIKQUTUX	65 18% BCEIKQUTUX
BOTTOM 2 BOX (NET)	3364 55% QRS	315 63% AFALNQRSY	133 67% AFALNQRSY	134 60% LNQRS	56 55% R	53 52% R	55 55% R	65 58% R	135 61% ALNQRSY	109 54% ALNQRSY	176 70% ALNQRSY	583 53% ALNQRSY	55 55% R	100 49% R	198 55% R	107 52% R	120 47% R	280 41% R	97 47% LNQRS	121 60% LNQRS	77 73% NQRS	63 61% LNQRSY	75 63% LNQRSY	64 58% R	193 52% R
Somewhat unlikely	1330 22% BCK	65 13% K	31 16% K	68 30% BCEIKQUTUX	20 20% K	25 25% BK	23 23% BK	28 25% BCK	41 19% BK	38 19% BK	23 9% BCK	323 29% BCEIKQUTUX	24 24% BK	50 24% BCK	63 18% K	48 24% BCK	50 20% BK	149 22% BK	58 28% BCEIKQUTUX	35 17% K	17 16% BK	23 22% BCK	32 27% BCKOT	24 22% BK	72 19% BK
Very unlikely	2034 33% LNRS	250 50% RS	102 51% RS	66 30% LNRS	36 36% R	28 27% R	32 32% RS	37 33% LRS	94 43% ADFLMNPORSY	71 35% LNRS	153 61% LNRS	260 23% R	31 31% RS	50 24% DLNPORS	135 38% RS	59 29% RS	70 28% RS	131 19% RS	39 19% ADFLMNPORSY	86 43% LNQRS	60 57% LNQRS	40 39% LNRS	43 36% LNRS	40 36% LNRS	121 33% LNRS
Not sure	1449 24% HLQ	137 27% ACDHLOR	40 20% K	43 19% ACDHLOR	35 35% K	20 20% K	31 31% CDHLQ	16 14% HQ	55 25% CDHLQ	58 29% CDHLQ	57 23% CDHLQ	232 21% CDHLQ	20 20% CDHLQ	56 27% HLQ	118 33% ACDHLOR	51 25% HQ	43 17% HQ	153 22% HQ	55 27% HQ	49 24% H	20 19% K	19 18% K	26 22% CDHLQ	34 31% CDHLQ	81 22% CDHLQ
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q721\_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 130

10. .coop

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1121 18%	31 6%	13 7%	33 15%	9 9%	25 25%	12 12%	22 20%	29 13%	12 6%	14 6%	275 25%	21 21%	42 20%	37 10%	48 24%	58 23%	208 30%	47 23%	23 11%	6 6%	19 18%	23 19%	24 22%	90 24%
Very likely		298 5%	8 2%	4 2%	8 4%	1 1%	4 4%	2 2%	7 6%	10 5%	5 2%	3 1%	61 5%	8 8%	4 2%	3 1%	11 5%	18 7%	83 12%	11 5%	3 1%	3 3%	1 1%	3 3%	7 6%	30 8%
Somewhat likely		823 13%	23 5%	9 5%	25 11%	8 8%	21 21%	10 10%	15 13%	19 9%	7 3%	11 4%	214 19%	13 13%	38 18%	34 9%	37 18%	40 16%	125 18%	36 17%	20 10%	3 3%	18 17%	20 17%	17 15%	60 16%
BOTTOM 2 BOX (NET)		3539 58%	337 67%	146 73%	144 65%	58 57%	60 59%	59 59%	71 63%	136 62%	126 63%	177 71%	605 55%	57 57%	106 51%	198 55%	105 51%	148 58%	312 45%	99 48%	123 61%	81 77%	62 60%	73 61%	56 51%	200 54%
Somewhat unlikely		1298 21%	62 12%	31 16%	72 32%	19 19%	27 26%	23 23%	23 21%	32 15%	42 21%	19 8%	322 29%	19 19%	47 23%	62 17%	37 18%	47 19%	152 22%	61 29%	36 18%	19 18%	22 21%	26 22%	22 20%	76 21%
Very unlikely		2241 36%	275 55%	115 58%	72 32%	39 39%	33 32%	36 36%	48 43%	104 47%	84 42%	158 63%	283 25%	38 38%	59 29%	136 38%	68 33%	101 40%	160 23%	38 18%	87 43%	62 59%	40 39%	47 39%	34 31%	124 34%
Not sure		1484 24%	134 27%	41 21%	46 21%	17 34%	29 17%	19 29%	55 17%	63 31%	59 24%	230 21%	22 22%	58 28%	123 34%	51 25%	47 19%	167 24%	61 29%	55 27%	18 17%	22 21%	23 19%	30 27%	80 22%	
Sigma		6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q721\_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 131

11. .cn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	805 73%	-	-	-	-	-	-	-	-	-	-	805 73%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	524 47%	-	-	-	-	-	-	-	-	-	-	524 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	281 25%	-	-	-	-	-	-	-	-	-	-	281 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	181 16%	-	-	-	-	-	-	-	-	-	-	181 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	94 8%	-	-	-	-	-	-	-	-	-	-	94 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	87 8%	-	-	-	-	-	-	-	-	-	-	87 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	124 11%	-	-	-	-	-	-	-	-	-	-	124 11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 132

12. .vn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	81 81%	-	-	-	-	-	-	-	-	-	-	-	81 81%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	60 60%	-	-	-	-	-	-	-	-	-	-	-	60 60%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 21%	-	-	-	-	-	-	-	-	-	-	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	11 11%	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 8%	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 133

13. .ph

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	**	**	**	**	**	**	**	**	**	**	**	**	206	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	206	**	**	**	**	**	**	**	**	**	**	**	**	206	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	165 80%	-	-	-	-	-	-	-	-	-	-	-	-	165 80%	-	-	-	-	-	-	-	-	-	-	-
Very likely	87 42%	-	-	-	-	-	-	-	-	-	-	-	-	87 42%	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	78 38%	-	-	-	-	-	-	-	-	-	-	-	-	78 38%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	22 11%	-	-	-	-	-	-	-	-	-	-	-	-	22 11%	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	12 6%	-	-	-	-	-	-	-	-	-	-	-
Not sure	19 9%	-	-	-	-	-	-	-	-	-	-	-	-	19 9%	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 134

14. .jp

Base: All Qualified Respondents

	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	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
Weighted Base	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	217 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	217 61%	-	-	-	-	-	-	-	-	-	-
Very likely	127 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	127 35%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	90 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	90 25%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	63 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	63 18%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	28 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	28 8%	-	-	-	-	-	-	-	-	-	-
Very unlikely	35 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	35 10%	-	-	-	-	-	-	-	-	-	-
Not sure	78 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	78 22%	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 135

15. .kr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	156 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	156 76%	-	-	-	-	-	-	-	-	-
Very likely	105 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 51%	-	-	-	-	-	-	-	-	-
Somewhat likely	51 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 25%	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	-	-	-	-	-	-	-	-	-
Somewhat unlikely	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-
Very unlikely	16 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	-	-	-	-	-	-	-	-	-
Not sure	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 136

16. .ru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
Weighted Base	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	233 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	233 92%	-	-	-	-	-	-	-	-
Very likely	204 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 81%	-	-	-	-	-	-	-	-
Somewhat likely	29 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 11%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-
Somewhat unlikely	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Very unlikely	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Not sure	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 6%	-	-	-	-	-	-	-	-
Sigma	253 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 137

17. .in

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**
Weighted Base	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**
TOP 2 BOX (NET)	612 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	612 89%	-	-	-	-	-	-	-
Very likely	460 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	460 67%	-	-	-	-	-	-	-
Somewhat likely	152 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	152 22%	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	39 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 6%	-	-	-	-	-	-	-
Somewhat unlikely	17 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 2%	-	-	-	-	-	-	-
Very unlikely	22 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 3%	-	-	-	-	-	-	-
Not sure	36 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 5%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 138

18. .id

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
Weighted Base	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
TOP 2 BOX (NET)	180 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	180 87%	-	-	-	-	-	-
Very likely	131 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	131 63%	-	-	-	-	-	-
Somewhat likely	49 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 24%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-
Somewhat unlikely	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 5%	-	-	-	-	-	-
Very unlikely	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-
Not sure	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 6%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q721\_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 139

19. .ng

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	**	**	**	**	**
Weighted Base	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	**	**	**	**	**
TOP 2 BOX (NET)	178 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	178 89%	-	-	-	-	-
Very likely	119 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 59%	-	-	-	-	-
Somewhat likely	59 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 29%	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 7%	-	-	-	-	-
Somewhat unlikely	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-
Very unlikely	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-
Not sure	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 140

20. .za

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Weighted Base	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
TOP 2 BOX (NET)	92 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 88%	-	-	-	-
Very likely	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 71%	-	-	-	-
Somewhat likely	17 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16%	-	-	-	-
BOTTOM 2 BOX (NET)	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-
Somewhat unlikely	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-
Very unlikely	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-
Not sure	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-
Sigma	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 141

21. .eg

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Weighted Base	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
TOP 2 BOX (NET)	76 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 74%	-	-	-
Very likely	45 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 44%	-	-	-
Somewhat likely	31 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 30%	-	-	-
BOTTOM 2 BOX (NET)	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18%	-	-	-
Somewhat unlikely	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-
Very unlikely	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 9%	-	-	-
Not sure	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 142

22. .co

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**
Weighted Base	119	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**
TOP 2 BOX (NET)	106 89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 89%	-	-
Very likely	83 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 70%	-	-
Somewhat likely	23 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 19%	-	-
BOTTOM 2 BOX (NET)	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	-	-
Somewhat unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	-	-
Not sure	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	-	-
Sigma	119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 143

23. .ar

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
Weighted Base	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
TOP 2 BOX (NET)	91 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 83%	-
Very likely	72 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72 65%	-
Somewhat likely	19 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 17%	-
BOTTOM 2 BOX (NET)	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-
Somewhat unlikely	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-
Very unlikely	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 5%	-
Not sure	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 9%	-
Sigma	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 144

24. .br

Base: All Qualified Respondents

	Total Consumers	Country																							
		US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Unweighted Base	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
Weighted Base	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
TOP 2 BOX (NET)	308 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	308 83%
Very likely	255 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	255 69%
Somewhat likely	53 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53 14%
BOTTOM 2 BOX (NET)	29 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 8%
Somewhat unlikely	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%
Very unlikely	23 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 6%
Not sure	33 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 9%
Sigma	370 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 145

25. .it

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	101	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	101	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	79 78%	-	-	-	79 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	56 55%	-	-	-	56 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	23 23%	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 8%	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	5 5%	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	3 3%	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	14 14%	-	-	-	14 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 146

26. .tr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	102	..	..	..	..	102	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	102	..	..	..	..	102	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	87 85%	-	-	-	-	87 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	66 65%	-	-	-	-	66 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 21%	-	-	-	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 5%	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 3%	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 2%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 10%	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q721\_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 147

27. .es

Base: All Qualified Respondents

	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	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	81 81%	-	-	-	-	-	81 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	47 47%	-	-	-	-	-	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	34 34%	-	-	-	-	-	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 4%	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	15 15%	-	-	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 148

28. .pl

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	98 88%	-	-	-	-	-	-	98 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	67 60%	-	-	-	-	-	-	67 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	31 28%	-	-	-	-	-	-	31 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 8%	-	-	-	-	-	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	8 7%	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 4%	-	-	-	-	-	-	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 149

29. .uk

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	169 77%	-	-	-	-	-	-	-	169 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	124 56%	-	-	-	-	-	-	-	124 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	45 20%	-	-	-	-	-	-	-	45 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	21 10%	-	-	-	-	-	-	-	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 3%	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	14 6%	-	-	-	-	-	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	30 14%	-	-	-	-	-	-	-	30 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 150

30. .fr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	144 72%	-	-	-	-	-	-	-	-	144 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	114 57%	-	-	-	-	-	-	-	-	114 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	30 15%	-	-	-	-	-	-	-	-	30 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	23 11%	-	-	-	-	-	-	-	-	23 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 3%	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	17 8%	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	34 17%	-	-	-	-	-	-	-	-	34 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 151

31. .de

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	190 76%	-	-	-	-	-	-	-	-	-	190 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	147 59%	-	-	-	-	-	-	-	-	-	147 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	43 17%	-	-	-	-	-	-	-	-	-	43 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	20 8%	-	-	-	-	-	-	-	-	-	20 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	17 7%	-	-	-	-	-	-	-	-	-	17 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	40 16%	-	-	-	-	-	-	-	-	-	40 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 152

32. .us

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	93 19%	93 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	27 5%	27 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	66 13%	66 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	285 57%	285 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	86 17%	86 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	199 40%	199 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	124 25%	124 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 153

33. .ca

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	200	..	200	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	200	..	200	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	162 81%	-	162 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	136 68%	-	136 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	26 13%	-	26 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	14 7%	-	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 3%	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 4%	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	24 12%	-	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q721\_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

14 Mar 2015  
Table 154

34. .mx

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	201 90%	-	-	201 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	153 69%	-	-	153 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	48 22%	-	-	48 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 6%	-	-	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	2 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	11 5%	-	-	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	9 4%	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q726. Please rate the following domain name extensions by how trustworthy you feel they are.  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 155

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.pl	110 98%	-	-	-	-	-	-	110 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	108 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 98%	-
.id	202 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	202 98%	-	-	-	-	-	-
.mx	217 97%	-	-	217 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	243 97%	-	-	-	-	-	-	-	-	-	243 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	98 97%	-	-	-	98 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	195 97%	-	-	-	-	-	-	-	-	195 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	97 97%	-	-	-	-	-	97 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	115 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 97%	-	-
.ph	199 97%	-	-	-	-	-	-	-	-	-	-	-	-	199 97%	-	-	-	-	-	-	-	-	-	-	-
.ng	194 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	194 97%	-	-	-	-	-
.in	662 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	662 96%	-	-	-	-	-	-	-
.ru	243 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	243 96%	-	-	-	-	-	-	-	-
.ca	192 96%	-	192 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	210 95%	-	-	-	-	-	-	-	210 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.com	5857 95% KO	471 94%	190 95%	218 98% BFGHKOP	99 98% KO	95 93%	93 93%	104 93%	214 97% KOP	192 96% O	229 92%	1059 95% KO	94 94%	200 97% KOP	324 91%	189 93%	244 96% KO	659 96% KO	204 99% ABCFGHLMOPY	198 99% ABCFGHLMOPY	103 98% KOP	100 97% O	118 99% ABFGHKMOPY	108 98% KOP	352 95% O

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 155

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.za	99 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99 94%	-	-	-	-
.vn	94 94%	-	-	-	-	-	-	-	-	-	-	-	94 94%	-	-	-	-	-	-	-	-	-	-	-	-
.cn	1042 94%	-	-	-	-	-	-	-	-	-	-	1042 94%	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	344 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	344 93%
.jp	332 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	332 93%	-	-	-	-	-	-	-	-	-	-
.tr	93 91%	-	-	-	-	93 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	186 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	186 91%	-	-	-	-	-	-	-	-	-
.net	5443 89% HKOY	457 91% HKOY	176 88% O	193 87% O	90 89% O	93 91% HKO	91 91% HKO	91 81% O	195 89% KO	177 88% O	204 82% O	988 89% HKOY	85 85% O	196 95% ABCDHUKLMOPQY	267 75% O	180 88% O	224 89% KO	629 92% ADHKMOY	204 99% ABCDHUKLMOPQY	192 96% ABCDHUKLMOPQY	96 91% HKO	99 96% ABCDHUKLMOPQY	108 91% HKO	97 88% O	311 84% O
.eg	90 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 87%	-	-	-
.org	5288 86% KLOPQ	473 94% AHUKLMNOPQV	191 96% AHUKLMNOPQV	212 95% AHUKLMNOPQV	93 92% KLOPQ	92 90% KLOPQ	93 93% AHKLOPQ	94 84% OP	209 95% AHUKLMNOPQV	174 87% KLOP	198 79% OP	860 77% OP	86 86% LOP	185 90% KLOPQ	195 54% O	136 67% O	204 81% OP	643 94% AHUKLMNOPQV	197 95% AHUKLMNOPQV	199 99% ABCDHUKLMNOPQY	102 97% AFHUKLMNOPQV	89 86% LOP	113 95% AHUKLMNOPQV	104 95% AHUKLMNOPQV	346 94% AHUKLMNOPQV
.us	375 75%	375 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	4492 73% BLOP	346 69% LOP	142 71% LOP	163 73% LOP	88 87% ABCDHUKLMOPQY	78 76% LOP	80 80% BLOPW	86 77% LOP	164 75% LOP	145 72% LOP	191 76% BLOP	704 63% OP	76 76% LOP	173 84% ABCDHUKLOPWKX	200 56% O	97 48% ABLOPWKX	199 79% ABLOPWKX	576 84% ABCDHUKLMOPQY	191 92% ABCDHUKLMNOPQY	177 88% ABCDHUKLMNOPQY	90 86% ABCDHUKLOPWKX	84 82% BCLOPWKX	81 68% OP	75 68% OP	286 77% BLOPW

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 156

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.info	1652 27% ENQRSTU	156 31% AEGNQRSTU	58 29% ENRSTUV	60 27% ENRSTU	13 13% ST	24 24% ST	20 20% S	26 23% ST	56 25% ENRSTU	56 28% ENRSTU	59 24% ENRSTU	406 37% AEGNQRSTU	24 24% EST	33 16% S	158 44% AEGNQRSTU	107 52% AEGNQRSTU	54 21% ST	111 16% S	16 8% S	24 12% S	15 14% S	19 18% S	38 32% EGNQRSTU	35 32% ENQRSTU	84 23% ERST
.us	127 25% ENQRSTU	127 25% AEGNQRSTU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	856 14% BCDQRSTUWXY	29 6% T	9 5% T	11 5% T	8 8% T	10 10% TU	7 7% T	18 16% BCDQRSTUWXY	11 5% T	27 13% BCDQRSTUWXY	52 21% AEGNQRSTU	250 23% AEGNQRSTU	14 14% BCDQRSTUWXY	21 10% BCDISTU	163 46% AEGNQRSTU	68 33% AEGNQRSTU	49 19% AEGNQRSTU	44 6% T	10 5% T	2 1% S	3 3% S	14 14% BCDQRSTUWXY	6 5% T	6 5% T	24 6% T
.eg	13 13% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13% S	-	-	-
.net	701 11% NRSTV	45 9% ST	24 12% NSTV	30 13% NRSTV	11 11% ST	9 9% S	9 9% S	21 19% ABFOLNRSTUWXY	25 11% NSTV	24 12% NSTV	46 18% ABFOLNRSTUWXY	122 11% NSTV	15 15% NRSTV	10 5% S	91 25% AEGNQRSTU	24 12% NSTV	29 11% NSTV	58 8% S	3 1% S	9 4% S	9 9% S	4 4% S	11 9% S	13 12% NSTV	59 16% ABLNQRSTV
.tr	9 9% NRSTV	-	-	-	-	9 9% S	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	18 9% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 9% S	-	-	-	-	-	-	-	-	-
.jp	26 7% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7% S	-	-	-	-	-	-	-	-	-	-
.br	26 7% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7% S
.cn	68 6% NRSTV	-	-	-	-	-	-	-	-	-	-	68 6% S	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	6 6% NRSTV	-	-	-	-	-	-	-	-	-	-	-	6 6% S	-	-	-	-	-	-	-	-	-	-	-	-
.za	6 6% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6% S	-	-	-	-
.com	287 5% STW	31 6% DSTW	10 5% ST	5 2% ST	2 2% DSTW	7 7% DSTW	7 7% DSTW	8 7% DSTW	6 3% S	9 4% ADELNQRSTUWXY	21 8% ADELNQRSTUWXY	51 5% ST	6 6% STW	6 3% S	34 9% ADELNQRSTUWXY	15 7% DINSTUWXY	9 4% S	28 4% S	3 1% S	3 1% S	2 2% S	3 3% S	1 1% S	2 2% S	18 5% STW
.uk	10 5% NRSTV	-	-	-	-	-	-	-	10 5% S	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	8 4% NRSTV	-	8 4% S	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	10 4% NRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 4% S	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 156

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.in	254%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	254%	-	-	-	-	-	-	-
.ng	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	-	-	-	-	-
.ph	73%	-	-	-	-	-	-	-	-	-	-	-	-	73%	-	-	-	-	-	-	-	-	-	-	-
.co	43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43%	-	-
.es	33%	-	-	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	63%	-	-	-	-	-	-	-	-	63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	33%	-	-	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	73%	-	-	-	-	-	-	-	-	-	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	63%	-	-	63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%	-	-	-	-	-	-
.ar	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-
.pl	22%	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_1. Please rate the following domain name extensions by how trustworthy you feel they are.  
1. .com

14 Mar 2015  
Table 157

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	5857 95% KO	471 94%	190 95%	218 98% BFGHKOP	99 98% KO	95 93%	93 93%	104 93%	214 97% KOP	192 96% O	229 92%	1059 95% KO	94 94%	200 97% KOP	324 91%	189 93%	244 96% KO	659 96% KO	204 99% KO	198 99% KOP	103 98% KOP	100 97% O	118 99% ABFGHKMOPY	108 98% KOP	352 95% O
Very trustworthy	3534 58% BEGHJKOP	248 49% GJKO	129 65% ABEGHJKLOP	130 58% BEGHJKO	42 42% GJKO	62 61% BEGHJKO	27 27% GJKO	50 45% EGJKO	123 56% EGJKO	60 30% O	75 30% O	620 56% BEGHJKO	60 60% EGHJKO	156 76% ABCEFGHKLMOFY	72 20% GJKO	102 50% GJKO	180 71% ABDEFGHKLMOFY	503 73% ABCEFGHKLMOFY	177 86% ABCEFGHKLMOFY	165 82% ABCEFGHKLMOFY	71 68% ABEGHJKLOP	84 82% ABCEFGHKLMOFY	94 79% ABCEFGHKLMOFY	80 73% ABDEGHJKLOPY	224 61% BEGHJKOP
Somewhat trustworthy	2323 38% CNQRSTVWX	223 44% ADPNORSTUVWXY	61 31% NRSTVW	88 39% NRSTVWX	57 56% NRSTVW	33 32% NRSTVW	66 66% ADPNORSTUVWXY	54 48% ADPNORSTUVWXY	91 41% CNQRSTVWX	132 66% ADPNORSTUVWXY	154 62% ADPNORSTUVWXY	439 40% CNQRSTVWX	34 34% NRSTVW	44 21% S	252 70% ADPNORSTUVWXY	87 43% CNQRSTVWX	64 25% STV	156 23% S	27 13% STV	33 16% STV	32 30% STV	16 16% STV	24 20% STV	28 25% S	128 35% NRSTVW
BOTTOM 2 BOX (NET)	287 5% STW	31 6% DSTW	10 5% ST	5 2% DSTW	2 2% DSTW	7 7% DSTW	7 7% DSTW	8 7% DSTW	6 3% ADELNORSTVWX	9 4% ADELNORSTVWX	21 8% ST	51 5% STW	6 6% STW	6 3% ADELNORSTVWX	34 9% DINSTUWX	15 7% DINSTUWX	9 4% DINSTUWX	28 4% DINSTUWX	3 1% DINSTUWX	3 1% DINSTUWX	2 2% DINSTUWX	3 3% DINSTUWX	1 1% DINSTUWX	2 2% DINSTUWX	18 5% STW
Not very trustworthy	230 4% T	23 5% ST	8 4% DINSTWX	5 2% DINSTWX	2 2% DINSTWX	7 7% DINSTWX	5 5% INSTWX	7 6% INSTWX	4 2% DINSTWX	7 3% DINSTWX	15 6% DINSTWX	42 4% T	4 4% DINSTWX	4 2% DINSTWX	30 8% DINSTWX	15 7% DINSTWX	6 2% DINSTWX	23 3% DINSTWX	3 1% DINSTWX	2 1% DINSTWX	2 2% DINSTWX	2 2% DINSTWX	1 1% DINSTWX	1 1% DINSTWX	12 3% DINSTWX
Not at all trustworthy	57 1% DPS	8 2% DPS	2 1% DPS	- - DPS	- - DPS	- - DPS	2 2% DPS	1 1% DPS	2 1% DPS	2 1% DPS	6 2% DPS	9 1% DPS	2 2% DPS	2 1% DPS	4 1% DPS	- - DPS	3 1% DPS	5 1% DPS	- - DPS	1 * DPS	- - DPS	1 1% DPS	- - DPS	1 1% DPS	6 2% DPS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q726\_2. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 158

2. .net

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	5443 89% HKOY	457 91% HKOY	176 88% O	193 87% O	90 89% O	93 91% HKO	91 91% HKO	91 81% O	195 89% KO	177 88% O	204 82% O	988 89% HKOY	85 85% O	196 95% O	267 75% O	180 88% O	224 89% KO	629 92% ADHKMOY	204 99% O	192 96% O	96 91% HKO	99 96% O	108 91% HKO	97 88% O	311 84% O
Very trustworthy	2200 36% EGHJKLO	197 39% EGHJKLO	71 36% EGHJKO	77 35% EGHJKO	21 21% O	43 42% EGHIJKO	15 15% O	24 21% GJKO	68 31% O	39 19% O	46 18% O	368 33% EGHJKO	39 39% EGHJKO	94 46% ACDEGHJKLOPYX	41 11% EGHJKO	66 32% ADEGHJKLOPY	110 43% ACDEGHJKLOPYX	327 48% ACDEGHJKLOPYX	107 52% ACDEGHJKLOPYX	114 57% EGHJKO	44 42% ACDEGHJKLOPYX	65 63% ACDEGHJKLOPYX	61 51% ACDEGHJKLOPYX	37 34% EGHJKO	126 34% EGHJKO
Somewhat trustworthy	3243 53% QRTVW	260 52% RTVW	105 53% RTVW	116 52% RTVW	69 68% O	50 49% V	76 76% O	67 60% O	127 58% MORSTVW	138 69% QRTSVW	158 63% ACDFGHNRSSTVW	620 56% AQIRSTVW	46 46% O	102 50% TV	226 63% O	114 56% QRTVW	114 45% V	302 44% V	97 47% V	78 39% O	52 50% V	34 33% V	47 39% O	60 55% RTVW	185 50% TVW
BOTTOM 2 BOX (NET)	701 11% NRSTV	45 9% ST	24 12% NSTV	30 13% NRSTV	11 11% ST	9 9% S	9 9% S	21 19% S	25 11% NSTV	24 12% NSTV	46 18% ABFGHNRSSTVW	122 11% NSTV	15 15% NRSTV	10 5% S	91 25% O	24 12% NSTV	29 11% NSTV	58 8% S	3 1% S	9 4% S	9 9% S	4 4% S	11 9% S	13 12% NSTV	59 16% ABLNRSSTV
Not very trustworthy	602 10% BNRSTV	31 6% S	19 10% NSTV	28 13% BNRSTV	11 11% NSTV	8 8% S	9 9% S	20 18% O	22 10% NSTV	21 10% NSTV	35 14% ABLNRSSTV	108 10% BNSTV	12 12% BNSTV	9 4% O	82 23% O	23 11% BNSTV	22 9% ST	51 7% S	3 1% S	8 4% S	9 9% S	3 3% S	9 8% S	50 14% ABLNRSSTV	
Not at all trustworthy	99 2% ALRS	14 3% S	5 3% S	2 1% S	-	1 1% S	-	1 1% S	3 1% S	3 1% S	11 4% ADEGHNPRSTU	14 1% S	3 3% S	1 1% S	9 3% S	1 1% S	7 3% S	7 1% S	-	1 1% S	-	1 1% S	2 2% LNPRST	4 4% LNPRST	9 2% S
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q726\_3. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 159

3. .info

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4492 73% BLOP	346 69% LOP	142 71% LOP	163 73% LOP	88 87% ACDLOPWKXY	78 76% LOP	80 80% BLOPW	86 77% LOP	164 75% LOP	145 72% LOP	191 76% BLOP	704 63% OP	76 76% LOP	173 84% ABCDKLOPWK	200 56% ABLOPWK	97 48% ABLOPWK	199 79% ABCDKLOPWK	576 84% ABCDKLOPWK	191 92% ABCDKLOPWK	177 88% ABCDKLOPWK	90 86% ABCDKLOPWK	84 82% BCLOPWK	81 68% OP	75 68% OP	286 77% BLOPW
Very trustworthy	1109 18% BJKLOP	58 12% OP	37 19% BJKLOP	41 18% BJKLOP	12 12% O	28 27% ABEJKLOP	15 15% OP	23 21% BJKLOP	52 24% ABEJKLOP	16 8% OP	29 12% OP	102 9% O	19 19% BJLOP	54 26% ABEJKLOP	15 4% ABEJKLOP	12 6% ABEJKLOP	67 26% ABEJKLOP	214 31% ABEJKLOP	54 26% ABEJKLOP	59 29% ABEJKLOP	29 28% ABEJKLOP	20 19% BJLOP	28 24% BEJKLOP	28 25% ABEJKLOP	97 26% ABEJKLOP
Somewhat trustworthy	3383 55% PWX	288 57% PWX	105 53% P	122 55% PX	76 75% ACDLOPWKXY	50 49% ACDLOPWKXY	65 65% PX	63 56% PX	112 51% ACDLOPWKXY	129 64% ACDLOPWKXY	162 65% ACDLOPWKXY	602 54% PWX	57 57% PWX	119 58% PWX	185 52% P	85 42% P	132 52% P	362 53% P	137 66% ACDLOPWKXY	118 59% PWX	61 58% PWX	64 62% PWXY	53 45% PWXY	47 43% PWXY	189 51% P
BOTTOM 2 BOX (NET)	1652 27% ENQRSTU	156 31% AEGNRSTUV	58 29% ENRSTUV	60 27% ENRSTU	13 13% ST	24 24% ST	20 20% S	26 23% ST	56 25% ENRSTU	56 28% ENRSTU	59 24% ENRSTU	406 37% AEGNRSTUV	24 24% EST	33 16% S	158 44% AEGNRSTUV	107 52% AEGNRSTUV	54 21% ST	111 16% S	16 8% AEGNRSTUV	24 12% S	15 14% AEGNRSTUV	19 18% S	38 32% ENQRSTUV	35 32% ENQRSTUV	84 23% ERST
Not very trustworthy	1433 23% ENQRSTU	128 25% ENQRSTUV	46 23% ENRSTU	52 23% ENRSTU	13 13% ST	21 21% ST	20 20% ST	24 21% RST	47 21% RST	46 23% ENRSTU	46 18% ST	367 33% AEGNRSTUV	21 21% ST	30 15% S	141 39% AEGNRSTUV	96 47% AEGNRSTUV	44 17% S	95 14% S	14 7% AEGNRSTUV	23 11% S	14 13% S	16 16% S	28 24% ENRST	30 27% ENQRSTUV	71 19% RST
Not at all trustworthy	219 4% ST	28 6% AEGNRSTU	12 6% EGNRSTU	8 4% T	- - T	3 3% EGST	- - EGST	2 2% EGST	9 4% EGNST	10 5% EGNRST	13 5% EGNRST	39 4% T	3 3% EGNRST	3 1% EGNRST	17 5% EGNRST	11 5% EGNRST	10 4% EGST	16 2% EGST	2 1% AEGHLNRSTUY	1 1% AEGHLNRSTUY	1 1% AEGHLNRSTUY	3 3% AEGHLNRSTUY	8 8% AEGHLNRSTUY	5 5% EGST	13 4% T
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q726\_4. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 160

4. .org

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	5288 86% KLOPQ	473 94% AHUKLMNOPQV	191 96% AHUKLMNOPQV	212 95% AHUKLMNOPQV	93 92% KLOPQ	92 90% KLOPQ	93 93% AHKLOPQ	94 84% OP	209 95% AHUKLMNOPQV	174 87% KLOPQ	198 79% OP	860 77% OP	86 86% LOP	185 90% KLOPQ	195 54% O	136 67% O	204 81% OP	643 94% AHUKLMNOPQV	197 95% AHUKLMNOPQV	199 99% AFHUKLMNOPQV	102 97% LOP	89 86% AHUKLMNOPQV	113 95% AHUKLMNOPQV	104 95% AHUKLMNOPQV	346 94% AHUKLMNOPQV
Very trustworthy	2547 41% EGJKLOPQ	275 55% AEGHUKLMNOPQV	106 53% AEGHUKLMNOPQV	118 53% AEGHUKLMNOPQV	28 28% KO	60 59% AEGHUKLMNOPQV	20 20% O	39 35% GKO	111 50% AEGHUKLMNOPQV	54 27% KO	39 16% O	323 29% KO	40 40% GJKLOP	82 27% EGJKLOP	27 8% KO	53 26% GKO	80 32% AEGHUKLMNOPQV	376 55% AEGHUKLMNOPQV	106 51% AEGHUKLMNOPQV	144 72% AEGHUKLMNOPQV	65 62% EGJKLOPQ	45 44% AEGHUKLMNOPQV	78 66% AEGHUKLMNOPQV	68 62% AEGHUKLMNOPQV	210 57% AEGHUKLMNOPQV
Somewhat trustworthy	2741 45% BFRTWXY	198 39% TW	85 43% TW	94 42% TW	65 64% TW	32 31% TW	73 73% FRTUWXY	55 49% FTWX	98 45% FTWX	120 60% FTWX	159 64% ABFRTUWXY	537 48% FTW	46 46% BFRTUWXY	103 50% BFRTUWXY	168 47% BFRTUWXY	83 41% TW	124 49% TW	267 39% TW	91 44% FTW	55 27% TW	37 35% TW	44 43% TW	35 29% TW	36 33% TW	136 37% TW
BOTTOM 2 BOX (NET)	856 14% BCDGIRSTUWXY	29 6% T	9 5% T	11 5% T	8 8% TU	10 10% TU	7 7% T	18 16% BCDGIRSTUWXY	11 5% T	27 13% BCDGIRSTUWXY	52 21% ACDGHILNRSTUY	250 23% ACDGHILNRSTUY	14 14% BCDGIRSTUWXY	21 21% BCDISTU	163 46% ACDGHILNRSTUY	68 33% ACDGHILNRSTUY	49 19% ACDGHILNRSTUY	44 6% T	10 5% T	2 1% BCDGIRSTUWXY	3 3% BCDGIRSTUWXY	14 14% BCDGIRSTUWXY	6 5% T	6 5% T	24 6% T
Not very trustworthy	730 12% BCDGIRSTUWXY	14 3% T	7 4% T	10 4% T	6 6% BIT	9 9% BIT	7 7% BT	18 16% BCDGIRSTUWXY	7 3% BCDGIRSTUWXY	22 11% BCDGIRSTUWXY	38 15% BCDGIRSTUWXY	228 21% BCDGIRSTUWXY	12 12% BCDGIRSTUWXY	17 8% BCIT	146 41% ACDGHILNRSTUY	61 30% ACDGHILNRSTUY	38 15% ACDGHILNRSTUY	37 5% BT	9 4% T	2 1% BCDGIRSTUWXY	3 3% BCDGIRSTUWXY	13 13% BCDGIRSTUWXY	4 3% T	3 3% T	19 5% T
Not at all trustworthy	126 2% RT DRST	15 3% T	2 1% T	1 1% T	2 2% T	1 1% T	- -	- -	4 2% T	5 2% T	14 6% T	22 2% T	2 2% T	4 2% T	17 5% ACDGHILNRSTUY	7 3% DHRST	11 4% ACDGHILNRSTUY	7 1% T	1 1% T	- -	- -	1 1% T	2 2% T	3 3% T	5 1% T
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q726\_5. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 161

5. .cn

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	1042 94%	-	-	-	-	-	-	-	-	-	-	1042 94%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	538 48%	-	-	-	-	-	-	-	-	-	-	538 48%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	504 45%	-	-	-	-	-	-	-	-	-	-	504 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	68 6%	-	-	-	-	-	-	-	-	-	-	68 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	56 5%	-	-	-	-	-	-	-	-	-	-	56 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	12 1%	-	-	-	-	-	-	-	-	-	-	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_6. Please rate the following domain name extensions by how trustworthy you feel they are.  
6. .vn

14 Mar 2015  
Table 162

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	100	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	94 94%	-	-	-	-	-	-	-	-	-	-	-	94 94%	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	71 71%	-	-	-	-	-	-	-	-	-	-	-	71 71%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	23 23%	-	-	-	-	-	-	-	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_7. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 163

7. .ph

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	**	**	**	**	**	**	**	**	**	**	**	**	206	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	206	**	**	**	**	**	**	**	**	**	**	**	**	206	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	199 97%	-	-	-	-	-	-	-	-	-	-	-	-	199 97%	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	138 67%	-	-	-	-	-	-	-	-	-	-	-	-	138 67%	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	61 30%	-	-	-	-	-	-	-	-	-	-	-	-	61 30%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_8. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 164

8. .jp

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	358	**	**	**	**	**	**	**	**	**	**	**	**	**	358	**	**	**	**	**	**	**	**	**	**
Weighted Base	358	**	**	**	**	**	**	**	**	**	**	**	**	**	358	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	332 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	332 93%	-	-	-	-	-	-	-	-	-	-
Very trustworthy	95 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	95 27%	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	237 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	237 66%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	24 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	24 7%	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_9. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 165

9. .kr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	204	**	**	**	**	**	**	**	**	**	**	**	**	**	**	204	**	**	**	**	**	**	**	**	**
Weighted Base	204	**	**	**	**	**	**	**	**	**	**	**	**	**	**	204	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	186 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	186 91%	-	-	-	-	-	-	-	-	-
Very trustworthy	85 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85 42%	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	101 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 50%	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	-	-	-	-	-	-	-	-	-
Not very trustworthy	18 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_10. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 166

10. .ru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	253	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	253	**	**	**	**	**	**	**	**
Weighted Base	253	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	253	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	243 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	243 96%	-	-	-	-	-	-	-	-
Very trustworthy	197 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	197 78%	-	-	-	-	-	-	-	-
Somewhat trustworthy	46 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 18%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 4%	-	-	-	-	-	-	-	-
Not very trustworthy	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-
Not at all trustworthy	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
Sigma	253 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_11. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 167

11. .in

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**
Weighted Base	687	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	687	**	**	**	**	**	**	**
TOP 2 BOX (NET)	662 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	662 96%	-	-	-	-	-	-	-
Very trustworthy	449 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	449 65%	-	-	-	-	-	-	-
Somewhat trustworthy	213 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	213 31%	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	25 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 4%	-	-	-	-	-	-	-
Not very trustworthy	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 3%	-	-	-	-	-	-	-
Not at all trustworthy	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_12. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 168

12. .id

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
Weighted Base	207	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	207	**	**	**	**	**	**
TOP 2 BOX (NET)	202 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	202 98%	-	-	-	-	-	-
Very trustworthy	161 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	161 78%	-	-	-	-	-	-
Somewhat trustworthy	41 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 20%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-
Not very trustworthy	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q726\_13. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 169

13. .ng

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	**	**	**	**	**
Weighted Base	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	201	**	**	**	**	**
TOP 2 BOX (NET)	194 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	194 97%	-	-	-	-	-
Very trustworthy	116 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116 58%	-	-	-	-	-
Somewhat trustworthy	78 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 39%	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-
Not very trustworthy	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_14. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 170

14. .za

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Weighted Base	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
TOP 2 BOX (NET)	99 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99 94%	-	-	-	-
Very trustworthy	64 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 61%	-	-	-	-
Somewhat trustworthy	35 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 33%	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-
Not very trustworthy	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_15. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 171

15. .eg

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	103	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	103	-**	-**	-**
Weighted Base	103	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	103	-**	-**	-**
TOP 2 BOX (NET)	90 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 87%	-	-	-
Very trustworthy	47 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 46%	-	-	-
Somewhat trustworthy	43 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 42%	-	-	-
BOTTOM 2 BOX (NET)	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	-	-	-
Not very trustworthy	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-
Not at all trustworthy	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_16. Please rate the following domain name extensions by how trustworthy you feel they are.  
16. .co

14 Mar 2015  
Table 172

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		119	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	119	-**	-**
Weighted Base		119	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	119	-**	-**
TOP 2 BOX (NET)		115 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 97%	-	-
Very trustworthy		89 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 75%	-	-
Somewhat trustworthy		26 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 22%	-	-
BOTTOM 2 BOX (NET)		4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	-	-
Not very trustworthy		4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	-	-
Not at all trustworthy		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_17. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 173

17. .ar

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
Weighted Base	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
TOP 2 BOX (NET)	108 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 98%	-
Very trustworthy	69 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	69 63%	-
Somewhat trustworthy	39 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 35%	-
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-
Not very trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_18. Please rate the following domain name extensions by how trustworthy you feel they are.  
18. .br

14 Mar 2015  
Table 174

Base: All Qualified Respondents

	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	370	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370
Weighted Base	370	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370
TOP 2 BOX (NET)	344 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	344 93%
Very trustworthy	221 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	221 60%
Somewhat trustworthy	123 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123 33%
BOTTOM 2 BOX (NET)	26 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%
Not very trustworthy	19 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 5%
Not at all trustworthy	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2%
Sigma	370 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_19. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 175

19. .it

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	101	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	101	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	98 97%	-	-	-	98 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	53 52%	-	-	-	53 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	45 45%	-	-	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_20. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 176

20. .tr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	93 91%	-	-	-	-	93 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	64 63%	-	-	-	-	64 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	29 28%	-	-	-	-	29 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9%	-	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	8 8%	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q726\_21. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 177

21. .es

Base: All Qualified Respondents

	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	100	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	100	**	**	**	**	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	97 97%	-	-	-	-	-	97 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	29 29%	-	-	-	-	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	68 68%	-	-	-	-	-	68 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_22. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 178

22. .pl

Base: All Qualified Respondents

	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	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	110 98%	-	-	-	-	-	-	110 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	63 56%	-	-	-	-	-	-	63 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	47 42%	-	-	-	-	-	-	47 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	2 2%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_23. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 179

23. .uk

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	220	**	**	**	**	**	**	**	220	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	220	**	**	**	**	**	**	**	220	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	210 95%	-	-	-	-	-	-	-	210 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	126 57%	-	-	-	-	-	-	-	126 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	84 38%	-	-	-	-	-	-	-	84 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 5%	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	8 4%	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_24. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 180

24. .fr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	201	**	**	**	**	**	**	**	**	201	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	195 97%	-	-	-	-	-	-	-	-	195 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	80 40%	-	-	-	-	-	-	-	-	80 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	115 57%	-	-	-	-	-	-	-	-	115 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 2%	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_25. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 181

25. .de

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	243 97%	-	-	-	-	-	-	-	-	-	243 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	118 47%	-	-	-	-	-	-	-	-	-	118 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	125 50%	-	-	-	-	-	-	-	-	-	125 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	4 2%	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_26. Please rate the following domain name extensions by how trustworthy you feel they are.  
26. .us

14 Mar 2015  
Table 182

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base		502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)		375 75%	375 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy		89 18%	89 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy		286 57%	286 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)		127 25%	127 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy		98 20%	98 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy		29 6%	29 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_27. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 183

27. .ca

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	200	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	200	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	192 96%	-	192 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	140 70%	-	140 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	52 26%	-	52 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 4%	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	6 3%	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_28. Please rate the following domain name extensions by how trustworthy you feel they are.

14 Mar 2015  
Table 184

28. .mx

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	223	**	**	223	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	217 97%	-	-	217 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	117 52%	-	-	117 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	100 45%	-	-	100 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 2%	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
IDENTIFICATION (NET)	2623 43% HJLOP	203 40% HJLOP	119 60% AEHJLMOPOV	139 62% AEHJLMOPOV	37 37% P	38 37% P	47 47% HJLOP	31 28% ABEFHULOSV	114 52% P	58 29% P	114 46% HJLOP	381 34% P	40 40% P	105 51% ABEFHULOPV	118 33% P	38 19% ABEFHULOPV	131 52% ABEFHULOPV	335 49% ABEFHULOP	86 42% HJLOP	86 43% HJLOP	73 70% AEHJLMOPOV	40 39% P	65 55% ABEFHULMOPOV	51 46% HJLOP	174 47% HJLOP
CLASSIFICATION (SUB-NET)	1608 26% EHJKPQ	155 31% AEHJLMOPOV	55 28% EHJKPQ	96 43% AEHJLMOPOV	11 11% EJP	25 25% EJP	23 23% EJP	18 16% EJP	54 25% EJP	23 11% EJP	48 19% J	272 25% EHJKPQ	21 21% J	72 35% AEHJLMOPOV	85 24% EJP	27 13% EJP	46 18% J	219 32% AEHJLMOPOV	54 26% EHJKPQ	56 28% EHJKPQ	39 37% AEHJLMOPOV	26 25% EJP	41 34% AEHJLMOPOV	35 32% EHJKPQ	107 29% EHJKPQ
To differentiate between other sites/domains	691 11% IJL	50 10% AEHJLMOPOV	20 10% AEHJLMOPOV	41 18% AEHJLMOPOV	6 6% EJP	9 9% EJP	10 10% EJP	13 12% EJP	14 6% EJP	13 6% EJP	25 10% EJP	88 8% EJP	12 12% EJP	43 21% AEHJLMOPOV	29 8% EJP	17 8% EJP	26 10% EJP	87 13% AEHJLMOPOV	37 18% AEHJLMOPOV	21 10% EJP	10 10% EJP	18 17% AEHJLMOPOV	19 16% AEHJLMOPOV	19 17% AEHJLMOPOV	64 17% AEHJLMOPOV
To differentiate/Determine type of business/work/o rganization/fields	648 11% EHJKPQS	89 18% AEHJLMOPOV	27 14% EHJLNPQS	36 16% AEHJLMOPOV	3 3% EHJLNP	11 11% EHJLNP	10 10% EHJLNP	3 3% AEHJLMOPOV	37 17% AEHJLMOPOV	7 3% EHJLNP	16 6% P	100 9% EHJLNPQS	7 7% P	14 7% EHJLNPQS	39 11% EHJLNPQS	2 1% EHJLNPQS	12 5% P	94 14% AEHJLMOPOV	10 5% P	30 15% AEHJLMOPOV	25 24% AEHJLMOPOV	8 8% EHJLNPQS	17 14% EHJLNPQS	10 9% HJP	41 11% EHJLNPQS
To determine categories/groupings (Unspec)	195 3% PS	16 3% PS	7 4% HPS	11 5% GHJPOSTVY	3 3% GHJPOSTVY	6 6% GHJPOSTVY	-	-	3 1% GHJPOSTVY	3 1% GHJPOSTVY	7 3% GHJPOSTVY	65 6% GHJPOSTVY	2 2% GHJPOSTVY	9 4% GHJPOSTVY	11 3% PS	1 1% PS	4 2% GHJPOSTVY	30 4% GHJPOSTVY	1 1% GHJPOSTVY	3 1% GHJPOSTVY	1 1% GHJPOSTVY	-	1 1% GHJPOSTVY	5 5% GHJPOSTVY	6 2% GHJPOSTVY
To determine classification/status	108 2% K	4 1% ABJUKY	2 1% ABJUKY	8 4% ABJUKY	-	-	3 3% K	2 2% K	1 1% K	1 1% K	-	25 2% BK	-	8 4% ABEFUKMY	8 2% K	6 3% BIKY	4 2% K	14 2% K	7 3% BIJKY	3 1% K	3 3% K	2 2% K	2 2% K	2 2% K	3 1% K
Other classification mentions	15 1% ABCJLORSTY	1 1% ABCJLORSTY	-	1 1% ABCJLORSTY	-	-	-	-	1 1% ABCJLORSTY	-	2 1% ABCJLORSTY	2 2% ABCJLORSTY	-	1 1% ABCJLORSTY	-	1 1% ABCJLORSTY	1 1% ABCJLORSTY	2 2% ABCJLORSTY	-	-	-	-	3 3% ABCJLORSTY	-	-
LOCATION (SUB-NET)	1091 18% BHLNOP	35 7% P	94 47% ABFHLMOPOV	53 24% BFHJLNOPTV	23 23% P	11 11% P	33 33% ABFHLMOPOV	12 11% P	79 36% BFHJLNOPTV	42 21% ABFHLMOPOV	72 29% BFHJLNOPTV	113 10% BP	14 14% BP	26 13% BP	49 14% BP	6 3% BP	86 34% BLP	110 16% BLP	29 14% BP	35 17% BLP	49 47% BFHJLNOPTV	12 12% P	27 23% BFHJLNOPTV	18 16% BLP	63 17% BLP
To indicate country/different countries	650 11% BLNPV	23 5% ABLMNPSTVY	65 33% ABLMNPSTVY	34 15% BLMNPV	15 15% LP	9 9% LP	28 28% BLNPV	11 10% BLNPV	44 20% BLNPV	27 13% BLNPV	57 23% BLNPV	35 3% BLNPV	6 6% BLNPV	12 6% BLNPV	37 10% BLNPV	6 3% BLNPV	51 20% BLNPV	66 10% BLNPV	16 8% LP	17 8% BLP	25 24% BLNPV	3 3% BLNPV	15 13% BLNPV	14 13% BLNPV	34 9% BLNPV
To indicate location/area extensions	309 5% BHKLOP	12 2% P	24 12% HOP	10 4% HOP	6 6% HP	1 1% HP	4 4% BHLOP	-	29 13% BHLOP	11 5% P	6 2% P	30 3% P	3 3% P	15 7% BFHKLPO	5 1% P	-	27 11% BHLOP	33 5% BFHLOP	12 6% ABDFHKLMOPOV	20 10% BNPS	22 21% HOP	6 6% BFHKLPO	8 7% P	3 3% BFHKLPO	22 6% P
To indicate region/different regions	157 3% BP	1 1% BNPS	7 4% ABHNOPSTX	12 5% ABHNOPSTX	1 1% BNPS	1 1% BNPS	1 1% BNPS	1 1% BNPS	7 3% BNPS	4 2% BP	7 3% BP	47 4% ABHNOPSTX	6 6% BP	1 1% BP	7 2% BP	-	13 5% ABNOPST	18 3% BP	1 1% BNPS	2 1% BNPS	4 4% BNPS	1 1% BNPS	4 3% BNPS	1 1% BNPS	10 3% BP
Other location mentions	30 1% ABCJNPSY	1 1% ABCJNPSY	-	1 1% ABCJNPSY	1 1% ABCJNPSY	2 2% ABCJNPSY	-	-	1 1% ABCJNPSY	-	2 1% ABCJNPSY	1 1% ABCJNPSY	1 1% ABCJNPSY	-	1 1% ABCJNPSY	-	1 1% ABCJNPSY	3 3% ABCJNPSY	-	1 1% ABCJNPSY	1 1% ABCJNPSY	2 2% ABCJNPSY	-	-	-
TYPES OF EXTENSIONS (SUB-NET)	288 5% JLOPQ	58 12% GHJLQOP	15 8% GJLOPQ	14 6% JOP	5 5% JOPQ	6 6% JOPQ	1 1% JOPQ	2 2% JOPQ	10 5% JOPQ	1 1% JOPQ	8 3% JO	31 3% O	2 2% JLOPQ	12 6% JLOPQ	3 1% JLOPQ	2 1% JLOPQ	4 2% JLOPQ	50 7% JLOPQ	7 3% JO	10 5% JOPQ	4 4% JO	7 7% GJLOPQ	4 3% JO	4 4% JO	28 8% JLOPQ
Profit Vs. Non profit	108 2% KLOQ	31 6% AEHJLMOPOV	11 6% KLOQ	4 2% KOPQ	2 2% KOPQ	1 1% KOPQ	-	-	3 1% O	1 1% O	-	6 1% KLOPQ	1 1% KLOPQ	5 2% KLOPQ	-	-	-	16 2% KLOPQ	6 3% KLOPQ	4 2% KLOPQ	1 1% KOPQ	2 2% KOPQ	1 1% KLOPQ	3 3% KLOPQ	10 3% KLOPQ
Business/Commercial	91 1% O	14 3% AILOPQ	5 3% IOP	4 2% IO	3 3% IOPQ	2 2% IOP	-	-	-	1 1% O	3 1% O	11 1% O	1 1% O	4 2% IOP	-	-	1 1% AILOPQ	20 3% IOP	5 2% IOP	4 2% IOP	2 2% IOP	1 1% O	2 2% O	-	8 2% IOP
Government extension	82 1% O	21 4% AEHJLMOPOV	3 2% O	4 2% O	-	1 1% O	-	-	5 2% JNOS	-	1 1% O	10 1% O	1 1% O	-	-	1 1% O	1 1% O	8 1% O	-	1 1% NOS	3 3% JKNQOS	2 2% O	3 3% O	2 2% O	17 5% AEHJLMOPOV

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

Q730. To the best of your knowledge, why do some websites have different extensions?

14 Mar 2015  
Table 185

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Education extension	401%	122%	21%	21%	-	11%	-	-	1*	-	1*	4*	-	1*	-	-	-	91%	-	42%	-	-	-	-	31%
Network	16*	31%	11%	1*	-	11%	-	-	-	-	1*	1*	11%	-	-	-	-	41%	1*	-	-	-	11%	-	1*
Other type of extension mentions	942%	112%	21%	52%	-	33%	11%	22%	31%	-	31%	151%	11%	73%	31%	1*	21%	172%	1*	42%	11%	44%	11%	11%	62%
MISCELLANEOUS IDENTIFICATION (SUB-NET)	1072%	31%	11%	31%	33%	22%	22%	33%	42%	21%	31%	161%	44%	126%	31%	31%	52%	183%	63%	42%	-	-	54%	-	51%
Form of identity/identification (Unspec.)	631%	31%	-	1*	11%	-	11%	22%	21%	1*	1*	61%	11%	126%	-	-	-	162%	52%	42%	-	-	43%	-	31%
Due to language/different languages	17*	-	-	21%	-	11%	-	11%	-	-	1*	5*	-	-	-	31%	31%	-	-	-	-	-	11%	-	-
Other identification mentions	27*	-	11%	-	22%	11%	11%	-	21%	1*	1*	5*	33%	-	31%	-	21%	2*	1*	-	-	-	-	-	21%
CONTENT (NET)	120720%	8216%	3518%	7835%	2727%	1414%	2424%	1816%	2612%	2412%	166%	19618%	2323%	4823%	185%	2713%	5020%	15122%	7637%	6633%	1817%	2019%	4538%	3633%	8924%
Different purposes/content/features of website	89014%	5711%	2412%	4721%	2222%	1313%	1818%	1312%	188%	147%	83%	18917%	1717%	3115%	175%	199%	3213%	9714%	6230%	4120%	1010%	1010%	2723%	2422%	8022%
Based on the type of information they provide	2664%	255%	105%	2813%	55%	11%	66%	33%	42%	105%	73%	2*	55%	147%	1*	52%	198%	467%	136%	168%	66%	77%	1613%	109%	72%
Based on the type of service they provide	581%	31%	-	42%	11%	-	11%	-	52%	1*	1*	3*	-	31%	-	-	-	91%	1*	105%	11%	44%	54%	44%	21%
Other content mentions	22*	-	11%	1*	-	-	-	22%	-	-	-	4*	11%	1*	-	31%	1*	51%	21%	-	11%	-	-	-	-
MISCELLANEOUS (NET)	3375%	214%	84%	84%	11%	99%	66%	1211%	105%	73%	94%	575%	1111%	73%	123%	178%	229%	558%	199%	136%	33%	66%	65%	22%	164%
Costs/Different costs	1042%	61%	53%	31%	11%	55%	44%	54%	52%	21%	21%	5*	66%	21%	31%	63%	104%	132%	63%	52%	-	22%	-	-	82%
Rules/Regulations	571%	71%	-	21%	-	22%	-	11%	-	-	31%	151%	-	21%	1*	1*	1*	112%	52%	21%	11%	-	11%	-	21%
Specific website names	10*	-	-	-	-	-	-	-	-	-	-	5A	-	-	-	-	-	41%	-	-	-	-	-	-	1*
Other mentions	1753%	102%	32%	31%	-	33%	22%	65%	52%	52%	42%	353%	55%	31%	93%	105%	114%	294%	84%	63%	22%	44%	54%	22%	51%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q730. To the best of your knowledge, why do some websites have different extensions?

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
SITE/STORAGE SIZE (NET)	188 3% LY	31 6% ADGLMNDGOSTY	16 8% ADGLMNDGOSTY	2 1% Y	3 3% Y DGLNY	5 5% DGLNY	-	4 4% LY	15 7% ADGLMNDGOSTY	3 1% DGLNY	10 4% DGLNY	13 1% LY	1 1% LY	2 1% LY	10 3% LY	16 8% Y	5 2% Y DGLNY	28 4% Y DGLNY	4 2% Y	4 2% Y	2 2% ADGLMNDGOSTY	9 9% ADGLMNDGOSTY	2 2% ADGLMNDGOSTY	2 2% ADGLMNDGOSTY	1
Ran out of space on the other domains/extensions	166 3% DJLY	29 6% ADGLMNDGOSTY	16 8% ADGLMNDGOSTY	1 ADGLMNDGOSTY	3 3% Y DGJLY	4 4% DGJLY	-	3 3% Y	14 6% ADGLMNDGOSTY	1 ADGLMNDGOSTY	8 3% DJLY	11 1% ADGLMNDGOSTY	1 1% ADGLMNDGOSTY	2 1% ADGLMNDGOSTY	9 3% LY	15 7% ADGLMNDGOSTY	5 2% Y	24 3% DJLY	3 1% ADGLMNDGOSTY	4 2% Y	2 2% ADGLMNDGOSTY	7 7% ADGLMNDGOSTY	1 1% ADGLMNDGOSTY	2 2% ADGLMNDGOSTY	1
Size of site	20 1% ADGLMNDGOSTY	1 ADGLMNDGOSTY	-	1 ADGLMNDGOSTY	-	1 1% ADGLMNDGOSTY	-	1 1% ADGLMNDGOSTY	1 ADGLMNDGOSTY	2 1% ADGLMNDGOSTY	2 1% ADGLMNDGOSTY	2 ADGLMNDGOSTY	-	-	1 ADGLMNDGOSTY	1 ADGLMNDGOSTY	-	3 ADGLMNDGOSTY	1 ADGLMNDGOSTY	-	-	2 2% ABCLNQT	1 1% ABCLNQT	-	-
Other site/storage size mentions	2 ADGLMNDGOSTY	1 ADGLMNDGOSTY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 ADGLMNDGOSTY	-	-	-	-	-	-	-
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	177 3% BIK	6 1% BIK	7 4% BIK	6 3% K	3 3% K	3 3% K	-	7 6% ABGKLOY	1 ADGLMNDGOSTY	5 2% ABGKLOY	1 ADGLMNDGOSTY	30 3% IK	5 5% BGIKY	10 5% BGIKY	8 2% IK	6 3% IK	7 3% K	22 3% BIK	19 9% ADGLMNDGOSTY	8 4% BGIK	6 6% BGIKY	6 6% BGIKY	2 2% BGKY	3 3% IR	6 2% R
To attract customers/increase traffic	60 1% B	-	1 1% B	1 ADGLMNDGOSTY	-	2 2% BIKY	-	4 4% ABCDKIOXY	-	4 2% BIKY	-	14 1% BY	1 1% B	2 1% B	3 1% B	5 2% ABIKY	3 1% BY	8 1% BY	2 1% B	3 1% BY	1 1% B	4 4% ABCDKIOXY	2 2% BKY	-	-
Attract a variety/different target audience(s)	52 1% R	3 1% ABILOPR	5 3% ABILOPR	2 1% ABIKLOPR	3 3% ABIKLOPR	-	-	2 2% IR	-	1 ADGLMNDGOSTY	1 ADGLMNDGOSTY	8 1% R	-	3 3% R	1 ADGLMNDGOSTY	-	3 1% R	1 ADGLMNDGOSTY	7 3% ABUKLOPRW	4 2% IOPR	2 2% IPR	-	-	2 2% IR	4 1% R
Popularity of site	32 1% ACJKO	2 ADGLMNDGOSTY	-	2 1% ACJKO	-	-	-	1 1% ACJKO	1 ADGLMNDGOSTY	-	-	5 2% ACJKO	2 2% ACJKO	1 ADGLMNDGOSTY	-	1 ADGLMNDGOSTY	2 1% ACJKO	6 1% ACJKO	4 2% ACJKO	1 ADGLMNDGOSTY	1 1% ACJKO	2 2% ACJKO	-	-	1 1% ACJKO
To make it easy to remember	25 ADGLMNDGOSTY	-	-	1 ADGLMNDGOSTY	-	1 1% B	-	-	-	-	-	2 2% ABCIUKLPQT	2 2% ABCIUKLPQT	4 2% ABCIUKLPQT	1 ADGLMNDGOSTY	-	-	5 1% ABCIUKLPQT	6 3% ABCIUKLPQT	-	2 2% ABIKLPQ	-	-	-	1 1% L
Other increase traffic/attract customers mentions	10 ADGLMNDGOSTY	1 ADGLMNDGOSTY	1 1% AL	-	-	-	-	-	-	-	-	1 ADGLMNDGOSTY	-	-	3 1% AL	-	-	2 ADGLMNDGOSTY	-	-	-	1 1% AL	-	1 1% L	-
SITE CHARACTERISTICS (NET)	164 3% B	2 ADGLMNDGOSTY	3 2% B	6 3% B	1 1% B	3 3% B	1 1% B	1 1% B	3 1% B	5 2% B	5 2% B	22 2% B	6 6% ABCHILOSTY	12 6% ABCHILOSTY	5 1% B	23 11% B	6 2% B	36 5% ABCHILOSTY	3 1% B	4 2% B	2 2% B	3 3% B	4 3% B	3 3% B	5 1% B
To be different/unique	129 2% B	1 ADGLMNDGOSTY	2 1% B	1 ADGLMNDGOSTY	1 1% B	2 2% B	1 1% B	-	3 1% B	4 2% B	5 2% B	19 2% B	5 5% ABCDHLOY	8 4% BDHLOY	3 1% B	20 10% B	6 2% B	32 5% ABCDHLOY	3 1% B	3 1% B	1 1% B	2 2% B	3 3% B	1 1% B	3 1% B
Other site characteristics mentions	35 1% ABIKLQRS	1 ADGLMNDGOSTY	1 1% ABIKLQRS	5 2% ABIKLQRS	-	1 1% ABIKLQRS	-	1 1% ABIKLQRS	-	1 ADGLMNDGOSTY	-	3 ADGLMNDGOSTY	1 1% ABIKLQ	4 2% ABIKLQ	2 1% BL	3 1% BL	-	4 1% BL	-	1 ADGLMNDGOSTY	1 1% BIKLQ	1 1% BIKLQ	1 1% BIKLQ	2 2% BIKLQ	2 1% BIKLQ
ACCESSIBILITY (NET)	163 3% BIY	4 1% BIY	1 1% BIY	2 1% BIY	-	1 1% BIY	-	1 1% BIY	1 ADGLMNDGOSTY	2 1% BIY	2 1% BIY	33 3% BCIY	11 11% BCIY	18 9% BCIY	4 1% BCIY	17 8% BCIY	9 4% BCIY	21 3% BCIY	8 4% BCDEGIKIOXY	14 7% BCDEGIKIOXY	3 3% BCDEGIKIOXY	2 2% BCDEGIKIOXY	5 4% BCDEGIKIOXY	-	4 1% BCDEGIKIOXY
For easy/quick accessibility	60 1% L	2 ADGLMNDGOSTY	1 1% L	-	-	1 1% L	-	1 1% L	1 ADGLMNDGOSTY	-	-	5 5% ABCDKIOXY	5 5% ABCDKIOXY	11 5% ABCDKIOXY	1 ADGLMNDGOSTY	4 2% BDJKLOQ	-	7 1% BDJKLOQ	4 2% BDJKLOQ	11 5% BDJKLOQ	1 ADGLMNDGOSTY	2 2% DJKQ	1 1% DJKQ	-	2 1% DJKQ
To simplify search/easy to use	48 1% B	-	-	1 ADGLMNDGOSTY	-	-	-	-	-	2 1% B	2 1% B	6 1% ABCDKIOXY	5 5% ABCDKIOXY	9 4% ABCDKIOXY	1 ADGLMNDGOSTY	6 3% ABCDKIOXY	3 1% ABCDKIOXY	5 1% ABCDKIOXY	3 1% ABCDKIOXY	1 ADGLMNDGOSTY	2 2% BI	-	1 1% BI	-	1 1% BI
Convenience	45 1% ABCDKUNRTY	-	-	-	-	-	-	-	-	-	-	23 2% ABCDKUNRTY	1 1% B	-	2 1% ABCDKUNRTY	8 4% ABCDKUNRTY	6 2% ABCDKUNRTY	3 ADGLMNDGOSTY	1 ADGLMNDGOSTY	-	-	-	1 1% B	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q730. To the best of your knowledge, why do some websites have different extensions?

14 Mar 2015  
Table 185

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Other accessibility mentions	19	2	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	7	-	3	-	-	2	-	1
													L					AL		ALO		AKLOQ			
TECHNOLOGY DRIVEN (NET)	149	4	3	2	1	2	2	8	-	-	4	41	7	3	9	4	6	12	10	5	4	3	3	3	13
	2%	1%	2%	1%	1%	2%	2%	7%	-	-	2%	4%	7%	1%	3%	2%	2%	2%	5%	2%	4%	3%	3%	3%	4%
Different servers	68	2	2	2	1	1	2	7	-	-	1	16	2	1	2	2	3	4	4	-	3	1	3	2	7
	1%	*	1%	1%	1%	1%	2%	6%	-	-	*	1%	2%	*	1%	1%	1%	1%	2%	-	3%	1%	3%	2%	2%
							IJT						IJT					BIJT		BIJORT		BIJRT		I	BIR
Different network/service providers	32	2	-	-	-	-	-	1	-	-	3	9	4	1	2	-	-	2	4	1	-	1	-	-	2
	1%	*	-	-	-	-	-	1%	-	-	1%	1%	4%	*	1%	-	-	2	2%	*	-	1%	-	-	1%
																		ABCDLIPQR							
Other technology driven mentions	51	-	1	-	-	1	-	-	-	-	-	17	2	1	5	2	3	6	2	4	1	1	-	1	4
	1%	-	1%	-	-	1%	-	-	-	-	-	2%	2%	*	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	1%
	B					B						ABK	BDIJK		B	B	B	B	B	BDIJK	B	B		B	B
SECURITY (NET)	138	6	3	3	-	8	-	1	2	7	3	19	4	10	4	11	-	17	6	11	1	7	6	4	5
	2%	1%	2%	1%	-	8%	-	1%	1%	3%	1%	2%	4%	5%	1%	5%	-	2%	3%	5%	1%	7%	5%	4%	1%
Safety/Security reasons	107	4	1	3	-	7	-	1	2	5	3	11	4	8	2	9	-	13	5	10	-	5	6	4	4
	2%	1%	1%	1%	-	7%	-	1%	1%	2%	1%	1%	4%	4%	1%	4%	-	2%	2%	5%	-	5%	5%	4%	1%
	LQ								OQ			BC	CE	AB				Q	Q				BC		
Other security mentions	31	2	2	-	-	1	-	-	-	2	-	8	-	2	2	2	-	4	1	1	1	2	-	-	1
	1%	*	1%	-	-	1%	-	-	-	1%	-	1%	-	1%	1%	1%	-	1%	*	*	1%	2%	-	-	1
																					ADIKQ				
DECISION MAKING (NET)	124	10	1	3	-	1	1	5	4	2	11	9	3	6	3	7	9	10	10	16	1	2	4	3	3
	2%	2%	1%	1%	-	1%	1%	4%	2%	2%	4%	1%	3%	3%	1%	3%	4%	1%	5%	8%	1%	2%	3%	3%	1%
							CE			ACE						CLOY	CLOY	AB	AB	AB			CLOY		
Depends on/determined by the owner	114	9	1	3	-	1	1	5	3	2	11	6	3	6	3	7	7	9	10	14	1	2	4	3	3
	2%	2%	1%	1%	-	1%	1%	4%	1%	1%	4%	1%	3%	3%	1%	3%	3%	1%	5%	7%	1%	2%	3%	3%	1%
							ACE			AB						CLOY		AB	AB			CLOY			
Other decision making mentions	10	1	-	-	-	-	-	-	1	-	-	3	-	-	-	-	2	1	-	2	-	-	-	-	-
									*			*					1	*		1					
None	97	5	1	5	3	1	3	-	4	5	6	32	-	-	15	6	1	6	1	-	-	1	-	-	2
	2%	1%	1%	2%	3%	1%	3%	-	2%	2%	2%	3%	-	-	4%	3%	*	1%	*	-	-	1%	-	-	1%
				NT	NQTY		NQTY			NTY	NTY	AB			AB	NQRTY									
Don't know	1347	155	47	19	32	28	33	36	58	100	66	249	15	19	151	49	44	79	14	19	13	20	4	21	76
	22%	31%	24%	9%	32%	27%	33%	32%	26%	50%	26%	22%	15%	9%	42%	24%	17%	11%	7%	9%	12%	19%	3%	19%	21%
	DNRSTUW		DNRSTUW	AS	AS	AS	AS	AS	AS	AS	AS	AS	SW	W	AS	DNRSTUW	DNRSTW	W	W	W	W	DNRSTW	DNRSTW	DNRSTW	DNRSTW
Declined to answer	293	21	5	2	6	2	1	7	12	3	31	101	4	5	8	5	10	38	4	1	-	3	1	4	19
	5%	4%	3%	1%	6%	2%	1%	6%	5%	1%	12%	9%	4%	2%	2%	2%	4%	6%	2%	*	-	3%	1%	4%	5%
	DJOSTUW	DTU		DJTUW			DG	DJOTUW					TU				DTU	DJOSTUW						T	DJOTUW
Sigma	7776	644	307	315	121	128	131	135	291	234	298	1276	138	275	391	228	320	923	279	281	150	134	166	142	469
	127%	128%	154%	141%	120%	125%	131%	121%	132%	116%	119%	115%	138%	133%	109%	112%	126%	134%	135%	140%	143%	130%	139%	129%	127%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q736. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 186

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
Weighted Base	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.za	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-
.eg	57 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 100%	-	-	-
.co	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-
.it	93 100%	-	-	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	80 100%	-	-	-	-	80 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	227 100%	-	-	-	-	-	-	-	-	-	227 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	188 100%	-	-	188 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	150 99%	-	-	-	-	-	-	-	-	-	-	-	-	150 99%	-	-	-	-	-	-	-	-	-	-	-
.id	149 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149 99%	-	-	-	-	-	-
.pl	98 99%	-	-	-	-	-	-	98 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	189 99%	-	-	-	-	-	-	-	189 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	90 99%	-	-	-	-	-	90 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	166 99%	-	-	-	-	-	-	-	-	166 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	81 99%	-	-	-	-	-	-	-	-	-	-	-	81 99%	-	-	-	-	-	-	-	-	-	-	-	-
.kr	159 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	159 99%	-	-	-	-	-	-	-	-	-
.ca	182 98%	-	182 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 186

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.ru	232 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	232 98%	-	-	-	-	-	-	-	-
.in	508 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	508 98%	-	-	-	-	-	-	-
.com	5189 98% L	443 98% L	181 98%	189 99% L	85 100%	89 100%	89 99%	92 98%	198 99% L	149 99% L	200 98%	933 96%	81 96%	180 99%	270 98%	180 97%	221 100% ABCHKLMOPSY	551 98% L	177 97%	187 99% L	92 100%	85 100%	107 99%	102 100% L	308 97%
.ng	154 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	154 98%	-	-	-	-	-
.jp	294 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	294 98%	-	-	-	-	-	-	-	-	-	-
.br	290 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	290 98%
.ar	89 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 98%	-
.org	3546 97% KLMOPQ	398 99% AKLMOPQ	152 99% KLMOPQ	163 100% AFKLMNOPSY	73 100% KMOPQ	70 97%	69 99% M	70 100% KMOPQ	169 99% KLMOPQ	99 98% M	114 94%	461 95%	65 90%	106 97% M	97 92%	85 93%	145 93% KLMOPQ	400 98% L	96 97%	153 99% KLMOPQ	77 100% KLMOPQ	56 98% LMOPUX	97 99% MOPQ	85 100% KLMOPQ	246 97% MOQ
.net	3739 96% LO	355 97% LO	132 97% O	133 97% O	67 100% LMOPUX	77 97% LMOPUX	67 100% LMOPUX	59 97%	143 99% O	106 99% LOPX	137 96% O	651 94%	65 94%	117 95%	160 91%	150 94%	178 96% O	387 97% O	114 95%	138 98% O	66 94% LMOPUX	72 100% LMOPUX	85 98% O	71 93%	209 95%
.cn	809 96%	-	-	-	-	-	-	-	-	-	-	809 96%	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	138 93%	138 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	1485 92% LOP	63 91% LP	33 94% P	52 96% LOP	41 100% FILMOPV	37 90%	38 97% LOP	49 100%	51 86%	26 93%	94 95% LOP	157 81%	59 91% P	51 94% LOP	70 82%	30 75%	117 94% LOP	206 96% AILOP	39 100% ILOPV	83 92% LP	22 100%	27 90%	34 94% LP	23 96%	83 91% LP
.coop	124 89%	2 67%	1 100%	1 100%	4 100%	1 100%	1 100%	2 100%	6 86%	2 100%	2 67%	33 92%	1 50%	2 67%	4 80%	6 86%	8 80%	16 94%	4 80%	1 50%	-	-	7 88%	7 100%	13 100%
.tel	189 87%	4 100%	3 100%	9 90%	5 100%	3 50%	1 100%	7 100%	9 90%	2 67%	3 75%	47 90%	1 100%	3 60%	3 60%	8 80%	14 88%	36 95%	3 100%	5 83%	2 100%	-	3 75%	2 100%	16 84%
.asia	199 87%	2 67%	1 50%	1 100%	2 100%	2 100%	1 100%	5 100%	7 88%	1 100%	2 67%	54 92%	4 80%	7 70%	10 71%	8 80%	9 69%	51 94% A	16 94%	3 60%	-	-	3 75%	1 100%	9 100%
.pro	204 85%	5 83%	5 100%	6 86%	2 67%	2 67%	1 100%	9 90%	5 83%	4 100%	3 100%	50 86%	6 100%	2 67%	4 57%	10 83%	52 90%	21 84%	3 100%	1 33%	-	-	1 50%	2 50%	10 91%
.mobi	405 84%	8 89%	7 73%	7 78%	4 80%	8 89%	7 100%	5 63%	14 61%	2 50%	8 100%	61 94% AR	12 75%	12 80%	10 63%	8 80%	27 93%	63 82%	16 89%	56 88%	51 91%	5 100%	1 50%	2 50%	10 91%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 186

Base: All Qualified Respondents

		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)
Weighted Base		5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.biz		857 83% MP	54 81% P	23 82%	19 95%	24 86%	20 74%	12 86%	29 85% P	34 77%	19 79%	48 81% P	81 87% MP	20 67%	45 88% MP	38 75%	23 58%	73 82% P	114 84% MP	38 88% MP	66 93% ABIKMOPQ	24 89%	10 91%	7 78%	18 100%	18 72%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 187

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
Weighted Base	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.biz	181 17% T	13 19% I	5 18% C	1 5% D	4 14% E	7 26% F	2 14% G	5 15% H	10 23% I	5 21% J	11 19% K	12 13% L	10 33% M	6 12% N	13 25% O	17 43% P	16 18% Q	21 16% R	5 12% S	5 7% T	3 11% U	1 9% V	2 22% W	- - X	7 28% Y
.mobi	76 16% L	1 11% B	3 27% C	2 22% D	1 20% E	1 11% F	- - G	3 38% H	9 39% I	2 50% J	- - K	4 6% L	4 25% M	3 20% N	6 38% O	2 20% P	2 7% Q	14 18% R	2 11% S	8 13% T	5 9% U	- - V	1 50% W	2 50% X	1 9% Y
.pro	37 15% K	1 17% B	- - C	1 14% D	1 33% E	1 33% F	- - G	1 10% H	1 17% I	- - J	- - K	8 14% L	- - M	1 33% N	3 43% O	2 17% P	6 10% Q	4 16% R	- - S	6 67% T	- - U	1 100% V	1 50% W	2 50% X	1 9% Y
.asia	31 13% H	1 33% B	1 50% C	- - D	- - E	- - F	- - G	- - H	1 13% I	- - J	1 33% K	5 8% L	1 20% M	3 30% N	4 29% O	2 20% P	4 31% Q	3 6% R	1 6% S	2 40% T	- - U	1 100% V	1 25% W	- - X	- - Y
.tel	28 13% K	- - B	- - C	1 10% D	- - E	3 50% F	- - G	- - H	1 10% I	1 33% J	1 25% K	5 10% L	- - M	2 40% N	2 40% O	2 20% P	2 13% Q	2 5% R	- - S	1 17% T	- - U	1 100% V	1 25% W	- - X	3 16% Y
.coop	16 11% K	1 33% B	- - C	- - D	- - E	- - F	- - G	- - H	1 14% I	- - J	1 33% K	3 8% L	1 50% M	1 33% N	1 20% O	1 14% P	2 20% Q	1 6% R	1 20% S	1 50% T	- - U	- - V	1 13% W	- - X	- - Y
.info	137 8% HR	6 9% H	2 6% C	2 4% D	- - E	4 10% EH	1 3% G	- - H	8 14% EHRS	2 7% J	5 5% K	37 19% L	6 9% EH	3 6% N	15 18% O	10 25% P	7 6% Q	8 4% R	- - S	7 8% H	- - U	3 10% EHS	2 6% W	1 4% X	8 9% H
.us	11 7% K	11 7% B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	- - L	- - M	- - N	- - O	- - P	- - Q	- - R	- - S	- - T	- - U	- - V	- - W	- - X	- - Y
.cn	37 4% K	- - B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	37 4% L	- - M	- - N	- - O	- - P	- - Q	- - R	- - S	- - T	- - U	- - V	- - W	- - X	- - Y
.net	165 4% K	11 3% B	4 3% C	4 3% D	- - E	2 3% F	- - G	2 3% H	5 3% I	1 1% J	5 4% K	42 6% L	4 6% M	6 5% N	16 9% O	10 6% P	7 4% Q	14 3% R	6 5% S	3 2% T	4 6% U	- - V	2 2% W	5 7% X	12 5% V
.org	100 3% BD	5 1% B	1 1% C	- - D	- - E	2 3% D	1 1% G	- - H	2 1% I	2 2% J	7 6% K	24 5% L	7 10% M	3 3% D	8 8% O	6 7% P	11 7% Q	8 2% R	3 3% D	1 1% T	- - U	1 2% V	1 1% W	- - X	7 3% D
.ar	2 2% K	- - B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	- - L	- - M	- - N	- - O	- - P	- - Q	- - R	- - S	- - T	- - U	- - V	- - W	2 2% X	- - Y
.br	6 2% K	- - B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	- - L	- - M	- - N	- - O	- - P	- - Q	- - R	- - S	- - T	- - U	- - V	- - W	- - X	6 2% Y
.jp	6 2% K	- - B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	- - L	- - M	- - N	6 2% O	- - P	- - Q	- - R	- - S	- - T	- - U	- - V	- - W	- - X	- - Y
.ng	3 2% K	- - B	- - C	- - D	- - E	- - F	- - G	- - H	- - I	- - J	- - K	- - L	- - M	- - N	- - O	- - P	- - Q	- - R	- - S	3 2% T	- - U	- - V	- - W	- - X	- - Y
.com	101 2% Q	8 2% Q	4 2% Q	1 1% D	- - E	- - F	1 1% G	2 2% Q	2 1% I	1 1% J	4 2% Q	38 4% L	3 4% Q	2 1% N	5 2% Q	5 3% Q	- - Q	9 2% R	5 3% Q	2 1% T	- - U	- - V	1 1% W	- - X	8 3% Q

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base		5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.in		9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 2%	-	-	-	-	-	-	-
.ru		4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
.ca		3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr		2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
.vn		1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
.fr		2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es		1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk		2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl		1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id		1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
.ph		1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
.za		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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.co		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736. What has your experience been like with websites that have the following domain name extensions?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 187

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	5934	473	194	222	99*	99*	96*	110	216	180	237	1063	98*	202	329	200	252	672	203	200	104	94*	117	108	366
.mx	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_1. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 188

1. .biz

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1038	67*	28**	20**	28**	27**	14**	34*	44*	24**	59*	93*	30*	51*	51*	40*	89*	135	43*	71*	27**	11**	9**	18**	25**
Weighted Base	1038	67*	28**	20**	28**	27**	14**	34*	44*	24**	59*	93*	30*	51*	51*	40*	89*	135	43*	71*	27**	11**	9**	18**	25**
TOP 2 BOX (NET)	857 83% MP	54 81% P	23 82%	19 95%	24 86%	20 74%	12 86%	29 85% P	34 77%	19 79%	48 81% P	81 87% MP	20 67%	45 88% MP	38 75%	23 58%	73 82% P	114 84% MP	38 88% MP	66 93% ABIKMOPQ	24 89%	10 91%	7 78%	18 100%	18 72%
Very positive	254 24% KP	17 25% P	9 32%	3 15%	5 18%	6 22%	1 7%	8 24% P	6 14%	4 17%	7 12%	23 25% P	3 10%	15 29% KMP	7 14%	2 5%	20 22% P	48 36% AIKMOPQ	19 44% ABIKLMOPQ	25 35% AIKMOP	11 41%	1 9%	1 11%	3 17%	10 40%
Somewhat positive	603 58% R	37 55%	14 50%	16 80%	19 68%	14 52%	11 79%	21 62%	28 64%	15 63%	41 69% RS	58 62% RS	17 57%	30 59%	31 61%	21 53%	53 60%	66 49%	19 44%	41 58%	13 48%	9 82%	6 67%	15 83%	8 32%
BOTTOM 2 BOX (NET)	181 17% T	13 19% T	5 18%	1 5%	4 14%	7 26%	2 14%	5 15%	10 23% T	5 21%	11 19% T	12 13% ALNRST	10 33%	6 12%	13 25% T	17 43% ABIKLNRST	16 18% T	21 16%	5 12%	5 7%	3 11%	1 9%	2 22%	-	7 28%
Somewhat negative	168 16% T	11 16% T	4 14%	1 5%	4 14%	6 22%	2 14%	5 15%	10 23% T	5 21%	10 17% T	12 13% ALNRST	10 33%	6 12%	12 24% T	16 40% ABIKLNRST	14 16% T	20 15%	5 12%	4 6%	3 11%	-	1 11%	-	7 28%
Very negative	13 1%	2 3%	1 4%	-	-	1 4%	-	-	-	-	1 2%	-	-	-	1 2%	1 3%	2 2%	1 1%	-	1 1%	-	1 9%	1 11%	-	-
Sigma	1038 100%	67 100%	28 100%	20 100%	28 100%	27 100%	14 100%	34 100%	44 100%	24 100%	59 100%	93 100%	30 100%	51 100%	51 100%	40 100%	89 100%	135 100%	43 100%	71 100%	27 100%	11 100%	9 100%	18 100%	25 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_2. What has your experience been like with websites that have the following domain name extensions?  
2. .com

14 Mar 2015  
Table 189

Base: All Qualified Respondents

	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	5290	451	185	190	85*	89*	90*	94*	200	150	204	971	84*	182	275	185	221	560	182	189	92*	85*	108	102	316
Weighted Base	5290	451	185	190	85*	89*	90*	94*	200	150	204	971	84*	182	275	185	221	560	182	189	92*	85*	108	102	316
TOP 2 BOX (NET)	5189 98% L	443 98% L	181 98% L	189 99% L	85 100% L	89 100% L	89 99% L	92 98% L	198 99% L	149 99% L	200 98% L	933 96% L	81 96% L	180 99% L	270 98% L	180 97% L	221 100% L	551 98% L	177 97% L	187 99% L	92 100% L	85 100% L	107 99% L	102 100% L	308 97% L
Very positive	3117 59% EGJKLOP	266 59% EGJKLOP	127 69% ABEGHUKLOP	116 61% EGJKLOP	38 45% GKO	72 81% ABDEGHUKLOP	26 29% GJKLOP	51 54% GJKLOP	110 55% GJKLOP	56 37% KO	56 27% GJKLOP	458 47% GJKLOP	56 67% EGJKLOP	140 77% ABDEGHUKLOP	64 23% KO	76 41% ABEGHUKLOP	150 68% ABDEGHUKLOP	414 74% ABDEGHUKLOP	141 77% ABDEGHUKLOP	164 87% ABEGHUKLOP	65 71% ABDEGHUKLOP	68 80% ABDEGHUKLOP	86 80% ABDEGHUKLOP	81 79% ABDEGHUKLOP	236 75% ABDEGHUKLOP
Somewhat positive	2072 39% CFNORSTVWXY	177 39% CFNORSTVWXY	54 29% ST	73 38% FNIRSTVWXY	47 55% ABDEGHUKLOP	17 19% ABDEGHUKLOP	63 70% CFNORSTVWXY	41 44% CFNORSTVWXY	88 44% CFNORSTVWXY	93 62% ABDEGHUKLOP	144 71% ABDEGHUKLOP	475 49% ABDEGHUKLOP	25 30% T	40 22% T	206 75% ABDEGHUKLOP	104 56% FNIRSTVWXY	71 32% FNIRSTVWXY	137 24% T	36 20% T	23 12% T	27 29% T	17 20% T	21 19% T	21 21% T	72 23% T
BOTTOM 2 BOX (NET)	101 2% Q	8 2% Q	4 2% Q	1 1% Q	- - Q	- - Q	1 1% Q	2 2% Q	2 1% Q	1 1% Q	4 2% Q	38 4% ABDIUQRTX	3 4% Q	2 1% Q	5 2% Q	5 3% Q	- - Q	9 2% Q	5 3% Q	2 1% Q	- - Q	- - Q	1 1% Q	- - Q	8 3% Q
Somewhat negative	95 2% Q	8 2% Q	3 2% Q	1 1% Q	- - Q	- - Q	1 1% Q	2 2% Q	1 1% Q	1 1% Q	4 2% Q	35 4% ADIQR	2 2% Q	2 1% Q	5 2% Q	5 3% Q	- - Q	9 2% Q	5 3% Q	2 1% Q	- - Q	- - Q	1 1% Q	- - Q	8 3% Q
Very negative	6 * Q	- - Q	1 1% Q	- - Q	- - Q	- - Q	- - Q	- - Q	1 1% Q	- - Q	- - Q	3 * Q	1 1% Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q	- - Q
Sigma	5290 100%	451 100%	185 100%	190 100%	85 100%	89 100%	90 100%	94 100%	200 100%	150 100%	204 100%	971 100%	84 100%	182 100%	275 100%	185 100%	221 100%	560 100%	182 100%	189 100%	92 100%	85 100%	108 100%	102 100%	316 100%

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

Q736\_3. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 190

3. .info

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1622	69*	35*	54*	41*	41*	39*	49*	59*	28**	99*	194	65*	54*	85*	40*	124	214	39*	90*	22**	30*	36*	24**	91*
Weighted Base	1622	69*	35*	54*	41*	41*	39*	49*	59*	28**	99*	194	65*	54*	85*	40*	124	214	39*	90*	22**	30*	36*	24**	91*
TOP 2 BOX (NET)	1485 92% LOP	63 91% LP	33 94% P	52 96% LOP	41 100% FILMOPV	37 90% LOP	38 97% ABFILMOPVTV	49 100% LOP	51 86% LOP	26 93% LOP	94 95% LOP	157 81% LOP	59 91% P	51 94% LOP	70 82% LOP	30 75% LOP	117 94% AILOP	206 96% ILOPV	39 100% ILOPV	83 92% LP	22 100% LP	27 90% LP	34 94% LP	23 96% LP	83 91% LP
Very positive	559 34% GKLMOP	23 33% GKLOP	15 43% GKLMOP	14 26% O	12 29% GO	14 34% GKOP	4 10% ADGKLMOP	24 49% GKLMOP	24 41% GKLMOP	8 29% GKLMOP	17 17% GKLMOP	40 21% O	15 23% O	22 41% GKLMOP	9 11% GKLMOP	5 13% GKLMOP	51 41% ABDEGKLMOP	108 50% GKLMOP	15 38% GKLOP	36 40% GKLMOP	13 59% GKOP	11 37% ADEGKLMOP	19 53% ADEGKLMOP	11 46% ABDEFGKLMOP	49 54% ABDEFGKLMOP
Somewhat positive	926 57% RY	40 58% Y	18 51% AHIORTWY	38 70% IRTWY	29 71% Y	23 56% Y	34 87% ABCFILMOPVTV	25 51% IRWY	27 46% IRWY	18 64% ABCFILMOPVTV	77 78% IRWY	117 60% IRWY	44 68% IRWY	29 54% ACHNIGRTWY	61 72% Y	25 63% Y	66 53% Y	98 46% Y	24 62% Y	47 52% Y	9 41% Y	16 53% Y	15 42% Y	12 50% Y	34 37% Y
BOTTOM 2 BOX (NET)	137 8% HR	6 9% H	2 6% H	2 4% H	-	4 10% EH	1 3% EH	-	8 14% EHRS	2 7% EHRS	5 5% ADEGKLMOP	37 19% ADEGKLMOP	6 9% EH	3 6% ADEGKLMOP	15 18% ADEGKLMOP	10 25% ADEGKLMOP	7 6% ADEGKLMOP	8 4% ADEGKLMOP	-	7 8% H	-	3 10% EHS	2 6% EHS	1 4% EHS	8 9% EHS
Somewhat negative	127 8% HR	6 9% H	-	2 4% H	-	4 10% EH	1 3% EH	-	7 12% CEHRS	2 7% CEHRS	5 5% ACDEGKLMOP	35 18% ACDEGKLMOP	6 9% EH	3 6% ACDEGKLMOP	14 16% ACDEGKLMOP	9 23% ACDEGKLMOP	6 5% ACDEGKLMOP	8 4% ACDEGKLMOP	-	6 7% H	-	3 10% EHS	1 3% EHS	1 4% EHS	8 9% EHS
Very negative	10 1% ABKRY	-	2 6% ABKRY	-	-	-	-	-	2 2% ABKRY	-	-	2 1% ABKRY	-	-	1 1% ABKRY	3 3% R	1 1% ABKRY	-	-	1 1% ABKRY	-	-	1 3% R	-	-
Sigma	1622 100%	69 100%	35 100%	54 100%	41 100%	41 100%	39 100%	49 100%	59 100%	28 100%	99 100%	194 100%	65 100%	54 100%	85 100%	40 100%	124 100%	214 100%	39 100%	90 100%	22 100%	30 100%	36 100%	24 100%	91 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_4. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 191

4. .mobi

Base: All Qualified Respondents

	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	481	9**	11**	9**	5**	9**	7**	8**	23**	4**	8**	65*	16**	15**	16**	10**	29**	77*	18**	64*	56*	5**	2**	4**	11**
Weighted Base	481	9**	11**	9**	5**	9**	7**	8**	23**	4**	8**	65*	16**	15**	16**	10**	29**	77*	18**	64*	56*	5**	2**	4**	11**
TOP 2 BOX (NET)	405 84%	8 89%	8 73%	7 78%	4 80%	8 89%	7 100%	5 63%	14 61%	2 50%	8 100%	61 94% AR	12 75%	12 80%	10 63%	8 80%	27 93%	63 82%	16 89%	56 88%	51 91%	5 100%	1 50%	2 50%	10 91%
Very positive	128 27%	2 22%	5 45%	2 22%	2 40%	3 33%	1 14%	3 38%	4 17%	-	1 13%	14 22%	3 19%	5 33%	3 19%	2 20%	7 24%	15 19%	7 39%	19 30%	22 39% ALR	1 20%	-	1 25%	6 55%
Somewhat positive	277 58%	6 67%	3 27%	5 56%	2 40%	5 56%	6 86%	2 25%	10 43%	2 50%	7 88%	47 72% AU	9 56%	7 47%	7 44%	6 60%	20 69%	48 62%	9 50%	37 58%	29 52%	4 80%	1 50%	1 25%	4 36%
BOTTOM 2 BOX (NET)	76 16% L	1 11%	3 27%	2 22%	1 20%	1 11%	-	3 38%	9 39%	2 50%	-	4 6%	4 25%	3 20%	6 38%	2 20%	2 7%	14 18% L	2 11%	8 13%	5 9%	-	1 50%	2 50%	1 9%
Somewhat negative	68 14% LU	1 11%	3 27%	2 22%	1 20%	1 11%	-	3 38%	8 35%	2 50%	-	2 3%	3 19%	2 13%	6 38%	2 20%	2 7%	13 17% LU	2 11%	8 13% L	3 5%	-	1 50%	2 50%	1 9%
Very negative	8 2%	-	-	-	-	-	-	-	1 4%	-	-	2 3%	1 6%	1 7%	-	-	-	1 1%	-	-	2 4%	-	-	-	-
Sigma	481 100%	9 100%	11 100%	9 100%	5 100%	9 100%	7 100%	8 100%	23 100%	4 100%	8 100%	65 100%	16 100%	15 100%	16 100%	10 100%	29 100%	77 100%	18 100%	64 100%	56 100%	5 100%	2 100%	4 100%	11 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_5. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 192

5. .net

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3904	366	136	137	67*	79*	67*	61*	148	107	142	693	69*	123	176	160	185	401	120	141	70*	72*	87*	76*	221
Weighted Base	3904	366	136	137	67*	79*	67*	61*	148	107	142	693	69*	123	176	160	185	401	120	141	70*	72*	87*	76*	221
TOP 2 BOX (NET)	3739 96% LO	355 97% LO	132 97% O	133 97% O	67 100% LMOPUX	77 97% LMOPUX	67 100% LMOPUX	59 97% O	143 97% LOPX	106 99% O	137 96% O	651 94% O	65 94% O	117 95% O	160 91% O	150 94% O	178 96% O	387 97% O	114 95% O	138 98% O	66 94% LMOPUXY	72 100% O	85 98% O	71 93% O	209 95% O
Very positive	1627 42% GKLOP	176 48% ADEGHUKLMOP	68 50% ADEGHUKLMOP	52 38% GKO	23 34% KO	42 53% ADEGHUKLMOP	14 21% ADEGHUKLMOP	22 36% KO	57 39% GKOP	36 34% KO	29 20% GKO	240 35% GKO	24 35% KO	58 47% GJKLOP	26 15% O	44 28% O	84 45% GKLOP	217 54% ADEGHUKLMOP	60 50% EGJKLMOP	78 55% ADEGHUKLMOP	36 51% EGJKLOP	49 68% ADEGHUKLMOP	46 53% ADEGHUKLMOP	40 53% DEGIJUKLMOP	106 48% GJKLOP
Somewhat positive	2112 54% BRSTVXY	179 49% V	64 47% V	81 59% BCFPSTUVWXY	44 66% BCFPSTUVWXY	35 44% ADEGHUKLMOP	53 79% ADEGHUKLMOP	37 61% RSTUVX	86 58% FRSTUVXY	70 65% ADEGHUKLMOP	108 76% ADEGHUKLMOP	411 59% ADEGHUKLMOP	41 59% RTVX	59 48% V	134 76% ADEGHUKLMOP	106 66% ADEGHUKLMOP	94 51% V	170 42% ADEGHUKLMOP	54 45% EGJKLMOP	60 43% ADEGHUKLMOP	30 43% EGJKLOP	23 32% ADEGHUKLMOP	39 45% ADEGHUKLMOP	31 41% DEGIJUKLMOP	103 47% GJKLOP
BOTTOM 2 BOX (NET)	165 4% ABEGJV	11 3% ABEGJV	4 3% ABEGJV	4 3% ABEGJV	- - ABEGJV	2 3% ABEGJV	- - ABEGJV	2 3% ABEGJV	5 3% ABEGJV	1 1% ABEGJV	5 4% ABEGJV	42 6% ABEGJV	4 6% EGV	6 5% ABEGJRTV	16 9% EGJV	10 6% EGJV	7 4% ABEGJRTV	14 3% EGJV	6 5% ABEGJRTV	3 2% EGV	4 6% EGV	- - EGV	2 2% EGV	5 7% EGJV	12 5% V
Somewhat negative	154 4% AEGJRV	11 3% AEGJRV	4 3% AEGJRV	4 3% AEGJRV	- - AEGJRV	2 3% AEGJRV	- - AEGJRV	2 3% AEGJRV	5 3% AEGJRV	1 1% AEGJRV	5 4% AEGJRV	39 6% AEGJRV	4 6% EGV	6 5% ABEGJRTV	13 7% EGJRV	10 6% EGJRV	7 4% ABEGJRTV	11 3% EGJRV	6 5% ABEGJRTV	3 2% EGV	3 4% EGV	- - EGV	2 2% EGV	5 7% EGJV	11 5% V
Very negative	11 - AB	- - AB	- - AB	- - AB	- - AB	- - AB	- - AB	- - AB	- - AB	- - AB	- - AB	3 - AB	- - AB	- - AB	3 2% AB	- - AB	- - AB	3 1% AB	- - AB	- - AB	1 1% B	- - AB	- - AB	- - AB	1 - AB
Sigma	3904 100%	366 100%	136 100%	137 100%	67 100%	79 100%	67 100%	61 100%	148 100%	107 100%	142 100%	693 100%	69 100%	123 100%	176 100%	160 100%	185 100%	401 100%	120 100%	141 100%	70 100%	72 100%	87 100%	76 100%	221 100%

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

Q736\_6. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 193

6. .org

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3646	403	153	163	73*	72*	70*	70*	171	101	121	485	72*	109	105	91*	156	408	99*	154	77*	57*	98*	85*	253
Weighted Base	3646	403	153	163	73*	72*	70*	70*	171	101	121	485	72*	109	105	91*	156	408	99*	154	77*	57*	98*	85*	253
TOP 2 BOX (NET)	3546	398	152	163	73	70	69	70	169	99	114	461	65	106	97	85	145	400	96	153	77	56	97	85	246
	97%	99%	99%	100%	100%	97%	99%	100%	99%	98%	94%	95%	90%	97%	92%	93%	93%	98%	97%	99%	100%	98%	99%	100%	97%
	KLMOPQ	AKLMOPQ	KLMOPQ	AKLMOPQ	KLMOPQ	M	M	KMOPQ	KLMOPQ	M								KLMOPQ		KLMOPQ	KLMOPQ		MOPQ	KLMOPQ	MOQ
Very positive	1905	248	99	93	20	49	12	33	89	45	27	211	34	55	21	26	55	246	53	124	46	28	71	52	168
	52%	62%	65%	57%	27%	68%	17%	47%	52%	45%	22%	44%	47%	50%	20%	29%	35%	60%	54%	81%	60%	49%	72%	61%	66%
	EGKLOPQ	AEQKLMOPQ	AEQKLMOPQ	EGKJLOPQ	AEQKLMOPQ		EGKOP	EGKOPQ	EGKOP		EGKOP	EGKOP	EGKOPQ	EGKOPQ			GKO	AEQKLMOPQ	EGKOPQ	AEQKLMOPQ	EGKJLOPQ	EGKOP	AEQKLMOPQ	EGKJLOPQ	AEQKLMOPQ
Somewhat positive	1641	150	53	70	53	21	57	37	80	54	87	250	31	51	76	59	90	154	43	29	31	28	26	33	78
	45%	37%	35%	43%	73%	29%	81%	53%	47%	53%	72%	52%	43%	47%	72%	65%	58%	38%	43%	19%	40%	49%	27%	39%	31%
	BCFRTWY	TW	T	FTWY	AEQKLMOPQ	BCFRTWY	BCFRTWY	BCFRTWY	BCFRTWY	BCFRTWY	BCFRTWY	BCFRTWY	TW	CFTWY	AEQKLMOPQ	AEQKLMOPQ	AEQKLMOPQ	TW	TWY	T	FTWY	AEQKLMOPQ	AEQKLMOPQ	T	AEQKLMOPQ
BOTTOM 2 BOX (NET)	100	5	1	-	-	2	1	-	2	2	7	24	7	3	8	6	11	8	3	1	-	1	1	-	7
	3%	1%	1%	-	-	3%	1%	-	1%	2%	6%	5%	10%	3%	8%	7%	7%	2%	3%	1%	-	2%	1%	-	3%
	BD					D				ABCDERTUX	ABCDERTUX	ABCDERTUX	D	ABCDERTUX	ABCDERTUX	ABCDERTUX	ABCDERTUX	D	D						D
Somewhat negative	95	5	-	-	-	2	1	-	2	2	7	23	7	3	7	6	11	8	3	1	-	1	1	-	5
	3%	1%	-	-	-	3%	1%	-	1%	2%	6%	5%	10%	3%	7%	7%	7%	2%	3%	1%	-	2%	1%	-	2%
	CD					CD				ABCDERTUX	ABCDERTUX	ABCDERTUX	CD	ABCDERTUX	ABCDERTUX	ABCDERTUX	ABCDERTUX	CD	CD						
Very negative	5	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	2
			1%	-	-										AR										1%
Sigma	3646	403	153	163	73	72	70	70	171	101	121	485	72	109	105	91	156	408	99	154	77	57	98	85	253
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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



Q736\_7. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 194

7. .tel

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	217	4**	3**	10**	5**	6**	1**	7**	10**	3**	4**	52*	1**	5**	5**	10**	16**	38*	3**	6**	2**	1**	4**	2**	19**
Weighted Base	217	4**	3**	10**	5**	6**	1**	7**	10**	3**	4**	52*	1**	5**	5**	10**	16**	38*	3**	6**	2**	1**	4**	2**	19**
TOP 2 BOX (NET)	189 87%	4 100%	3 100%	9 90%	5 100%	3 50%	1 100%	7 100%	9 90%	2 67%	3 75%	47 90%	1 100%	3 60%	3 60%	8 80%	14 88%	36 95%	3 100%	5 83%	2 100%	-	3 75%	2 100%	16 84%
Very positive	67 31%	2 50%	-	2 20%	1 20%	-	-	3 43%	2 20%	-	-	20 38%	1 100%	1 20%	1 20%	2 20%	4 25%	15 39%	2 67%	1 17%	1 50%	-	-	1 50%	8 42%
Somewhat positive	122 56%	2 50%	3 100%	7 70%	4 80%	3 50%	1 100%	4 57%	7 70%	2 67%	3 75%	27 52%	-	2 40%	2 40%	6 60%	10 63%	21 55%	1 33%	4 67%	1 50%	-	3 75%	1 50%	8 42%
BOTTOM 2 BOX (NET)	28 13%	-	-	1 10%	-	3 50%	-	-	1 10%	1 33%	1 25%	5 10%	-	2 40%	2 40%	2 20%	2 13%	2 5%	-	1 17%	-	1 100%	1 25%	-	3 16%
Somewhat negative	27 12%	-	-	1 10%	-	3 50%	-	-	1 10%	1 33%	1 25%	5 10%	-	1 20%	2 40%	2 20%	2 13%	2 5%	-	1 17%	-	1 100%	1 25%	-	3 16%
Very negative	1	-	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-
Sigma	217 100%	4 100%	3 100%	10 100%	5 100%	6 100%	1 100%	7 100%	10 100%	3 100%	4 100%	52 100%	1 100%	5 100%	5 100%	10 100%	16 100%	38 100%	3 100%	6 100%	2 100%	1 100%	4 100%	2 100%	19 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_8. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 195

8. .asia

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	230	3**	2**	1**	2**	2**	1**	5**	8**	1**	3**	59*	5**	10**	14**	10**	13**	54*	17**	5**	-**	1**	4**	1**	9**
Weighted Base	230	3**	2**	1**	2**	2**	1**	5**	8**	1**	3**	59*	5**	10**	14**	10**	13**	54*	17**	5**	-**	1**	4**	1**	9**
TOP 2 BOX (NET)	199 87%	2 67%	1 50%	1 100%	2 100%	2 100%	1 100%	5 100%	7 88%	1 100%	2 67%	54 92%	4 80%	7 70%	10 71%	8 80%	9 69%	51 94% A	16 94%	3 60%	-	-	3 75%	1 100%	9 100%
Very positive	71 31%	1 33%	-	-	1 50%	2 100%	-	2 40%	3 38%	-	-	14 24%	1 20%	3 30%	4 29%	3 30%	3 23%	20 37%	8 47%	-	-	-	-	1 100%	5 56%
Somewhat positive	128 56%	1 33%	1 50%	1 100%	1 50%	-	1 100%	3 60%	4 50%	1 100%	2 67%	40 68% A	3 60%	4 40%	6 43%	5 50%	6 46%	31 57%	8 47%	3 60%	-	-	3 75%	-	4 44%
BOTTOM 2 BOX (NET)	31 13% R	1 33%	1 50%	-	-	-	-	-	1 13%	-	1 33%	5 8%	1 20%	3 30%	4 29%	2 20%	4 31%	3 6%	1 6%	2 40%	-	1 100%	1 25%	-	-
Somewhat negative	27 12%	1 33%	1 50%	-	-	-	-	-	1 13%	-	1 33%	5 8%	-	3 30%	3 21%	2 20%	4 31%	3 6%	-	2 40%	-	-	1 25%	-	-
Very negative	4 2%	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	1 7%	-	-	-	1 6%	-	-	1 100%	-	-	-
Sigma	230 100%	3 100%	2 100%	1 100%	2 100%	2 100%	1 100%	5 100%	8 100%	1 100%	3 100%	59 100%	5 100%	10 100%	14 100%	10 100%	13 100%	54 100%	17 100%	5 100%	-	1 100%	4 100%	1 100%	9 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_9. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 196

9. .pro

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	241	6**	5**	7**	3**	3**	1**	10**	6**	4**	3**	58*	6**	3**	7**	12**	58*	25**	3**	3**	-**	1**	2**	4**	11**
Weighted Base	241	6**	5**	7**	3**	3**	1**	10**	6**	4**	3**	58*	6**	3**	7**	12**	58*	25**	3**	3**	-**	1**	2**	4**	11**
TOP 2 BOX (NET)	204 85%	5 83%	5 100%	6 86%	2 67%	2 67%	1 100%	9 90%	5 83%	4 100%	3 100%	50 86%	6 100%	2 67%	4 57%	10 83%	52 90%	21 84%	3 100%	1 33%	-	-	1 50%	2 50%	10 91%
Very positive	67 28%	1 17%	2 40%	2 29%	1 33%	1 33%	-	2 20%	3 50%	-	-	14 24%	2 33%	-	1 14%	4 33%	13 22%	11 44%	2 67%	1 33%	-	-	-	-	7 64%
Somewhat positive	137 57%	4 67%	3 60%	4 57%	1 33%	1 33%	1 100%	7 70%	2 33%	4 100%	3 100%	36 62%	4 67%	2 67%	3 43%	6 50%	39 67%	10 40%	1 33%	-	-	-	1 50%	2 50%	3 27%
BOTTOM 2 BOX (NET)	37 15%	1 17%	-	1 14%	1 33%	1 33%	-	1 10%	1 17%	-	-	8 14%	-	1 33%	3 43%	2 17%	6 10%	4 16%	-	2 67%	-	1 100%	1 50%	2 50%	1 9%
Somewhat negative	36 15%	1 17%	-	1 14%	1 33%	1 33%	-	1 10%	1 17%	-	-	7 12%	-	1 33%	3 43%	2 17%	6 10%	4 16%	-	2 67%	-	1 100%	1 50%	2 50%	1 9%
Very negative	1	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	241 100%	6 100%	5 100%	7 100%	3 100%	3 100%	1 100%	10 100%	6 100%	4 100%	3 100%	58 100%	6 100%	3 100%	7 100%	12 100%	58 100%	25 100%	3 100%	3 100%	-	1 100%	2 100%	4 100%	11 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_10. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 197

10. .coop

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	140	3**	1**	1**	4**	1**	1**	2**	7**	2**	3**	36*	2**	3**	5**	7**	10**	17**	5**	2**	-**	-**	8**	7**	13**
Weighted Base	140	3**	1**	1**	4**	1**	1**	2**	7**	2**	3**	36*	2**	3**	5**	7**	10**	17**	5**	2**	-**	-**	8**	7**	13**
TOP 2 BOX (NET)	124 89%	2 67%	1 100%	1 100%	4 100%	1 100%	1 100%	2 100%	6 86%	2 100%	2 67%	33 92%	1 50%	2 67%	4 80%	6 86%	8 80%	16 94%	4 80%	1 50%	-	-	7 88%	7 100%	13 100%
Very positive	49 35%	1 33%	1 100%	1 100%	1 25%	-	-	2 100%	3 43%	1 50%	-	8 22%	1 50%	1 33%	1 20%	2 29%	2 20%	7 41%	3 60%	-	-	-	2 25%	2 29%	10 77%
Somewhat positive	75 54%	1 33%	-	-	3 75%	1 100%	1 100%	-	3 43%	1 50%	2 67%	25 69% A	-	1 33%	3 60%	4 57%	6 60%	9 53%	1 20%	1 50%	-	-	5 63%	5 71%	3 23%
BOTTOM 2 BOX (NET)	16 11%	1 33%	-	-	-	-	-	-	1 14%	-	1 33%	3 8%	1 50%	1 33%	1 20%	1 14%	2 20%	1 6%	1 20%	1 50%	-	-	1 13%	-	-
Somewhat negative	12 9%	1 33%	-	-	-	-	-	-	-	-	1 33%	3 8%	-	1 33%	-	1 14%	1 10%	1 6%	1 20%	1 50%	-	-	1 13%	-	-
Very negative	4 3%	-	-	-	-	-	-	-	1 14%	-	-	-	1 50%	-	1 20%	-	1 10%	-	-	-	-	-	-	-	-
Sigma	140 100%	3 100%	1 100%	1 100%	4 100%	1 100%	1 100%	2 100%	7 100%	2 100%	3 100%	36 100%	2 100%	3 100%	5 100%	7 100%	10 100%	17 100%	5 100%	2 100%	-	-	8 100%	7 100%	13 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_11. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 198

11. .cn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	846	**	**	**	**	**	**	**	**	**	**	846	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	846	**	**	**	**	**	**	**	**	**	**	846	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	809 96%	-	-	-	-	-	-	-	-	-	-	809 96%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	378 45%	-	-	-	-	-	-	-	-	-	-	378 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	431 51%	-	-	-	-	-	-	-	-	-	-	431 51%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	37 4%	-	-	-	-	-	-	-	-	-	-	37 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	34 4%	-	-	-	-	-	-	-	-	-	-	34 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	3 *	-	-	-	-	-	-	-	-	-	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	846 100%	-	-	-	-	-	-	-	-	-	-	846 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_12. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 199

12. .vn

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	82*	**	**	**	**	**	**	**	**	**	**	**	82*	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	82*	**	**	**	**	**	**	**	**	**	**	**	82*	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	81 99%	-	-	-	-	-	-	-	-	-	-	-	81 99%	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	57 70%	-	-	-	-	-	-	-	-	-	-	-	57 70%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	24 29%	-	-	-	-	-	-	-	-	-	-	-	24 29%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	82 100%	-	-	-	-	-	-	-	-	-	-	-	82 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_13. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 200

13. .ph

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	151	**	**	**	**	**	**	**	**	**	**	**	**	151	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	151	**	**	**	**	**	**	**	**	**	**	**	**	151	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	150 99%	-	-	-	-	-	-	-	-	-	-	-	-	150 99%	-	-	-	-	-	-	-	-	-	-	-
Very positive	96 64%	-	-	-	-	-	-	-	-	-	-	-	-	96 64%	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	54 36%	-	-	-	-	-	-	-	-	-	-	-	-	54 36%	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	151 100%	-	-	-	-	-	-	-	-	-	-	-	-	151 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_14. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 201

14. .jp

Base: All Qualified Respondents

	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	300	..	..	..	..	..	..	..	..	..	..	..	..	..	300	..	..	..	..	..	..	..	..	..	..
Weighted Base	300	..	..	..	..	..	..	..	..	..	..	..	..	..	300	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	294 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	294 98%	-	-	-	-	-	-	-	-	-	-
Very positive	89 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	89 30%	-	-	-	-	-	-	-	-	-	-
Somewhat positive	205 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	205 68%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-
Somewhat negative	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	300 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	300 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q736\_15. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 202

15. .kr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**
Weighted Base	161	**	**	**	**	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	159 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	159 99%	-	-	-	-	-	-	-	-	-
Very positive	54 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 34%	-	-	-	-	-	-	-	-	-
Somewhat positive	105 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 65%	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Somewhat negative	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	161 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	161 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_16. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 203

16. .ru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	236	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	236	**	**	**	**	**	**	**	**
Weighted Base	236	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	236	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	232 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	232 98%	-	-	-	-	-	-	-	-
Very positive	170 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	170 72%	-	-	-	-	-	-	-	-
Somewhat positive	62 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 26%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Somewhat negative	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Very negative	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Sigma	236 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	236 100%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_17. What has your experience been like with websites that have the following domain name extensions?  
17. .in

14 Mar 2015  
Table 204

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	517	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	517	**	**	**	**	**	**	**
Weighted Base	517	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	517	**	**	**	**	**	**	**
TOP 2 BOX (NET)	508 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	508 98%	-	-	-	-	-	-	-
Very positive	345 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	345 67%	-	-	-	-	-	-	-
Somewhat positive	163 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	163 32%	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 2%	-	-	-	-	-	-	-
Somewhat negative	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 2%	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	517 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	517 100%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_18. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 205

18. .id

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	150	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	150	-**	-**	-**	-**	-**	-**
Weighted Base	150	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	150	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	149 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	149 99%	-	-	-	-	-	-
Very positive	112 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112 75%	-	-	-	-	-	-
Somewhat positive	37 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 25%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Sigma	150 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150 100%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_19. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 206

19. .ng

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	157	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	157	-**	-**	-**	-**	-**
Weighted Base	157	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	157	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	154 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	154 98%	-	-	-	-	-
Very positive	108 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 69%	-	-	-	-	-
Somewhat positive	46 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 29%	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-
Somewhat negative	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	157 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	157 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_20. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 207

20. .za

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	90*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	**	**	**	**
Weighted Base	90*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90*	**	**	**	**
TOP 2 BOX (NET)	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-
Very positive	69 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	69 77%	-	-	-	-
Somewhat positive	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 23%	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_21. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 208

21. .eg

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	57*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57*	**	**	**
Weighted Base	57*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57*	**	**	**
TOP 2 BOX (NET)	57 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 100%	-	-	-
Very positive	30 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 53%	-	-	-
Somewhat positive	27 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 47%	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	57 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 100%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_22. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 209

22. .co

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	100	-**	-**
Weighted Base	100	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	100	-**	-**
TOP 2 BOX (NET)	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-
Very positive	73 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73 73%	-	-
Somewhat positive	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 27%	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q736\_23. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 210

23. .ar

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	91*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	91*	**
Weighted Base	91*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	91*	**
TOP 2 BOX (NET)	89 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 98%	-
Very positive	65 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65 71%	-
Somewhat positive	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 26%	-
BOTTOM 2 BOX (NET)	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-
Somewhat negative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Very negative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	91 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 100%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_24. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 211

24. .br

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	296	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	296
Weighted Base	296	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	296
TOP 2 BOX (NET)	290 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	290 98%
Very positive	216 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	216 73%
Somewhat positive	74 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74 25%
BOTTOM 2 BOX (NET)	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%
Somewhat negative	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	296 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	296 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_25. What has your experience been like with websites that have the following domain name extensions?  
25. .it

14 Mar 2015  
Table 212

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	93*	**	**	**	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	93*	**	**	**	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	93 100%	-	-	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	46 49%	-	-	-	46 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	47 51%	-	-	-	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	93 100%	-	-	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_26. What has your experience been like with websites that have the following domain name extensions?  
26. .tr

14 Mar 2015  
Table 213

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	80*	..	..	..	..	80*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Weighted Base	80*	..	..	..	..	80*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
TOP 2 BOX (NET)	80 100%	-	-	-	-	80 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very positive	58 73%	-	-	-	-	58 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat positive	22 28%	-	-	-	-	22 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	80 100%	-	-	-	-	80 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_27. What has your experience been like with websites that have the following domain name extensions?

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Table 214

27. .es

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	91*	**	**	**	**	**	91*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	91*	**	**	**	**	**	91*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	90 99%	-	-	-	-	-	90 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	23 25%	-	-	-	-	-	23 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	67 74%	-	-	-	-	-	67 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	91 100%	-	-	-	-	-	91 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_28. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 215

28. .pl

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	99*	**	**	**	**	**	**	99*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	99*	**	**	**	**	**	**	99*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	98 99%	-	-	-	-	-	-	98 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	53 54%	-	-	-	-	-	-	53 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	45 45%	-	-	-	-	-	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	99 100%	-	-	-	-	-	-	99 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q736\_29. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 216

29. .uk

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	191	**	**	**	**	**	**	**	191	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	191	**	**	**	**	**	**	**	191	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	189 99%	-	-	-	-	-	-	-	189 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	111 58%	-	-	-	-	-	-	-	111 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	78 41%	-	-	-	-	-	-	-	78 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	191 100%	-	-	-	-	-	-	-	191 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_30. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 217

30. .fr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	168	**	**	**	**	**	**	**	**	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	168	**	**	**	**	**	**	**	**	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	166 99%	-	-	-	-	-	-	-	-	166 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	72 43%	-	-	-	-	-	-	-	-	72 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	94 56%	-	-	-	-	-	-	-	-	94 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	168 100%	-	-	-	-	-	-	-	-	168 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q736\_31. What has your experience been like with websites that have the following domain name extensions?  
31. .de

14 Mar 2015  
Table 218

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	227	**	**	**	**	**	**	**	**	**	227	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	227	**	**	**	**	**	**	**	**	**	227	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	227 100%	-	-	-	-	-	-	-	-	-	227 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	89 39%	-	-	-	-	-	-	-	-	-	89 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	138 61%	-	-	-	-	-	-	-	-	-	138 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	227 100%	-	-	-	-	-	-	-	-	-	227 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. .. very small base (under 30) ineligible for sig testing

Q736\_32. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 219

32. .us

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	149	149	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	149	149	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	138 93%	138 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	46 31%	46 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	92 62%	92 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	11 7%	11 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	10 7%	10 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	149 100%	149 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_33. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 220

33. .ca

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	185	**	185	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	185	**	185	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	182 98%	-	182 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	142 77%	-	142 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	40 22%	-	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	185 100%	-	185 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q736\_34. What has your experience been like with websites that have the following domain name extensions?

14 Mar 2015  
Table 221

34. .mx

Base: All Qualified Respondents

	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	188	..	..	188	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	188	..	..	188	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	188 100%	-	-	188 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	111 59%	-	-	111 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	77 41%	-	-	77 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	188 100%	-	-	188 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
USAGE (NET)	74 29%	2 12%	1 11%	-	1 20%	1 17%	-	1 13%	3 50%	-	1 14%	8 35%	1 33%	7 47%	5 71%	1 50%	4 20%	17 35%	4 21%	10 40%	5 45%	-	-	1 33%	1 10%
BUSINESSES/ORGANIZATIONS (SUB-NET)	56 22%	2 12%	1 11%	-	1 20%	1 17%	-	-	2 33%	-	1 14%	6 26%	-	5 33%	3 43%	-	3 15%	14 29%	2 11%	10 40%	5 45%	-	-	-	-
Business/Work website usage	53 21%	1 6%	1 11%	-	1 20%	-	-	-	2 33%	-	1 14%	6 26%	-	4 27%	3 43%	-	3 15%	14 29%	2 11%	10 40%	5 45%	-	-	-	-
Commercial websites	2 1%	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	2 1%	-	-	-	1 20%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 1%	-	-	-	-	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	12 5%	1 6%	-	-	-	-	-	1 13%	1 17%	-	-	1 4%	-	2 13%	1 14%	1 50%	1 5%	1 2%	1 5%	-	-	-	-	1 33%	-
Familiar with website/Have visited/used before/in the past	7 3%	-	-	-	-	-	-	-	1 17%	-	-	1 4%	-	2 13%	1 14%	1 50%	-	-	1 5%	-	-	-	-	-	-
Always use it/The one I use most/frequently	5 2%	1 6%	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	1 5%	1 2%	-	-	-	-	-	1 33%	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
MISCELLANEOUS USAGE (SUB-NET)	7 3%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	1 14%	-	-	3 6%	1 5%	-	-	-	-	-	1 10%
Allows for searching/browsing	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	2 4%	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	1 2%	1 5%	-	-	-	-	-	1 10%
COUNTRIES (SUB-NET)	1	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	40 16% R	4 24%	4 44%	1 33%	2 40%	-	1 100%	3 38%	2 33%	3 75%	2 29%	1 4%	-	-	-	-	4 20%	1 2%	3 16%	1 4%	4 36%	-	1 100%	1 33%	2 20%
No problems/Good experience with website	25 10% R	2 12%	2 22%	-	-	-	1 100%	3 38%	2 33%	2 50%	2 29%	1 4%	-	-	-	-	3 15%	-	3 16%	-	1 9%	-	1 100%	1 33%	1 10%
Worked/Effective	7 3%	2 12%	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 2%	-	-	2 18%	-	-	-	-
Fast/Good speed	5 2%	1 6%	1 11%	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	1 9%	-	-	-	-
Reliable	4 2%	-	-	1 33%	1 20%	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	37 15%	3 18%	-	1 33%	-	-	-	1 13%	-	1 25%	-	7 30%	-	1 7%	-	-	3 15%	5 10%	7 37%	4 16%	2 18%	-	-	-	2 20%
Everything/Good/Like site	18 7%	-	-	1 33%	-	-	-	-	-	-	-	5 22%	-	1 7%	-	-	2 10%	4 8%	3 16%	1 4%	-	-	-	-	1 10%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
It's memorable/Easy to remember	3 1%	1 6%	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
OK/Fine	3 1%	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	1 5%	1 2%	-	-	-	-	-	-	-
Different/Unique	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 4%	-	-	-	-	-
Interesting websites	2 1%	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Descriptive/Indicates what it stands for	1 *	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
Not a lot of ads/pop ups	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-
It indicates seriousness/that it's important	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-
Organized/Not cluttered	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 2%	1 6%	-	1 33%	-	-	-	-	-	-	-	2 9%	-	-	-	-	-	-	1 5%	-	-	-	-	-	1 10%
CONTENT (NET)	36 14%	2 12%	1 11%	1 33%	-	1 17%	-	1 13%	-	-	1 14%	-	1 33%	4 27%	-	-	1 5%	9 19%	3 16%	7 28%	2 18%	1 100%	-	-	1 10%
INFORMATION (SUB-NET)	34 13%	2 12%	1 11%	1 33%	-	1 17%	-	1 13%	-	-	-	-	1 33%	3 20%	-	-	1 5%	9 19%	3 16%	7 28%	2 18%	1 100%	-	-	1 10%
Comprehensive/Can search all information in one place	11 4%	1 6%	1 11%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	3 6%	1 5%	3 12%	-	-	-	-	-
Good/Helpful information	8 3%	1 6%	-	1 33%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	2 4%	-	2 8%	1 9%	-	-	-	-
Information/Informative	8 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	3 6%	1 5%	1 4%	1 9%	-	-	-	1 10%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
Accurate/Authentic information	5 2%	-	-	-	-	1 17%	-	-	-	-	-	-	-	-	-	-	1 5%	1 2%	1 5%	1 4%	-	-	-	-	-
Other information mentions	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	1 2%	-	-	-	1 100%	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	3 1%	-	-	1 33%	-	-	-	-	-	-	1 14%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	32 13%	1 6%	2 22%	1 33%	1 20%	-	-	2 25%	1 17%	-	2 29%	2 9%	1 33%	1 7%	1 14%	-	1 5%	10 21%	1 5%	-	-	-	-	-	5 50%
Well known/Popular/Most commonly used domain	11 4%	-	-	1 33%	-	-	-	1 13%	1 17%	-	1 14%	1 4%	-	1 7%	1 14%	-	1 5%	2 4%	1 5%	-	-	-	-	-	-
Honest/trustworthy	9 4%	-	1 11%	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	6 13% A	-	-	-	-	-	-	1 10%
Good quality brand/product	5 2%	-	-	-	-	-	-	-	-	-	-	1 4%	1 33%	-	-	-	-	-	-	-	-	-	-	-	3 30%
It's a legitimate/credible site/domain	4 2%	-	1 11%	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 10%
Reputable	2 1%	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
MISCELLANEOUS (NET)	19 7%	-	1 11%	1 33%	-	1 17%	-	-	-	-	1 14%	2 9%	-	-	-	-	3 15%	4 8%	1 5%	4 16%	1 9%	-	-	-	-
Meets my expectations/needs/Always find what I need/want	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	4 16%	1 9%	-	-	-	-
Positive/Just was	4 2%	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	1 5%	2 4%	-	-	-	-	-	-	-
Convenient	3 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	2 10%	-	-	-	-	-	-	-	-
Negative experience mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	5 2%	-	1 11%	1 33%	-	1 17%	-	-	-	-	-	1 4%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	16 6%	1 6%	-	-	-	2 33%	-	-	1 17%	-	-	1 4%	1 33%	2 13%	-	-	-	2 4%	2 11%	2 8%	1 9%	-	-	1 33%	-
Easy to use/navigate	6 2%	1 6%	-	-	-	1 17%	-	-	1 17%	-	-	1 4%	-	2 13%	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 5%	1 4%	1 9%	-	-	-	-
Practical/Useful/Helpful	3 1%	-	-	-	-	1 17%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 33%	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	1 5%	1 4%	-	-	-	-	-
SECURITY (NET)	15 6%	-	1 11%	-	1 20%	2 33%	-	-	-	-	-	-	-	2 13%	-	-	-	5 10%	-	2 8%	2 18%	-	-	-	-
Safe/Good security	11 4%	-	-	-	1 20%	2 33%	-	-	-	-	-	-	-	1 7%	-	-	-	4 8%	-	2 8%	1 9%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_1. What made your experience with .biz very positive?

14 Mar 2015  
Table 222

Base: Very Positive Experience With Websites With Domain Name Extensions

1. .biz

	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)
Weighted Base	254	17**	9**	3**	5**	6**	1**	8**	6**	4**	7**	23**	3**	15**	7**	2**	20**	48*	19**	25**	11**	1**	1**	3**	10**
Private/Privacy	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-
No/Less spam	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	-	-	-	-
Virus/Malware protected	1	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1	-	-	-	-	-	-	113%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1	-	-	-	-	-	-	113%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	62%	16%	-	-	120%	-	-	-	-	-	-	-	-	-	114%	150%	15%	12%	-	-	-	-	-	-	-
Don't know	73%	16%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	315%	-	15%	14%	-	-	-	-	-
Declined to answer	177%	318%	-	-	-	117%	-	113%	-	-	114%	313%	-	-	114%	-	210%	36%	-	-	19%	-	-	-	110%
Sigma	31122%	20118%	10111%	8267%	8160%	8133%	1100%	10125%	7117%	4100%	8114%	24104%	4133%	18120%	8114%	2100%	23115%	59123%	22116%	32128%	18164%	1100%	1100%	3100%	12120%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_2. What made your experience with .com very positive?

14 Mar 2015  
Table 223

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
BRAND/QUALITY (NET)	1135 36% EJKXY	96 36% EJKY	49 39% EJKXY	37 32% EK	5 13% -	24 33% EK	4 15% -	14 27% -	31 28% K	10 18% -	7 13% -	208 45% ADEHJLQWXY	28 50% ADEHJLQWXY	56 40% EJKXY	38 59% EJK	27 36% EJK	46 31% EK	174 42% ADEHJLQWXY	59 42% EJKQWXY	60 37% EJKY	17 26% -	35 51% -	28 33% EK	20 25% -	62 26% K
Well known/Popular/Most commonly used domain	780 25% EJKQY	77 29% EJKQY	30 24% JK	31 27% EJKQY	4 11% -	15 21% K	3 12% -	10 20% K	19 17% K	5 9% -	2 4% -	152 33% ACEFHJLQWXY	25 45% ADEHJLQWXY	42 30% EJKQY	30 47% JK	18 24% JK	25 17% K	107 26% EJKQY	33 23% JK	39 24% JK	10 15% K	24 35% AEJLQWXY	21 24% JK	17 21% K	41 17% K
Honest/trustworthy	185 6% BL	8 3% ABEJLQWXY	13 10% -	5 4% -	- -	4 6% -	- -	4 8% L	7 6% L	1 2% -	1 2% -	11 2% -	3 5% -	8 6% BL	6 9% L	6 8% L	6 4% ABEJLQWXY	47 11% ADEHJLQWXY	19 13% -	8 5% -	3 5% ABEJLQWXY	8 12% L	6 7% L	2 2% -	9 4% -
It's a legitimate/credible site/domain	110 4% -	7 3% -	5 4% -	1 1% -	- -	1 1% -	- -	1 2% -	1 1% -	1 2% -	- -	39 9% ADEHJLQWXY	- -	9 6% DIQWY	2 3% -	1 1% -	2 1% -	12 3% W	7 5% W	6 4% DIW	4 6% DIW	5 7% DKMOWY	- -	1 1% -	5 2% -
Well established/Been around for a long time	42 1% -	3 1% -	1 1% -	2 2% Y	- -	2 3% Y	- -	- -	1 1% -	1 2% Y	- -	5 1% -	- -	3 2% Y	1 2% -	1 1% -	7 5% ABLSTWY	12 3% AY	1 1% -	1 1% -	- -	1 1% -	- -	- -	- -
Pioneer/One of the first website extensions	36 1% -	3 1% -	3 2% -	1 1% -	- -	1 1% -	- -	- -	1 1% -	- -	- -	5 1% -	- -	1 1% -	- -	1 1% -	1 1% -	9 2% A	2 1% -	6 4% ALY	- -	- -	- -	- -	2 1% -
Reputable	17 1% -	- -	1 1% -	- -	- -	- -	- -	- -	2 2% BY	- -	3 5% ABDLNRSY	2 4% ABDLNRSY	- -	- -	- -	1 1% -	2 1% -	2 1% -	- -	2 1% -	- -	- -	- -	- -	- -
Good quality brand/product	14 1% -	- -	- -	- -	1 3% ABLR	1 1% L	1 4% -	- -	- -	1 2% BL	1 2% BL	- -	- -	- -	- -	- -	3 2% ABLR	1 1% -	1 1% -	- -	- -	- -	- -	- -	4 2% ABLR
Big/Large website	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other brand/quality mentions	24 1% -	1 1% -	1 1% -	1 1% -	- -	- -	- -	- -	2 2% -	1 2% -	- -	4 1% -	1 2% -	- -	1 2% -	1 1% -	3 2% -	2 1% -	- -	1 1% -	- -	2 3% ABNRS	1 1% -	- -	2 1% -
USAGE (NET)	796 26% CFVY	56 21% F	23 18% -	24 21% -	11 29% F	7 10% -	4 15% -	8 16% -	29 26% FV	8 14% -	15 27% F	171 37% ADEHJLQWXY	10 18% -	30 21% F	20 31% CFJVY	30 39% FVY	41 27% FVY	110 27% FJVY	53 38% ADEHJLQWXY	38 23% F	18 28% FV	9 13% -	20 23% F	19 23% F	42 18% -
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	341 11% DFJRVY	37 14% DFHJMRVY	12 9% V	4 3% V	3 8% V	2 3% -	- -	2 4% DFJRV	13 12% V	1 2% -	4 7% V	90 20% ADEHJLQWXY	2 4% DFJMRVY	19 14% DFHJMRVY	10 16% DFHJMRVY	25 33% DFJRVY	18 12% DFJRVY	25 6% DFHJMRVY	21 15% V	15 9% V	4 6% V	- -	8 9% DFJMRVY	12 15% V	14 6% V
Always use it/The one I use most/frequently	252 8% DRVY	31 12% ADFJMRVY	8 6% V	2 2% -	1 3% -	2 3% -	- -	2 4% DV	9 8% DV	1 2% -	4 7% V	59 13% ACDFJMRUVY	1 2% DFJMRVY	15 11% DFJMRVY	8 13% DFJMRVY	19 25% DV	13 9% DV	21 5% DFJMRVY	15 11% V	10 6% V	2 3% -	- -	8 9% DFJMRUVY	10 12% V	11 5% -
Familiar with website/Have visited/used before/in the past	91 3% R	6 2% -	4 3% -	2 2% -	2 5% RW	1 1% -	- -	- -	4 4% R	- -	- -	32 7% ABDJLQWXY	1 2% -	4 3% -	2 3% -	6 8% ABDJLQWXY	5 3% R	4 1% -	6 4% R	5 3% -	2 3% -	- -	- -	2 2% -	3 1% -
Other familiarity/previous usage mentions	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_2. What made your experience with .com very positive?

14 Mar 2015  
Table 223

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
BUSINESSES/ORGANIZATIONS (SUB-NET)	194 6% BNY	8 3%	5 4%	6 5%	3 8% N	1 1%	2 8%	2 4%	6 5%	1 2%	4 7% N	43 9%	2 4%	2 1%	7 11%	2 3%	6 4%	44 11%	12 9% BFNY	17 10% ABCFJNPQY	2 3% BFNY	6 9% BFNY	4 5%	4 5%	5 2%
Commercial websites	65 2%	2 1%	1 1%	2 2%	2 5% BPWY	-	1 4%	-	2 2%	-	-	1 1%	2 2%	1 1%	-	-	2 1%	26 6% ABCFJNPQTURY	9 6% ABCFJNPQTURY	2 1% ABCFJNPQTURY	-	4 6% ABCFJNPQTURY	-	2 2%	2 1%
Business/Work website usage	55 2%	3 1%	2 2%	2 2%	1 3% Q	-	-	-	2 2%	-	-	22 5% ABNQSY	-	-	2 3% NQ	-	-	11 3% QY	1 1%	4 2%	2 1% ABCNRXY	1 2%	1 1%	1 1%	1 1%
Specific to a company/good/large companies	51 2% Y	1 *	1 1%	2 2% Y	-	-	1 4%	2 4% BY	2 2% Y	1 2% Y	4 7% ABCFJNQRGVXY	10 2% Y	1 2% Y	1 1%	6 9% ABCFJNQRGVXY	1 1%	2 1%	4 1%	2 1% ABCNRXY	8 5% ABCNRXY	1 2%	-	1 1%	-	-
Organization website/extension	11 *	1 *	1 1%	-	-	-	-	1 2% Y	-	-	-	1 *	-	-	-	-	-	2 *	1 1% ALY	3 2% ALY	-	1 1%	-	-	-
Government website/extension	5 *	-	-	-	-	-	-	-	-	-	-	3 1% A	-	-	-	-	-	2 *	-	-	-	-	-	-	-
Networking companies usually use in extension	5 *	-	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	-	2 *	-	-	-	-	1 1% A	-	-
Educational websites	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1% ALR	1 1% ALR	-
Institutions websites/extensions	2 *	-	-	-	-	1 1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-
Used for non-profit organizations/purposes	1 *	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	16 1%	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	1 1%	1 1%	4 1%	-	1 1% ABNS	-	2 3% ABNS	-	-	2 1%
COUNTRIES (SUB-NET)	177 6% BTX	3 1%	6 5% BX	7 6% BTX	4 11% BNTVX	2 3%	2 8%	3 6% BX	7 6% BTX	3 5% BX	5 9% BTX	34 7% BTX	3 5% BX	4 3%	2 3%	3 4% ABCNTVX	17 1% BTX	30 7% BTX	8 6% BTX	2 1% ABCNTVX	11 17% BTX	1 1% BTX	5 6% BTX	-	15 6% BTX
International/Used worldwide/Global	148 5% BTX	3 1%	4 3%	7 6% BTX	4 11% BINOTVX	2 3%	2 8%	2 4%	2 2%	1 2%	5 9% BITX	30 7% BTX	2 4%	4 3%	1 2%	2 3%	12 8% BITX	30 7% ABITX	8 6% BTX	2 1% ABCNTVX	11 17% BTX	1 1% BTX	4 5% B	-	9 4%
Country specific (Unspec.)	6 *	-	-	-	-	-	-	-	1 1% L	-	-	-	1 2% ABLR	-	-	-	3 2% ABLR	-	-	-	-	-	1 1% LR	-	-
China based website	3 *	-	-	-	-	-	-	-	-	-	-	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	3 *	-	-	-	-	-	-	-	2 2% ABLR	1 2% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	2 *	-	-	-	-	-	-	-	-	-	-	1 *	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
Brazilian/Portuguese based website	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21% AL
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	14*	-	22% BLR	-	-	-	-	12% BLR	22% ABLR	12% BLR	-	-	-	-	12% BLR	11% LR	21% LR	-	-	-	-	-	-	-	42% ABLR
MISCELLANEOUS USAGE (SUB-NET)	1314% Q	104%	32%	87% Q	13%	34%	-	12%	65% Q	47% Q	24%	153%	35% Q	54%	12%	45% Q	11%	174% Q	1410% ABCLNOQRY	74% Q	35%	34%	78% LQ	34%	104% Q
Allows for searching/browsing	361% L	21%	-	22% LY	-	11%	-	-	33% LQY	24% CLQY	-	12%	24% CLQY	21%	-	11%	-	41% ABCLQRTY	75% ABCLQRTY	11%	12% ABCLQRTY	11% ABCLQRTY	45% ABCLQRTY	22% LY	-
Email usage	321%	31%	11%	33% QR	-	23% QR	-	12%	11%	12%	12%	72%	-	21%	22%	-	-	2* ABCLQRTY	11%	11%	23% QR	-	-	11%	21%
Diversity/Multi-purpose website	211%	1*	-	-	-	-	-	-	-	-	-	41%	12%	-	-	-	11%	41%	21%	21%	-	-	22%	-	42%
Personal usage site	8*	-	-	-	-	-	-	-	-	-	12% ABLR	-	-	-	-	-	-	2* ABLR	21% AL	-	-	-	22% ABLR	-	1*

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	(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)
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	40 1%	5 2%	3 2%	3 3% Q	1 3% Q	-	-	-	2 2%	1 2%	-	3 1%	-	1 1%	-	3 4% ALQ	-	6 1%	2 1%	4 2%	-	2 3% Q	1 1%	-	3 1%
PERFORMANCE (NET)	571 18%	71 27%	30 24%	31 27%	10 26%	22 31%	14 54%	17 33%	38 35%	20 36%	16 29%	32 7%	4 7%	16 11%	3 5%	7 9%	35 23%	44 11%	11 8%	28 17%	14 22%	8 12%	20 23%	20 25%	60 25%
No problems/Good experience with website	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS	LMNOPRS
	338 11%	54 20%	25 20%	19 16%	6 16%	11 15%	11 42%	14 27%	26 24%	14 25%	14 25%	10 2%	-	9 6% L	1 2%	5 7% L	12 8% LM	25 6% L	9 6% L	12 7% LM	8 12% LMOV	1 1%	8 9% LMV	13 16% LMNOPRS	31 13% LMNOPRS
Reliable	109 3%	2 1%	1 1%	10 9%	3 8%	7 10%	3 12%	2 4%	8 7%	3 5%	1 2%	8 2%	2 4%	2 1%	2 3%	-	10 7% S	8 2%	-	5 3% S	2 3% S	4 6% BCLPS	4 5% BS	2 2% ABCLNPRST	20 8% ABCLNPRST
Fast/Good speed	67 2%	5 2%	1 1%	1 1%	3 3%	4 4% R	-	-	7 6% ABCDLORS	1 2%	-	7 2%	2 4%	4 3%	-	1 1%	5 3% R	4 1%	2 1%	6 4% R	3 5% R	2 3%	3 3%	3 4%	6 3%
Worked/Effective	51 2% L	9 3% ALNS	5 4% AILNS	1 1%	-	1 1%	-	1 2%	-	3 5% AILNRS	-	1 1%	-	-	-	1 1%	8 5% ADILNRSY	6 1% L	-	5 3% LNS	2 3% LNS	-	3 3% LNS	1 1%	4 2% L
Good results/search results	13 1%	2 1%	-	1 1%	-	-	-	-	-	-	1 2% Y	1 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	2 3% ALQRSY	2 2% ALRY	1 1%	-
Other performance mentions	7 1%	-	-	-	-	-	-	-	-	-	-	6 1% AR	-	-	-	-	-	-	-	-	-	-	1 1% R	-	-
SITE APPEAL (NET)	298 10% OP	25 9% O	8 6% OPX	15 13% OPX	4 11% O	4 6% O	3 12% O	4 8% O	11 10% O	6 11% O	3 5% O	38 8% COPX	9 16% COPX	14 10% O	1 2% O	2 3% ACFLOPX	22 15% OPX	49 12% OPX	14 10% O	16 10% O	4 6% OP	8 12% OP	9 10% O	3 4% OP	26 11% OP
Everything/Good/Like site	153 5% P	14 5% P	5 4%	7 6% P	-	1 1%	2 8% P	1 2%	6 5% P	1 2%	1 2%	20 4% P	1 2% P	4 3%	1 2%	-	16 11% ABCDLORS	31 7% APX	5 4%	10 6% P	2 3% P	5 7% P	5 6% P	1 1% P	14 6% P
It's memorable/Easy to remember	27 1%	3 1%	-	1 1% Q	1 3% Q	-	-	-	1 1% Q	-	-	2 5% ABCLNPRST	3 5% ABCLNPRST	3 2%	-	-	-	4 1% ABCLNPRST	3 2% LR	2 1% LR	-	1 1% LR	1 1% LR	-	2 1% LR
It indicates seriousness/that it's important	16 1%	-	-	3 3% ABLR	1 3% BLR	-	-	-	-	-	-	-	-	2 1% L	-	-	3 2% ABLR	1 1% L	-	2 1% L	-	-	2 2% ABLR	-	2 1% L
Interesting websites	14 1%	-	1 1% L	1 1% L	1 3% ABLQRT	-	1 4% BLR	1 2% ABILNORT	-	2 4% ABILNORT	-	-	2 4% ABILNORT	-	-	-	-	-	2 1% LR	-	-	-	-	1 1% LR	2 1% L
OK/Fine	14 1%	3 1%	-	-	-	-	-	2 4% ACDLNORSTY	2 2% A	-	2 4% ACDLNORSTY	3 1% A	-	-	-	-	-	1 1% A	-	-	-	-	-	-	1 1% A
It's professional	12 1%	-	-	-	-	1 1% R	-	-	2 2% ABRY	1 2% BRY	-	3 1% BRY	1 2% BRY	1 1% BRY	-	-	1 1% BRY	-	1 1% BR	-	1 2% BR	-	-	-	-
Descriptive/Indicates what it stands for	5 1%	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	1 1% A	3 1% A	-	-	-	-	-	-	-

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)	
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236	
Not a lot of ads/pop ups	5	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	1% AL	-	1	-	-	1% ABL	-	-	-	-	1
Different/Unique	5	-	-	1% L	-	1% AL	-	-	-	-	-	-	-	-	-	-	-	2	-	1% 1	-	-	-	-	-	
Organized/Not cluttered	5	-	1% 1	-	-	-	-	-	-	-	-	-	-	2% ALR	-	-	-	-	1% 1	-	-	-	-	-	1	
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site appeal mentions	43% 1	5% 2	1% 1	2% 2	1% 3	1% 1	-	-	-	2% 4	-	9% 2	2% 4	1% 1	-	1% 1	1% 1	7% 2	2% 1	1% 1	-	2% 3	1% 1	1% 1	3% 1	
CONTENT (NET)	292% KLO	28% KLO	11% KLO	12% KLO	1% 3	4% 6	1% 4	4% KO	5% 5	3% 5	-	15% 3	7% KLO	23% AEFUKLO	-	11% IKLO	10% KO	47% IKLO	22% AEFIKLO	32% AEFUKLO	10% EIKLO	6% KLO	18% ABCDEFKLO	8% KLO	14% O	
INFORMATION (SUB-NET)	266% KLO	27% KLO	10% KLO	12% KLO	1% 3	3% 4	4% 4	3% L	5% L	2% 4	-	7% 2	5% KLO	22% AEFUKLO	-	8% KLO	10% KLO	46% AIKLO	20% AEFUKLO	32% AEFUKLO	10% AEFUKLO	6% KLO	18% ABCDEFKLO	8% KLO	10% L	
Comprehensive/Can search all information in one place	119% LS	14% CLOS	1% LY	7% CLOQS	1% 3	2% 3	1% 4	2% L	2% L	2% L	-	3% 1	2% L	11% ACIKLO	-	2% 3	18% LY	1% LS	16% ACIKLO	6% ACIKLO	9% ACIKLO	4% CLS	10% ABCDEFKLO	5% CLOQS	7% L	
Information/Informative	74% LY	6% LY	5% LY	2% LY	-	-	-	2% L	2% L	-	-	3% 1	2% LY	4% LY	-	2% 3	5% LY	17% ALY	3% ALY	9% AFLY	2% 3	1% LY	3% LY	3% LY	1% LY	
Good/Helpful information	45% L	7% L	3% L	3% L	-	-	-	-	-	-	-	-	-	2% L	-	3% IL	2% L	7% L	6% AIFY	3% L	1% L	2% L	4% AIFY	-	2% L	
Accurate/Authentic information	29% 1	-	-	1% 1	-	1% 1	-	-	1% 1	-	-	2% 1	-	3% B	-	1% 1	1% 1	4% 1	9% B	3% B	2% BCL	-	-	-	1% 1	
Other information mentions	7	-	-	-	-	-	-	-	-	-	-	-	1% ABLR	1% 1	-	-	1% 1	-	2% ALR	1% 1	-	-	1% LR	-	-	
MISCELLANEOUS CONTENT (SUB-NET)	30% 1	3% 1	1% 1	-	-	1% 1	-	1% 2	-	1% 2	-	9% AR	2% ADIQRT	1% 1	-	3% ADIQRT	-	1% 1	3% R	-	-	-	-	-	4% R	
Good/Like the content	16% 1	-	1% 1	-	-	1% R	-	1% BR	-	1% BR	-	3% 1	2% BR	-	-	3% ABQRT	-	-	2% R	-	-	-	-	-	4% ABR	
News related websites (All news mentions, i.e. balance, up to date news, etc...)	13	3% 1	-	-	-	-	-	-	-	-	-	5% A	1% Y	1% 1	-	1% 1	-	1% 1	1% 1	-	-	-	-	-	-	
Other miscellaneous content mentions	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_2. What made your experience with .com very positive?

14 Mar 2015  
Table 223

2. .com

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
FUNCTIONALITY (NET)	226 7% KLQ	17 6% LQ	9 7% KLQ	15 13% ABKLOPOW	3 8% K	7 10% KLQ	1 4% -	2 4% -	7 6% L	7 13% KLPQ	-	11 2% ABKLOPOW	8 14% KLQ	14 10% KLQ	2 3% KLQ	2 3% KLQ	3 2% KLQ	31 7% KLQ	14 10% KLQ	18 11% KLQ	10 15% ABKLOPORW	9 13% KLOPQ	4 5% KLQ	6 7% KLQ	26 11% AKLPQ
Easy to use/navigate	96 3% LQ	11 4% LQ	4 3% Q	5 4% LQ	1 3% Q	3 4% LQ	-	-	5 5% LQ	1 2% -	-	4 1% Q	2 4% LPQX	7 5% Q	2 3% Q	-	-	16 4% LQ	8 6% LPQX	8 5% LQX	7 11% ABCHLPQWXY	4 6% LPQX	1 1% -	-	7 3% LQ
Accessible/Easy to access/find	91 3% L	3 1% L	3 2% L	7 6% ABLOQ	1 3% L	4 6% BLQ	1 4% -	2 4% L	3 3% L	3 5% BLQ	-	-	-	8 6% ABLQ	-	2 3% L	1 1% L	12 3% L	4 3% L	10 6% ABLOQ	2 3% L	2 3% L	3 3% L	3 4% L	17 7% ABKLMQOR
Practical/Useful/Helpful	31 1% L	3 1% L	3 2% LT	2 2% L	1 3% LT	-	-	-	2 2% L	4 4% LNRT	-	-	2 4% LNRT	-	-	-	2 1% L	2 1% L	2 1% L	-	2 3% LNRT	3 3% LNRT	-	2 2% LT	4 2% L
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	22 1% BL	-	-	1 1% B	-	-	-	1 2% B	-	1 2% B	-	7 2% AB	4 7% ABKLOPQWXY	1 1% B	-	-	-	2 1% B	-	1 1% B	-	2 3% ABQRS	-	1 1% B	1 1% B
SECURITY (NET)	203 7% BL	5 2% BL	10 8% B	8 7% B	5 13% BLO	8 11% BLO	1 4% ABKLNOPQWXY	9 18% ABKLNOPQWXY	5 5% BLO	2 4% BLO	2 4% BLO	18 4% BLO	6 11% BLO	8 6% B	1 2% BLO	3 4% BLO	9 6% B	33 8% BL	12 9% BL	14 9% BL	5 8% B	3 4% ABKLNOPQWYV	13 15% BLO	8 10% BLO	15 6% B
Safe/Good security	167 5% BL	4 2% BL	8 6% B	7 6% B	5 13% ABKLNQOY	7 10% BLO	1 4% ABKLNQOY	7 14% ABKLNQOY	5 5% BLO	2 4% BLO	1 2% BLO	14 3% BLO	6 11% BLO	6 4% BLO	1 2% BLO	3 4% BLO	6 4% BLO	29 7% BL	8 6% B	13 8% B	2 3% B	3 4% ABKLNQOY	10 12% BLO	8 10% BLO	11 5% B
Virus/Malware protected	14 1% LR	1 2% LR	2 2% LR	1 1% L	-	-	-	1 2% LR	-	-	1 2% LR	-	1 2% LR	-	-	-	3 2% ALR	-	-	1 1% LR	1 2% LR	-	1 1% LR	-	1 1% LR
Private/Privacy	12 1% L	-	-	-	-	-	-	1 2% B	-	-	-	1 1% L	-	1 1% L	-	-	-	2 1% L	3 2% ABL	-	-	-	-	2 2% ABLT	2 1% L
No/Less spam	6 1% L	1 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% L	2 1% AL	-	1 2% AL	-	1 1% L	-	-
Other security mentions	11 1% L	-	-	-	-	1 1% L	-	1 2% B	-	-	-	3 1% L	-	1 1% L	-	-	-	1 1% L	-	1 1% L	1 2% B	-	1 1% L	-	1 1% L
MISCELLANEOUS (NET)	184 6% R	16 6% R	9 7% AINRS	12 10% AINRS	1 3% R	7 10% IR	2 8% R	3 6% R	3 3% R	3 5% AINRS	7 13% AINRS	26 6% R	2 4% R	5 4% R	2 3% R	5 7% R	9 6% R	14 3% R	5 4% R	12 7% R	2 3% R	6 9% R	5 6% R	13 16% ABCELMNOPQRSTUWY	15 6% R
Meets my expectations/needs/Always find what I need/want	92 3% LR	11 4% LQR	6 5% LQRS	10 9% ALMNOPQRS	-	5 7% ALMNOPQRS	2 8% LPQRS	3 6% LPQRS	3 3% LR	3 5% LPQRS	3 5% LPQRS	-	-	2 1% L	-	-	1 1% L	1 1% L	10 6% ALNOPQRS	2 3% LR	3 4% LR	5 6% LPQRS	11 14% ABCELMNOPQRSTUWY	10 4% LQRS	
Positive/Just was	43 1% L	3 1% L	2 2% L	-	1 3% L	1 1% L	-	-	-	-	4 7% ABCELMNOPQRSTUWY	12 3% A	-	2 1% L	1 2% L	2 3% L	1 1% L	9 2% L	2 1% L	1 1% L	-	-	-	-	2 1% L

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_2. What made your experience with .com very positive?  
2. .com

14 Mar 2015  
Table 223

Base: Very Positive Experience With Websites With Domain Name Extensions

	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)
Weighted Base	3117	266	127	116	38*	72*	26**	51*	110	56*	56*	458	56*	140	64*	76*	150	414	141	164	65*	68*	86*	81*	236
Convenient	13*	-	-	-	-	-	-	-	-	-	-	5 1% A	-	-	-	2 3% ABRY	3 2% ABRY	1*	-	1 1% B	-	1 %	-	-	-
Negative experience mentions	3*	-	-	-	-	-	-	-	-	-	-	2 A	-	-	-	-	1 A	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	35 1%	3 1%	1 1%	2 2%	-	1 1%	-	-	-	-	-	7 2%	2 4% IT	1 %	1 2%	1 %	3 2%	3 1%	3 2%	-	-	2 3% T	-	2 2% T	3 1%
SERVICE (NET)	16 1%	1*	-	-	-	-	-	1 2%	1 1%	1 2%	-	2*	-	-	-	-	1 1%	1*	-	2 1%	1 2%	1 %	3 3% ABCDLNRSY	-	1*
Good service/customer service/support	12*	1*	-	-	-	-	-	1 2% L	1 1% L	1 2% L	-	-	-	-	-	-	1 1%	1*	-	2 1% L	1 2% L	-	2 2% ALR	-	1*
Other service mentions	4*	-	-	-	-	-	-	-	-	-	-	2*	-	-	-	-	-	-	-	-	-	1 % ABR	1 % AR	-	-
None	22 1%	1*	1 1%	-	-	2 3% ANQRST	-	-	-	5 9% ACDLNRPRTWX	1 2%	6 1%	-	-	1 2%	-	-	2*	-	-	-	-	-	-	3 1%
Don't know	43 1%	5 2%	1 1%	-	3 8% ACDLNRPRTWX	4 6% ACDLNRPRTWX	-	1 2%	2 2% DN	2 4% ADLNPRRTWX	3 5% ADLNPRRTWX	4 1% NPSTW	1 2%	-	-	-	4 3%	4 1%	2 1%	1 1%	2 3% N	-	-	-	4 2%
Declined to answer	94 3% S	12 5% STW	5 4% ST	2 2%	1 3% S	3 4% S	-	5 10% ACDLNRPSTVWX	3 3% NPSTW	4 7% NPSTW	13 13% NPSTW	14 3% S	2 4% S	2 1%	2 3% S	-	7 5% STW	10 2%	-	1 1%	2 3% S	1 %	-	1 1% ST	10 4% ST
Sigma	4081 131%	344 129%	168 132%	163 141%	44 116%	94 131%	30 115%	72 141%	146 133%	73 130%	61 109%	577 126%	81 145%	179 128%	73 114%	93 122%	192 128%	553 134%	203 144%	235 143%	90 138%	97 143%	127 148%	100 123%	286 121%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
CONTENT (NET)	212 38% LY	12 52%	6 40%	8 57%	5 42%	2 14%	1 25%	8 33%	6 25%	3 38%	4 24%	9 23%	8 53%	11 50%	-	1 20%	15 29%	48 44% LY	10 67%	24 67% ALQRY	6 46%	6 55%	9 47%	3 27%	7 14%
INFORMATION (SUB-NET)	205 37% Y	12 52%	6 40%	7 50%	4 33%	2 14%	1 25%	7 29%	6 25%	2 25%	4 24%	9 23%	7 47%	11 50%	-	1 20%	15 29% Y	48 44% LY	10 67%	24 67% ALQRY	6 46%	6 55%	9 47%	3 27%	5 10%
Information/Informative	85 15% Y	4 17%	1 7%	-	2 17%	1 7%	1 25%	2 8%	3 13%	-	4 24%	5 13%	5 33%	4 18%	-	-	8 16%	24 22% AY	3 20%	11 31% AY	1 8%	2 18%	1 5%	1 9%	2 4%
Comprehensive/Can search all information in one place	64 11% LY	5 22%	2 13%	5 36%	1 8%	-	-	4 17%	3 13%	2 25%	-	-	-	4 18%	-	-	2 4%	14 13% LY	2 13%	7 19% LQY	2 15%	2 18%	7 37%	1 9%	1 2%
Good/Helpful information	36 6%	3 13%	3 20%	1 7%	1 8%	-	-	1 4%	-	-	-	-	2 13%	3 14%	-	1 20%	3 6%	7 6%	3 20%	2 6%	1 8%	2 18%	1 5%	1 9%	1 2%
Accurate/Authentic information	14 3%	-	-	1 7%	-	1 7%	-	-	-	-	-	1 3%	-	-	-	-	1 2%	2 2%	1 7%	4 11% AR	2 15%	-	-	-	1 2%
Other information mentions	8 1%	-	-	1 7%	-	-	-	-	-	-	-	3 8% AR	-	-	-	-	1 2%	1 1%	2 13%	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	9 2%	-	-	1 7%	1 8%	-	-	1 4%	-	1 13%	-	-	1 7%	1 5%	-	-	-	-	-	-	-	-	-	-	3 6% AR
News related websites (All news mentions, i.e. balance, up to date news, etc...)	5 1%	-	-	-	1 8%	-	-	1 4%	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	2 4% AR
Good/Like the content	3 1%	-	-	-	-	-	-	-	-	1 13%	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	1 2%
Other miscellaneous content mentions	1	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	89 16% R	3 13%	4 27%	3 21%	3 25%	5 36%	1 25%	8 33%	5 21%	2 25%	3 18%	5 13%	1 7%	3 14%	-	-	10 20% R	8 7%	1 7%	2 6%	4 31%	1 9%	1 5%	3 27%	13 27% ART
No problems/Good experience with website	52 9% R	3 13%	3 20%	1 7%	-	3 21%	1 25%	8 33%	4 17%	2 25%	3 18%	1 3%	-	1 5%	-	-	8 16% LRT	2 2%	1 7%	-	3 23%	1 9%	-	3 27%	4 8%
Reliable	22 4%	-	1 7%	1 7%	2 17%	2 14%	-	-	1 4%	-	-	-	-	2 9%	-	-	2 4%	3 3%	-	-	-	-	1 5%	-	7 14% ALRT
Fast/Good speed	11 2%	-	-	1 7%	1 8%	-	-	-	2 8%	-	-	3 8% A	1 7%	-	-	-	-	2 2%	-	-	-	-	-	-	1 2%
Worked/Effective	10 2%	1 4%	1 7%	-	-	-	-	-	-	1 13%	-	1 3%	-	-	-	-	-	2 2%	-	2 6%	1 8%	-	-	-	1 2%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
SITE APPEAL (NET)	73 13%	3 13%	-	2 14%	2 17%	-	1 25%	5 21%	3 13%	2 25%	2 12%	11 28% AT	1 7%	-	-	1 20%	8 16%	15 14%	2 13%	3 8%	-	1 9%	3 16%	1 9%	7 14%
Everything/Good/Like site	33 6%	1 4%	-	1 7%	-	-	1 25%	-	1 4%	1 13%	1 6%	7 18% AT	-	-	-	1 20%	3 6%	9 8%	-	1 3%	-	1 9%	2 11%	-	3 6%
Descriptive/Indicates what it stands for	8 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	1 2%	3 3%	-	1 3%	-	-	1 5%	1 9%	-
Interesting websites	5 1%	-	-	-	1 8%	-	-	2 8%	-	-	-	-	-	-	-	-	1 2%	-	1 7%	-	-	-	-	-	-
OK/Fine	5 1%	1 4%	-	-	-	-	-	2 8%	-	-	1 6%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
It's memorable/Easy to remember	4 1%	1 4%	-	1 7%	-	-	-	-	-	-	-	1 3%	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	3 1%	-	-	-	-	-	-	-	-	-	-	2 5% AR	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Not a lot of ads/pop ups	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-	-	-
Different/Unique	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 5%	-	-
Organized/Not cluttered	2	-	-	-	-	-	-	-	-	-	-	1 3% A	-	-	-	-	-	-	1 7%	-	-	-	-	-	-
It indicates seriousness/that it's important	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	10 2%	-	-	-	1 8%	-	-	1 4%	1 4%	1 13%	-	-	-	-	-	-	1 2%	-	-	1 3%	-	-	-	-	4 8% AR
BRAND/QUALITY (NET)	67 12%	-	3 20%	1 7%	3 25%	2 14%	-	4 17%	1 4%	-	1 6%	4 10%	4 27%	-	2 22%	1 20%	6 12%	16 15%	4 27%	2 6%	1 8%	3 27%	1 5%	-	8 16%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

3. .info

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
Honest/trustworthy	28 5%	-	2 13%	-	-	2 14%	-	2 8%	1 4%	-	1 6%	1 3%	-	-	-	-	1 2%	12 11% A	1 7%	1 3%	1 8%	1 9%	-	-	2 4%
Well known/Popular/Most commonly used domain	22 4%	-	-	1 7%	2 17%	-	-	2 8%	-	-	-	2 5%	4 27%	-	2 22%	-	3 6%	1 1%	1 7%	1 3%	-	1 9%	-	-	2 4%
It's a legitimate/credible site/domain	8 1%	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	2 2%	2 13%	-	-	1 9%	-	-	1 2%
Good quality brand/product	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	2 4% A
Well established/Been around for a long time	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 20%	1 2%	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	1 *	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	3 1%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	1 5%	-	1 2%
USAGE (NET)	60 11%	3 13%	1 7%	-	-	2 14%	-	-	3 13%	2 25%	1 6%	9 23% ART	2 13%	5 23%	5 56%	2 40%	5 10%	9 8%	1 7%	1 3%	-	1 9%	1 5%	3 27%	4 8%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	25 4%	2 9%	-	-	-	-	-	-	-	2 25%	1 6%	4 10% R	-	2 9%	3 33%	1 20%	3 6%	2 2%	-	1 3%	-	-	1 5%	2 18%	1 2%
Always use it/The one I use most/frequently	14 3%	2 9%	-	-	-	-	-	-	-	1 13%	-	2 5%	-	-	2 22%	-	3 6%	1 1%	-	1 3%	-	-	1 5%	1 9%	-
Familiar with website/Have visited/used before/in the past	11 2%	-	-	-	-	-	-	-	-	1 13%	1 6%	2 5%	-	2 9%	1 11%	1 20%	-	1 1%	-	-	-	-	-	1 9%	1 2%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	24 4%	-	1 7%	-	-	-	-	-	3 13%	-	-	5 13% AQT	-	1 5%	1 11%	1 20%	1 2%	6 6%	1 7%	-	-	-	-	2 18%	2 4%
Educational websites	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	1 20%	-	5 5% A	-	-	-	-	-	1 9%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
Business/Work website usage	5 1%	-	-	-	-	-	-	-	-	-	-	2 5% A	-	-	1 11%	-	-	1 1%	-	-	-	-	-	1 9%	-
Organization website/extension	4 1%	-	1 7%	-	-	-	-	-	-	-	-	1 3%	-	1 5%	-	-	-	-	-	-	-	-	-	-	1 2%
Government website/extension	3 1%	-	-	-	-	-	-	-	1 4%	-	-	2 5% AR	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	5 1%	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	1 2%	-	1 7%	-	-	-	-	-	1 2%
MISCELLANEOUS USAGE (SUB-NET)	13 2%	1 4%	-	-	-	2 14%	-	-	-	-	-	-	2 13%	2 9%	1 11%	-	1 2%	1 1%	-	-	-	1 9%	-	-	2 4%
Allows for searching/browsing	3 1%	1 4%	-	-	-	1 7%	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Email usage	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	7 1%	-	-	-	-	1 7%	-	-	-	-	-	-	1 7%	1 5%	-	-	1 2%	1 1%	-	-	-	1 9%	-	-	1 2%
COUNTRIES (SUB-NET)	2 *	-	-	-	-	-	-	-	1 4%	-	-	1 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
International/Used worldwide/Global	1	-	-	-	-	-	-	-	-	-	-	13%A	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
FUNCTIONALITY (NET)	40 7%	2 9%	1 7%	2 14%	-	1 7%	-	1 4%	4 17%	1 13%	-	2 5%	1 7%	2 9%	-	-	3 6%	12 11%	-	1 3%	-	-	2 11%	-	5 10%
Accessible/Easy to access/find	17 3%	1 4%	-	2 14%	-	-	-	-	-	1 13%	-	-	-	1 5%	-	-	-	6 6%	-	1 3%	-	-	1 5%	-	4 8% AQ
Practical/Useful/Helpful	12 2%	1 4%	1 7%	-	-	-	-	1 4%	2 8%	-	-	2 5%	-	-	-	-	2 4%	2 2%	-	-	-	-	1 5%	-	-
Easy to use/navigate	11 2%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	-	1 5%	-	-	1 2%	4 4%	-	-	-	-	1 5%	-	2 4%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 *	-	-	-	-	-	-	-	1 4%	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	38 7%	-	1 7%	1 7%	-	1 7%	1 25%	1 4%	4 17%	-	2 12%	2 5%	1 7%	1 5%	-	1 20%	4 8%	5 5%	-	5 14%	-	-	1 5%	2 18%	5 10%
Meets my expectations/needs/Always find what I need/want	21 4%	-	1 7%	1 7%	-	-	1 25%	1 4%	2 8%	-	-	-	-	1 5%	-	-	1 2%	2 2%	-	5 14% ALQR	-	-	1 5%	2 18%	3 6%
Positive/Just was	7 1%	-	-	-	-	-	-	-	1 4%	-	2 12%	1 3%	-	-	-	-	-	2 2%	-	-	-	-	-	-	1 2%
Convenient	3 1%	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	2 4% AR	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	7 1%	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 7%	-	-	1 20%	1 2%	1 1%	-	-	-	-	-	-	1 2%
SECURITY (NET)	29 5%	-	-	-	2 17%	2 14%	-	-	1 4%	-	-	1 3%	2 13%	1 5%	1 11%	-	1 2%	7 6%	-	3 8%	1 8%	-	3 16%	2 18%	2 4%
Safe/Good security	23 4%	-	-	-	1 8%	2 14%	-	-	1 4%	-	-	1 3%	2 13%	-	1 11%	-	1 2%	6 6%	-	2 6%	1 8%	-	3 16%	1 9%	1 2%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_3. What made your experience with .info very positive?

14 Mar 2015  
Table 224

Base: Very Positive Experience With Websites With Domain Name Extensions

3. .info

	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)
Weighted Base	559	23**	15**	14**	12**	14**	4**	24**	24**	8**	17**	40*	15**	22**	9**	5**	51*	108	15**	36*	13**	11**	19**	11**	49*
No/Less spam	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 5%	1 9%	-
Virus/Malware protected	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	4 1%	-	-	-	1 8%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	1 3%	-	-	-	1 9%	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	6 1%	1 4%	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	2 4%
Don't know	15 3%	3 13%	-	-	2 17%	1 7%	-	-	-	-	1 6%	-	-	1 5%	-	-	4 8% AR	-	-	-	-	-	-	-	3 6% R
Declined to answer	24 4%	1 4%	1 7%	-	-	1 7%	1 25%	1 4%	1 4%	1 13%	2 12%	1 3%	-	-	1 11%	-	3 6%	5 5%	-	-	2 15%	-	-	-	3 6%
Sigma	676 121%	29 126%	18 120%	18 129%	17 142%	17 121%	5 125%	28 117%	31 129%	12 150%	17 100%	45 113%	20 133%	26 118%	9 100%	6 120%	59 116%	129 119%	19 127%	41 114%	14 108%	12 109%	24 126%	16 145%	64 131%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_4. What made your experience with .mobi very positive?

14 Mar 2015  
Table 225

Base: Very Positive Experience With Websites With Domain Name Extensions

4. .mobi

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
USAGE (NET)	35 27%	1 50%	3 60%	1 50%	-	-	-	-	2 50%	-	-	4 29%	2 67%	1 20%	1 33%	1 50%	2 29%	2 13%	1 14%	6 32%	7 32%	-	-	1 100%	-
MISCELLANEOUS USAGE (SUB-NET)	24 19%	1 50%	3 60%	1 50%	-	-	-	-	-	-	-	3 21%	1 33%	1 20%	1 33%	1 50%	2 29%	1 7%	-	4 21%	5 23%	-	-	-	-
Allows for searching/browsing	2 2%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	1 5%	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	23 18%	1 50%	3 60%	1 50%	-	-	-	-	-	-	-	3 21%	-	1 20%	1 33%	1 50%	2 29%	1 7%	-	4 21%	5 23%	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 5%	-	-	-	-	-	-	-	2 50%	-	-	-	-	-	-	1 50%	-	-	1 14%	2 11%	-	-	-	1 100%	-
Always use it/The one I use most/frequently	6 5%	-	-	-	-	-	-	-	2 50%	-	-	-	-	-	-	1 50%	-	-	1 14%	1 5%	-	-	-	1 100%	-
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 4%	-	-	-	-	-	-	-	-	-	-	1 7%	1 33%	-	-	-	-	1 7%	-	-	2 9%	-	-	-	-
Business/Work website usage	2 2%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-
Networking companies usually use in extension	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	1 5%	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_4. What made your experience with .mobi very positive?

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Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	11%	-	-	-	-	-	-	-	-	-	-	-	133%	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	26 20%	1 50%	-	1 50%	-	1 33%	-	-	-	-	-	6 43%	-	2 40%	-	-	1 14%	1 7%	4 57%	3 16%	2 9%	1 100%	-	-	3 50%
Everything/Good/Like site	15 12%	-	-	1 50%	-	1 33%	-	-	-	-	-	4 29%	-	2 40%	-	-	1 14%	-	4 57%	1 5%	-	-	-	-	1 17%
Interesting websites	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	1 5%	-	-	-	-	-
OK/Fine	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	1 17%
It's professional	1 1%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 5%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	1 7%	-	1 5%	1 5%	1 100%	-	-	1 17%
PERFORMANCE (NET)	26 20%	-	1 20%	-	2 100%	1 33%	1 100%	1 33%	1 25%	-	-	2 14%	-	2 40%	-	1 50%	2 29%	2 13%	1 14%	1 5%	7 32%	1 100%	-	-	-
No problems/Good experience with website	12 9%	-	1 20%	-	-	-	1 100%	1 33%	1 25%	-	-	2 14%	-	-	-	-	1 14%	1 7%	-	-	4 18%	-	-	-	-
Fast/Good speed	7 5%	-	-	-	-	1 33%	-	-	-	-	-	-	-	1 20%	-	1 50%	1 14%	-	1 14%	1 5%	1 5%	-	-	-	-
Worked/Effective	5 4%	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	1 5%	2 9%	-	-	-	-
Reliable	2 2%	-	-	-	1 50%	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	22 17%	-	2 40%	-	-	-	-	-	3 75%	-	-	3 21%	-	1 20%	-	-	1 14%	2 13%	1 14%	3 16%	6 27%	-	-	-	-
Easy to use/navigate	7 5%	-	1 20%	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	1 14%	3 16%	1 5%	-	-	-	-
Practical/Useful/Helpful	7 5%	-	-	-	-	-	-	-	2 50%	-	-	-	-	-	-	-	1 14%	1 7%	-	-	3 14%	-	-	-	-
Accessible/Easy to access/find	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	3 16%	2 9%	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	7 5%	-	1 20%	-	-	-	-	-	1 25%	-	-	3 21%	-	1 20%	-	-	-	1 7%	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	18 14%	-	-	-	-	-	-	1 33%	-	-	1 100%	1 7%	-	1 20%	1 33%	-	-	5 33%	1 14%	1 5%	2 9%	-	-	-	4 67%
Honest/trustworthy	11 9%	-	-	-	-	-	-	-	-	-	1 100%	1 7%	-	1 20%	-	-	-	4 27%	1 14%	1 5%	1 5%	-	-	-	1 17%
Good quality brand/product	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	2 33%
It's a legitimate/credible site/domain	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	1 5%	-	-	-	1 17%
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 29%	-	1 14%	3 16%	2 9%	-	-	-	-
Meets my expectations/needs/Always find what I need/want	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	2 11%	1 5%	-	-	-	-
Convenient	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	1 5%	1 5%	-	-	-	-
Positive/Just was	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	-

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Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 5%	-	1 20%	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 50%	-	1 7%	-	2 11%	-	-	-	-	-
Safe/Good security	5 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 50%	-	1 7%	-	2 11%	-	-	-	-	-
Virus/Malware protected	1 1%	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 5%	-	1 20%	-	-	1 33%	-	-	-	-	-	1 7%	1 33%	-	-	-	-	1 7%	-	1 5%	-	-	-	-	-
INFORMATION (SUB-NET)	6 5%	-	1 20%	-	-	1 33%	-	-	-	-	-	1 7%	1 33%	-	-	-	-	1 7%	-	1 5%	-	-	-	-	-
Comprehensive/Can search all information in one place	3 2%	-	-	-	-	1 33%	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	1 5%	-	-	-	-	-
Good/Helpful information	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-
Information/Informative	1 1%	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	128	2**	5**	2**	2**	3**	1**	3**	4**	-**	1**	14**	3**	5**	3**	2**	7**	15**	7**	19**	22**	1**	-**	1**	6**
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	1 5%	-	-	-	-	-
Declined to answer	5 4%	-	-	-	-	-	-	1 33%	-	-	-	1 7%	-	-	1 33%	-	-	2 13%	-	-	-	-	-	-	-
Sigma	165 129%	2 100%	8 160%	2 100%	2 100%	3 100%	1 100%	3 100%	7 175%	-	1 100%	19 136%	3 100%	7 140%	3 100%	4 200%	8 114%	19 127%	11 157%	26 137%	26 118%	2 200%	-	1 100%	7 117%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q740\_5. What made your experience with .net very positive?

14 Mar 2015  
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
USAGE (NET)	379 23% FY	38 22% F	10 15%	11 21%	5 22%	3 7%	2 14%	1 5%	13 23% F	5 14%	2 7%	89 37%	6 25%	12 21%	5 19%	22 50%	16 19%	49 23% FY	20 33% CFJUY	17 22% F	4 11%	12 24% F	11 24% F	12 30% FUY	14 13%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	154 9% F	15 9%	3 4%	1 2%	3 13%	-	-	1 5%	6 11% F	2 6%	2 7%	41 17%	3 13%	6 10% F	5 19%	10 23%	6 7%	17 8%	7 12% DF	8 10% F	1 3%	5 10% F	2 4%	4 10% F	6 6%
Familiar with website/Have visited/used before/in the past	79 5%	8 5%	1 1%	1 2%	3 13%	-	-	-	3 5%	-	2 7%	24 10%	3 13%	2 3%	8 14%	6 14%	2 2%	10 5%	3 5%	4 5%	-	-	-	2 5%	3 3%
Always use it/The one I use most/frequently	76 5%	7 4%	2 3%	-	-	-	-	1 5%	3 5%	2 6%	-	17 7% D	-	4 7%	3 12%	4 9% DF	4 5%	8 4%	4 7%	4 5%	1 3%	5 10% DF	2 4%	2 5%	3 3%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	146 9% Y	15 9%	3 4%	7 13% JY	1 4%	2 5%	-	-	2 4%	-	-	30 13% AJY	-	4 7%	-	6 14% JY	8 10%	28 13% AIJY	10 17% ACIJY	9 12% JY	3 8%	4 8%	6 13% JY	5 13% JY	3 3%
Networking companies usually use in extension	67 4%	3 2%	2 3%	3 6%	1 4%	1 2%	-	-	-	-	-	16 7% ABI	-	1 2%	-	2 5%	5 6%	15 7% ABI	6 10% ABIXY	4 5%	1 3%	1 2%	4 9% BI	-	2 2%
Business/Work website usage	30 2%	7 4% A	1 1%	-	-	1 2%	-	-	1 2%	-	-	3 1%	-	1 2%	-	1 2%	-	6 3%	-	4 5% ALQ	-	-	2 4%	2 5% Q	1 1%
Specific to a company/good/large companies	15 1%	1 1%	-	3 6% ABCLRTY	-	-	-	-	1 2%	-	-	2 1%	-	1 2%	-	-	1 1%	2 1%	2 3%	-	1 3%	-	-	1 3%	-
Organization website/extension	10 1%	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-	1 2%	-	-	2 2% A	2 1%	1 2%	-	-	-	-	-	-
Government website/extension	7	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	3 1% A	1 2%	-	-	-	-	-	-
Educational websites	7	1 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	2 1%	-	1 1%	-	-	-	-	-
Commercial websites	6	-	-	1 2% L	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 2% L	-	-	1 2% L	-	1 3% ABL	-
Used for non-profit organizations/purposes	2	1 1%	-	1 2% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-
Other businesses/organizations mentions	14 1%	1 1%	-	1 2%	-	-	-	-	-	-	-	2 1%	-	-	-	3 7% ABCLNORTY	-	1	2 3% A	-	1 3% ARY	2 4%	-	1 3%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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5. .net

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	(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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
MISCELLANEOUS USAGE (SUB-NET)	65 4% R	9 5% QRT	4 6% QRT	3 6% QT	-	1 2% -	1 7% -	-	3 5% QT	3 8% QRT	-	8 3% -	3 13% -	3 5% QT	-	7 16% ABFLQRTY	-	3 1% -	4 7% QRT	-	1 3% QRT	3 6% QRT	3 7% QRT	2 5% QT	4 4% -
Email usage	18 1%	6 3% ALR	2 3%	2 4% LRY	-	-	1 7%	-	1 2%	1 3%	-	1	-	-	-	2 5% ALRY	-	1	-	-	1 3%	-	-	-	-
Allows for searching/browsing	10 1%	-	-	-	-	-	-	-	1 2%	-	-	1	1 4%	-	-	-	-	-	2 3% ABLR	-	-	1 2% R	1 2% R	1 3% BR	2 2% R
Diversity/Multi-purpose website	9 1%	-	-	-	-	1 2% BLR	-	-	-	-	-	-	1 4% -	1 2% L	-	3 7% ABCLQRSTY	-	-	-	-	1 2% LR	-	1 3% BLR	1 1% -	
Personal usage site	2	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ALR	-	-	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	27 2%	2 1%	2 3%	1 2%	-	-	-	-	2 4%	2 6% QRT	-	6 3%	1 4%	2 3%	-	2 5%	-	2 1%	2 3%	-	-	1 2%	1 2%	-	1 1%
COUNTRIES (SUB-NET)	30 2%	-	1 1%	2 4% B	1 4%	-	1 7%	-	2 4% B	-	-	11 5% AB	-	-	-	1 2% B	2 2% B	4 2%	-	-	-	-	2 4% B	2 5% BT	1 1%
International/Used worldwide/Global	21 1%	-	-	2 4% BRY	1 4%	-	1 7%	-	1 2%	-	-	10 4% ABRY	-	-	-	1 2% B	2 2% B	1	-	-	-	-	2 4% BRY	-	-
China based website	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
Country specific (Unspec.)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
India based website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
Brazilian/Portuguese based website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	
It's my country's extension	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
UK based website	1	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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Q740\_5. What made your experience with .net very positive?

14 Mar 2015  
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	3	-	-	-	-	-	-	-	1 AL	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 ABLQRTY	5%
PERFORMANCE (NET)	361 22% LPRV	57 32% ALPORSV	18 26% LPRV	16 31% LPRV	11 48% LPRV	14 33% LPRV	9 64% LPRV	8 36% ALNPQRSTV	23 40% LPRV	12 33% LPRV	10 34% LPRV	33 14% LPRV	-	11 19% LPRV	1 4% LPRV	3 7% LPRV	15 18% LPRV	30 14% LPRV	10 17% LPRV	17 22% PV	12 33% LPRV	4 8% LPRV	11 24% PV	9 23% P	27 25% LPRV
No problems/Good experience with website	230 14% LRV	49 28% LRTV	13 19% LRTV	9 17% LRV	7 30% LRV	8 19% LRV	8 57% LRV	7 32% ALNPRTVW	14 25% LNPRTW	9 25% LNPRTW	9 31% LPRV	15 6% LPRV	-	5 9% LPRV	1 4% LPRV	3 7% LPRV	10 12% LPRV	15 7% LPRV	9 15% LPRV	6 8% LRTVW	8 22% LRTVW	2 4% LPRV	3 7% LPRV	4 10% LPRV	16 15% LRV
Reliable	60 4% BR	1 1% LPRV	-	5 10% ABC PQRS	3 13% ABC PQRS	4 10% ABC PQRS	1 7% LPRV	-	6 11% ABC PQRS	3 8% BCQRS	-	9 4% B	-	4 7% BCRS	-	-	1 1% LPRV	3 1% LPRV	-	4 5% B	1 3% LPRV	1 2% LPRV	5 11% ABC PQRS	2 5% B	7 7% BCRS
Fast/Good speed	38 2% LPRV	2 1% LPRV	-	1 2% LPRV	1 4% LPRV	2 2% LPRV	-	1 5% LPRV	3 5% LPRV	-	-	5 2% LPRV	-	1 2% LPRV	-	-	1 1% LPRV	6 3% LPRV	1 2% LPRV	5 6% ABC	1 3% LPRV	1 2% LPRV	3 7% BC	3 8% ABC	2 2% LPRV
Worked/Effective	29 2% LPRV	6 3% LPRV	5 7% ALNRS	1 2% LPRV	-	-	1 7% LPRV	1 5% LPRV	1 2% LPRV	1 3% LPRV	-	1 *	-	-	-	-	3 4% LPRV	4 2% LPRV	-	1 1% LPRV	2 6% LPRV	-	-	-	2 2% LPRV
Good results/search results	6 *	1 1% LPRV	-	-	-	1 2% AL	-	-	-	-	1 3% LPRV	-	-	-	-	-	-	2 1% LPRV	-	1 1% LPRV	-	-	-	-	-
Other performance mentions	5 *	-	-	-	-	-	-	-	-	-	-	3 1% A	-	1 2% LPRV	-	-	-	-	-	-	-	-	1 2% AR	-	-
BRAND/QUALITY (NET)	345 21% BJW	22 13% LPRV	15 22% JW	7 13% LPRV	-	8 19% LPRV	1 7% LPRV	3 14% LPRV	9 16% LPRV	2 6% LPRV	2 7% ABDJW	68 28% ABDJW	7 29% LPRV	14 24% BJW	15 58% LPRV	12 27% BJW	25 30% BDJW	48 22% BJW	18 30% BDJW	14 18% LPRV	6 17% LPRV	18 37% ABDJRTWXY	3 7% LPRV	6 15% LPRV	22 21% JW
Well known/Popular/Most commonly used domain	153 9% LPRV	12 7% LPRV	2 3% LPRV	4 8% LPRV	-	4 10% LPRV	1 7% LPRV	2 9% LPRV	3 5% LPRV	-	1 3% ABCJRY	32 13% ABCJRY	4 17% LPRV	7 12% J	15 58% ABDJRTWXY	9 20% LPRV	10 12% CJ	15 7% LPRV	8 13% CJY	5 6% LPRV	2 6% LPRV	8 16% BCJRY	2 4% LPRV	2 5% LPRV	5 5% LPRV

Proportions/Mean: All Columns Tested (5% risk level)  
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Table 226

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5. .net

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Honest/trustworthy	90 6% B	3 2%	5 7% B	1 2%	-	5 12% BJL	-	-	3 5%	-	-	8 3%	1 4%	5 9% B	-	2 5%	6 7% B	23 11% ABJL	5 8% B	6 8% B	1 3% ABDULPUWY	9 18%	1 2%	1 3%	5 5%
It's a legitimate/credible site/domain	61 4%	5 3%	5 7% D	-	-	-	-	1 5%	1 2%	-	1 3% ABDFRW	21 9%	-	2 3%	-	1 2%	3 4%	7 3%	2 3%	2 3%	2 6%	3 6%	-	1 3%	4 4%
Well established/Been around for a long time	18 1%	-	1 1%	-	-	-	-	-	2 4% B	1 3% B	-	4 2%	1 4%	1 2%	-	2 5% AB	2 2% B	2 1%	-	1 1%	-	-	-	-	1 1%
Good quality brand/product	14 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	4 5% ABLR	1	-	-	-	-	-	1 3% B	6 6% ABCLRT
Reputable	12 1%	2 1%	1 1%	1 2%	-	-	-	-	-	-	-	2 1%	-	-	-	-	1 1%	3 1%	1 2%	-	1 3%	-	-	-	-
Pioneer/One of the first website extensions	7	-	1 1%	1 2% R	-	-	-	-	-	-	-	1	-	1 2%	-	-	1 1%	-	1 2%	-	-	-	-	-	1 1%
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	12 1%	1 1%	-	-	-	-	-	-	-	1 3%	-	3 1%	3 13%	-	-	-	-	1	1 2%	-	-	-	-	2 5% ABQRTY	-
SITE APPEAL (NET)	197 12% F	18 10%	5 7%	4 8%	1 4%	1 2%	-	3 14%	4 7%	3 8%	2 7%	26 11%	2 8%	3 5%	-	5 11%	15 18% FNX	40 18% ABCFLNX	10 17% FNX	11 14% F	4 11% ABCDFILNX	11 22% ABCDFILNX	9 20% FNX	1 3%	19 18% FNX
Everything/Good/Like site	93 6%	11 6%	1 1%	1 2%	-	-	-	-	2 4%	1 3%	1 3%	9 4%	-	2 3%	-	1 2%	9 11% ACFLX	25 12% ACDFLX	2 3%	6 8%	1 3% ABCDFILNRBK	8 16%	3 7%	-	10 9% CFLX
OK/Fine	18 1%	1 1%	-	-	1 4%	-	-	2 9%	1 2%	-	1 3%	3 1%	-	-	-	-	1 1%	3 1%	1 2%	1 1%	-	1 2%	1 2%	-	1 1%
Interesting websites	12 1%	1 1%	-	1 2% LR	-	-	-	1 5%	-	-	-	-	2 8%	-	-	1 2% LR	-	-	3 5% ABLQRT	-	-	-	1 2% LR	-	2 2% LR
It's memorable/Easy to remember	9 1%	1 1%	-	1 2%	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	1	1 2%	-	-	-	1 2%	-	1 1%
It's professional	8	1 1%	-	-	-	-	-	-	1 2%	-	-	4 2% A	-	-	-	-	-	1	-	1 1%	-	-	-	-	-
Different/Unique	7	-	-	-	-	-	-	-	-	-	-	-	-	1 2% L	-	1 2% BL	1 1%	2 1%	-	1 1%	1 3% ABL	-	-	-	-
It indicates seriousness/that it's important	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ABL	1 1%	1	-	-	-	-	2 4% ABLRY	-	-
Not a lot of ads/pop ups	5	1 1%	2 3% AR	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1 3% AR	-	-	-	-

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5. .net

	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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Descriptive/Indicates what it stands for	5*	1 1%	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	2 1%	1 2%	-	-	-	-	-	-
Organized/Not cluttered	5*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*	1 2%	-	-	1 2% A	-	-	1 1%
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	35 2%	1 1%	2 3%	1 2%	-	1 2%	-	-	-	2 6% B	-	4 2%	-	-	-	1 2%	4 5% B	6 3%	2 3%	2 3%	1 3%	2 4%	1 2%	1 3%	4 4% B
CONTENT (NET)	179 11% LQ	21 12% LQ	8 12% Q	7 13% LQ	1 4%	4 10% Q	1 7%	4 18%	4 7%	3 8% Q	2 7%	13 5%	7 29%	15 26%	-	4 9% Q	1 1%	24 11% LQ	8 13% LQ	15 19% AILQY	6 17% LQ	4 8% Q	11 24% ABILQRYV	8 20% LQY	8 8% Q
INFORMATION (SUB-NET)	164 10% LQY	20 11% LQY	8 12% LQY	7 13% LQY	1 4%	3 7%	1 7%	4 18%	4 7%	2 6%	2 7%	12 5%	6 25%	15 26%	-	4 9% Q	1 1%	22 10% LQY	4 7% AILQRSY	15 19% LQY	6 17% LQY	4 8% Q	11 24% ABFJLQRSYV	8 20% ALQSY	4 4%
Comprehensive/Can search all information in one place	68 4% L	12 7% LQY	2 3% LQY	4 8% LQY	1 4%	2 5% Q	1 7%	2 9%	1 2%	1 3%	-	3 1%	2 8%	4 7%	-	1 2%	-	7 3%	1 2% AILQRSY	9 12% ALQRSY	4 11% ALQRSY	2 4% LQY	4 9% LQY	4 10% LQY	1 1%
Information/Informative	38 2%	1 1%	3 4% B	1 2%	-	-	-	-	1 2%	-	2 7%	4 2%	1 4%	6 10% ABFLQRSY	-	1 2%	1 1%	6 3%	1 2%	2 3%	2 6% B	1 2%	1 2%	1 3%	3 3%
Good/Helpful information	33 2%	6 3%	1 1%	2 4% Y	-	-	-	2 9%	2 4%	1 3%	-	2 1%	1 4%	1 2%	-	1 2%	-	3 1%	-	4 5% LQY	-	1 2% ABCFLQRSUY	5 11%	1 3%	-
Accurate/Authentic information	21 1%	1 1%	1 1%	-	-	1 2%	-	-	-	-	-	3 1%	1 4%	2 3%	-	1 2%	-	3 1%	2 3%	3 4% AY	-	-	1 2% ABQY	2 5%	-
Other information mentions	10 1%	-	1 1%	-	-	-	-	-	-	-	-	3 1%	1 4%	2 3% AB	-	-	-	3 1%	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	16 1%	1 1%	-	-	-	1 2%	-	-	-	1 3%	-	2 1%	1 4%	-	-	-	-	2 1% ABCLNQRT	4 7%	-	-	-	-	-	4 4% AB
Good/Like the content	8*	1 1%	-	-	-	-	-	-	-	1 3% R	-	1*	-	-	-	-	-	-	1 2%	-	-	-	-	-	4 4% ABLR
News related websites (All news mentions, i.e. balance, up to date news, etc...)	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 5% ABLQRTY	-	-	-	-	-	-
Other miscellaneous content mentions	5*	-	-	-	-	1 2% AB	-	-	-	-	-	1*	1 4%	-	-	-	-	2 1%	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	130 8% LQ	9 5%	4 6%	2 4%	1 4%	4 10%	-	1 5%	5 9%	3 8%	-	10 4%	3 13%	6 10% Q	3 12% BDLQ	7 16%	2 2%	26 12% ABLQ	8 13% BLQ	6 8%	4 11% Q	7 14% BLQ	3 7%	4 10%	12 11% LQ

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_5. What made your experience with .net very positive?

14 Mar 2015  
Table 226

5. .net

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Easy to use/navigate	55 3%	6 3%	2 3%	2 4%	1 4%	1 2%	-	-	1 2%	1 3%	-	5 2%	-	1 2%	1 4%	6 14%	1 1%	11 5%	2 3%	4 5%	2 6%	5 10%	-	1 3%	2 2%
Accessible/Easy to access/find	39 2% L	2 1%	1 1%	1 2% L	-	3 7% ABL	-	1 5%	1 2% L	1 3% L	-	-	-	5 9% ABLQVRV	1 4%	1 2% L	1 1%	6 3% L	2 3% L	2 3% L	1 3% L	-	1 2% L	1 3% L	8 8% ABLQR
Practical/Useful/Helpful	25 2%	-	1 1%	-	-	-	-	-	2 4% B	-	-	2 1%	2 8%	-	1 4%	-	1 1%	7 3% AB	1 2%	-	1 3% B	2 4% B	-	2 5% BLT	3 3% B
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	16 1%	1 1%	-	-	-	-	-	-	1 2%	1 3%	-	4 2%	1 4%	-	-	-	-	2 1%	3 5% ABQRT	-	-	-	2 4% AB	-	1 1%
MISCELLANEOUS (NET)	114 7% S	14 8% S	4 6%	6 12% JS	1 4%	6 14% JRSV	1 7%	1 5%	4 7% S	-	4 14%	17 7% S	-	5 9% S	1 4%	2 5%	7 8% S	10 5%	-	11 14% AJRSV	1 3%	1 2%	4 9% S	7 18% AJLRSUVY	7 7% S
Meets my expectations/n eeds/Always find what I need/want	47 3% L	8 5% LR	1 1%	6 12% ACJLPQRSU	-	2 5% L	1 7%	-	2 4% L	-	1 3%	-	-	2 3% L	-	-	2 2% L	2 1%	-	8 10% ACJLPQRSU	-	1 2% L	3 7% LRS	4 10% ACLPRS	4 4% L
Positive/Just was	32 2%	3 2%	1 1%	-	1 4%	2 5% Y	-	5 5%	1 2%	-	3 10%	8 3%	-	2 3%	-	-	2 2%	6 3%	-	2 3%	-	-	-	-	-
Convenient	6 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 2% ABR	-	-	-	1 3% ABR	-	-	1 3% ABR	-
Negative experience mentions	4 1%	1 1%	-	-	-	-	-	-	1 2% A	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	25 2%	2 1%	2 3%	-	-	2 5% R	-	-	-	-	-	6 3%	-	1 2%	1 4%	2 5% R	1 1%	1 1%	-	1 1%	-	-	1 2%	2 5% R	3 3%
SECURITY (NET)	84 5%	4 2%	2 3%	4 8%	1 4% ABCJLIRV	6 14% ABCJLIRV	1 7%	1 5%	2 4%	-	-	11 5%	2 8%	2 3%	1 4%	2 5%	5 6%	12 6%	3 5%	5 6%	2 6%	1 2% ABCJLNRQSVY	8 17% ABCJLNRQSVY	2 5% R	7 7%
Safe/Good security	70 4%	4 2%	1 1%	4 8% N	1 4% ABCJLNRQSVY	6 14% ABCJLNRQSVY	1 7%	1 5%	2 4%	-	-	10 4%	2 8%	-	1 4%	2 5%	3 4%	11 5%	3 5%	4 5%	1 3%	1 2% ABCJLNRQSVY	7 15% ABCJLNRQSVY	1 3% ABL	4 4%
No/Less spam	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	1 1% ABL	1 3% ABL	-	-	1 3% ABL	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_5. What made your experience with .net very positive?

14 Mar 2015  
Table 226

Base: Very Positive Experience With Websites With Domain Name Extensions

5. .net

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1627	176	68*	52*	23**	42*	14**	22**	57*	36*	29**	240	24**	58*	26**	44*	84*	217	60*	78*	36*	49*	46*	40*	106
Virus/Malware protected	4*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	12%	-	1%
Private/Privacy	2*	-	-	-	-	-	-	-	-	-	-	-	-	12% AL	-	-	-	-	-	-	-	-	12% ALR	-	-
Other security mentions	6*	-	-	-	-	-	-	-	-	-	-	1*	-	12%	-	-	1%	-	-	-	-	-	-	13% ABR	22% AR
SERVICE (NET)	8*	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	1*	12%	-	-	12%	24% ABR	-	1%
Good service/customer service/support	6*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	1*	12%	-	-	-	24% ABLR	-	1%
Other service mentions	2*	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	12% AR	-	-	-
None	181%	32%	11%	-	-	12%	-	-	-	26% AQRT	27%	42%	-	-	-	-	-	21%	-	-	-	-	-	-	33%
Don't know	543% L	95% LT	43% L	12%	29% LNT	37% LNT	17%	-	59% ALNPRTVW	719% ALNPRTVW	310%	21%	-	-	14%	-	56% LT	42%	12%	-	13%	-	-	38% LNRT	33%
Declined to answer	533% L	95% L	34%	12%	14% ALNPST	410% ALNPST	-	29%	24%	26%	310%	31%	-	-	28%	-	34%	84%	-	11%	26%	12%	12%	-	55% L
Sigma	2002123%	209119%	74109%	64123%	24104%	55131%	17121%	25114%	73128%	40111%	30103%	290121%	29121%	71122%	29112%	61139%	99118%	269124%	84140%	101129%	43119%	63129%	67146%	55138%	130123%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_6. What made your experience with .org very positive?

14 Mar 2015  
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
Weighted Base	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
USAGE (NET)	764 40% FJQY	93 38% FQY	35 35% Q	37 40% FQ	7 35%	11 22%	3 25%	9 27%	30 34% Q	11 24%	8 30%	135 64%	12 35% Q	27 49% FHJQY	10 48%	16 62%	9 16%	107 43% FJQY	33 62% ABCDFHLMQRTUY	47 38% Q	15 33%	10 36%	30 42% FQY	22 42% FQ	47 28%
BUSINESSES/ORGANIZATIONS (SUB-NET)	640 34% FJQY	78 31% FQ	27 27% Q	34 37% FJQY	4 20%	8 16%	3 25%	6 18%	24 27% Q	8 18%	5 19%	125 59%	8 24%	20 36% FJQY	8 38%	14 54%	7 13%	90 37% FHJQY	27 51% ABCDFHLMQRTUY	39 31% FQ	14 30% Q	9 32%	25 35% FJQY	18 35% FQ	39 23%
Organization website/extension	235 12% FIJL	23 9% I	11 5% IL	10 11% I	3 15%	1 2%	2 17%	5 15% FIJL	2 2%	1 2%	1 4%	10 5%	2 6%	17 31% ABCDFHLMQRTUY	4 19%	2 8%	4 7%	49 20% ABCDFHLMQRTUY	21 40% ABCDFHLMQRTUY	24 19% ABFJLQY	8 17% FIJL	5 18%	8 11% I	9 17% FIJLY	13 8%
Government website/extension	185 10% BNRST	8 3%	5 5%	13 14%	-	3 6%	-	1 3%	8 9%	1 2%	-	81 38%	4 12%	-	-	6 23%	2 4%	13 5%	1 2%	4 3%	2 4%	3 11%	11 15% BCJNQIRST	4 8% N	15 9% BN
Used for non-profit organizations/purposes	96 5% Y	21 8% AFINQRTXY	5 5%	5 5%	1 5%	-	1 8%	-	2 2%	2 4%	-	25 12% AFHINQRTXY	1 3%	-	-	5 19%	-	10 4%	2 4%	5 4% FNQXY	4 9%	-	4 6%	-	3 2%
Educational websites	40 2% Y	8 3% Y	4 4% Y	-	-	1 2%	-	-	1 1%	-	-	6 3% Y	1 3% Y	2 4% Y	2 10%	-	-	5 2%	1 2%	3 2% Y	-	1 4%	4 6% ADY	1 2%	-
Business/Work website usage	30 2% Y	6 2% Y	2 2%	2 2%	-	2 4% Y	-	-	3 3% Y	1 2%	-	3 1%	-	-	-	1 4%	-	5 2%	-	2 2%	-	1 4%	1 1%	1 2%	-
Institutions websites/extensions	23 1%	-	-	3 3% B	-	1 2% B	-	-	-	2 4% BCIL	1 4%	1 1%	-	-	-	-	-	4 2% B	3 6% ABCILTW	1 1% AY	-	-	-	2 4% BL	5 3% AB
Specific to a company/good/large companies	18 1%	3 1%	1 1%	1 1%	-	-	-	-	1 1%	1 2%	2 7%	3 1%	-	-	-	-	-	2 1%	-	4 3% AY	-	-	-	-	-
Networking companies usually use in extension	4 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 2% AB	-	-	-	1 1%	-	1 1%	-	-	-	-	-
Commercial websites	3 1%	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	1 2% AB	1 1%	-	-	-	-	-	-	-
Other businesses/organizations mentions	68 4%	12 5%	5 5%	7 8% ANSW	1 5%	-	-	1 3%	6 7% W	1 2%	1 4%	7 3%	1 3%	-	2 10%	-	1 2%	9 4%	-	6 5%	1 2%	-	-	2 4%	5 3%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	90 5%	14 6%	7 7%	4 4%	1 5%	-	-	2 6%	4 4%	1 2%	2 7%	10 5%	2 6%	5 9% FU	2 10%	-	2 4%	10 4%	4 8%	5 4%	-	1 4%	4 6%	4 8%	6 4%
Always use it/The one I use most/frequently	55 3%	7 3%	3 3%	3 3%	-	-	-	2 6% L	2 2%	1 2%	2 7%	2 1%	1 3%	3 5% L	2 10%	-	1 2%	9 4%	4 8% ALT	2 2%	-	-	3 4%	4 8% ALT	4 2%
Familiar with website/Have visited/used before/in the past	35 2%	7 3% R	4 4% R	1 1%	1 5%	-	-	-	2 2%	-	-	8 4% AR	1 3%	2 4% R	-	-	1 2%	1 1%	-	3 2%	-	1 4%	1 1%	-	2 1%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_6. What made your experience with .org very positive?

14 Mar 2015  
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
MISCELLANEOUS USAGE (SUB-NET)	47 2%	2 1%	3 3%	2 2%	1 5%	3 6% BL	-	-	3 3%	2 4%	1 4%	3 1%	2 6% B	4 7% ABLQY	-	1 4%	-	6 2%	2 4%	5 4% B	-	-	3 4% B	1 2%	3 2%
Allows for searching/browsing	12 1%	-	-	1 1%	-	1 2% BL	-	-	-	1 2% BL	-	-	1 3% BL	1 2% B	-	-	-	1	-	2 2% B	-	-	1 1%	1 2% BL	2 1%
Diversity/Multi-purpose website	4	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	2 2% ABR	-	-	-	-	-
Personal usage site	4	-	-	-	-	-	-	-	-	1 2% ABL	-	-	1 3% ABLY	-	-	-	-	1	-	-	-	-	1 1% A	-	-
Email usage	3	1	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	24 1%	1	3 3% B	1 1%	-	2 4% B	-	-	2 2%	-	1 4%	3 1%	-	3 5% ABRY	-	-	-	3 1%	2 4% B	1 1%	-	-	1 1%	-	1 1%
COUNTRIES (SUB-NET)	23 1%	1	-	1 1%	1 5%	-	-	1 3% L	3 3% BL	-	-	-	1 3% L	1 2%	1 5%	2 8%	1 2%	3 1%	1 2% L	1 1%	1 2% L	1 4%	2 3% L	-	1 1%
International/Used worldwide/Global	14 1%	1	-	-	1 5%	-	-	1 3% L	1 1%	-	-	-	-	1 2%	1 5%	-	-	3 1%	-	1 1%	1 2% L	-	2 3% AL	-	1 1%
It's my country's extension	2	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-
India based website	1	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ABLR	-	-	-	-	-	-
Russia based website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ABR	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_6. What made your experience with .org very positive?

14 Mar 2015  
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

6. .org

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	6	-	-	1%	1%	-	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	1%	-	-	-
PERFORMANCE (NET)	351 18% LNRS	51 21% LNRS	18 18% LR	28 30% ALMNR	6 30% LNRS	13 27% LNRS	3 25% ABCLMNR	12 36% ALNRS	25 28% LNRS	10 22% LNRS	7 26% LNRS	14 7% LNRS	4 12% LNRS	4 7% LNRS	-	1 4% LNRS	14 25% LNRS	24 10% LNRS	4 8% LNRS	27 22% LNRS	10 22% LNRS	1 4% LNRS	16 23% LNRS	9 17% L	50 30% ABCLMNR
No problems/Good experience with website	189 10% LRT	40 16% ADMNRST	14 14% LMRT	6 6% LMRT	2 10% LMRT	7 14% LMRT	3 25% ADMNRST	9 27% ADMNRST	17 19% ADMNRST	6 13% LMR	5 19% LMR	8 4% LMR	-	3 5% LMR	-	1 4% LMRT	9 16% LMRT	11 4% LMR	3 6% LMR	6 5% LMR	6 13% LMR	1 4% LMR	7 10% LMR	5 10% LMRT	20 12% LMRT
Reliable	108 6% BCLRT	5 2% BCLRT	-	18 19% ABCLMNRST	3 15% ABCLNRS	6 12% ABCLNRS	-	2 6% C	7 8% BCLRS	3 7% C	1 4% C	4 2% BCLRS	4 12% BCLRS	1 2% BCLRS	-	-	3 5% C	5 2% C	-	12 10% BCLRS	1 2% BCLRS	-	6 8% BCLRS	2 4% ABCLNRS	25 15% ABCLNRS
Fast/Good speed	29 2% AB	1 1% AB	1 1% AB	4 4% AB	1 5% AB	-	-	-	2 2% AB	-	-	2 1% AB	-	-	-	-	2 4% B	3 1% B	1 2% ADLR	3 2% ADLR	2 4% B	-	1 1% A	2 4% B	4 2% B
Worked/Effective	24 1% L	6 2% L	3 3% L	-	-	-	-	1 3% L	1 1% L	1 2% L	-	-	-	-	-	-	-	2 1% L	-	6 5% ADLR	1 2% L	-	-	-	3 2% L
Good results/search results	8 1% L	2 1% L	-	-	-	-	-	-	-	-	1 4% L	-	-	-	-	-	-	3 1% L	-	1 1% L	-	-	1 1% L	-	-
Other performance mentions	2 1% L	-	-	-	-	-	-	-	-	-	-	1 1% L	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-
BRAND/QUALITY (NET)	320 17% WY	32 13% ABDUJWY	26 26% ABDUJWY	9 10% ABDUJWY	1 5% DWY	11 22% DWY	1 8% DWY	4 12% DWY	11 12% DWY	5 11% DWY	3 11% ABDIWY	49 23% ABDIWY	7 21% W	13 24% BDWY	9 43% W	9 35% W	9 16% W	47 19% DWY	12 23% DWY	20 16% W	5 11% W	7 25% W	4 6% W	7 13% W	19 11% W
Honest/trustworthy	134 7% ADJWXY	19 8% ADJWXY	12 12% ADJWXY	2 2% ADJWXY	1 5% ADJWXY	4 8% ADJWXY	-	1 3% ADJWXY	6 7% ADJWXY	-	-	17 8% W	2 6% DJWY	6 11% DJWY	5 24% W	4 15% W	4 7% DJWY	22 9% DJWY	8 15% ADJWXY	8 6% ADJWXY	1 2% ADJWXY	4 14% ADJWXY	1 1% ADJWXY	1 2% ADJWXY	6 4% ADJWXY

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Q740\_6. What made your experience with .org very positive?

14 Mar 2015  
Table 227

Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
It's a legitimate/credible site/domain	87 5%	9 4%	5 5%	3 3%	-	2 4%	-	2 6%	2 2%	3 7%	1 4%	21 10%	-	4 7% Q	3 14%	1 4%	-	13 5%	2 4%	3 2%	3 7%	1 4%	1 1%	2 4%	6 4%
Well known/Popular/Most commonly used domain	70 4% B	2 1%	4 4% B	4 4% B	-	6 12% ABILRWY	-	1 3%	3 3%	1 2%	1 4%	7 3%	3 9% BY	4 7% BY	1 5%	2 8%	3 5% B	11 4% B	2 4%	6 5% B	1 2%	1 4%	1 1%	3 6% B	3 2%
Reputable	18 1%	2 1% ABLRV	4 4%	-	-	-	-	-	-	-	1 4%	1	2 6% ABDILRWY	1 2%	-	-	-	2 1%	1 2%	3 2% Y	-	-	-	1 2%	-
Well established/Been around for a long time	11 1%	1	1 1%	-	-	-	-	-	-	-	-	2 1%	-	1 2%	-	2 8%	1 2%	2 1%	-	-	-	1 4%	-	-	-
Good quality brand/product	7	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 2% B	2 1%	1 2% BL	-	-	-	-	-	2 1%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	7	-	-	-	-	-	1 8%	-	-	1 2% AB	-	1	-	-	-	-	-	1	-	-	-	-	1 1%	-	2 1%
CONTENT (NET)	317 17% LY	54 22% AJLQY	15 15% L	19 20% LQY	2 10%	5 10% L	3 25% L	5 15% L	14 16% LY	4 9%	2 7%	6 3%	10 29% AFJLQY	14 25% FJLQY	-	3 12%	4 7%	42 17% LY	17 32% ACFJLQY	33 27% ACFJLQY	10 22% LQY	6 21% ACFJLQY	23 32% ACFJLQY	13 25% JLQY	13 8% L
INFORMATION (SUB-NET)	297 16% LY	53 21% AJLQY	13 13% LY	19 20% JLQY	2 10%	5 10% L	3 25% L	4 12% L	14 16% LY	3 7%	2 7%	5 2%	9 26% JLQY	14 25% AFJLQY	-	3 12%	4 7%	40 16% LY	10 19% LY	33 27% ACFJLQY	10 22% JLQY	6 21% ACFJLQY	22 31% ACFJLQY	13 25% JLQY	10 6% L
Comprehensive/Can search all information in one place	121 6% LY	28 11% ACULMORSY	3 3%	9 10% JLY	1 5%	2 4% L	2 17% L	1 3%	3 3% L	-	-	1	-	5 9% JLY	-	1 4%	1 2%	11 4% L	1 2% ACFJLQY	21 17% ACFJLQY	6 13% CULMORSY	1 4% ACFJLQY	13 18% ACFJLQY	9 17% ACFJLQY	2 1%
Information/Informative	65 3%	8 3%	3 3%	4 4%	1 5%	1 2%	1 8%	1 3%	5 6% L	2 4%	2 7%	3 1%	1 3%	5 9% ALQTY	-	-	-	12 5% L	3 6%	3 2%	2 4%	2 7%	1 1%	1 2%	4 2%
Good/Helpful information	56 3% LY	12 5% LY	5 5% LY	4 4% LY	-	1 2% L	-	-	4 4% LY	-	-	-	2 6% LY	3 5% LY	-	-	1 2%	8 3% LY	3 6% LY	6 5% LY	-	2 7%	4 6% LY	1 2% L	-
Accurate/Authentic information	44 2% L	4 2%	2 2% L	-	-	1 2% L	-	1 3% L	2 2% L	1 2% L	-	-	4 12% ABCDILRY	2 4% L	-	1 4%	1 2%	8 3% L	3 6% DL	5 4% L	2 4% DL	1 4%	2 3% L	2 4% L	2 1%
Other information mentions	16 1%	2 1%	-	2 2%	-	-	-	1 3%	1 1%	-	-	1	2 6% ABCLRT	-	-	1 4%	1 2%	1	-	-	-	-	2 3%	-	2 1%
MISCELLANEOUS CONTENT (SUB-NET)	24 1%	2 1%	2 2%	-	-	-	-	1 3%	-	1 2%	-	2 1%	1 3%	-	-	-	-	2 1%	7 13% ABCDILMORSY	-	-	-	2 3% L	-	4 2%
Good/Like the content	17 1%	1	2 2% L	-	-	-	-	1 3% L	-	1 2% L	-	-	1 3% L	-	-	-	-	1	5 9% ABCDILMORSY	-	-	-	2 3% L	-	3 2%

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	(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)
Weighted Base	1905	248	99*	93*	20**	49*	12**	33*	89*	45*	27**	211	34*	55*	21**	26**	55*	246	53*	124	46*	28**	71*	52*	168
News related websites (All news mentions, i.e. balance, up to date news, etc...)	5	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	24% ABRT	-	-	-	-	-	11%
Other miscellaneous content mentions	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
SITE APPEAL (NET)	1779%	229%	55%	1112%	-	24%	-	515% 1	44%	24%	415%	189%	26%	59%	-	28%	815% CI	3213% ACI	59%	86%	511%	414%	1014% CI	510%	1811%
Everything/Good/Like site	633%	114%	11%	11%	-	-	-	26%	22%	12%	14%	42%	-	24%	-	-	24%	187% ACDLTX	12%	11%	37% T	414%	11%	-	85%
Interesting websites	171%	21%	11%	33% ALRT	-	-	-	33% LR	11%	-	14%	-	33% LR	-	-	-	12% R	-	-	-	12% LR	-	23% LR	12% LR	21%
It indicates seriousness/that it's important	161%	-	-	33% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	24% ABLR	1	-	-	-	-	57% ABCLNRTY	24% ABLR	32% B
Descriptive/Indicates what it stands for	131%	1	-	22%	-	-	-	-	-	-	-	1	33% Y	12%	-	-	-	31%	-	22%	-	-	11%	12%	-
Organized/Not cluttered	131%	-	-	11%	-	-	-	-	-	12% B	-	63% ABR	-	24% ABRT	-	-	-	1	12% B	-	-	-	-	-	11%
It's professional	121%	31%	11%	-	-	12%	-	-	-	-	-	21%	-	-	-	-	12%	31%	12%	-	-	-	-	-	-
OK/Fine	111%	31%	-	-	-	-	-	26% ABCDLRTWY	11%	-	14%	1	-	-	-	-	12%	1	-	-	-	-	-	-	11%
Not a lot of ads/pop ups	8	-	11%	-	-	12% BR	-	-	-	-	4%	1	-	-	-	-	-	-	-	22% ABR	12% BR	-	11%	-	-
It's memorable/Easy to remember	6	1	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	24% ABRT	-	-	-	-	-	11%
Different/Unique	5	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	31% A	-	11%	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	171%	1	11%	11%	-	-	-	-	-	-	-	1	-	-	-	28%	12%	42%	-	22%	-	-	11%	12%	21%
SECURITY (NET)	1216% BL	73%	44%	66% L	210% ABCLRT	816%	18%	26%	44%	511% BL	14%	42%	39% L	35%	210%	28%	59% BL	146% L	36%	86% L	24%	27%	811% BL	713% ABCLR	1811% ABL

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Safe/Good security	95 5% BL	4 2%	2 2%	6 6% BL	2 10% ABCILNRU	7 14%	1 8%	2 6%	4 4% BCLNU	5 11%	-	3 1%	3 9% BLNU	-	1 5%	2 8%	3 5%	10 4%	2 4%	7 6% BL	-	2 7% BCLNU	7 10% ABCLNRU	7 13% ABCLNRU	15 9% ABCLNRU
Virus/Malware protected	10 1%	3 1%	-	-	-	-	-	-	-	-	1 4%	1 *	-	1 2%	-	-	-	1 *	-	1 1%	-	-	-	-	2 1%
Private/Privacy	5 *	-	-	-	-	2 4% ABCLRT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	2 1% A
No/Less spam	3 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	1 2% AL	-	-	-	-
Other security mentions	12 1%	-	2 2% BL	-	-	-	-	-	-	-	-	-	-	2 4% ABLY	1 5%	-	2 4% ABLY	2 1%	1 2% BL	1 1%	1 2% BL	-	-	-	-
FUNCTIONALITY (NET)	106 6% L	12 5% L	5 5% L	6 6% L	-	3 6% L	1 8%	1 3%	4 4% L	1 2%	-	2 1%	1 3%	3 5% L	-	-	3 5% L	23 9% AL	3 6% L	8 6% L	7 15% L	2 7%	2 3%	3 6% L	16 10% AL
Easy to use/navigate	43 2%	7 3%	2 2%	3 3%	-	1 2%	-	1 3%	2 2%	-	-	1 *	-	3 5% L	-	-	-	10 4% L	1 2%	4 3% L	3 7% LY	1 4%	1 1%	1 2%	2 1%
Accessible/Easy to access/find	33 2%	2 1%	-	3 3% L	-	2 4% CL	-	-	2 2% L	-	-	-	-	-	-	-	-	5 2% L	-	4 3% L	2 4% CL	-	1 1%	2 4% L	10 6% ABCLR
Practical/Useful/Helpful	23 1%	3 1%	3 3% L	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	2 4% L	4 2%	2 4% L	1 1%	2 4% DL	1 4%	-	-	4 2% L
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	8 *	-	-	-	-	-	-	-	-	1 2% B	-	1 *	1 3% ABY	-	-	-	1 2% B	4 2% AB	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	100 5% R	15 6% R	4 4%	12 13% ABCILMR	1 5%	3 6%	1 8%	2 6%	4 4%	4 9% R	4 15%	6 3%	-	3 5%	-	1 4%	4 7%	6 2%	3 6%	7 6%	2 4%	2 7%	5 7%	5 10% LR	6 4%
Meets my expectations/needs/Always find what I need/want	57 3% LR	9 4% LR	2 2% L	12 13% ABCILMRSTY	-	1 2% L	1 8%	1 3% L	1 1%	3 7% LR	2 7%	-	-	2 4% L	-	-	1 2%	2 1%	-	5 4% LR	2 4% L	1 4%	4 6% LR	3 6% LR	5 3% L
Positive/Just was	27 1%	3 1%	-	-	1 5%	1 2%	-	1 3%	2 2%	1 2%	2 7%	4 2%	-	1 2%	-	-	1 2%	2 1%	3 6% ABCDRTWY	1 1%	-	1 4%	-	2 4%	1 1%
Negative experience mentions	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	1 2% AB	1 *	-	-	-	-	-	-	-

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	(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)
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Convenient	1	-	-	-	-	1 2% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	12 1%	3 1%	2 2%	-	-	-	-	-	1 1%	-	-	2 1%	-	-	-	-	1 2%	1	-	1 1%	-	-	1 1%	-	-
SERVICE (NET)	5	-	-	-	-	-	-	-	1 1%	1 2% ABLR	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	2 1% A
Good service/customer service/support	4	-	-	-	-	-	-	-	1 1%	1 2% ABLR	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	1 1%
Other service mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A
None	15 1%	2 1%	2 2%	-	1 5%	1 2%	-	-	-	3 7%	-	2 1%	-	-	1 5%	-	-	1	-	-	-	-	-	-	2 1%
Don't know	29 2%	6 2%	-	-	1 5%	2 4% C	-	1 3%	1 1%	2 4% CD	2 7%	5 2%	-	-	-	-	3 5%	2 1%	1 2%	1 1%	1 2%	-	-	-	1 1%
Declined to answer	61 3% LT	13 5% DLT	7 7% ADLNT	-	2 10% DLT	3 6% DLT	-	2 6% DLT	4 4% DLT	3 7% DLT	2 7%	2 1%	1 3%	-	3 14%	-	2 4% T	7 3%	-	-	2 4% DT	1 4%	1 1%	1 2%	5 3%
Sigma	2507 132%	319 129%	129 130%	140 151%	25 125%	64 131%	13 108%	45 136%	109 122%	52 116%	33 122%	261 124%	42 124%	79 144%	26 124%	36 138%	63 115%	324 132%	85 160%	178 144%	60 130%	37 132%	108 152%	74 142%	205 122%

Proportions/Means: All Columns Tested (5% risk level)  
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Unweighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
USAGE (NET)	17 25%	-	-	-	-	-	-	-	1 50%	-	-	10 50%	1 100%	-	-	1 50%	1 25%	1 7%	1 50%	-	-	-	-	1 100%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	9 13%	-	-	-	-	-	-	-	1 50%	-	-	6 30%	-	-	-	1 50%	-	-	-	-	-	-	-	1 100%	-
Always use it/The one I use most/frequently	6 9%	-	-	-	-	-	-	-	1 50%	-	-	3 15%	-	-	-	1 50%	-	-	-	-	-	-	-	1 100%	-
Familiar with website/Have visited/used before/in the past	3 4%	-	-	-	-	-	-	-	-	-	-	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 6%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	-	1 25%	1 7%	-	-	-	-	-	-	-
Business/Work website usage	2 3%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	1 7%	-	-	-	-	-	-	-

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Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
COUNTRIES (SUB-NET)	3 4%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	-	1 25%	-	-	-	-	-	-	-	-
International/Used worldwide/Global	3 4%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	-	1 25%	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 50%	-	-	-	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 50%	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	14 21%	1 50%	-	1 50%	-	-	-	-	-	-	-	4 20%	-	-	-	-	1 25%	3 20%	-	-	-	-	-	-	4 50%
Everything/Good/Like site	6 9%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	2 13%	-	-	-	-	-	-	3 38%
Descriptive/Indicates what it stands for	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	1 7%	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	4 6%	-	-	1 50%	-	-	-	-	-	-	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	1 13%
BRAND/QUALITY (NET)	13 19%	-	-	-	1 100%	-	-	-	-	-	-	2 10%	-	1 100%	-	-	-	5 33%	-	-	-	-	-	-	4 50%
Honest/trustworthy	7 10%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	5 33%	-	-	-	-	-	-	1 13%
Good quality brand/product	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 25%
It's a legitimate/credible site/domain	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 13%
Well known/Popular/Most commonly used domain	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	6 9%	-	-	-	-	-	-	1 33%	-	-	-	2 10%	-	-	-	-	-	1 7%	2 100%	-	-	-	-	-	-
No problems/Good experience with website	3 4%	-	-	-	-	-	-	1 33%	-	-	-	1 5%	-	-	-	-	-	1 7%	-	-	-	-	-	-	-

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Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**	
Fast/Good speed	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other performance mentions	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	
CONTENT (NET)	5 7%	-	-	1 50%	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	1 7%	1 50%	1 100%	-	-	-	-	-	
INFORMATION (SUB-NET)	5 7%	-	-	1 50%	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	1 7%	1 50%	1 100%	-	-	-	-	-	
Comprehensive/Can search all information in one place	4 6%	-	-	1 50%	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FUNCTIONALITY (NET)	4 6%	-	-	-	-	-	-	-	1 50%	-	-	2 10%	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-

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Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
Easy to use/navigate	2 3%	-	-	-	-	-	-	-	1 50%	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	4 6%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	-	2 50%	-	-	-	-	-	-	-	-
Positive/Just was	2 3%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 25%	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	1 1%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-
SECURITY (NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-
Safe/Good security	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_7. What made your experience with .tel very positive?

14 Mar 2015  
Table 228

Base: Very Positive Experience With Websites With Domain Name Extensions

7. .tel

	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)
Weighted Base	67*	2**	-**	2**	1**	-**	-**	3**	2**	-**	-**	20**	1**	1**	1**	2**	4**	15**	2**	1**	1**	-**	-**	1**	8**
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	9 13%	1 50%	-	-	-	-	-	2 67%	-	-	-	1 5%	-	-	1 100%	-	-	2 13%	-	-	1 100%	-	-	-	1 13%
Sigma	76 113%	2 100%	-	2 100%	1 100%	-	-	3 100%	2 100%	-	-	24 120%	1 100%	1 100%	1 100%	2 100%	5 125%	16 107%	4 200%	1 100%	1 100%	-	-	1 100%	9 113%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_8. What made your experience with .asia very positive?

14 Mar 2015  
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

8. .asia

	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	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
USAGE (NET)	18 25%	-	-	-	-	-	-	-	-	-	-	5 36%	1 100%	1 33%	-	1 33%	1 33%	7 35%	2 25%	-	-	-	-	-	-
COUNTRIES (SUB-NET)	14 20%	-	-	-	-	-	-	-	-	-	-	5 36%	-	1 33%	-	-	1 33%	5 25%	2 25%	-	-	-	-	-	-
International/Used worldwide/Global	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 13%	-	-	-	-	-	-
It's my country's extension	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_8. What made your experience with .asia very positive?

14 Mar 2015  
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

8. .asia

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 18%	-	-	-	-	-	-	-	-	-	-	5 36%	-	1 33%	-	-	1 33%	4 20%	2 25%	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	1 5%	1 13%	-	-	-	-	-	-
Business/Work website usage	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 13%	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 5%	-	-	-	-	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 5%	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_8. What made your experience with .asia very positive?

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	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)
Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	14 20%	-	-	-	1 100%	-	-	-	-	-	-	1 7%	-	1 33%	1 25%	-	-	7 35%	-	-	-	-	-	-	3 60%
Honest/trustworthy	8 11%	-	-	-	1 100%	-	-	-	-	-	-	1 7%	-	1 33%	-	-	-	5 25%	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	1 5%	-	-	-	-	-	-	1 20%
Good quality brand/product	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 40%
Well known/Popular/Most commonly used domain	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	14 20%	1 100%	-	-	-	-	-	-	-	-	-	4 29%	-	-	2 50%	-	-	3 15%	4 50%	-	-	-	-	-	-
Everything/Good/Like site	5 7%	-	-	-	-	-	-	-	-	-	-	3 21%	-	-	1 25%	-	-	1 5%	-	-	-	-	-	-	-
Interesting websites	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 38%	-	-	-	-	-	-
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	1 25%	-	-	-	1 13%	-	-	-	-	-	-
PERFORMANCE (NET)	10 14%	-	-	-	-	1 50%	-	1 50%	1 33%	-	-	2 14%	-	-	-	1 33%	1 33%	1 5%	1 13%	-	-	-	-	1 100%	-
No problems/Good experience with website	7 10%	-	-	-	-	1 50%	-	1 50%	1 33%	-	-	2 14%	-	-	-	-	-	-	1 13%	-	-	-	-	1 100%	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	71*	1**	-.**	-.**	1**	2**	-.**	2**	3**	-.**	-.**	14**	1**	3**	4**	3**	3**	20**	8**	-.**	-.**	-.**	-.**	1**	5**
Fast/Good speed	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	1 33%	1 5%	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 11%	-	-	-	-	1 50%	-	-	-	-	-	1 7%	-	1 33%	-	-	1 33%	2 10%	2 25%	-	-	-	-	-	-
INFORMATION (SUB-NET)	7 10%	-	-	-	-	1 50%	-	-	-	-	-	1 7%	-	-	-	-	1 33%	2 10%	2 25%	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 13%	-	-	-	-	-	-
Good/Helpful information	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	1 13%	-	-	-	-	-	-
Information/Informative	2 3%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Accurate/Authentic information	1 1%	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	1 13%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	5 7%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	1 33%	-	2 10%	-	-	-	-	-	-	1 20%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_8. What made your experience with .asia very positive?

14 Mar 2015  
Table 229

Base: Very Positive Experience With Websites With Domain Name Extensions

8. .asia

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
Easy to use/navigate	34%	-	-	-	-	-	-	-	133%	-	-	-	-	-	-	-	-	210%	-	-	-	-	-	-	-
Practical/Useful/Helpful	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133%	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	23%	-	-	-	-	-	-	-	133%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	120%
SECURITY (NET)	34%	-	-	-	-	150%	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	120%
Safe/Good security	34%	-	-	-	-	150%	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	120%
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	23%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	133%	-	-	-	-	-	-	-	-
Positive/Just was	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	133%	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_8. What made your experience with .asia very positive?

14 Mar 2015  
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Base: Very Positive Experience With Websites With Domain Name Extensions

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Weighted Base	71*	1**	-**	-**	1**	2**	-**	2**	3**	-**	-**	14**	1**	3**	4**	3**	3**	20**	8**	-**	-**	-**	-**	1**	5**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 1%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 6%	-	-	-	-	-	-	1 50%	-	-	-	1 7%	-	-	1 25%	-	-	1 5%	-	-	-	-	-	-	-
Sigma	85 120%	1 100%	-	-	1 100%	3 150%	-	2 100%	5 167%	-	-	16 114%	1 100%	3 100%	4 100%	3 100%	5 167%	23 115%	12 150%	-	-	-	-	1 100%	5 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

14 Mar 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
SITE APPEAL (NET)	19 28%	1 100%	-	1 50%	1 100%	1 100%	-	-	1 33%	-	-	3 21%	-	-	-	1 25%	3 23%	3 27%	-	1 100%	-	-	-	-	3 43%
It's professional	7 10%	-	-	1 50%	1 100%	1 100%	-	-	-	-	-	1 7%	-	-	-	-	1 8%	1 9%	-	1 100%	-	-	-	-	-
Everything/Good/Like site	5 7%	-	-	-	-	-	-	-	-	-	-	2 14%	-	-	-	-	1 8%	1 9%	-	-	-	-	-	-	1 14%
Not a lot of ads/pop ups	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	1 8%	-	-	-	-	-	-	-	-
Interesting websites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%
It's memorable/Easy to remember	1 1%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 1%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	1 14%
BRAND/QUALITY (NET)	12 18%	-	-	-	-	-	-	-	-	-	-	1 7%	1 50%	-	-	-	1 8%	5 45%	1 50%	-	-	-	-	-	3 43%
Honest/trustworthy	7 10%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	4 36%	1 50%	-	-	-	-	-	1 14%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

14 Mar 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
It's a legitimate/credible site/domain	3 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 8%	-	-	-	-	-	-	-	1 14%
Good quality brand/product	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	1 14%
Well known/Popular/Most commonly used domain	2 3%	-	-	-	-	-	-	-	-	-	-	1 7%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	9 13%	-	-	-	-	-	-	-	-	-	-	2 14%	1 50%	-	-	1 25%	2 15%	-	1 50%	1 100%	-	-	-	-	1 14%
BUSINESSES/ORGANIZATIONS (SUB-NET)	5 7%	-	-	-	-	-	-	-	-	-	-	2 14%	-	-	-	1 25%	2 15%	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 15%	-	-	-	-	-	-	-	-
Government website/extension	1 1%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 3%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 6%	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	1 50%	1 100%	-	-	-	-	1 14%
Allows for searching/browsing	2 3%	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	1 50%	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 14%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	8 12%	-	2 100%	-	-	-	-	1 50%	-	-	-	3 21%	-	-	-	-	2 15%	-	-	-	-	-	-	-	-
No problems/Good experience with website	6 9%	-	1 50%	-	-	-	-	1 50%	-	-	-	2 14%	-	-	-	-	2 15%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_9. What made your experience with .pro very positive?

14 Mar 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
Fast/Good speed	1 1%	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	1 1%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 9%	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	2 15%	-	2 100%	-	-	-	-	-	1 14%
INFORMATION (SUB-NET)	6 9%	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	2 15%	-	2 100%	-	-	-	-	-	1 14%
Good/Helpful information	3 4%	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	1 50%	-	-	-	-	-	-
Information/Informative	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	1 14%
Accurate/Authentic information	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	6 9%	-	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	1 25%	1 8%	-	-	-	-	-	-	-	1 14%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

14 Mar 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
Positive/Just was	3 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 25%	1 8%	-	-	-	-	-	-	-	-
Negative experience mentions	1 1%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 3%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	1 14%
FUNCTIONALITY (NET)	5 7%	-	-	-	-	-	-	-	1 33%	-	-	1 7%	-	-	-	1 25%	1 8%	1 9%	-	-	-	-	-	-	-
Easy to use/navigate	2 3%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Practical/Useful/Helpful	2 3%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 8%	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 6%	-	-	-	-	-	-	-	-	-	-	2 14%	1 50%	-	-	1 25%	-	-	-	-	-	-	-	-	-
Safe/Good security	3 4%	-	-	-	-	-	-	-	-	-	-	2 14%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_9. What made your experience with .pro very positive?

14 Mar 2015  
Table 230

Base: Very Positive Experience With Websites With Domain Name Extensions

9. .pro

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	67*	1**	2**	2**	1**	1**	-**	2**	3**	-**	-**	14**	2**	-**	1**	4**	13**	11**	2**	1**	-**	-**	-**	-**	7**
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-
SERVICE (NET)	2 3%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Other service mentions	1 1%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	2 15%	-	-	-	-	-	-	-	-
Declined to answer	4 6%	-	-	-	-	-	-	1 50%	-	-	-	1 7%	-	-	1 100%	-	-	1 9%	-	-	-	-	-	-	-
Sigma	81 121%	1 100%	2 100%	2 100%	1 100%	1 100%	-	2 100%	3 100%	-	-	19 136%	3 150%	-	1 100%	5 125%	14 108%	12 109%	4 200%	2 200%	-	-	-	-	9 129%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_10. What made your experience with .coop very positive?  
10. .coop

14 Mar 2015  
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	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	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
SITE APPEAL (NET)	13 27%	1 100%	-	1 100%	-	-	-	-	1 33%	-	-	2 25%	-	-	-	-	-	1 14%	1 33%	-	-	-	1 50%	1 50%	4 40%
Everything/Good/Like site	7 14%	-	-	-	-	-	-	-	1 33%	-	-	2 25%	-	-	-	-	-	1 14%	-	-	-	-	-	-	3 30%
It indicates seriousness/that it's important	3 6%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	1 10%
Interesting websites	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-
It's memorable/Easy to remember	1 2%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	10 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	5 71%	-	-	-	-	-	-	4 40%
Honest/trustworthy	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	4 57%	-	-	-	-	-	-	1 10%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_10. What made your experience with .coop very positive?

14 Mar 2015  
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10. .coop

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
Good quality brand/product	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	2 20%
It's a legitimate/credible site/domain	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	1 10%
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	10 20%	-	-	-	-	-	-	-	1 33%	1 100%	-	1 13%	1 100%	-	-	1 50%	1 50%	-	-	-	-	-	1 50%	-	3 30%
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 8%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 50%	1 50%	-	-	-	-	-	-	-	1 10%
Business/Work website usage	1 2%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	1 10%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 8%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	3 30%
Always use it/The one I use most/frequently	2 4%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	1 10%
Familiar with website/Have visited/used before/in the past	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 20%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 6%	-	-	-	-	-	-	-	1 33%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	1 50%	-	-
Allows for searching/browsing	2 4%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	1 50%	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 2%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
It's my country's extension	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_10. What made your experience with .coop very positive?  
10. .coop

14 Mar 2015  
Table 231

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	9 18%	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	1 50%	-	3 100%	-	-	-	2 100%	1 50%	-
INFORMATION (SUB-NET)	8 16%	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	1 50%	-	2 67%	-	-	-	2 100%	1 50%	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
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	(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)
Weighted Base	49*	1**	1**	1**	1**	..*	..*	2**	3**	1**	..*	8**	1**	1**	1**	2**	2**	7**	3**	..*	..*	..*	2**	2**	10**
Good/Helpful information	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	1 50%	-	1 33%	-	-	-	-	-	-
Information/Informative	3 6%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	1 50%	-	-
Comprehensive/Can search all information in one place	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	1 50%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-
Good/Like the content	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	6 12%	-	-	-	1 100%	-	-	1 50%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	1 50%	2 20%
No problems/Good experience with website	5 10%	-	-	-	-	-	-	1 50%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	1 50%	2 20%
Reliable	1 2%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	2 4%	-	-	-	-	-	-	-	1 33%	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_10. What made your experience with .coop very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

10. .coop

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	(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)
Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
Easy to use/navigate	2 4%	-	-	-	-	-	-	-	1 33%	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	1 50%	-
No/Less spam	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-
Private/Privacy	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 4%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Positive/Just was	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
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	(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)
Weighted Base	49*	1**	1**	1**	1**	-**	-**	2**	3**	1**	-**	8**	1**	1**	1**	2**	2**	7**	3**	-**	-**	-**	2**	2**	10**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 2%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 8%	-	-	-	-	-	-	1 50%	-	-	-	1 13%	-	-	1 100%	-	-	1 14%	-	-	-	-	-	-	-
Sigma	62 127%	1 100%	1 100%	1 100%	1 100%	-	-	2 100%	3 100%	1 100%	-	8 100%	1 100%	1 100%	1 100%	2 100%	4 200%	9 129%	4 133%	-	-	-	4 200%	4 200%	14 140%

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_11. What made your experience with .cn very positive?

14 Mar 2015  
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

11. .cn

	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	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	188 50%	-	-	-	-	-	-	-	-	-	-	188 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	109 29%	-	-	-	-	-	-	-	-	-	-	109 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	87 23%	-	-	-	-	-	-	-	-	-	-	87 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	6 2%	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 3%	-	-	-	-	-	-	-	-	-	-	13 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	66 17%	-	-	-	-	-	-	-	-	-	-	66 17%	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	43 11%	-	-	-	-	-	-	-	-	-	-	43 11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	23 6%	-	-	-	-	-	-	-	-	-	-	23 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	17 4%	-	-	-	-	-	-	-	-	-	-	17 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	8 2%	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	7 2%	-	-	-	-	-	-	-	-	-	-	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

14 Mar 2015  
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

11. .cn

	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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
Other businesses/organ-izations mentions	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	108 29%	-	-	-	-	-	-	-	-	-	-	108 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	52 14%	-	-	-	-	-	-	-	-	-	-	52 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	31 8%	-	-	-	-	-	-	-	-	-	-	31 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	11 3%	-	-	-	-	-	-	-	-	-	-	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	6 2%	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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11. .cn

	Country																								
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	(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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
Other brand/quality mentions	8 2%	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	31 8%	-	-	-	-	-	-	-	-	-	-	31 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	13 3%	-	-	-	-	-	-	-	-	-	-	13 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	11 3%	-	-	-	-	-	-	-	-	-	-	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	4 1%	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	25 7%	-	-	-	-	-	-	-	-	-	-	25 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	14 4%	-	-	-	-	-	-	-	-	-	-	14 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	4 1%	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

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	(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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	22 6%	-	-	-	-	-	-	-	-	-	-	22 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	18 5%	-	-	-	-	-	-	-	-	-	-	18 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	22 6%	-	-	-	-	-	-	-	-	-	-	22 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	14 4%	-	-	-	-	-	-	-	-	-	-	14 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_11. What made your experience with .cn very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

11. .cn

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	(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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	6 2%	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	21 6%	-	-	-	-	-	-	-	-	-	-	21 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	16 4%	-	-	-	-	-	-	-	-	-	-	16 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	5 1%	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	12 3%	-	-	-	-	-	-	-	-	-	-	12 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	9 2%	-	-	-	-	-	-	-	-	-	-	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	6 2%	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	5 1%	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q740\_11. What made your experience with .cn very positive?

14 Mar 2015  
Table 232

Base: Very Positive Experience With Websites With Domain Name Extensions

11. .cn

	Country																								
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	(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)
Weighted Base	378	..	..	..	..	..	..	..	..	..	..	378	..	..	..	..	..	..	..	..	..	..	..	..	..
News related websites (All news mentions, i.e. balance, up to date news, etc...)	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 1%	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 1%	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	7 2%	-	-	-	-	-	-	-	-	-	-	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	466 123%	-	-	-	-	-	-	-	-	-	-	466 123%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_12. What made your experience with .vn very positive?

14 Mar 2015  
Table 233

Base: Very Positive Experience With Websites With Domain Name Extensions

12. .vn

	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	57*	..	..	..	..	..	..	..	..	..	..	..	57*	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	57*	..	..	..	..	..	..	..	..	..	..	..	57*	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	31 54%	-	-	-	-	-	-	-	-	-	-	-	31 54%	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	24 42%	-	-	-	-	-	-	-	-	-	-	-	24 42%	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	21 37%	-	-	-	-	-	-	-	-	-	-	-	21 37%	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_12. What made your experience with .vn very positive?

14 Mar 2015  
Table 233

Base: Very Positive Experience With Websites With Domain Name Extensions

12. .vn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	57*	..	..	..	..	..	..	..	..	..	..	..	57*	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	5 9%	-	-	-	-	-	-	-	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 5%	-	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	57*	..	..	..	..	..	..	..	..	..	..	..	57*	..	..	..	..	..	..	..	..	..	..	..	..
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	12 21%	-	-	-	-	-	-	-	-	-	-	-	12 21%	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	10 18%	-	-	-	-	-	-	-	-	-	-	-	10 18%	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	6 11%	-	-	-	-	-	-	-	-	-	-	-	6 11%	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	3 5%	-	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	57*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	57*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	11 19%	-	-	-	-	-	-	-	-	-	-	-	11 19%	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	7 12%	-	-	-	-	-	-	-	-	-	-	-	7 12%	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	3 5%	-	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	8 14%	-	-	-	-	-	-	-	-	-	-	-	8 14%	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	4 7%	-	-	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	57*	..	..	..	..	..	..	..	..	..	..	..	57*	..	..	..	..	..	..	..	..	..	..	..	..
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	4 7%	-	-	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	5 9%	-	-	-	-	-	-	-	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	3 5%	-	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	57*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	57*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	3 5%	-	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	57*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	57*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 4%	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	85 149%	-	-	-	-	-	-	-	-	-	-	-	85 149%	-	-	-	-	-	-	-	-	-	-	-	-

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Q740\_13. What made your experience with .ph very positive?

14 Mar 2015  
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Unweighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	56 58%	-	-	-	-	-	-	-	-	-	-	-	-	56 58%	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	40 42%	-	-	-	-	-	-	-	-	-	-	-	-	40 42%	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	32 33%	-	-	-	-	-	-	-	-	-	-	-	-	32 33%	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Email usage	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	14 15%	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	14 15%	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	12 13%	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
Honest/trustworthy	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
Reliable	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
Easy to use/navigate	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	96*	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	118 123%	-	-	-	-	-	-	-	-	-	-	-	-	118 123%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..
Weighted Base	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	55 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	55 62%	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	45 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	45 51%	-	-	-	-	-	-	-	-	-	-
Japan based website	43 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	43 48%	-	-	-	-	-	-	-	-	-	-
It's my country's extension	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	78%	-	-	-	-	-	-	-	-	-	-	-	-	-	78%	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	56%	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	44%	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..
Other businesses/organ-izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-
Email usage	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	30 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	30 34%	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	23 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	23 26%	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	10 11%	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	**	**	**	**	**	**	**	**	**	**	**	**	**	89*	**	**	**	**	**	**	**	**	**	**
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	67%	-	-	-	-	-	-	-	-	-	-	-	-	-	67%	-	-	-	-	-	-	-	-	-	-
Safe/Good security	56%	-	-	-	-	-	-	-	-	-	-	-	-	-	56%	-	-	-	-	-	-	-	-	-	-
No/Less spam	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	89*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_14. What made your experience with .jp very positive?

14 Mar 2015  
Table 235

Base: Very Positive Experience With Websites With Domain Name Extensions

14. .jp

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)	
Weighted Base	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Sigma	106 119%	-	-	-	-	-	-	-	-	-	-	-	-	-	106 119%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_15. What made your experience with .kr very positive?

14 Mar 2015  
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

15. .kr

	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	54*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	54*	..	..	..	..	..	..	..	..	..
Weighted Base	54*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	54*	..	..	..	..	..	..	..	..	..
USAGE (NET)	27 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 50%	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	18 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 33%	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_15. What made your experience with .kr very positive?

14 Mar 2015  
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

15. .kr

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	54*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	54*	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	17 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 31%	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 11%	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	4 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-
Educational websites	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_15. What made your experience with .kr very positive?

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	Country																								
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	(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)
Weighted Base	54*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	54*	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other businesses/organ-izations mentions	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Personal usage site	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 15%	-	-	-	-	-	-	-	-	-
Honest/trustworthy	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	54*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	54*	..	..	..	..	..	..	..	..	..
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 15%	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 13%	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	4 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Good/Like the content	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 13%	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	4 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-
Easy to use/navigate	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	54*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	54*	-**	-**	-**	-**	-**	-**	-**	-**	-**
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47%	-	-	-	-	-	-	-	-	-
Safe/Good security	36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	-	-	-	-	-	-	-	-	-
Virus/Malware protected	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_15. What made your experience with .kr very positive?

14 Mar 2015  
Table 236

Base: Very Positive Experience With Websites With Domain Name Extensions

15. .kr

	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)
Weighted Base	54*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	54*	-**	-**	-**	-**	-**	-**	-**	-**	-**
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Reliable	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Worked/Effective	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	54*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	54*	..	..	..	..	..	..	..	..	..
MISCELLANEOUS (NET)	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
Positive/Just was	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64119%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64119%	-	-	-	-	-	-	-	-	-

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Q740\_16. What made your experience with .ru very positive?

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Table 237

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16. .ru

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Unweighted Base	170	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	..	..	..	..	..	..	..	..
Weighted Base	170	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	..	..	..	..	..	..	..	..
USAGE (NET)	83 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 49%	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	64 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 38%	-	-	-	-	-	-	-	-
Russia based website	49 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 29%	-	-	-	-	-	-	-	-
It's my country's extension	10 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 6%	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	170	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	19 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 11%	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	18 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 11%	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Personal usage site	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Business/Work website usage	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-

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Weighted Base	170	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	170	-**	-**	-**	-**	-**	-**	-**	-**
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	42 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 25%	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	22 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 13%	-	-	-	-	-	-	-	-
Well established/Been around for a long time	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 4%	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 4%	-	-	-	-	-	-	-	-
Honest/trustworthy	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Good quality brand/product	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Reputable	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	170	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	..	..	..	..	..	..	..	..
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	24 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 14%	-	-	-	-	-	-	-	-
No problems/Good experience with website	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 7%	-	-	-	-	-	-	-	-
Reliable	8 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 5%	-	-	-	-	-	-	-	-
Worked/Effective	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-
Fast/Good speed	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	19 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 11%	-	-	-	-	-	-	-	-
Everything/Good/Like site	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 7%	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Interesting websites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Organized/Not cluttered	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	170	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	170	..	..	..	..	..	..	..	..
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
SECURITY (NET)	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 8%	-	-	-	-	-	-	-	-
Virus/Malware protected	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	-	-	-	-	-	-	-	-
Safe/Good security	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 4%	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
CONTENT (NET)	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	-	-	-	-	-	-	-	-
Accurate/Authentic information	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-
Good/Helpful information	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_16. What made your experience with .ru very positive?

14 Mar 2015  
Table 237

Base: Very Positive Experience With Websites With Domain Name Extensions

16. .ru

	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)
Weighted Base	170	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	170	-**	-**	-**	-**	-**	-**	-**	-**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64%	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-
Easy to use/navigate	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64%	-	-	-	-	-	-	-	-
Convenient	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-
Positive/Just was	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Weighted Base	170	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	170	..**	..**	..**	..**	..**	..**	..**	..**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-
Declined to answer	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-
Sigma	221 130%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	221 130%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_17. What made your experience with .in very positive?

14 Mar 2015  
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17. .in

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	(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	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
Weighted Base	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
USAGE (NET)	148 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	148 43%	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	112 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112 32%	-	-	-	-	-	-	-
India based website	92 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	92 27%	-	-	-	-	-	-	-
It's my country's extension	14 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 4%	-	-	-	-	-	-	-
Country specific (Unspec.)	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	268%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	268%	-	-	-	-	-	-	-
Government website/extension	103%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103%	-	-	-	-	-	-	-
Specific to a company/good/large companies	72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72%	-	-	-	-	-	-	-
Business/Work website usage	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62%	-	-	-	-	-	-	-
Educational websites	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%	-	-	-	-	-	-	-
Institutions websites/extensions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Networking companies usually use in extension	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Organization website/extension	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Commercial websites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	175%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	175%	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	123%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123%	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	-	-	-	-	-	-	-

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Weighted Base	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-
Allows for searching/browsing	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Email usage	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Personal usage site	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	54 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 16%	-	-	-	-	-	-	-
Honest/trustworthy	32 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 9%	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 4%	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-
Reputable	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Well established/Been around for a long time	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Good quality brand/product	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
Other brand/quality mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
SITE APPEAL (NET)	47 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 14%	-	-	-	-	-	-	-
Everything/Good/Like site	28 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 8%	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
OK/Fine	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
It's memorable/Easy to remember	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Different/Unique	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Interesting websites	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Not a lot of ads/pop ups	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
It indicates seriousness/that it's important	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Organized/Not cluttered	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-
PERFORMANCE (NET)	45 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 13%	-	-	-	-	-	-	-
No problems/Good experience with website	22 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 6%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	345	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	345	..**	..**	..**	..**	..**	..**	..**
Fast/Good speed	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-
Reliable	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2%	-	-	-	-	-	-	-
Worked/Effective	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-
Good results/search results	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	34 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 10%	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	33 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 10%	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	14 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 4%	-	-	-	-	-	-	-
Good/Helpful information	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-
Accurate/Authentic information	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-
Information/Informative	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Good/Like the content	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	27 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 8%	-	-	-	-	-	-	-

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	(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)
Weighted Base	345	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	345	**	**	**	**	**	**	**
Safe/Good security	24 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 7%	-	-	-	-	-	-	-
Private/Privacy	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
No/Less spam	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Virus/Malware protected	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Other security mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	21 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 6%	-	-	-	-	-	-	-
Easy to use/navigate	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 3%	-	-	-	-	-	-	-
Practical/Useful/Helpful	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-
Accessible/Easy to access/find	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 4%	-	-	-	-	-	-	-
Positive/Just was	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	345	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	345	..	..	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
SERVICE (NET)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Good service/customer service/support	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Don't know	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-
Declined to answer	14 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 4%	-	-	-	-	-	-	-
Sigma	440 128%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	440 128%	-	-	-	-	-	-	-

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Unweighted Base	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	112	**	**	**	**	**	**
Weighted Base	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	112	**	**	**	**	**	**
USAGE (NET)	48 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48 43%	-	-	-	-	-	-
COUNTRIES (SUB-NET)	31 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 28%	-	-	-	-	-	-
Indonesian based website	20 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 18%	-	-	-	-	-	-
It's my country's extension	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Country specific (Unspec.)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	109%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109%	-	-	-	-	-	-
Educational websites	44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44%	-	-	-	-	-	-
Specific to a company/good/large companies	33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33%	-	-	-	-	-	-
Government website/extension	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-
Institutions websites/extensions	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-
Business/Work website usage	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76%	-	-	-	-	-	-
Always use it/The one I use most/frequently	65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	65%	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-

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Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Email usage	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Personal usage site	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
BRAND/QUALITY (NET)	32 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 29%	-	-	-	-	-	-
Honest/trustworthy	15 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 13%	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 12%	-	-	-	-	-	-
It's a legitimate/credible site/domain	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-	-	-	-	-
Reputable	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_18. What made your experience with .id very positive?

14 Mar 2015  
Table 239

Base: Very Positive Experience With Websites With Domain Name Extensions

18. .id

	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)
Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	18 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 16%	-	-	-	-	-	-
INFORMATION (SUB-NET)	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 13%	-	-	-	-	-	-
Accurate/Authentic information	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	-	-	-	-	-	-
Comprehensive/Can search all information in one place	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Good/Helpful information	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Good/Like the content	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
SITE APPEAL (NET)	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 12%	-	-	-	-	-	-
Everything/Good/Like site	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Descriptive/Indicates what it stands for	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
It's memorable/Easy to remember	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
Interesting websites	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
FUNCTIONALITY (NET)	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 11%	-	-	-	-	-	-
Accessible/Easy to access/find	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Easy to use/navigate	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Practical/Useful/Helpful	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
Other functionality mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
PERFORMANCE (NET)	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	-	-	-	-	-	-
No problems/Good experience with website	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	-	-	-	-	-	-
Fast/Good speed	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Reliable	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	-	-	-	-	-	-
Safe/Good security	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	-	-	-	-	-	-
Private/Privacy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 4%	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Negative experience mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_18. What made your experience with .id very positive?  
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Base: Very Positive Experience With Websites With Domain Name Extensions

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Weighted Base	112	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	112	..	..	..	..	..	..
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	164 146%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	164 146%	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_19. What made your experience with .ng very positive?

14 Mar 2015  
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	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	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
USAGE (NET)	52 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 48%	-	-	-	-	-
COUNTRIES (SUB-NET)	40 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 37%	-	-	-	-	-
Nigeria based website	27 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 25%	-	-	-	-	-
It's my country's extension	17 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 16%	-	-	-	-	-
Country specific (Unspec.)	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 12%	-	-	-	-	-
Business/Work website usage	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Government website/extension	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Organization website/extension	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Specific to a company/good/large companies	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Institutions websites/extensions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-
Always use it/The one I use most/frequently	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-

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	(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)
Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
CONTENT (NET)	26 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 24%	-	-	-	-	-
INFORMATION (SUB-NET)	25 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 23%	-	-	-	-	-
Comprehensive/Can search all information in one place	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	-	-	-	-	-
Good/Helpful information	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-
Accurate/Authentic information	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Other information mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_19. What made your experience with .ng very positive?

14 Mar 2015  
Table 240

Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	108	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	108	**	**	**	**	**
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
PERFORMANCE (NET)	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 18%	-	-	-	-	-
Worked/Effective	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 6%	-	-	-	-	-
Reliable	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-
Fast/Good speed	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
No problems/Good experience with website	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 10%	-	-	-	-	-
It's a legitimate/credible site/domain	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
Well known/Popular/Most commonly used domain	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
Honest/trustworthy	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	109%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109%	-	-	-	-	-
Accessible/Easy to access/find	76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76%	-	-	-	-	-
Easy to use/navigate	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-
Practical/Useful/Helpful	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66%	-	-	-	-	-
Descriptive/Indicates what it stands for	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-
Different/Unique	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-
Everything/Good/Like site	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-
SECURITY (NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-
Safe/Good security	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-
Virus/Malware protected	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-
MISCELLANEOUS (NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-
Positive/Just was	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q740\_19. What made your experience with .ng very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

19. .ng

	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)
Weighted Base	108	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	108	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	158 146%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	158 146%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	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	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
Weighted Base	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
USAGE (NET)	31 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 45%	-	-	-	-
COUNTRIES (SUB-NET)	27 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 39%	-	-	-	-
It's my country's extension	17 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 25%	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	16 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 23%	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-
Business/Work website usage	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Government website/extension	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Specific to a company/good/large companies	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-
Always use it/The one I use most/frequently	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	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)
Weighted Base	69*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	69*	-**	-**	-**	-**
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	16 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 23%	-	-	-	-
Well known/Popular/Most commonly used domain	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-
It's a legitimate/credible site/domain	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 6%	-	-	-	-
Honest/trustworthy	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 6%	-	-	-	-
Reputable	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
PERFORMANCE (NET)	15 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 22%	-	-	-	-
No problems/Good experience with website	6 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9%	-	-	-	-
Fast/Good speed	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 6%	-	-	-	-
Reliable	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-
Worked/Effective	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	9 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 13%	-	-	-	-
Accessible/Easy to access/find	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-
Easy to use/navigate	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-
Practical/Useful/Helpful	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	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)
Weighted Base	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
Safe/Good security	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-
No/Less spam	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Virus/Malware protected	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-
INFORMATION (SUB-NET)	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-
Good/Helpful information	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-
Information/Informative	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

20. .za

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	69*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	69*	..	..	..	..
Meets my expectations/needs/Always find what I need/want	46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-
SITE APPEAL (NET)	46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46%	-	-	-	-
Everything/Good/Like site	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34%	-	-	-	-
Not a lot of ads/pop ups	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_20. What made your experience with .za very positive?

14 Mar 2015  
Table 241

Base: Very Positive Experience With Websites With Domain Name Extensions

20. .za

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	69*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69*	**	**	**	**
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Sigma	102 148%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	102 148%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_21. What made your experience with .eg very positive?

14 Mar 2015  
Table 242

Base: Very Positive Experience With Websites With Domain Name Extensions

21. .eg

	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	30*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	30*	..	..	..
Weighted Base	30*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	30*	..	..	..
USAGE (NET)	17 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 57%	-	-	-
COUNTRIES (SUB-NET)	14 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 47%	-	-	-
It's my country's extension	5 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 17%	-	-	-
Country specific (Unspec.)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_21. What made your experience with .eg very positive?

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21. .eg

	Country																								
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	(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)
Weighted Base	30*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	30*	-**	-**	-**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	8 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 27%	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 10%	-	-	-
Government website/extension	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%	-	-	-
Specific to a company/good/large companies	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Always use it/The one I use most/frequently	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	30*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	30*	-**	-**	-**
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Allows for searching/browsing	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	827%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	827%	-	-	-
Honest/trustworthy	517%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	517%	-	-	-
It's a legitimate/credible site/domain	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Well known/Popular/Most commonly used domain	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	30*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	30*	..	..	..
Other brand/quality mentions	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
PERFORMANCE (NET)	3 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 10%	-	-	-
No problems/Good experience with website	3 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 10%	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 10%	-	-	-
Easy to use/navigate	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%	-	-	-
Accessible/Easy to access/find	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Practical/Useful/Helpful	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%	-	-	-

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Weighted Base	30*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	30*	..**	..**	..**
Everything/Good/Like site	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27%	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
INFORMATION (SUB-NET)	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Information/Informative	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	30*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	30*	..**	..**	..**
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Good service/customer service/support	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Positive/Just was	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	30*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	30*	..**	..**	..**
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Sigma	40133%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40133%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_22. What made your experience with .co very positive?

14 Mar 2015  
Table 243

22. .co

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
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	(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	73*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	73*	..	..	
Weighted Base	73*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	73*	..	..	
USAGE (NET)	33 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 45%	-	-	
COUNTRIES (SUB-NET)	30 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 41%	-	-	
It's my country's extension	13 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 18%	-	-	
International/Used worldwide/Global	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	
Country specific (Unspec.)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	
Vietnamese based website	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
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Weighted Base	73*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	73*	-**	-**
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	15 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 21%	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	-	-
Diversity/Multi-purpose website	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Personal usage site	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Always use it/The one I use most/frequently	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Networking companies usually use in extension	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Specific to a company/good/large companies	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-

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Weighted Base	73*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	73*	-**	-**
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ-izations mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
CONTENT (NET)	20 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 27%	-	-
INFORMATION (SUB-NET)	19 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 26%	-	-
Comprehensive/Can search all information in one place	8 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 11%	-	-
Good/Helpful information	6 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 8%	-	-
Accurate/Authentic information	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-
Information/Informative	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Good/Like the content	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-

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Weighted Base	73*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	73*	..**	..**
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	13 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 18%	-	-
Well known/Popular/Most commonly used domain	8 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 11%	-	-
Honest/trustworthy	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	-	-
It's a legitimate/credible site/domain	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
PERFORMANCE (NET)	12 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 16%	-	-
No problems/Good experience with website	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 7%	-	-
Reliable	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-
Fast/Good speed	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-

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Weighted Base	73*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	73*	-**	-**
Worked/Effective	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
SECURITY (NET)	9 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 12%	-	-
Safe/Good security	8 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 11%	-	-
No/Less spam	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Virus/Malware protected	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	-	-
Everything/Good/Like site	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Interesting websites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	73*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73*	**	**
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
MISCELLANEOUS (NET)	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-
Meets my expectations/needs/Always find what I need/want	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Negative experience mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Accessible/Easy to access/find	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	73*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	73*	..**	..**
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Sigma	110 151%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 151%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_23. What made your experience with .ar very positive?

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Unweighted Base	65*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	65*	-**
Weighted Base	65*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	65*	-**
USAGE (NET)	30 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 46%	-
COUNTRIES (SUB-NET)	22 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 34%	-
It's my country's extension	13 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 20%	-
International/Used worldwide/Global	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Country specific (Unspec.)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	65*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	65*	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	9 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 14%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9%	-
Always use it/The one I use most/frequently	6 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9%	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-
Allows for searching/browsing	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	65*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	65*	..
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	10 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 15%
No problems/Good experience with website	7 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 11%
Good results/search results	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Reliable	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Worked/Effective	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	9 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 14%
Honest/trustworthy	5 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 8%

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Weighted Base	65*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	65*	-**
Well known/Popular/Most commonly used domain	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 5%	-
It's a legitimate/credible site/domain	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	8 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 12%	-
Meets my expectations/needs/Always find what I need/want	8 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 12%	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	7 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 11%	-
INFORMATION (SUB-NET)	6 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9%	-

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Weighted Base	65*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	65*	..**
Comprehensive/Can search all information in one place	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 5%	-
Information/Informative	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-
Good/Helpful information	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	6 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9%	-
Practical/Useful/Helpful	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 6%	-
Easy to use/navigate	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Accessible/Easy to access/find	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Weighted Base SECURITY (NET)	65* 3 5%	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	65* 3 5%	-**
Safe/Good security	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 5%	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Descriptive/Indicates what it stands for	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_23. What made your experience with .ar very positive?

14 Mar 2015  
Table 244

Base: Very Positive Experience With Websites With Domain Name Extensions

23. .ar

	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)
Weighted Base	65*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	65*	..**
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-
Sigma	78 120%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78 120%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_24. What made your experience with .br very positive?

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	(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	216	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	216
Weighted Base	216	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	216
USAGE (NET)	68 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 31%
COUNTRIES (SUB-NET)	52 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 24%
Brazilian/Portuguese based website	34 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 16%
It's my country's extension	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%
International/Used worldwide/Global	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_24. What made your experience with .br very positive?

14 Mar 2015  
Table 245

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Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	216	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	216
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52%
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	105%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105%
Always use it/The one I use most/frequently	84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84%
Familiar with website/Have visited/used before/in the past	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42%
Diversity/Multi-purpose website	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%
Email usage	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
BUSINESSES/ORGANIZATIONS (SUB-NET)	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21%
Educational websites	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	216	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	216
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
PERFORMANCE (NET)	67 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	67 31%
No problems/Good experience with website	33 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 15%
Reliable	23 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 11%
Fast/Good speed	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%
Worked/Effective	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
BRAND/QUALITY (NET)	38 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 18%
Well known/Popular/Most commonly used domain	27 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 13%

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	(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)
Weighted Base	216	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	216
Honest/trustworthy	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%
It's a legitimate/credible site/domain	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Good quality brand/product	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Reputable	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
SITE APPEAL (NET)	25 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 12%
Everything/Good/Like site	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 6%
Interesting websites	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
It's memorable/Easy to remember	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
It indicates seriousness/that it's important	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Descriptive/Indicates what it stands for	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Not a lot of ads/pop ups	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
OK/Fine	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Organized/Not cluttered	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1

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Weighted Base	216	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	216
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
FUNCTIONALITY (NET)	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 10%
Accessible/Easy to access/find	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 6%
Easy to use/navigate	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%
Practical/Useful/Helpful	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 6%
Meets my expectations/needs/Always find what I need/want	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%
Negative experience mentions	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_24. What made your experience with .br very positive?

14 Mar 2015  
Table 245

Base: Very Positive Experience With Websites With Domain Name Extensions

24. .br

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	216	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	216
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
SECURITY (NET)	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 5%
Safe/Good security	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%
Virus/Malware protected	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%
INFORMATION (SUB-NET)	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%
Comprehensive/Can search all information in one place	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%
Information/Informative	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Accurate/Authentic information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_24. What made your experience with .br very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	216	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	216
Good/Like the content	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Good service/customer service/support	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Don't know	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Declined to answer	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%
Sigma	269 125%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	269 125%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_25. What made your experience with .it very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

25. .it

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	(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	46*	..	..	..	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	46*	..	..	..	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	17 37%	-	-	-	17 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	14 30%	-	-	-	14 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	46*	..	..	..	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	13 28%	-	-	-	13 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 7%	-	-	-	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	46*	-**	-**	-**	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	13 28%	-	-	-	13 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	7 15%	-	-	-	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	5 11%	-	-	-	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 13%	-	-	-	6 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 13%	-	-	-	6 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	46*	-**	-**	-**	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	5 11%	-	-	-	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_25. What made your experience with .it very positive?

14 Mar 2015  
Table 246

Base: Very Positive Experience With Websites With Domain Name Extensions

25. .it

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	46*	..	..	..	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	37%	-	-	-	37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	24%	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	37%	-	-	-	37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	24%	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	46*	..**	..**	..**	46*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	24%	-	-	-	24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	12%	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	46*	..**	..**	..**	46*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 7%	-	-	-	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	55 120%	-	-	-	55 120%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_26. What made your experience with .tr very positive?

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Base: Very Positive Experience With Websites With Domain Name Extensions

26. .tr

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	16 28%	-	-	-	-	16 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	6 10%	-	-	-	-	6 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	6 10%	-	-	-	-	6 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	4 7%	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	16 28%	-	-	-	-	16 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	8 14%	-	-	-	-	8 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	7 12%	-	-	-	-	7 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	Country																								
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	(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)
Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	13 22%	-	-	-	-	13 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	11 19%	-	-	-	-	11 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	9 16%	-	-	-	-	9 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SECURITY (NET)	9 16%	-	-	-	-	9 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Safe/Good security	9 16%	-	-	-	-	9 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Private/Privacy	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other security mentions	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FUNCTIONALITY (NET)	5 9%	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Accessible/Easy to access/find	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Easy to use/navigate	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_26. What made your experience with .tr very positive?

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Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	3 5%	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	3 5%	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 3%	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 5%	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	58*	..	..	..	..	58*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Meets my expectations/needs/Always find what I need/want	12%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive/Just was	12%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	12%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SITE APPEAL (NET)	12%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not a lot of ads/pop ups	12%	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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[illegible]

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	(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	23**	..	..	..	..	..	23**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	23**	..	..	..	..	..	23**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
PERFORMANCE (NET)	14 61%	-	-	-	-	-	14 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	11 48%	-	-	-	-	-	11 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	3 13%	-	-	-	-	-	3 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 22%	-	-	-	-	-	5 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	4 17%	-	-	-	-	-	4 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	23**	..	..	..	..	..	23**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	3 13%	-	-	-	-	-	3 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	1 4%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	23**	..	..	..	..	..	23**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	29%	-	-	-	-	-	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	23**	-.**	-.**	-.**	-.**	-.**	23**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	29%	-	-	-	-	-	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	29%	-	-	-	-	-	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_27. What made your experience with .es very positive?

14 Mar 2015  
Table 248

Base: Very Positive Experience With Websites With Domain Name Extensions

27. .es

	Country																								
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Weighted Base	23**	-.**	-.**	-.**	-.**	-.**	23**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	14%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Weighted Base	23**	..	..	..	..	..	23**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_27. What made your experience with .es very positive?  
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Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	23**	..**	..**	..**	..**	..**	23**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	27 117%	-	-	-	-	-	27 117%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_28. What made your experience with .pl very positive?

14 Mar 2015  
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

28. .pl

	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	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
PERFORMANCE (NET)	18 34%	-	-	-	-	-	-	18 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	14 26%	-	-	-	-	-	-	14 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	3 6%	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	15 28%	-	-	-	-	-	-	15 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	10 19%	-	-	-	-	-	-	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	3 6%	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other brand/quality mentions	12%	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	1426%	-	-	-	-	-	-	1426%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	1223%	-	-	-	-	-	-	1223%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	12%	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	11 21%	-	-	-	-	-	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	4 8%	-	-	-	-	-	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	4 8%	-	-	-	-	-	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_28. What made your experience with .pl very positive?

14 Mar 2015  
Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

28. .pl

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	59%	-	-	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	59%	-	-	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	59%	-	-	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	59%	-	-	-	-	-	-	59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	48%	-	-	-	-	-	-	48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_28. What made your experience with .pl very positive?

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	Country																								
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	(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)
Weighted Base	53*	..	..	..	..	..	..	53*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Information/Informative	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 8%	-	-	-	-	-	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	3 6%	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	53*	..**	..**	..**	..**	..**	..**	53*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3 6%	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	3 6%	-	-	-	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 4%	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 4%	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_28. What made your experience with .pl very positive?

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Table 249

Base: Very Positive Experience With Websites With Domain Name Extensions

28. .pl

	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)
Weighted Base	53*	..**	..**	..**	..**	..**	..**	53*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 2%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 8%	-	-	-	-	-	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 138%	-	-	-	-	-	-	73 138%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_29. What made your experience with .uk very positive?

14 Mar 2015  
Table 250

Base: Very Positive Experience With Websites With Domain Name Extensions

29. .uk

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
PERFORMANCE (NET)	36 32%	-	-	-	-	-	-	-	36 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	27 24%	-	-	-	-	-	-	-	27 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	8 7%	-	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	36 32%	-	-	-	-	-	-	-	36 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	21 19%	-	-	-	-	-	-	-	21 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	17 15%	-	-	-	-	-	-	-	17 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	5 5%	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	11 10%	-	-	-	-	-	-	-	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	7 6%	-	-	-	-	-	-	-	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	9 8%	-	-	-	-	-	-	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	5 5%	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_29. What made your experience with .uk very positive?

14 Mar 2015  
Table 250

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29. .uk

	Country																								
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	(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)
Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Specific to a company/good/large companies	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	19 17%	-	-	-	-	-	-	-	19 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	8 7%	-	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)	
Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Honest/trustworthy	6 5%	-	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	12 11%	-	-	-	-	-	-	-	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	6 5%	-	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	5 5%	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	8 7%	-	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
INFORMATION (SUB-NET)	8 7%	-	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	7 6%	-	-	-	-	-	-	-	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	6 5%	-	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
It's professional	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	4 4%	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	3 3%	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	111	..	..	..	..	..	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 2%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	6 5%	-	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	153 138%	-	-	-	-	-	-	-	153 138%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_30. What made your experience with .fr very positive?

14 Mar 2015  
Table 251

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30. .fr

	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
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Unweighted Base	72*	..	..	..	..	..	..	..	..	72*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	72*	..	..	..	..	..	..	..	..	72*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	25 35%	-	-	-	-	-	-	-	-	25 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	17 24%	-	-	-	-	-	-	-	-	17 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q740\_30. What made your experience with .fr very positive?

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Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

30. .fr

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	72*	..	..	..	..	..	..	..	..	72*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	16 22%	-	-	-	-	-	-	-	-	16 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 8%	-	-	-	-	-	-	-	-	6 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	6 8%	-	-	-	-	-	-	-	-	6 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	2 3%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_30. What made your experience with .fr very positive?

14 Mar 2015  
Table 251

Base: Very Positive Experience With Websites With Domain Name Extensions

30. .fr

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	(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)
Weighted Base	72*	..	..	..	..	..	..	..	..	72*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ-izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	22 31%	-	-	-	-	-	-	-	-	22 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	13 18%	-	-	-	-	-	-	-	-	13 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	7 10%	-	-	-	-	-	-	-	-	7 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	2 3%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	5 7%	-	-	-	-	-	-	-	-	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	2 3%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	72*	..**	..**	..**	..**	..**	..**	..**	..**	72*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	5 7%	-	-	-	-	-	-	-	-	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_30. What made your experience with .fr very positive?

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	(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)
Weighted Base	72*	..**	..**	..**	..**	..**	..**	..**	..**	72*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	4 6%	-	-	-	-	-	-	-	-	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	2 3%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	72*	**	**	**	**	**	**	**	**	72*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 4%	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 3%	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_30. What made your experience with .fr very positive?  
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	(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)
Weighted Base	72*	**	**	**	**	**	**	**	**	72*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	5 7%	-	-	-	-	-	-	-	-	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 6%	-	-	-	-	-	-	-	-	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 6%	-	-	-	-	-	-	-	-	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	86 119%	-	-	-	-	-	-	-	-	86 119%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_31. What made your experience with .de very positive?

14 Mar 2015  
Table 252

Base: Very Positive Experience With Websites With Domain Name Extensions

31. .de

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	(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	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	33 37%	-	-	-	-	-	-	-	-	-	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	24 27%	-	-	-	-	-	-	-	-	-	24 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	23 26%	-	-	-	-	-	-	-	-	-	23 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	89%	-	-	-	-	-	-	-	-	-	89%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	78%	-	-	-	-	-	-	-	-	-	78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	11%	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	22%	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	22%	-	-	-	-	-	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	17 19%	-	-	-	-	-	-	-	-	-	17 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	17 19%	-	-	-	-	-	-	-	-	-	17 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	15 17%	-	-	-	-	-	-	-	-	-	15 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	8 9%	-	-	-	-	-	-	-	-	-	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Reputable	4 4%	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 7%	-	-	-	-	-	-	-	-	-	6 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	5 6%	-	-	-	-	-	-	-	-	-	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 4%	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..**	..**	..**	..**	..**	..**	..**	..**	..**	89*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	4 4%	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	..	..	..	..	..	..	..	..	..	89*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	89*	-**	-**	-**	-**	-**	-**	-**	-**	-**	89*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3 3%	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	12 13%	-	-	-	-	-	-	-	-	-	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 112%	-	-	-	-	-	-	-	-	-	100 112%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q740\_32. What made your experience with .us very positive?

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	(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	46*	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	46*	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	18 39%	18 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	13 28%	13 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	7 15%	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	5 11%	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	46*	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	5 11%	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	46*	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	13 28%	13 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	11 24%	11 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	5 11%	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	46*	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It's memorable/Easy to remember	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	4 9%	4 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	46*	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	3 7%	3 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	46*	46*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_32. What made your experience with .us very positive?

14 Mar 2015  
Table 253

32. .us

Base: Very Positive Experience With Websites With Domain Name Extensions

		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)
Weighted Base	46*	46*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	5 11%	5 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 9%	4 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	60 130%	60 130%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?

14 Mar 2015  
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

33. .ca

	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	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	71 50%	-	71 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	57 40%	-	57 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	54 38%	-	54 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?

14 Mar 2015  
Table 254

33. .ca

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	96%	-	96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	64%	-	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	32%	-	32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	86%	-	86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	64%	-	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	21%	-	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	11%	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	11%	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?

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	Country																								
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	(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)
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other businesses/organ-izations mentions	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	5 4%	-	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	32 23%	-	32 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	23 16%	-	23 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	6 4%	-	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	23 16%	-	23 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	8 6%	-	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
It's a legitimate/credible site/domain	7 5%	-	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	7 5%	-	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	13 9%	-	13 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	11 8%	-	11 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	4 3%	-	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	4 3%	-	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	12 8%	-	12 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	9 6%	-	9 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	9 6%	-	9 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	6 4%	-	6 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?

14 Mar 2015  
Table 254

Base: Very Positive Experience With Websites With Domain Name Extensions

33. .ca

	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)
Weighted Base	142	..**	142	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	7 5%	-	7 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	3 2%	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_33. What made your experience with .ca very positive?  
33. .ca

Base: Very Positive Experience With Websites With Domain Name Extensions

	Country																								
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	(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)
Weighted Base	142	..	142	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	21%	-	21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	64%	-	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	193136%	-	193136%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

14 Mar 2015  
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

34. .mx

	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	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
USAGE (NET)	49 44%	-	-	49 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	43 39%	-	-	43 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	23 21%	-	-	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	14 13%	-	-	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	5 5%	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

14 Mar 2015  
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

34. .mx

	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)
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	3 3%	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	7 6%	-	-	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 3%	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

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Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

34. .mx

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	30 27%	-	-	30 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	16 14%	-	-	16 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	12 11%	-	-	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	16 14%	-	-	16 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	7 6%	-	-	7 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Easy to use/navigate	4 4%	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	4 4%	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND/QUALITY (NET)	14 13%	-	-	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	8 7%	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	4 4%	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	14 13%	-	-	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q740\_34. What made your experience with .mx very positive?

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Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

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	(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)
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Meets my expectations/needs/Always find what I need/want	14 13%	-	-	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	13 12%	-	-	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	12 11%	-	-	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	6 5%	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	4 4%	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other information mentions	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q740\_34. What made your experience with .mx very positive?

14 Mar 2015  
Table 255

34. .mx

Base: Very Positive Experience With Websites With Domain Name Extensions

	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)
Weighted Base	111	..	..	111	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
SECURITY (NET)	6 5%	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 5%	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 4%	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	2 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q740\_34. What made your experience with .mx very positive?

14 Mar 2015  
Table 255

Base: Very Positive Experience With Websites With Domain Name Extensions

34. .mx

	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)
Weighted Base	111	-**	-**	111	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	3 3%	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	160 144%	-	-	160 144%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_1. What made your experience with .biz very negative?

14 Mar 2015  
Table 256

Base: Very Negative Experience With Websites With Domain Name Extensions

1. .biz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	13**	2**	1**	..	..	1**	..	..	..	..	1**	..	..	..	1**	1**	2**	1**	..	1**	..	1**	1**	..	..
Weighted Base	13**	2**	1**	..	..	1**	..	..	..	..	1**	..	..	..	1**	1**	2**	1**	..	1**	..	1**	1**	..	..
CONTENT (NET)	4 31%	1 50%	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-
A lot of junk mail/spam	2 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-
Inappropriate content	1 8%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	1 8%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	4 31%	-	1 100%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-
Not safe/secure	3 23%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-
Contains viruses	1 8%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	3 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 100%	1 100%	-	-
Not well known/familiar	2 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 100%	-	-	-
Not trustworthy	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	1 100%	-	-	-	-	-
Irrelevant websites	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_1. What made your experience with .biz very negative?

14 Mar 2015  
Table 256

Base: Very Negative Experience With Websites With Domain Name Extensions

1. .biz

	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)
Weighted Base	13**	2**	1**	-**	-**	1**	-**	-**	-**	-**	1**	-**	-**	-**	1**	1**	2**	1**	-**	1**	-**	1**	1**	-**	-**
It's rare	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	18%	150%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	18%	150%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	14108%	2100%	1100%	-	-	1100%	-	-	-	-	1100%	-	-	-	1100%	1100%	2100%	1100%	-	2200%	-	1100%	1100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_2. What made your experience with .com very negative?

14 Mar 2015  
Table 257

Base: Very Negative Experience With Websites With Domain Name Extensions

2. .com

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6**	**	1**	**	**	**	**	**	1**	**	**	3**	1**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	6**	**	1**	**	**	**	**	**	1**	**	**	3**	1**	**	**	**	**	**	**	**	**	**	**	**	**
MISCELLANEOUS (NET)	1 17%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 17%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_2. What made your experience with .com very negative?

14 Mar 2015  
Table 257

2. .com

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6**	..**	1**	..**	..**	..**	..**	..**	1**	..**	..**	3**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 17%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 67%	-	1 100%	-	-	-	-	-	1 100%	-	-	1 33%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6 100%	-	1 100%	-	-	-	-	-	1 100%	-	-	3 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_3. What made your experience with .info very negative?

14 Mar 2015  
Table 258

Base: Very Negative Experience With Websites With Domain Name Extensions

3. .info

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	10**	**	2**	**	**	**	**	**	1**	**	**	2**	**	**	1**	1**	1**	**	**	1**	**	**	1**	**	**
Weighted Base	10**	**	2**	**	**	**	**	**	1**	**	**	2**	**	**	1**	1**	1**	**	**	1**	**	**	1**	**	**
BRAND IMAGE (NET)	4 40%	-	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	1 100%	-	-
Not trustworthy	2 20%	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-
Not well known/familiar	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	1 10%	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 20%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Inappropriate content	1 10%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 20%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
Contains viruses	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	1 10%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 20%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-
It's rare	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_3. What made your experience with .info very negative?

14 Mar 2015  
Table 258

Base: Very Negative Experience With Websites With Domain Name Extensions

3. .info

	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)
Weighted Base	10**	-**	2**	-**	-**	-**	-**	-**	1**	-**	-**	2**	-**	-**	1**	1**	1**	-**	-**	1**	-**	-**	1**	-**	-**
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 10%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	10 100%	-	2 100%	-	-	-	-	-	1 100%	-	-	2 100%	-	-	1 100%	1 100%	1 100%	-	-	1 100%	-	-	1 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_4. What made your experience with .mobi very negative?

14 Mar 2015  
Table 259

Base: Very Negative Experience With Websites With Domain Name Extensions

4. .mobi

	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	8**	-**	-**	-**	-**	-**	-**	-**	1**	-**	-**	2**	1**	1**	-**	-**	-**	1**	-**	-**	2**	-**	-**	-**	-**
Weighted Base	8**	-**	-**	-**	-**	-**	-**	-**	1**	-**	-**	2**	1**	1**	-**	-**	-**	1**	-**	-**	2**	-**	-**	-**	-**
SAFETY (NET)	2 25%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-	-	-
Not safe/secure	2 25%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 100%	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 13%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 13%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_4. What made your experience with .mobi very negative?

14 Mar 2015  
Table 259

Base: Very Negative Experience With Websites With Domain Name Extensions

4. .mobi

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	8**	**	**	**	**	**	**	**	1**	**	**	2**	1**	1**	**	**	**	1**	**	**	2**	**	**	**	**
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-
Don't know	2 25%	-	-	-	-	-	-	-	-	-	-	1 50%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 13%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	8 100%	-	-	-	-	-	-	-	1 100%	-	-	2 100%	1 100%	1 100%	-	-	-	1 100%	-	-	2 100%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_5. What made your experience with .net very negative?

14 Mar 2015  
Table 260

Base: Very Negative Experience With Websites With Domain Name Extensions

5. .net

	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	11**	..	..	..	..	..	..	..	..	..	..	3**	..	..	3**	..	..	3**	..	..	1**	..	..	..	1**
Weighted Base	11**	..	..	..	..	..	..	..	..	..	..	3**	..	..	3**	..	..	3**	..	..	1**	..	..	..	1**
SAFETY (NET)	3 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	2 67%	-	-	-	-	-	-	-
Not safe/secure	3 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	2 67%	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	1 9%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	1 9%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-
Inappropriate content	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_5. What made your experience with .net very negative?

14 Mar 2015  
Table 260

5. .net

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)
Weighted Base	11**	**	**	**	**	**	**	**	**	**	**	3**	**	**	3**	**	**	3**	**	**	1**	**	**	**	1**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	3 27%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	1 33%	-	-	-	-	-	1 100%	-	-	-	-
Don't know	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%
Declined to answer	1 9%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	11 100%	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	3 100%	-	-	3 100%	-	-	1 100%	-	-	-	1 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_6. What made your experience with .org very negative?

14 Mar 2015  
Table 261

Base: Very Negative Experience With Websites With Domain Name Extensions

6. .org

	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	5**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	-**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	2**
Weighted Base	5**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	-**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	2**
CONTENT (NET)	2 40%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 50%
Inappropriate content	1 20%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%
SAFETY (NET)	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Not safe/secure	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_6. What made your experience with .org very negative?

14 Mar 2015  
Table 261

Base: Very Negative Experience With Websites With Domain Name Extensions

6. .org

	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)
Weighted Base	5**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	-**	-**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	2**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%
Declined to answer	1 20%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5 100%	-	1 100%	-	-	-	-	-	-	-	-	1 100%	-	-	1 100%	-	-	-	-	-	-	-	-	-	2 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_7. What made your experience with .tel very negative?

14 Mar 2015  
Table 262

Base: Very Negative Experience With Websites With Domain Name Extensions

7. .tel

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1**	..	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	..	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_7. What made your experience with .tel very negative?

14 Mar 2015  
Table 262

Base: Very Negative Experience With Websites With Domain Name Extensions

7. .tel

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1**	**	**	**	**	**	**	**	**	**	**	**	**	1**	**	**	**	**	**	**	**	**	**	**	**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_8. What made your experience with .asia very negative?

14 Mar 2015  
Table 263

Base: Very Negative Experience With Websites With Domain Name Extensions

8. .asia

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4**	**	**	**	**	**	**	**	**	**	**	**	1**	**	1**	**	**	**	1**	**	**	1**	**	**	**
Weighted Base	4**	**	**	**	**	**	**	**	**	**	**	**	1**	**	1**	**	**	**	1**	**	**	1**	**	**	**
BRAND IMAGE (NET)	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-
Not well known/familiar	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	1 25%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	1 25%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_8. What made your experience with .asia very negative?  
8. .asia

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1**	..**	1**	..**	..**	..**	1**	..**	..**	1**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Sigma	4 100%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	1 100%	-	-	-	1 100%	-	-	1 100%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_9. What made your experience with .pro very negative?

14 Mar 2015  
Table 264

9. .pro

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1**	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_9. What made your experience with .pro very negative?  
9. .pro

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)
Weighted Base	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_10. What made your experience with .coop very negative?  
10. .coop

14 Mar 2015  
Table 265

Base: Very Negative Experience With Websites With Domain Name Extensions

	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	4**	..	..	..	..	..	..	..	1**	..	..	..	1**	..	1**	..	1**	..	..	..	..	..	..	..	..
Weighted Base	4**	..	..	..	..	..	..	..	1**	..	..	..	1**	..	1**	..	1**	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	1 25%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	1 25%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	1 25%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_10. What made your experience with .coop very negative?  
10. .coop

14 Mar 2015  
Table 265

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	4**	**	**	**	**	**	**	**	1**	**	**	**	1**	**	1**	**	1**	**	**	**	**	**	**	**	
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	
Don't know	1 25%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	
Sigma	5 125%	-	-	-	-	-	-	-	1 100%	-	-	-	2 200%	-	1 100%	-	1 100%	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_11. What made your experience with .cn very negative?

14 Mar 2015  
Table 266

Base: Very Negative Experience With Websites With Domain Name Extensions

11. .cn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3**	**	**	**	**	**	**	**	**	**	**	3**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	3**	**	**	**	**	**	**	**	**	**	**	3**	**	**	**	**	**	**	**	**	**	**	**	**	**
MISCELLANEOUS (NET)	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_11. What made your experience with .cn very negative?

14 Mar 2015  
Table 266

Base: Very Negative Experience With Websites With Domain Name Extensions

11. .cn

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	3**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_12. What made your experience with .vn very negative?

14 Mar 2015  
Table 267

Base: Very Negative Experience With Websites With Domain Name Extensions

12. .vn

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_12. What made your experience with .vn very negative?  
12. .vn

14 Mar 2015  
Table 267

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_13. What made your experience with .ph very negative?

14 Mar 2015  
Table 268

Base: Very Negative Experience With Websites With Domain Name Extensions

13. .ph

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_13. What made your experience with .ph very negative?  
13. .ph

14 Mar 2015  
Table 268

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..			
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											

Q745\_14. What made your experience with .jp very negative?

14 Mar 2015  
Table 269

Base: Very Negative Experience With Websites With Domain Name Extensions

14. .jp

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_14. What made your experience with .jp very negative?

14 Mar 2015  
Table 269

Base: Very Negative Experience With Websites With Domain Name Extensions

14. .jp

	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)
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_15. What made your experience with .kr very negative?

14 Mar 2015  
Table 270

Base: Very Negative Experience With Websites With Domain Name Extensions

15. .kr

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_15. What made your experience with .kr very negative?

15. .kr

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_16. What made your experience with .ru very negative?

14 Mar 2015  
Table 271

Base: Very Negative Experience With Websites With Domain Name Extensions

16. .ru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2**	**	**	**	**	**	**	**	**
Weighted Base	2**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2**	**	**	**	**	**	**	**	**
SAFETY (NET)	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-
Contains viruses	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Not safe/secure	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_16. What made your experience with .ru very negative?

16. .ru

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	2**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2**	**	**	**	**	**	**	**	**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_17. What made your experience with .in very negative?

14 Mar 2015  
Table 272

Base: Very Negative Experience With Websites With Domain Name Extensions

17. .in

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_17. What made your experience with .in very negative?  
17. .in

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_18. What made your experience with .id very negative?

14 Mar 2015  
Table 273

Base: Very Negative Experience With Websites With Domain Name Extensions

18. .id

	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	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..
Weighted Base	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1**	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_18. What made your experience with .id very negative?

18. .id

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1**	**	**	**	**	**	**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_19. What made your experience with .ng very negative?

14 Mar 2015  
Table 274

Base: Very Negative Experience With Websites With Domain Name Extensions

19. .ng

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_19. What made your experience with .ng very negative?

19. .ng

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_20. What made your experience with .za very negative?

14 Mar 2015  
Table 275

Base: Very Negative Experience With Websites With Domain Name Extensions

20. .za

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_20. What made your experience with .za very negative?

20. .za

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_21. What made your experience with .eg very negative?

14 Mar 2015  
Table 276

Base: Very Negative Experience With Websites With Domain Name Extensions

21. .eg

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_21. What made your experience with .eg very negative?

21. .eg

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_22. What made your experience with .co very negative?

14 Mar 2015  
Table 277

Base: Very Negative Experience With Websites With Domain Name Extensions

22. .co

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_22. What made your experience with .co very negative?

22. .co

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_23. What made your experience with .ar very negative?

14 Mar 2015  
Table 278

Base: Very Negative Experience With Websites With Domain Name Extensions

23. .ar

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1**	**
Weighted Base	1**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1**	**
MISCELLANEOUS (NET)	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Positive experience mentions	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_23. What made your experience with .ar very negative?

14 Mar 2015  
Table 278

Base: Very Negative Experience With Websites With Domain Name Extensions

23. .ar

	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)
Weighted Base	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1**	..
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_24. What made your experience with .br very negative?

14 Mar 2015  
Table 279

Base: Very Negative Experience With Websites With Domain Name Extensions

24. .br

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_24. What made your experience with .br very negative?

24. .br

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_25. What made your experience with .it very negative?

14 Mar 2015  
Table 280

Base: Very Negative Experience With Websites With Domain Name Extensions

25. .it

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_25. What made your experience with .it very negative?

25. .it

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_26. What made your experience with .tr very negative?

14 Mar 2015  
Table 281

26. .tr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_26. What made your experience with .tr very negative?

26. .tr

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_27. What made your experience with .es very negative?

14 Mar 2015  
Table 282

27. .es

Base: Very Negative Experience With Websites With Domain Name Extensions

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_27. What made your experience with .es very negative?  
27. .es

14 Mar 2015  
Table 282

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											



Q745\_28. What made your experience with .pl very negative?

14 Mar 2015  
Table 283

28. .pl

Base: Very Negative Experience With Websites With Domain Name Extensions

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_28. What made your experience with .pl very negative?  
28. .pl

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_29. What made your experience with .uk very negative?

14 Mar 2015  
Table 284

29. .uk

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_29. What made your experience with .uk very negative?  
29. .uk

14 Mar 2015  
Table 284

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											

Q745\_30. What made your experience with .fr very negative?

14 Mar 2015  
Table 285

Base: Very Negative Experience With Websites With Domain Name Extensions

30. .fr

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_30. What made your experience with .fr very negative?  
30. .fr

Base: Very Negative Experience With Websites With Domain Name Extensions

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_31. What made your experience with .de very negative?

14 Mar 2015  
Table 286

31. .de

Base: Very Negative Experience With Websites With Domain Name Extensions

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_31. What made your experience with .de very negative?

31. .de

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q745\_32. What made your experience with .us very negative?

14 Mar 2015  
Table 287

32. .us

Base: Very Negative Experience With Websites With Domain Name Extensions

	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	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_32. What made your experience with .us very negative?

14 Mar 2015  
Table 287

32. .us

Base: Very Negative Experience With Websites With Domain Name Extensions

	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)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_33. What made your experience with .ca very negative?

14 Mar 2015  
Table 288

Base: Very Negative Experience With Websites With Domain Name Extensions

33. .ca

	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	1**	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	..	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_33. What made your experience with .ca very negative?

33. .ca

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_34. What made your experience with .mx very negative?

14 Mar 2015  
Table 289

Base: Very Negative Experience With Websites With Domain Name Extensions

34. .mx

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q745\_34. What made your experience with .mx very negative?

34. .mx

Base: Very Negative Experience With Websites With Domain Name Extensions

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q750. If you wanted more information about one of the current domain name extensions, where would you go?

14 Mar 2015  
Table 290

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
An Internet search engine	5013 82% BCEJKO	358 71% O	146 73% O	199 89% ABCEGJUKOY	74 73% BCJO	86 84% O	79 79% O	96 86% BCEJKO	170 77% O	142 71% O	189 76% O	929 84% ABCEJKO	89 89% BCEJKO	181 88% ABCEGJUKOY	229 64% ABCEJKOY	178 87% ABCEJKOY	235 93% ABCEJKOY	582 85% ABCEJKOY	190 92% ABCEGJUKOY	191 95% ABCEGJUKOY	89 85% BCEJO	94 91% ABCEGJUKOY	100 84% BCJO	88 80% O	299 81% BCJO
An Internet encyclopedia	2048 33% BCEFGJKO	88 18% BJ	53 27% BJ	83 37% BCEFGJKOP	21 21% B	20 20% BFGJKO	20 20% BFGJKO	36 32% BFGJKO	49 22% BCI	30 15% BCI	50 20% ABCEFGJKOPY	459 41% ABCEFGJKOPY	45 45% ABCEFGJKOPY	75 36% BCEFGJKO	81 23% J	56 27% BJ	125 49% ABCEFGJKOPY	294 43% ABCEFGJKOP	83 40% ABCEFGJKOP	85 42% ABCEFGJKOP	37 35% BEFGJKO	56 54% BCEFGJKOP	46 39% BCEFGJKOP	37 34% BEFGJKO	119 32% BEFGJKO
My Internet service provider	1789 29% BCGHJKQTV	67 13% L	27 14% BCGHJKQTV	71 32% BCGHJKQTV	22 22% B	34 33% BCGHJKQV	15 15% B	20 18% B	29 13% BCI	45 22% BCI	55 22% ABCEGHJKQTVY	413 37% ABCEGHJKQTVY	53 53% ABCEGHJKQTVY	84 41% ABCEGHJKQTVY	113 32% BCGHJKQTV	68 33% BCEGHJKQTV	40 16% ABCEGHJKQTVY	248 36% ABCEGHJKQTVY	101 49% ABCEGHJKQTVY	46 23% BCI	28 27% BCGIQ	16 16% ABCEGHJKQTVY	50 42% ABCEGHJKQTVY	35 32% BCGHJKQV	109 29% BCGHJKQV
Friend/Colleague/Family members	34 1% L	5 1% L	3 2% LOR	- - -	- - -	- - -	2 2% DILNOPRT	4 4% ABDJKLNPRTY	- - -	1 - -	1 - -	2 - -	1 1% -	- - -	- - -	- - -	3 1% LO	2 - -	3 1% LO	- - -	2 2% DILNOPR	- - -	2 2% LOR	1 1% -	2 1% -
Google	31 1% L	2 - L	2 1% L	2 1% L	- - -	- - -	- - -	- - -	1 - L	1 - L	- - -	- - -	1 1% L	4 2% ABKLOPQ	- - -	- - -	- - -	5 1% L	2 1% L	3 1% LO	2 2% AKLOPQ	1 1% L	1 1% L	- - -	4 1% LO
Computer/web/IT specialist/expert	14 - L	1 - L	1 1% L	1 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - L	- - -	- - -	3 1% ALOR	1 - -	1 - L	1 - L	- - -	- - -	2 2% ABKLOR	- - -	2 1% L
Domain provider/DNS reseller	10 - L	1 - L	1 1% L	- - -	- - -	- - -	- - -	- - -	- - -	2 1% AL	- - -	- - -	- - -	1 - L	- - -	- - -	- - -	2 - -	1 - L	1 - L	- - -	- - -	- - -	1 1% L	- - -
GoDaddy search	10 - L	2 - L	2 1% AL	- - -	- - -	- - -	- - -	- - -	1 - L	- - -	- - -	- - -	- - -	2 1% AL	- - -	- - -	- - -	2 - -	- - -	1 - L	- - -	- - -	- - -	- - -	- - -
Whois search	10 - L	2 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - L	3 1% ALOY	- - -	- - -	- - -	- - -	- - -	- - -	2 - -	- - -	2 1% AL	- - -	- - -	- - -	- - -	- - -
Books/Magazines/Newspaper	7 - L	- - -	- - -	1 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 - L	- - -	1 - L	- - -	- - -	- - -	2 - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - L
Register.com/ search	4 - L	2 - AL	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - L
Specialized websites/tools	4 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - AL	- - -	- - -	- - -	2 1% ABLR	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% ABLR	- - -	- - -	- - -
Blogs/Forums	4 - L	- - -	- - -	- - -	1 1% ABLR	- - -	1 1% ABLR	- - -	- - -	- - -	- - -	- - -	- - -	1 - AL	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 1% ABLR	- - -
Registro.br	3 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	3 1% ABLR
Denic	2 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 1% ABLR	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
ICANN	2 - L	1 - L	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q750. If you wanted more information about one of the current domain name extensions, where would you go?

14 Mar 2015  
Table 290

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Baidu	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
												A													
Nic/Nic.br	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
											AL														A
Domain.org	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AL														
Knowledgeable people/people who use domains	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A																							
.info	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AL														
Domain.com	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
																				AL					
Network solutions	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AL																						
Ask.com	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
																				AL					
Yahoo.com	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
																				AL					
Not interested/Would not look for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	3	-	-	-	-	-	-	1	2	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-
		ALR							L	ALR	L						L			L		ALR			
Not sure	454	92	27	2	13	4	9	7	26	31	38	69	1	5	67	10	3	14	1	5	3	3	2	4	18
	DMNQRSTW	7% 18%	14%	1%	13%	4%	9%	6%	12%	15%	15%	6%	1%	2%	19%	5%	1%	2%	1%	2%	3%	3%	2%	4%	5%
Nowhere	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
								ABLR																	
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	9461	625	263	359	131	144	126	164	277	256	342	1876	190	357	490	312	410	1156	382	339	161	172	203	167	559
	154%	125%	132%	161%	130%	141%	126%	146%	126%	127%	137%	169%	190%	173%	137%	153%	162%	168%	185%	169%	153%	167%	171%	152%	151%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 291

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Useful	5141 84% JKO	415 83% JKO	162 81% KO	200 90% ABCDFGHIJKLO	90 89% IJKO	82 80% KO	86 86% JKO	93 83% KO	174 79% O	152 76% O	168 67% JKO	921 83% JKO	84 84% KO	183 89% ABCDFHIJKLO	231 65% JKO	176 86% JKO	211 83% JKO	620 90% ABCDFGHIJKLO	196 95% ABCDFGHIJKLO	194 97% ABCDFGHIJKLO	87 83% KO	97 94% ABCDFGHIJKLO	110 92% ABCDFGHIJKLO	99 90% CFIJKO	310 84% JKO
Informative	5069 83% IJKO	406 81% KO	159 80% KO	202 91% ABCDFGHIJKLO	82 81% KO	82 80% KO	80 80% KO	94 84% KO	169 77% KO	155 77% KO	161 64% JKO	899 81% KO	85 85% KO	173 84% KO	241 67% JKO	170 83% KO	212 84% KO	611 89% ABCDFGHIJKLO	196 95% ABCDFGHIJKLO	192 96% ABCDFGHIJKLO	93 89% CIJKO	94 91% ABCDFGHIJKLO	109 92% ABCDFGHIJKLO	98 89% BCIJKLO	306 83% KO
Practical	4972 81% BKLMO	386 77% K	159 80% K	207 93% ABCDFGHIJKLO	80 79% K	76 75% BFIKLMO	87 80% K	90 80% K	167 76% K	159 79% K	168 67% JKO	857 77% K	71 71% BFIKLMO	176 85% ABCDFGHIJKLO	259 72% ABCDFGHIJKLO	176 86% BIKLMO	211 83% ABCDFGHIJKLO	587 85% ABCDFGHIJKLO	190 92% ABCDFGHIJKLO	177 88% ABCDFGHIJKLO	86 82% KO	95 92% ABCDFGHIJKLO	105 88% ABCDFGHIJKLO	99 90% ABCDFGHIJKLO	304 82% KLMO
Helpful	4956 81% CGKO	392 78% GKO	143 72% CGKOQ	186 83% KO	80 79% GKO	83 81% GKO	67 67% CGKO	94 84% CGKO	170 77% CGKO	161 80% CGKO	159 64% CGKO	892 80% CGKO	79 79% KO	187 91% ABCDFGHIJKLO	234 65% BCGIKOQ	174 85% KO	192 76% KO	606 88% ABCDFGHIJKLO	196 95% ABCDFGHIJKLO	188 94% ABCDFGHIJKLO	88 84% CGKO	93 90% ABCDFGHIJKLO	102 86% CGKOQ	94 90% CGKOQ	296 80% CGKO
Trustworthy	4924 80% BCJKMO	367 73% KO	146 73% K	198 89% ABCDFGHIJKLO	86 85% BCJKMO	86 84% BCKMO	81 81% KO	91 81% KMO	170 77% KO	150 75% KO	150 60% BCKMO	885 80% BCKMO	69 69% ABCDFGHIJKLO	181 88% ABCDFGHIJKLO	237 66% BCJKMO	170 82% BCKMO	207 82% BCKMO	605 88% ABCDFGHIJKLO	190 92% ABCDFGHIJKLO	181 90% ABCDFGHIJKLO	81 77% KO	96 93% ABCDFGHIJKLO	105 88% ABCDFGHIJKLO	95 86% BCJKMO	297 80% BCKMO
Technical	4630 75% BCIKO	335 67% KO	122 61% ABCDFGHIJKLO	192 86% ABCDFGHIJKLO	71 70% BCIKO	81 79% CKO	76 76% CKO	80 71% O	143 65% CO	142 71% CO	156 62% BCIKO	833 75% BCIKO	73 73% CO	179 87% ABCDFGHIJKLO	216 60% BCIKO	157 77% BCIKO	195 77% BCIKO	605 88% ABCDFGHIJKLO	169 82% ABCDFGHIJKLO	167 83% ABCDFGHIJKLO	74 70% ABCDFGHIJKLO	91 88% ABCDFGHIJKLO	100 84% ABCDFGHIJKLO	87 79% BCIKO	286 77% BCIKO
For people like me	4611 75% KLO	375 75% KO	149 75% KO	191 86% ABCDFGHIJKLO	73 72% KO	73 72% KO	76 76% KO	89 79% KO	155 70% KO	139 69% KO	142 57% O	803 72% KO	75 75% KO	177 86% ABCDFGHIJKLO	170 47% IJKO	161 79% IJKO	191 75% KO	584 85% ABCDFGHIJKLO	189 91% ABCDFGHIJKLO	172 86% ABCDFGHIJKLO	81 77% KO	92 89% ABCDFGHIJKLO	94 79% KO	86 78% KO	274 74% KO
Interesting	4431 72% BCIKLO	309 62% O	120 60% O	181 81% ABCDFGHIJKLO	85 84% ABCDFGHIJKLO	71 70% BCKO	74 74% BCKO	76 68% KO	139 63% O	148 74% BCIKLO	139 56% O	736 66% BCIKLO	78 78% BCIKLO	179 87% ABCDFGHIJKLO	182 51% BCKO	142 70% BCIKLO	194 77% BCIKLO	582 85% ABCDFGHIJKLO	194 94% ABCDFGHIJKLO	181 90% ABCDFGHIJKLO	78 74% BCIKO	89 86% ABCDFGHIJKLO	94 79% BCIKLO	85 77% BCIKLO	275 74% BCIKLO
Innovative	4139 67% BCIJKOXY	279 56% O	95 48% ABCDFGHIJKLO	173 78% ABCDFGHIJKLO	66 65% CIKO	74 73% BCIJKOXY	61 61% CO	68 61% CO	113 51% O	119 59% CO	132 53% O	789 71% ABCDFGHIJKLO	69 69% BCIKO	171 83% ABCDFGHIJKLO	147 41% CIKO	127 62% BCIKO	167 66% BCIKO	568 83% ABCDFGHIJKLO	193 93% ABCDFGHIJKLO	186 93% ABCDFGHIJKLO	75 71% BCIJKOX	90 87% ABCDFGHIJKLO	85 71% BCIJKOX	63 57% O	229 62% CIKO
Cutting edge	3841 63% BCIOXY	218 43% ABCDFGHIJKLO	81 41% ABCDFGHIJKLO	158 71% BCIOXY	67 66% BCIOXY	75 74% BCIOXY	56 56% BCIOXY	73 65% BCIOXY	87 40% BCGIOXY	136 68% BCIOXY	157 83% BCIOXY	705 64% BCIOXY	68 68% BCIOXY	167 81% ABCDFGHIJKLO	158 44% BCIOXY	153 75% BCIOXY	204 81% BCIOXY	475 69% ABCDFGHIJKLO	184 89% ABCDFGHIJKLO	148 74% BCIOXY	62 59% BCIOXY	95 92% ABCDFGHIJKLO	71 60% BCIOXY	53 48% BCI	190 51% BCI
Exciting	3358 55% BCHJKOPQX	202 40% KOPQ	70 35% BCHJKOPQX	131 59% BCHIKOPQX	55 54% BCHIKOPQX	61 60% CKOPQ	49 49% CKOPQ	43 38% KO	92 42% KOPQ	96 48% CKOPQ	63 25% ABCDFGHIJKLO	681 61% ABCDFGHIJKLO	67 67% ABCDFGHIJKLO	144 70% ABCDFGHIJKLO	99 28% ABCDFGHIJKLO	65 32% ABCDFGHIJKLO	79 31% ABCDFGHIJKLO	540 79% ABCDFGHIJKLO	176 85% ABCDFGHIJKLO	176 88% ABCDFGHIJKLO	60 57% BCHKOPQX	90 87% ABCDFGHIJKLO	62 52% BCHKOPQ	46 42% KO	211 57% BCHKOPQX
Overwhelming	2835 46% BCDFGHIJKLOPQXY	126 25% ABCDFGHIJKLOPQXY	44 22% ABCDFGHIJKLOPQXY	104 47% ABCDFGHIJKLOPQXY	23 23% ABCDFGHIJKLOPQXY	22 22% ABCDFGHIJKLOPQXY	30 30% ABCDFGHIJKLOPQXY	31 28% ABCDFGHIJKLOPQXY	56 25% CO	64 32% CO	68 27% ABCDFGHIJKLOPQXY	862 78% ABCDFGHIJKLOPQXY	58 58% ABCDFGHIJKLOPQXY	113 55% ABCDFGHIJKLOPQXY	82 23% ABCDFGHIJKLOPQXY	119 58% BCFOX	83 33% CO	453 66% ABCDFGHIJKLOPQXY	57 28% ABCDFGHIJKLOPQXY	136 68% ABCDFGHIJKLOPQXY	41 39% ABCDFGHIJKLOPQXY	90 87% ABCDFGHIJKLOPQXY	37 31% ABCDFGHIJKLOPQXY	24 22% CO	112 30% CO
Extreme	2738 45% BCDFGHIJKLOPQXY	117 23% ABCDFGHIJKLOPQXY	42 21% ABCDFGHIJKLOPQXY	178 80% ABCDFGHIJKLOPQXY	28 28% BCO	34 33% BCKOP	63 63% BCKOP	40 36% BCKOP	61 28% ABCDFGHIJKLOPQXY	55 27% ABCDFGHIJKLOPQXY	58 23% ABCDFGHIJKLOPQXY	649 58% ABCDFGHIJKLOPQXY	25 25% ABCDFGHIJKLOPQXY	153 74% ABCDFGHIJKLOPQXY	77 22% ABCDFGHIJKLOPQXY	50 25% CO	75 30% CO	477 69% ABCDFGHIJKLOPQXY	75 36% BCKOP	129 64% ABCDFGHIJKLOPQXY	41 39% ABCDFGHIJKLOPQXY	96 93% ABCDFGHIJKLOPQXY	44 37% BCKOP	43 39% BCIJKMOP	128 35% BCKOP
Unconventional	2347 38% BCFIJOQY	111 22% ABCDFGHIJKLOPQXY	34 17% BCFIO	77 35% CIO	31 31% CIO	21 21% C	30 30% C	64 57% ABCDFGHIJKLOPQXY	44 20% BCFIO	61 30% BCFIO	94 38% BCFIO	477 43% BCFIO	33 33% BCFIO	128 62% ABCDFGHIJKLOPQXY	75 21% BCFIO	78 38% BCFIO	76 33% BCFIO	301 48% ABCDFGHIJKLOPQXY	101 49% ABCDFGHIJKLOPQXY	94 47% ABCDFGHIJKLOPQXY	32 30% CIO	75 73% ABCDFGHIJKLOPQXY	88 74% ABCDFGHIJKLOPQXY	75 68% BCFIO	117 32% BCFIO
Confusing	1768 29% BCPQSTX	121 24% X	45 23% SX	65 29% SX	22 22% X	27 26% X	24 24% X	31 28% X	59 27% X	54 27% X	76 30% PQXSX	375 34% PQXSX	37 37% PQXSX	82 40% ABCDFGHIJKLOPQXY	140 39% ABCDFGHIJKLOPQXY	45 22% ABCDFGHIJKLOPQXY	55 22% ABCDFGHIJKLOPQXY	231 34% ABCDFGHIJKLOPQXY	43 21% ABCDFGHIJKLOPQXY	45 22% ABCDFGHIJKLOPQXY	21 20% ABCDFGHIJKLOPQXY	29 24% ABCDFGHIJKLOPQXY	16 15% ABCDFGHIJKLOPQXY	101 27% X	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Confusing	4376 71% LNOR	381 76% ALMNOR	155 78% ALMNOR	158 71% NO	79 78% LMNOR	75 74% NO	76 76% LMNO	81 72% NO	161 73% LNO	147 73% NO	174 70% NO	735 66% NO	63 63% NO	124 60% NO	218 61% AKLMNOR	159 78% AKLMNOR	198 78% AKLMNOR	456 66% ADKLMNOR	164 79% ALMNOR	156 78% ALMNOR	81 77% LMNOR	82 80% LMNOR	90 76% LMNOR	94 85% ADDFHUKLMNORY	269 73% LNOR
Unconventional	3797 62% HLNRSTVWX	391 78% HLNRSTVWX	166 83% HLNRSTVWX	146 65% HLNRSTVWX	70 69% HLNRSTVWX	81 79% HLNRSTVWX	70 70% HLNRSTVWX	48 43% VW	176 80% VW	140 70% HLNRSTVWX	156 62% HLNRSTVWX	633 57% HLNRSTVWX	67 67% HLNRSTVWX	78 38% W	283 79% HLNRSTVWX	126 62% HLNRSTVWX	177 70% NVWX	356 52% NVWX	106 51% NVWX	107 53% NVWX	73 70% HLNRSTVWX	28 27% HLNRSTVWX	31 26% HLNRSTVWX	35 32% HLNRSTVWX	253 68% HLNRSTVWX
Extreme	3406 55% DGLNRTV	385 77% DGLNRTV	158 79% DGLNRTV	45 20% V	73 72% ADGLNRTV	68 67% ADGLNRTV	37 37% DNV	72 64% DGLNRTV	159 72% ADGLNRTV	146 73% ADGLNRTV	192 77% ADGLNRTV	461 42% DNRV	75 75% ADGLNRTV	53 26% V	281 78% ADGLNRTV	154 75% ADGLNRTV	178 70% ADGLNRTV	210 31% DV	132 64% ADGLNRTV	72 36% DNV	64 61% DGLNRTV	7 7% DGLNRTV	75 63% DGLNRTV	67 61% DGLNRTV	242 65% ADGLNRTV
Overwhelming	3309 54% LMNPRTV	376 75% ADLMNPRTV	156 78% ADLMNPRTV	119 53% LPRTV	78 77% ADLMNPRTV	80 78% ADLMNPRTV	70 70% ADLMNPRTV	81 72% ADLMNPRTV	164 75% ADLMNPRTV	137 68% ADLMNPRTV	182 73% ADLMNPRTV	248 22% V	42 42% LV	93 45% LRTV	276 77% LRTV	85 67% LRTV	170 67% ADLMNPRTV	234 34% LV	150 72% ADLMNPRTV	65 32% LMNPRTV	64 61% LMNPRTV	13 13% ADLMNPRTV	82 69% ADLMNPRTV	86 78% ADLMNPRTV	258 70% ADLMNPRTV
Exciting	2786 45% LMNRSTV	300 60% ADLMNRSTV	130 65% ADLMNRSTV	92 41% NRSTV	46 46% NRSTV	41 40% RSTV	51 51% LMNRSTV	69 62% ADLMNRSTV	128 58% ADLMNRSTV	105 52% ADLMNRSTV	187 75% ADLMNRSTV	429 39% NRSTV	33 33% RSTV	62 30% RSTV	259 72% ADLMNRSTV	139 68% ADLMNRSTV	174 69% ADLMNRSTV	147 21% STV	31 15% NRSTV	25 12% NRSTV	45 43% NRSTV	13 13% MNRSTV	57 48% ADFLMNRSTV	64 58% ADFLMNRSTV	159 43% NRSTV
Cutting edge	2303 37% DFNPORSTV	284 57% ADDFNPORSTV	119 60% ADDFNPORSTV	65 29% NQSV	34 34% NQSV	27 26% SV	44 44% DFNPORSTV	39 35% NQSV	133 60% NQSV	65 32% NQSV	93 37% NPQSTV	405 36% DFNPORSTV	32 32% NQSV	39 19% SV	200 56% SV	51 25% SV	49 19% SV	212 31% NQSV	23 11% NQSV	53 26% DFNPORSTV	43 41% DFNPORSTV	8 8% DFNPORSTV	48 40% ADEFHUKLMNPRSTV	57 52% ADEFHUKLMNPRSTV	180 49% ADEFHUKLMNPRSTV
Innovative	2005 33% DLNRSTV	223 44% ADFLNRSTV	105 53% ADFLNRSTV	50 22% STV	35 35% DNRSTV	28 27% NRSTV	39 39% DLNRSTV	44 39% DLNRSTV	107 49% ADFLNRSTV	82 41% ADFLNRSTV	118 47% ADFLNRSTV	321 29% DNRSTV	31 31% NRSTV	35 17% ST	211 59% DLNRSTV	77 38% DNRSTV	86 34% DNRSTV	119 17% ST	14 7% NRSTV	15 7% NRSTV	30 29% NRSTV	13 13% NRSTV	34 29% ADFLNRSTV	47 43% ADFLNRSTV	141 38% ADFLNRSTV
Interesting	1713 28% DENRSTV	193 38% ADFLNRSTV	80 40% ADFLNRSTV	42 19% ST	16 16% S	31 30% DENRSTV	26 26% NRSTV	36 32% DENRSTV	81 37% ENRSTV	53 26% ENRSTV	111 44% ADFLNRSTV	374 34% ADFLNRSTV	22 22% NST	27 13% S	176 49% DENRSTV	62 30% NRSTV	59 23% NRSTV	105 15% S	13 6% NRSTV	20 10% NRSTV	27 26% NRSTV	14 14% S	25 21% ST	25 23% NST	95 26% ENRSTV
For people like me	1533 25% DNRSTV	127 25% ADFLNRSTV	51 26% ADFLNRSTV	32 14% DNRSTV	28 28% DNRSTV	29 28% DNRSTV	24 24% DNRSTV	23 21% SV	65 30% DNPRSTV	62 31% DNPRSTV	108 43% ADNRSTV	307 28% ADNRSTV	25 25% DNRSTV	29 14% RSV	188 53% RSV	43 21% DNRSTV	62 25% DNRSTV	103 15% S	18 9% RSV	29 14% RSV	24 23% RSV	11 11% SV	25 21% SV	24 22% DNRSTV	96 26% DNRSTV
Technical	1514 25% DNRSTVW	167 33% ADFLNRSTVW	78 39% ADFLNRSTVW	31 14% DNRSTVW	30 30% R	21 21% DNRV	24 24% DNRSTVW	32 29% DNRSTVW	77 35% DNRSTVW	59 29% DNRSTVW	94 38% DNRSTVW	277 25% DNRSTVW	27 27% DNRTVW	27 13% DNRV	142 40% DNRV	47 23% DNRV	58 23% DNRV	82 12% R	38 18% R	34 17% R	31 30% R	12 12% R	19 16% R	23 21% R	84 23% DNRV
Trustworthy	1220 20% DNRSTVW	135 27% ADFLNRSTVW	54 27% ADFLNRSTVW	25 11% SV	15 15% RSTV	16 16% RSTV	19 19% RSTV	21 21% DNRSTVW	50 23% DNRSTVW	51 25% DNRSTVW	100 40% DNRSTVW	225 20% DNRSTVW	31 31% DNRSTVW	25 12% STV	121 34% STV	34 15% DRSTV	46 24% DRSTV	82 12% STV	17 8% STV	20 10% STV	24 23% STV	7 7% STV	14 12% STV	15 14% STV	73 20% DNRSTVW
Helpful	1188 19% NRSTV	110 22% ADFLNRSTV	57 29% ADFLNRSTV	37 17% NST	21 21% NRSTV	19 19% NST	33 33% NRSTV	18 16% DNRSTV	50 23% DNRSTV	40 20% DNRSTV	91 36% NRSTV	218 20% NRSTV	21 21% NRSTV	19 9% ST	124 35% ST	30 15% DNPRSTVW	61 24% DNPRSTVW	81 12% ST	11 5% ST	13 6% ST	17 16% ST	10 10% ST	17 14% ST	16 15% ST	74 20% NRSTV
Practical	1172 19% DPRSTVWX	116 23% ADFLNRSTVWX	41 21% ADFLNRSTVWX	16 7% DSTVX	21 21% DPRSTVWX	26 25% DPRSTVWX	13 13% DPRSTVWX	22 20% DSVX	53 24% DPRSTVWX	42 21% DPRSTVWX	82 33% DPRSTVWX	253 23% DPRSTVWX	29 29% DPRSTVWX	30 15% DS	99 28% DS	28 14% DSV	42 17% DSV	100 15% DS	17 8% DSV	24 12% DSV	19 18% DSV	8 8% DSV	14 12% DSV	11 10% DSV	66 18% DSV
Informative	1075 17% DRSTVW	96 19% ADFLNRSTVW	41 21% ADFLNRSTVW	21 9% T	19 19% DRSTVW	20 20% DRSTVW	20 20% DRSTVW	18 16% ST	51 23% ADFLNRSTVW	46 23% ADFLNRSTVW	89 36% ADFLNRSTVW	211 19% ADFLNRSTVW	15 15% ST	33 16% DST	117 33% DST	34 17% DRSTW	41 16% DRSTW	76 11% ST	11 5% ST	9 4% ST	12 11% ST	9 9% ST	10 8% ST	12 11% ST	64 17% DRSTW
Useful	1003 16% DNRSTVW	87 17% ADFLNRSTVW	38 19% ADFLNRSTVW	23 10% T	11 11% DNRSTVW	20 20% DNRSTVW	14 14% ST	19 17% RSTVW	46 21% ADFLNRSTVW	49 24% ADFLNRSTVW	82 33% ADFLNRSTVW	189 17% ADFLNRSTVW	16 16% STV	23 11% ST	127 35% STV	28 14% STV	42 17% STV	67 10% ST	11 5% ST	7 3% RSTVW	18 17% RSTVW	6 6% RSTVW	9 8% RSTVW	11 10% RSTVW	60 16% DRSTW

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 293

1. Innovative

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	4139 67%	279 56%	95 48%	173 78%	66 65%	74 73%	61 61%	68 61%	113 51%	119 59%	132 53%	789 71%	69 69%	171 83%	147 41%	127 62%	167 66%	568 83%	193 93%	186 93%	75 71%	90 87%	85 71%	63 57%	229 62%	
	BCIJKOXY	O		CIKO	BCIJKOXY	CO	CO			CO		BCIKO				CIKO	BCIKO			BCIJKOX		BCIJKOX		O	CIKO	
Describes very well	1340 22%	52 10%	25 13%	71 32%	8 8%	25 25%	5 5%	19 17%	32 15%	16 8%	22 9%	191 17%	22 22%	76 37%	8 2%	22 11%	58 23%	261 38%	101 49%	121 60%	31 30%	40 39%	43 36%	22 20%	69 19%	
	BCEGIJKLOP	O	GO		O	BCEGIJKLOP	BEGJKO	GJO		O	BEGJKO	BCEGIJKLOP				O	BCEGIJKLOP			BCEGIJKLOP		BCEGIJKLOP		BEGJKOP	BEGJKOP	
Describes somewhat well	2799 46%	227 45%	70 35%	102 46%	58 57%	49 48%	56 56%	49 44%	81 37%	103 51%	110 44%	598 54%	47 47%	95 46%	139 39%	105 51%	109 43%	307 45%	92 44%	65 32%	44 42%	50 49%	42 35%	41 37%	160 43%	
	CIOTW	CIT		CT		CT		T		CIOTWX	T		CT			CIOTWX	T	CIT		T		CITW				
BOTTOM 2 BOX (NET)	2005 33%	223 44%	105 53%	50 22%	35 35%	28 27%	39 39%	44 39%	107 49%	82 41%	118 47%	321 29%	31 31%	35 17%	211 59%	77 38%	86 34%	119 17%	14 7%	15 7%	30 29%	13 13%	34 29%	47 43%	141 38%	
	DLNRSTV			STV	DN	NRSTV	DLNRSTV	DLNRSTV				DN	NRSTV	ST		DLNRSTV	DN	NRSTV	ST		NRSTV		NRSTV	ADFLNRSTUVW	ADFLNRSTV	
Does not describe very well	1465 24%	142 28%	68 34%	35 16%	29 29%	18 18%	32 32%	30 27%	69 31%	56 28%	78 31%	274 25%	19 19%	30 15%	179 50%	68 33%	49 19%	91 13%	12 6%	8 4%	18 17%	10 10%	23 19%	31 28%	96 26%	
	DNRSTV			ST	DN	NRSTUV		DN				DN	NRSTV	ST		ADFLNRSTUVW	RSTV	ST		ST		STV	DN	NRSTV	DN	
Does not describe at all	540 9%	81 16%	37 19%	15 7%	6 6%	10 10%	7 7%	14 13%	38 17%	26 13%	40 16%	47 4%	12 12%	5 2%	32 9%	9 4%	37 15%	28 4%	2 1%	7 3%	12 11%	3 3%	11 9%	16 15%	45 12%	
	LNPRSTV			NS	S	LN	NRSTV	S	LN	NRSTV		ADFLNRSTV	ADFLNRSTV	S	LN	NRSTV		S			LN	NRSTV	LN	NRSTV	ADFLNRSTV	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 294

2. Cutting edge

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3841 63%	218 43%	81 41%	158 71%	67 66%	75 74%	56 56%	73 65%	87 40%	136 68%	157 63%	705 64%	68 68%	167 81%	158 44%	153 75%	204 81%	475 69%	184 89%	148 74%	62 59%	95 92%	71 60%	53 48%	190 51%
	BCIOXY			ABCEGLKJLOY	BCIOXY	ABCEGLKJLOY	BCIO	BCIOXY		BCGIOXY	BCIOXY	BCIOXY	BCIOXY	ABCEGLKJLOY		ABCEGLKJLOY		ABCEGLKJLOY	ABCEGLKJLOY	ABCEGLKJLOY	BCIO		BCIO		BCI
Describes very well	1151 19%	43 9%	19 10%	51 23%	11 11%	27 26%	2 2%	20 18%	18 8%	21 10%	24 10%	174 16%	27 27%	74 36%	7 2%	31 15%	96 38%	184 27%	88 43%	71 35%	14 13%	55 53%	26 22%	13 12%	55 15%
	BCEGIJKLOY	GO	GO	BCCEGLKJLOY	GO	ABCEGLKJLOY		BCGIO	GO	GO	GO	BCGIO	ABCEGLKJLOY	ABCEGLKJLOY		BGIO		ABCEGLKJLOY	ABCEGLKJLOY	ABCEGLKJLOY	GO		BCEGIJKOX		BGIO
Describes somewhat well	2690 44%	175 35%	62 31%	107 48%	56 55%	48 47%	54 54%	53 47%	69 31%	115 57%	133 53%	531 48%	41 41%	93 45%	151 60%	122 60%	108 43%	291 42%	96 46%	77 38%	48 46%	40 39%	45 38%	40 36%	135 36%
	BCIY			BCITXY	ABCEGLKJLOY	BCI		BCIY		ABCEGLKJLOY	ABCEGLKJLOY	ABCEGLKJLOY		BCIY		BCI		BCI	BCIY		BCI				
BOTTOM 2 BOX (NET)	2303 37%	284 57%	119 60%	65 29%	34 34%	27 26%	44 44%	39 35%	133 60%	65 32%	93 37%	405 36%	32 32%	39 19%	200 56%	51 25%	49 19%	212 31%	23 11%	53 26%	43 41%	8 8%	48 40%	57 52%	180 49%
	DFNPQRSTV			NQSV	NQSV	SV	DFNPQRSTV	NQSV		NQSV	NPQSTV	DFNPQRSTV	NQSV	SV		SV	SV	NQSV		SV	DFNPQRSTV		DFNPQRSTV	ADEFGHLMNOPRSTV	ADEFGHLMNOPRSTV
Does not describe very well	1667 27%	171 34%	72 36%	50 22%	29 29%	20 20%	38 38%	25 22%	77 35%	43 21%	65 26%	351 32%	21 21%	33 16%	172 48%	44 22%	24 9%	157 23%	22 11%	36 18%	29 28%	5 5%	31 26%	36 33%	116 31%
	NQRSTV			QSV	NQSTV	QSV		QSV		QSV	NQSTV		QSV	QV		QSV		NQSV		QSV	NQSTV		NQSV	DFJNPQRSTV	DFJNPQRSTV
Does not describe at all	636 10%	113 23%	47 24%	15 7%	5 5%	7 7%	6 6%	14 13%	56 25%	22 11%	28 11%	54 5%	11 11%	6 3%	28 8%	7 3%	25 10%	55 8%	1 1%	17 8%	14 13%	3 3%	17 14%	21 19%	64 17%
	LNPRSV			S	S	S	S	LNPSV		LNPSV	LNPSV		LNPSV		LNPS	S	LNPSV	LNPS		LNPS	ELNPSV		DEGLNOPRSV	ADEFGHLMNOPRSTV	ADEFGHLMNOPRSTV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 295

3. Extreme

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2738	117	42	178	28	34	63	40	61	55	58	649	25	153	77	50	75	477	75	129	41	96	44	43	128
		45%	23%	21%	80%	28%	33%	63%	36%	28%	27%	23%	58%	25%	74%	22%	25%	30%	69%	36%	64%	39%	93%	37%	39%	35%
	BCEGLUMPOQSY					BCO		BCKOP										CO		BCKOP				BCKOP	BCIJKMOP	BCKOP
Describes very well		808	26	8	70	6	9	5	10	15	4	8	157	6	58	5	9	18	188	16	58	14	60	15	9	34
	BCEGLUMPOQSY	13%	5%	4%	31%	6%	9%	5%	9%	7%	2%	3%	14%	6%	28%	1%	4%	7%	27%	8%	29%	13%	58%	13%	8%	9%
Describes somewhat well		1930	91	34	108	22	25	58	30	46	51	50	492	19	95	72	41	57	289	59	71	27	36	29	34	94
	BCEIKMPOQY	31%	18%	17%	48%	22%	25%	58%	27%	21%	25%	20%	44%	19%	46%	20%	20%	23%	42%	29%	35%	26%	35%	24%	31%	25%
								BC											BCKOP		BCEIKMPOQY		BCEIKMPOQ		BCIKMOP	BC
BOTTOM 2 BOX (NET)		3406	385	158	45	73	68	37	72	159	146	192	461	75	53	281	154	178	210	132	72	64	7	75	67	242
		55%	77%	79%	20%	72%	67%	37%	64%	72%	73%	77%	42%	75%	26%	78%	75%	70%	31%	64%	36%	61%	7%	63%	61%	65%
	DGLNRTV				V	ADGLNRTV	ADGLNRTV	DNV	DGLNRTV	ADGLNRTUV	ADGLNRTUV	ADGLNRTUV	DNVR	ADGLNRTUV					DV	ADGLNRTV	DNV	DGLNRTV		DGLNRTV	DGLNRTV	ADGLNRTV
Does not describe very well		2099	183	73	38	32	47	31	38	72	80	92	388	35	43	212	104	85	142	99	43	40	3	47	32	140
		34%	36%	37%	17%	32%	46%	31%	34%	33%	40%	37%	35%	35%	21%	59%	51%	34%	21%	48%	21%	38%	3%	39%	29%	38%
	DNRTV		DNRTV	DNRTV	V	DNRV		DRV	DNRTV	DNRTV	DNRTV	DNRTV	DNRTV	DNRTV				DNRTV			V	DNRTV		DNRTV	DRV	DNRTV
Does not describe at all		1307	202	85	7	41	21	6	34	87	66	100	73	40	10	69	50	93	68	33	29	24	4	28	35	102
		21%	40%	43%	3%	41%	21%	6%	30%	40%	33%	40%	7%	40%	5%	19%	25%	37%	10%	16%	14%	23%	4%	24%	32%	28%
	DGLNRTV					DGLNRV				ADGLNRSTV	ADGLNRSTV	ADGLNRSTV	ADGLNRSTV		D			DGLNRV	DGLNRSTV	DLNV	DGLNRV	DGLNV		DGLNRTV	ADGLNRSTV	ADGLNRSTV
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 296

4. Trustworthy

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		4924	367	146	198	86	86	81	91	170	150	150	885	69	181	237	170	207	605	190	181	81	96	105	95	297
		80%	73%	73%	89%	85%	84%	81%	81%	77%	75%	60%	80%	69%	88%	66%	83%	82%	88%	92%	90%	77%	93%	88%	86%	80%
Describes very well		BCJKMO	KO	K	ABCEGHJKLO	BCJKMO	BCKMO	KO	KMO	KO	KO	BCKMO	BCJKMO	BCKMO	ABCEGHJKLO	ABCEGHJKLO	BCJKMO	BCKMO	ABCEGHJKLO	ABCEGHJKLO	ABCEGHJKLO	KO	ABCEGHJKLO	ABCEGHJKLO	BCJKMO	BCKMO
		1846	109	47	84	20	37	14	20	48	27	29	265	23	93	25	51	105	308	108	118	32	62	60	46	115
		30%	22%	24%	38%	20%	36%	14%	18%	22%	13%	12%	24%	23%	45%	7%	25%	42%	45%	52%	59%	30%	60%	50%	42%	31%
Describes somewhat well		BCEGHJKLO	JKO	JKO	ABCEGHJKLO	KO	BCEGHJKLO	O	O	JKO	O	GJKO	JKO	JKO	ABCEGHJKLO	GJKO	GJKO	ABCEGHJKLO	ABCEGHJKLO	ABCEGHJKLO	GHJKO	GHJKO	ABCEGHJKLO	ABCEGHJKLO	BEGHJKLO	BEGHJKLO
		3078	258	99	114	66	49	67	71	122	123	121	620	46	88	212	119	102	297	82	63	49	34	45	49	182
		50%	51%	50%	51%	65%	48%	67%	63%	55%	61%	48%	56%	46%	43%	59%	58%	40%	43%	40%	31%	47%	33%	38%	45%	49%
BOTTOM 2 BOX (NET)		NQRSTVW	NQRSTVW	STVW	QRSTVW	TV	TV	TV	NQRSTVW	NQRSTVW	NQRSTVW	TV	NQRSTVW	TV	NQRSTVW	NQRSTVW	NQRSTVW	NQRSTVW	NQRSTVW	NQRSTVW	TV	TV	TV	TV	TV	TV
		1220	135	54	25	15	16	19	21	50	51	100	225	31	25	121	34	46	82	17	20	24	7	14	15	73
		20%	27%	27%	11%	15%	16%	19%	19%	23%	25%	40%	20%	31%	12%	34%	17%	18%	12%	8%	10%	23%	7%	12%	14%	20%
Does not describe very well		DNRSTVW	DNRSTVW	DNRSTVW	DNRSTVW	SV	RSTV	RSTV	DNRSTVW	ADNRSTVW	ADNRSTVW	DNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	ADNRSTVW	DNRSTVW	DNRSTVW	DNRSTVW	DNRSTVW	DNRSTVW	DNRSTVW
		926	89	35	20	12	10	16	13	34	35	70	199	21	22	104	28	29	68	14	16	18	1	9	10	53
		15%	18%	18%	9%	12%	10%	16%	12%	15%	17%	28%	18%	21%	11%	29%	14%	11%	10%	7%	8%	17%	1%	8%	9%	14%
Does not describe at all		DRSTVW	DRSTVW	DRSTVW	V	V	V	STV	V	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW	DRSTVW
		294	46	19	5	3	6	3	8	16	16	30	26	10	3	17	6	17	14	3	4	6	6	5	5	20
		5%	9%	10%	2%	3%	6%	3%	7%	7%	8%	12%	2%	10%	1%	5%	3%	7%	2%	1%	2%	6%	6%	4%	5%	5%
Sigma		LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS	LNRS
		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 297

5. Unconventional

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2347	111	34	77	31	21	30	64	44	61	94	477	33	128	75	78	76	331	101	94	32	75	88	75	117
	BCFIJOQY	38%	22%	17%	35%	31%	21%	30%	57%	20%	30%	38%	43%	33%	62%	21%	38%	30%	48%	49%	47%	30%	73%	74%	68%	32%
Describes very well		622	16	4	17	5	5	-	12	14	5	16	102	13	47	6	14	20	118	34	38	8	29	43	27	29
	BCGJKO	10%	3%	2%	8%	5%	5%	-	11%	6%	2%	6%	9%	13%	23%	2%	7%	8%	17%	16%	19%	8%	28%	36%	25%	8%
Describes somewhat well		1725	95	30	60	26	16	30	52	30	56	78	375	20	81	69	64	56	213	67	56	24	46	45	48	88
	BCFIOQ	28%	19%	15%	27%	26%	16%	30%	46%	14%	28%	31%	34%	20%	39%	19%	31%	22%	31%	32%	28%	23%	45%	38%	44%	24%
BOTTOM 2 BOX (NET)		3797	391	166	146	70	81	70	48	176	140	156	633	67	78	283	126	177	356	106	107	73	28	31	35	253
	HLNRSTVWX	62%	78%	83%	65%	69%	79%	70%	43%	80%	70%	62%	57%	67%	38%	79%	62%	70%	52%	51%	53%	27%	26%	32%	32%	68%
Does not describe very well		2352	194	78	94	39	45	49	28	90	92	93	478	31	55	213	100	74	221	80	60	43	23	24	21	127
	HNQRTVWX	38%	39%	39%	42%	39%	44%	49%	25%	41%	46%	37%	43%	27%	27%	59%	49%	29%	32%	39%	30%	41%	22%	20%	19%	34%
Does not describe at all		1445	197	88	52	31	36	21	20	86	48	63	155	36	23	70	26	103	135	26	47	30	5	7	14	126
	LNPRSVWX	24%	39%	44%	23%	31%	35%	21%	18%	39%	24%	25%	14%	36%	11%	20%	13%	41%	20%	13%	23%	29%	5%	6%	13%	34%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q756\_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 298

6. Practical

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4972 81% BKLMO	386 77% K	159 80% K	207 93% K	80 79% K	76 75% BFIKLMO	87 87% K	90 80% K	167 76% K	159 79% K	168 67% K	857 77% K	71 71% BFIKLMO	176 85% K	259 72% K	176 86% ABFIKLMO	211 83% BIKLMO	587 85% ABCFIUKLMO	190 92% ABCFIUKLMO	177 88% ABCFIUKLMO	86 82% KO	95 92% ABCFIUKLMOP	105 88% ABCFIUKLMOP	99 90% ABCFIUKLMOP	304 82% KLMO
Describes very well	1849 30% GHIJKLMOP	141 28% JKLO	58 29% JKLO	92 41% KLO	29 29% KO	27 21% KO	21 21% O	22 20% O	52 24% KO	38 19% O	37 15% O	214 19% O	21 21% O	83 40% ABCFIUKLMOP	31 9% KO	48 24% BGHIJKLMOP	90 36% ABCFIUKLMOP	287 42% ABCFIUKLMOP	109 53% ABCFIUKLMOP	104 52% GHIJKLMOP	39 37% ABCFIUKLMOP	55 53% ABCFIUKLMOP	62 52% ABCFIUKLMOP	59 54% ABGHUKLMOP	130 35% ABGHUKLMOP
Describes somewhat well	3123 51% RSTVWX	245 49% STWX	101 51% STWX	115 52% RSTVWX	51 50% TWX	49 48% RSTVWX	66 66% RSTVWX	68 61% RSTVWX	115 52% RSTVWX	121 60% RSTVWX	131 52% RSTVWX	643 58% TWX	50 50% TWX	93 45% ABCFIUKLMOP	228 64% ABCFIUKLMOP	128 63% TWX	121 48% TWX	300 44% TWX	81 39% TWX	73 36% TWX	47 45% TWX	40 39% TWX	43 36% TWX	40 36% TWX	174 47% TWX
BOTTOM 2 BOX (NET)	1172 19% DPRSTVWX	116 23% ADGNOPRSTW	41 21% DRSTVWX	16 7% DSTVX	21 21% DGNPRSTVWX	26 25% DSVX	13 13% DGNPRSTVWX	22 20% DGNPRSTVWX	53 24% DRSTVWX	42 21% DRSTVWX	82 33% ADGNOPRSTW	253 23% ADGNOPRSTW	29 29% ADGNOPRSTW	30 15% DS	99 28% ADGNOPRSTW	28 14% D	42 17% DSV	100 15% DS	17 8% DSV	24 12% DSV	19 18% DSV	8 8% DSV	14 12% DSV	11 10% DSV	66 18% DSV
Does not describe very well	866 14% DRSTVX	73 15% DSTVX	21 11% DV	10 4% DSTVX	18 18% DORSTVX	19 19% V	10 10% V	11 10% V	35 16% DSTVX	26 13% DVX	56 22% ADGNOPRSTW	219 20% ADGNOPRSTW	22 22% ADGNOPRSTW	26 13% DVX	83 23% ADGNOPRSTW	24 12% DVX	27 11% DV	80 12% DVX	15 7% DV	17 8% DV	12 11% DV	3 3% DV	12 10% DV	5 5% DLNPRSW	42 11% DLNPRSW
Does not describe at all	306 5% LNPRRS	43 9% ADEGLNOPRSTW	20 10% ADEGLNOPRSTW	6 3% LNPRRS	3 3% LNPRRS	7 7% ADEGLNOPRSTW	3 3% ADEGLNOPRSTW	11 8% ADLNPRSTW	18 8% DLNPRSW	16 8% ADEGLNOPRSTW	26 10% ADEGLNOPRSTW	34 3% LNPRRS	7 7% LNPRRS	4 2% S	16 4% LNPRRS	4 2% LNPRRS	15 6% LNPRRS	20 3% LNPRRS	2 1% NPRRS	7 3% NPRRS	7 7% S	5 5% S	2 2% S	6 5% S	24 6% DLNPRSW
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q756\_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 299

Base: All Qualified Respondents

7. Technical

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	4630 75%	335 67%	122 61%	192 86%	71 70%	81 79%	76 76%	80 71%	143 65%	142 71%	156 62%	833 75%	73 73%	179 87%	216 60%	157 77%	195 77%	605 88%	169 82%	167 83%	74 70%	91 88%	100 84%	87 79%	286 77%	
	BCIKO			ABCEGHJKLOP		BCIKO	CKO			CO		BCIKO	CO	ABCEGHJKLOP		BCIKO	BCIKO	ABCEGHJKLOU	ABCEGHJKLOU		ABCEGHJKLOU	ABCEGHJKLOU	BCIKO	BCIKO		
Describes very well	1575 26%	82 16%	42 21%	73 33%	15 15%	29 28%	10 10%	17 15%	38 17%	26 13%	30 12%	224 20%	28 28%	83 40%	21 6%	42 21%	86 34%	285 41%	65 31%	90 45%	26 25%	49 48%	55 46%	44 40%	115 31%	
	BEGHIJKLO	O	GJKO	ABCEGHJKLOP	O	BEGHIJKO		O	O	O	O	GJKO	BEGHIJKO	ABCEGHJKLOP		GJKO	ABCEGHJKLOP	ABCEGHJKLOP	BCEGHJKLOP	ABCEGHJKLOU	BGJKO	ABCEGHJKLOU	ABCEGHJKLOP	ABCEGHJKLOP		
Describes somewhat well	3055 50%	253 50%	80 40%	119 53%	56 55%	52 51%	66 66%	63 56%	105 48%	116 58%	126 50%	609 55%	45 45%	96 47%	195 54%	115 56%	109 43%	320 47%	104 50%	77 38%	48 46%	42 41%	45 38%	43 39%	171 46%	
	CQTVWX	CTWX		CQTVWX	CQTVWX	T		CQTVWX		ACMNRSTVWXY	CTWX	ACMNRSTVWXY			CQRTVWXY	CNORTVWXY										
BOTTOM 2 BOX (NET)	1514 25%	167 33%	78 39%	31 14%	30 30%	21 21%	24 24%	32 29%	77 35%	59 29%	94 38%	277 25%	27 27%	27 13%	142 40%	47 23%	58 23%	82 12%	38 18%	34 17%	31 30%	12 12%	19 16%	23 21%	84 27%	
	DNRSTVW	ADPNQRSTVWXY	ADPNQRSTVWXY		DNRSTVW	R	DNRV	DNRSTVW	ADPNQRSTVWXY	DNRSTVW	ADPNQRSTVWXY	DNRSTVW	DNRTVW				DNRV	DNRV			DNRSTVW			R	DNRV	
Does not describe very well	1145 19%	106 21%	52 26%	23 10%	27 27%	16 16%	20 20%	20 18%	48 22%	39 19%	69 28%	242 22%	17 17%	25 12%	118 33%	45 22%	36 14%	59 9%	34 16%	29 14%	24 23%	6 6%	16 13%	12 11%	62 17%	
	DNRVX	DNQRTVX	ADPNQRSTVWXY	ADPNQRSTVWXY	RV	DRV	RV	DNQRTVX	DNRV	ADPNQRSTVWXY	ADPNQRSTVWXY		RV				DNQRTVX	RV	RV	RV	DNQRTVX			DRV		
Does not describe at all	369 6%	61 12%	26 13%	8 4%	3 3%	5 5%	4 4%	12 11%	29 13%	20 10%	25 10%	35 3%	10 10%	2 1%	24 7%	2 1%	22 9%	23 3%	4 2%	5 2%	7 7%	6 6%	3 3%	11 10%	22 6%	
	LNPRST	ADPNQRSTVWXY	ADPNQRSTVWXY		NP			ADELNPRSTW	ADPNQRSTVWXY	ADELNPRSTW	ADELNPRSTW	DELNPRSTW			LNPRST		DLNPRSTW				NPS	NP		DELNPRSTW	LNPRST	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 300

8. Confusing

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)		1768	121	45	65	22	27	24	31	59	54	76	375	37	82	140	45	55	231	43	45	24	21	29	16	101	
	BCPQSTX	29%	24% X	23%	29% SX	22%	26% X	24%	28% X	27% X	27% X	30% PQXS	34%	37% X	40% PQXS	39%	22%	22%	34%	21%	22%	23%	20%	24%	15%	27% X	
Describes very well		436	26	8	16	4	6	1	8	18	7	18	76	13	20	19	11	12	80	10	24	9	7	7	6	5	30
	GJ	7%	5%	4%	7% G	4%	6%	1%	7% G	8% GJ	3%	7% G	7% G	13% ABCEGJLOPOS	10% BCGJQO	5%	5%	5%	12% ABCEGJLOPOS	5% ABCEGJLOPOS	12% ABCEGJLOPOS	9% G	7% G	6%	5%	8% GJ	
Describes somewhat well		1332	95	37	49	18	21	23	23	41	47	58	299	24	62	121	34	43	151	33	21	15	14	22	10	71	
	STVX	22%	19% TX	19% TX	22% TX	18%	21% TX	23% TX	21% TX	19% TX	23% TVX	23% TVX	27% TVX	24% ABCEFGTUVWXY	30% ABCEFGTUVWXY	34% ABCEFGTUVWXY	17%	17% T	22% TX	16% ABCEFGTUVWXY	10% ABCEFGTUVWXY	14% ABCEFGTUVWXY	14% ABCEFGTUVWXY	18% TX	9% TX	19% TX	
BOTTOM 2 BOX (NET)		4376	381	155	158	79	75	76	81	161	147	174	735	63	124	218	159	198	456	164	156	81	82	90	94	269	
	LNOR	71%	76% ALMNOR	78% ALMNOR	71% NO	78% LMNOR	74% NO	76% LMNO	72% NO	73% LNO	73% NO	70% NO	66% LNOR	63% LNOR	60% LNOR	61% AKLMNOR	78% AKLMNOR	78% ADKLMNOR	66% ADKLMNOR	79% ALMNOR	78% LMNOR	77% LMNOR	80% LMNOR	76% LMNOR	85% ABDFHUKLMNOPRXY	73% LNOR	
Does not describe very well		2395	196	74	96	33	42	42	42	77	76	87	465	34	72	183	106	67	239	104	65	46	29	39	41	140	
	QRTV	39%	39% QV	37% Q	43% QRTV	33% Q	41% QV	42% QV	38% Q	35% Q	38% Q	35% Q	42% Q	34% AKORTV	35% Q	51% Q	52% Q	26% Q	35% Q	50% Q	32% QTV	44% QTV	28% Q	33% Q	37% Q	38% Q	
Does not describe at all		1981	185	81	62	46	33	34	39	84	71	87	270	29	52	35	53	131	217	60	91	35	53	51	53	129	
	LNO	32% ADLNOPS	37% ADLNOPS	41% ADLNOPS	28% ADLMNOPRSY	46% ADLMNOPRSY	32% LO	34% LO	35% LO	38% DLNOPS	35% LNOP	35% LNOP	24% LNOP	29% O	25% O	10% O	26% O	52% O	32% LO	29% O	45% LO	33% LO	51% ADLMNOPRS	43% ADLMNOPRS	48% ABDFGHUKLMNOPRSY	35% LNOP	
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 301

9. Overwhelming

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2835 46%	126 25%	44 22%	104 47%	23 23%	22 22%	30 30%	31 28%	56 25%	64 32% CO	68 27%	862 78%	58 58%	113 55%	82 23%	119 58%	83 33% BCFOX	453 66%	57 28%	136 68%	41 39%	90 87%	37 31%	24 22%	112 30% CO
Describes very well	859 14% BCEFGHJKOSWXY	23 5% O	6 3% BCEFGIKOS	25 11% BCEFGIKOS	3 3% BCEFGIKOS	4 4% BCEFGIKOS	2 2% BCEFGIKOS	8 7% O	13 6% O	12 6% O	7 3% BCEFGHJKOSWXY	292 26% BCEFGHJKOSWXY	25 25% BCEFGHJKOSWXY	30 15% BCEFGHJKOSWXY	4 1% BCEFGHJKOSWXY	26 13% BCEFGHJKOSWXY	23 9% BCEFGHJKOSWXY	172 25% BCEFGHJKOSWXY	12 6% O	61 30% BCEFGHJKOSWXY	11 10% BCEFGHJKOSWXY	55 53% BCEFGHJKOSWXY	9 8% KO	8 7% O	28 8% CGKO
Describes somewhat well	1976 32% BCEFGHJKOSWXY	103 21% BCEFGHJKOSWXY	38 19% BCEFGHJKOSWXY	79 35% BCEFGHJKOSWXY	20 20% BCEFGHJKOSWXY	18 18% BCEFGHJKOSWXY	28 28% X	23 21% X	43 20% X	52 26% X	61 24% X	570 51% BCEFGHJKOSWXY	33 33% BCEFGHJKOSWXY	83 40% BCEFGHJKOSWXY	78 22% BCEFGHJKOSWXY	93 46% BCEFGHJKOSWXY	60 24% X	281 41% BCEFGHJKOSWXY	45 22% BCEFGHJKOSWXY	75 37% BCEFGHJKOSWXY	30 29% X	35 34% BCEFGHJKOSWXY	28 24% BCEFGHJKOSWXY	16 15% BCEFGHJKOSWXY	84 23% BCEFGHJKOSWXY
BOTTOM 2 BOX (NET)	3309 54% LMNPRTV	376 75% ADLMNPRTUV	156 78% ADLMNPRTUV	119 53% LPRTV	78 77% ADLMNPRTUV	80 78% ADLMNPRTUV	70 70% ADLMNPRTV	81 72% ADLMNPRTV	164 75% ADLMNPRTV	137 68% ADLMNPRTV	182 73% ADLMNPRTV	248 22% V	42 42% LV	93 45% LRTV	276 77% ADLMNPRTUV	85 42% LRV	170 67% ADLMNPRTV	234 34% LV	150 72% ADLMNPRTUV	65 32% LV	64 61% LMNPRTV	13 13% ADLMNPRTV	82 69% ADLMNPRTV	86 78% ADLMNPRTV	258 70% ADLMNPRTV
Does not describe very well	1987 32% LRTV LQRTV	181 36% LQRTV	83 42% AHLMNORTV	78 35% LRTV	39 39% LRTV	48 47% AHLMNORTV	39 39% LRTV	33 29% LV	74 34% LRTV	65 32% LTV	91 36% LRTV	216 19% V	27 27% V	64 31% LV	215 60% ADLMNPRTUV	76 37% LRTV	73 29% LV	176 26% LV	107 52% ADLMNPRTUV	46 23% V	38 36% LRTV	9 9% LRTV	38 32% LV	39 35% LRTV	132 36% LRTV
Does not describe at all	1322 22% LNOPRTV	195 39% ADLMNPRTUV	73 37% ADLMNPRTUV	41 18% LPRTV	39 39% ADLMNPRTUV	32 31% ADLMNPRTUV	31 31% ADLMNPRTV	48 43% ADLMNPRTV	90 41% ADLMNPRTV	72 36% ADLMNPRTV	91 36% ADLMNPRTV	32 3% LPRV	15 15% LPRV	29 14% LPRV	61 17% LPRTV	9 4% ADLMNPRTUV	97 38% ADLMNPRTUV	58 8% L	43 21% LPRTV	19 9% LP	26 25% LNPRTV	4 4% ADLMNPRTUV	44 37% ADLMNPRTUV	47 43% ADLMNPRTUV	126 34% ADLMNPRTUV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 302

10. Useful

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	5141 84% JKO	415 83% JKO	162 81% KO ABCFHJLQOY	200 90% IJKO	90 89% KO	82 80% KO	86 86% JKO	93 83% KO	174 79% KO	152 76% O	168 67% JKO	921 83% JKO	84 84% KO ABCFHJLQOY	183 89% JKO	231 65% JKO	176 86% JKO	211 83% JKO ABCFHJLQOY	620 90% JKO ABCFHJLQOY	196 95% JKO ABCFHJLQOY	194 97% KO ABCFHJLQOY	87 83% KO ABCFHJLQOY	97 94% ABCFHJLQOY	110 92% CFIJKO	99 90% JKO	310 84% JKO	
Describes very well	2191 36% GHIJKLOP	163 32% GJKLO	70 35% GJKLO	110 49% JKO	28 28% JKO	37 36% GJKO	21 21% O	29 26% JKO	60 27% JKO	27 13% O	34 14% O	304 27% JKO	38 38% GJKLO	96 47% ABCFHJLQOY	25 7% JKO	57 28% JKO ABCFHJLQOY	108 43% ABCFHJLQOY	343 50% ABCFHJLQOY	132 64% ABCFHJLQOY	140 70% ABCFHJLQOY	49 47% ABCFHJLQOY	56 54% ABCFHJLQOY	76 64% ABCFHJLQOY	59 54% ABCFHJLQOY	129 35% GJKLO	
Describes somewhat well	2950 48% DQRSTUWX	252 50% DQRSTUWX	92 46% STW	90 40% STW ABCFHJLQOY	62 61% STW	45 44% STW	65 65% ABCFHJLQOY	64 57% DQRSTUWX	114 52% DQRSTUWX	125 62% DQRSTUWX	134 54% DQRSTUWX	617 56% STW	46 46% STW	87 42% STW	206 58% ABCFHJLQOY	119 58% STW	103 41% STW	277 40% STW	64 31% STW	54 27% STW	38 36% STW	41 40% T	34 29% STW	40 36% DQRSTUWX	181 49% DQRSTUWX	
BOTTOM 2 BOX (NET)	1003 16% DNRSTVW	87 17% DNRSTVW	38 19% DNRSTVW	23 10% T	11 11% T	20 20% DNRSTVW	14 14% ST	19 17% RSTVW	46 21% DNRSTVW	49 24% DNRSTVW	82 33% DNRSTVW	189 17% DNRSTVW	16 16% STV	23 11% ST	127 35% STV	28 14% STV	42 17% DRSTVW	67 10% ST	11 5% ST	7 3% RSTVW	18 17% RSTVW	6 6% ST	9 8% ST	11 10% T	60 16% DRSTVW	
Does not describe very well	728 12% RSTVWX	54 11% STVW	24 12% STVW	18 8% T	9 9% T	11 11% TV	12 12% STVW	12 11% STV	25 11% STVW	32 16% DNRSTVWX	55 22% DNRSTVWX	162 15% ABCFHJLQOY	12 12% STVW	17 8% T	104 29% STVW	24 12% STVW	24 9% TV	53 8% T	10 5% STVW	5 2% STVW	12 11% STVW	3 3% STVW	5 4% STVW	6 5% STVW	39 11% STVW	
Does not describe at all	275 4% LRST	33 7% ADLPRST	14 7% DLPRST	5 2% ADEGLNPRST	2 2% ADEGLNPRST	9 9% LPRST	2 2% ADEGLNPRST	7 6% LPRST	21 10% ADEGLNPRST	17 8% ADEGLNPRST	27 11% ADEGLNPRST	27 2% ADEGLNPRST	4 4% S	6 3% DLPRST	23 6% DLPRST	4 2% ADLNPRST	18 7% ADLNPRST	14 2% ADLNPRST	1 1% LRST	2 1% LRST	6 6% LRST	3 3% S	4 3% S	5 5% ST	21 6% DLPRST	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 303

11. For people like me

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4611 75% KLO	375 75% KO	149 75% KO	191 86% ABCDFGLMNQSTV	73 72% KO	73 72% KO	76 76% KO	89 79% KO	155 70% KO	139 69% KO	142 57% O	803 72% KO	75 75% KO	177 86% ABCDFGLMNQSTV	170 47% IJKO	161 79% IJKO	191 75% KO	584 85% ABCDFGLMNQSTV	189 91% ABCDFGLMNQSTV	172 86% KO	81 77% KO	92 89% ABCDFGLMNQSTV	94 79% KO	86 78% KO	274 74% KO
Describes very well	1663 27% EGJKLOP	137 27% EGJKLOP	54 27% EGJKLOP	68 30% EGJKLOP	16 16% O	31 30% EGJKLOP	13 13% O	23 21% JKO	54 25% GJKLO	22 11% O	23 9% O	201 18% JKO	29 29% EGJKLOP	79 38% ABCDFGLMNQSTV	11 3% T	35 17% KO	84 33% AEGHUKLOP	276 40% ABCDFGLMNQSTV	101 49% ABCDFGLMNQSTV	113 56% ABCDFGLMNQSTV	44 42% ABCDFGLMNQSTV	54 52% ABCDFGLMNQSTV	53 45% ABCDFGLMNQSTV	35 32% EGJKLOP	107 29% EGJKLOP
Describes somewhat well	2948 48% TUVW	238 47% TUVW	95 48% TUVW	123 55% AFOQRSTUWV	57 56% FOQRSTUWV	42 41% T	63 63% T	66 59% ABFGHJKLOP	101 46% TW	117 58% ABFGHJKLOP	119 48% TUVW	602 54% ABFGHJKLOP	46 46% T	98 48% TUVW	159 44% T	126 62% T	107 42% T	308 45% T	88 43% T	59 29% T	37 35% T	38 37% T	41 34% T	51 46% T	167 45% TW
BOTTOM 2 BOX (NET)	1533 25% DNRSTV	127 25% DNRSTV	51 26% DNRSTV	32 14% DNRSTV	28 28% DNRSTV	29 28% DNRSTV	24 24% DNRSTV	23 21% SV	65 30% DNPRSTV	62 31% DNPRSTV	108 43% ADNRSTV	307 28% DNRSTV	25 25% DNRSTV	29 14% RSV	188 53% RSV	43 21% DNRSTV	62 25% S	103 15% S	18 9% RSV	29 14% RSV	24 23% SV	11 11% SV	25 21% SV	24 22% SV	96 26% DNRSTV
Does not describe very well	1072 17% BDQRSTVW	71 14% SV	29 15% SV	25 11% QSTV	19 19% DNQRSTVW	22 22% QSTV	19 19% QSTV	13 12% DQRSTVW	40 18% DQRSTVW	38 19% DQRSTVW	68 27% ABCDFGLMNQSTV	248 22% ABCDFGLMNQSTV	16 16% SV	26 13% S	151 42% DQRSTV	37 18% DQRSTV	27 11% S	83 12% S	13 6% S	21 10% SV	15 14% SV	6 6% SV	12 10% SV	14 13% SV	59 16% SV
Does not describe at all	461 8% DLNPRS	56 11% ADLNPRST	22 11% DLNPRST	7 3% DNPRS	9 9% NR	7 7% NR	5 5% DNPRS	10 9% ADLNPRST	25 11% ADLNPRST	24 12% ADLNPRST	40 16% ADFGHLMNQRSTV	59 5% NR	9 9% DNPRS	3 1% ADLNPRST	37 10% ADLNPRST	6 3% ADFGHLMNQRSTV	35 14% ADFGHLMNQRSTV	20 3% ADFGHLMNQRSTV	5 2% DNPRS	8 4% DNPRS	9 9% DNPRS	5 5% DLNPRST	13 11% DLNPRST	10 9% DNPRS	37 10% DLNPRST
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 304

12. Interesting

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		4431	309	120	181	85	71	74	76	139	148	139	736	78	179	182	142	194	582	194	181	78	89	94	85	275
		72% BCIKLO	62% O	60% O	81% ABCFHKLQOP	84% KO	70% KO	74% BCKO	68% KO	63% O	74% BCIKLO	56% KO	86% BCIKLO	78% BCIKLO	87% BCIKLO	51% BCKO	70% BCIKLO	77% BCIKLO	85% BCIKLO	94% BCIKLO	90% BCIKLO	74% BCIKLO	86% BCIKLO	79% BCIKLO	77% BCIKLO	74% BCIKLO
Describes very well		1465	69	27	69	17	21	7	17	28	24	22	169	29	86	15	21	79	300	106	107	33	48	42	37	92
		24% BCGHUKLOP	14% O	14% O	31% ABCEGHUKLOP	17% GKO	21% GJKOP	7% T	15% O	13% O	12% O	9% O	15% GKO	29% BCCEGHUKLOP	42% BCCEGHUKLOP	4% T	10% O	31% ABCEFGHUKLOP	44% ABCEFGHUKLOP	51% ABCEFGHUKLOP	53% BCCEGHUKLOP	31% ABCEFGHUKLOP	47% ABCEFGHUKLOP	35% ABCEFGHUKLOP	34% ABCEFGHUKLOP	25% BCGHUKLOP
Describes somewhat well		2966	240	93	112	68	50	67	59	111	124	117	567	49	93	167	121	115	282	88	74	45	41	52	48	183
		48% RT	48% RT	47% RT	50% RT	67% T	49% T	67% T	53% RT	50% RT	62% T ARSTV	47% T ARSTV	51% T ARSTV	49% T	45% T	47% T	59% T	45% T	41% T	43% T	37% T	43% T	40% T	44% T	44% T	49% RT
BOTTOM 2 BOX (NET)		1713	193	80	42	16	31	26	36	81	53	111	374	22	27	176	62	59	105	13	20	27	14	25	25	95
		28% DENRSTV	38% ASGLMNPQRSTVWXY	40% ST	19% S	16% S	30% DENRSTV	26% NRSTV	32% DENRSTV	37% ASGLMNPQRSTVWXY	26% ENRSTV	44% ASGLMNPQRSTVWXY	34% NST	22% S	13% S	49% DENRSTV	30% NRSTV	23% NRSTV	15% S	6% S	10% NRSTV	26% S	14% S	21% ST	23% NST	26% ENRSTV
Does not describe very well		1256	129	49	36	13	21	21	24	47	31	78	310	15	21	144	54	32	85	12	14	16	11	16	15	62
		20% NQRSTV	26% ASGLMNPQRSTVWXY	25% ST	16% S	13% S	21% NRSTV	21% NQRSTV	21% NQRSTV	15% ST	21% NQRSTV	31% ASGLMNPQRSTVWXY	28% ASGLMNPQRSTVWXY	15% ST	10% ASGLMNPQRSTVWXY	40% ASGLMNPQRSTVWXY	26% ST	13% ST	12% ST	6% S	7% ST	15% ST	11% S	13% S	14% S	17% NRST
Does not describe at all		457	64	31	6	3	10	5	12	34	22	33	64	7	6	32	8	27	20	1	6	11	3	9	10	33
		7% DLNPRST	13% ADEGLNPRSTV	16% ASGLMNPQRSTVWXY	3% DENPRSTV	3% S	10% S	10% S	11% ASGLMNPQRSTVWXY	15% DELNPRSTV	11% ADEGLNPRSTV	13% RS	6% RS	7% DELNPRSTV	3% S	9% S	4% ADEGLNPRSTV	11% S	3% S	*	3% DENPRSTV	10% S	3% S	8% DRS	9% DNRST	9% DELNPRSTV
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 305

13. Exciting

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3358	202	70	131	55	61	49	43	92	96	63	681	67	144	99	65	79	540	176	176	60	90	62	46	211
	55%	40%	35%	59%	54%	60%	49%	38%	42%	48%	25%	61%	67%	70%	28%	32%	31%	79%	85%	88%	57%	87%	52%	42%	57%
	BCHJKOPQX	KOPQ	K	BCHJKOPQX	BCHJKOPQ	BCHJKOPQX	CKOPQ	KO	KOPQ	CKOPQ	ABCEGHIKOPQ	ABCEGHIKOPQX	ABCEDEGHIKOPQX					ABCEFGHIKOPQX	ABCEFGHIKOPQX	ABCEFGHIKOPQX	BCHJKOPQX	ABCEFGHIKOPQX	BCHKOPQ	KO	BCHJKOPQX
Describes very well	1034	40	13	33	8	15	2	10	18	11	4	168	24	63	5	8	21	259	75	93	25	45	21	16	57
	17%	8%	7%	15%	8%	15%	2%	9%	8%	5%	2%	15%	24%	31%	1%	4%	8%	38%	36%	46%	24%	44%	18%	15%	15%
	BCEGHIKOPQ	GKO	KO	BCGHIKOPQ	KO	BCGJKOP		GKO	GKO	KO	BCGHIKOPQ	BCDEGHIKOPQ	ABCEDEGHIKOPQX				GKO	ABCEFGHIKOPQX	ABCEFGHIKOPQX	ABCEFGHIKOPQX	BCDEGHIKOPQX	BCGHIKOPQX	BCGJKOP	BCGJKOP	BCGJKOP
Describes somewhat well	2324	162	57	98	47	46	47	33	74	85	59	513	43	81	94	57	58	281	101	83	35	45	41	30	154
	38%	32%	29%	44%	47%	45%	47%	29%	34%	42%	24%	46%	43%	39%	26%	28%	23%	41%	49%	41%	33%	44%	34%	27%	42%
	BCKOPQX	KQ		BCHIKOPQX	BCHIKOPQX	BCHIKOPQX	BCHIKOPQX		KQ	BCHKOPQX	ABCEGHIKOPQX	BCHKOPQX	CKOPQX					BCHKOPQX	ABCEGHIKOPQX	BCHKOPQX	Q	BCHKOPQX	KQ		BCHKOPQX
BOTTOM 2 BOX (NET)	2786	300	130	92	46	41	51	69	128	105	187	429	33	62	259	139	174	147	31	25	45	13	57	64	159
	45%	60%	65%	41%	46%	40%	51%	62%	58%	52%	75%	39%	33%	30%	72%	68%	69%	21%	15%	12%	43%	13%	48%	58%	43%
	LMNRSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	NRSTV	NRSTV	RSTV	LMNRSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	NRSTV	RSTV	RSTV					STV		NRSTV		MNRSTV	ACDEFLMNPSTV	NRSTV	
Does not describe very well	1867	172	69	61	35	30	38	43	72	65	103	357	25	53	201	110	70	109	29	17	27	9	37	35	100
	30%	34%	35%	27%	35%	29%	38%	38%	33%	32%	41%	32%	25%	26%	56%	54%	28%	16%	14%	8%	26%	9%	31%	32%	27%
	RSTV	ANRSTVY	RSTV	RSTV	RSTV	RSTV	MNRSTV	CMNRSTVY	RSTV	RSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	RSTV	RSTV	RSTV			RSTV					RSTV	RSTV	RSTV
Does not describe at all	919	128	61	31	11	11	13	26	56	40	84	72	8	9	58	29	104	38	2	8	18	4	20	29	59
	15%	25%	31%	14%	11%	11%	13%	23%	25%	20%	34%	6%	8%	4%	16%	14%	41%	6%	1%	4%	17%	4%	17%	26%	16%
	LMNRSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	LMNRSTV	NRST	NRST	LMNRSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	ACDEFLMNPSTV	S	S	S	LMNRSTV	LMNRSTV	S		S	LMNRSTV		LMNRSTV	ACDEFLMNPSTVY	LMNRSTV
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q756\_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 306

14. Helpful

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4956 81%	392 78%	143 72%	186 83%	80 79%	83 81%	67 67%	94 84%	170 77%	161 80%	159 64%	892 80%	79 79%	187 91%	234 65%	174 85%	192 76%	606 88%	196 95%	188 94%	88 84%	93 90%	102 86%	94 85%	296 80%
Describes very well	1931 31%	137 27%	51 26%	71 32%	18 18%	36 35%	14 14%	26 23%	59 27%	35 17%	30 12%	252 23%	36 36%	100 49%	23 6%	50 25%	82 32%	325 47%	121 58%	126 63%	47 45%	55 53%	49 41%	46 42%	142 38%
Describes somewhat well	3025 49%	255 51%	92 46%	115 52%	62 61%	47 46%	53 53%	68 61%	111 50%	126 63%	129 52%	640 58%	43 43%	87 42%	211 59%	124 61%	110 43%	281 41%	75 36%	62 31%	41 39%	38 37%	53 45%	48 44%	154 42%
BOTTOM 2 BOX (NET)	1188 19%	110 22%	57 29%	37 17%	21 21%	19 19%	33 33%	18 16%	50 23%	40 20%	91 36%	218 20%	21 21%	19 9%	124 35%	30 15%	61 24%	81 12%	11 5%	13 6%	17 16%	10 10%	17 14%	16 15%	74 20%
Does not describe very well	863 14%	61 12%	35 18%	31 14%	16 16%	14 14%	30 30%	12 11%	34 15%	23 11%	60 24%	179 16%	12 12%	15 7%	103 29%	27 13%	35 14%	65 9%	9 4%	10 5%	13 12%	5 5%	12 10%	11 10%	51 14%
Does not describe at all	325 5%	49 10%	22 11%	6 3%	5 5%	5 5%	3 3%	6 5%	16 7%	17 8%	31 12%	39 4%	9 9%	4 2%	21 6%	3 1%	26 10%	16 2%	2 1%	3 1%	4 4%	5 5%	5 4%	5 5%	23 6%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q756\_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14 Mar 2015  
Table 307

15. Informative

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	5069 83% IJKO	406 81% KO	159 80% KO	202 91% ABCDEFGHIJKLOP	82 81% KO	82 80% KO	80 80% KO	94 84% KO	169 77% KO	155 77% KO	161 64% KO	899 81% KO	85 85% KO	173 84% KO	241 67% KO	170 83% KO	212 84% KO	611 89% ABCDEFGHIJKLOP	196 95% ABCDEFGHIJKLOP	192 96% ABCDEFGHIJKLOP	93 89% CUIJKO	94 91% ABCDEFGHIJKLOP	109 92% ABCDEFGHIJKLOP	98 89% BCUIJKLO	306 83% KO
Describes very well	2130 35% BGHIJKLOP	149 30% JKO	60 30% JKO	99 44% ABCDEFGHIJKLOP	27 27% JKO	27 26% JKO	21 21% O	28 25% KO	56 25% JKO	32 16% O	33 13% GJKOP	337 30% GJKOP	36 36% GJKOP	84 41% BCEFGHIJKLOP	33 9% GJKOP	46 23% KO	107 42% ABCDEFGHIJKLOP	343 50% ABCDEFGHIJKLOP	113 55% ABCDEFGHIJKLOP	138 69% ABCDEFGHIJKLOP	48 46% ABCDEFGHIJKLOP	61 59% ABCDEFGHIJKLOP	71 60% ABCDEFGHIJKLOP	55 50% ABCDEFGHIJKLOP	126 34% GJKOP
Describes somewhat well	2939 48% QRSTVWX	257 51% QRSTVWX	99 50% RTVW	103 46% TVW	55 54% QRSTVWX	55 54% QRSTVWX	59 59% ADNQRSTVWX	66 59% ADNQRSTVWX	113 51% QRSTVWX	123 61% QRSTVWX	128 51% QRSTVWX	562 51% QRSTVWX	49 49% TVW	89 43% TVW	208 58% ABCDEFGHIJKLOP	124 61% ABCDEFGHIJKLOP	105 42% T	268 39% T	83 40% T	54 27% T	45 43% T	33 32% T	38 32% T	43 39% T	180 49% RSTVW
BOTTOM 2 BOX (NET)	1075 17% DRSTVW	96 19% DRSTVWX	41 21% DRSTVWX	21 9% T	19 19% DRSTVW	20 20% DRSTVW	20 20% DRSTVW	18 16% ST	51 23% ADNQRSTVWX	46 23% ADNQRSTVWX	89 36% ADNQRSTVWX	211 19% DRSTVWX	15 15% ST	33 16% DST	117 33% DRSTVW	34 17% DRSTW	41 16% DRSTW	76 11% ST	11 5% T	9 4% T	12 11% T	9 9% T	10 8% T	12 11% T	64 17% DRSTVW
Does not describe very well	797 13% DQRSTVWX	60 12% DRSTWX	23 12% STW	15 7% DRSTVWX	15 15% DQRSTVWX	16 16% DQRSTVWX	17 17% DQRSTVWX	11 10% T	34 15% DQRSTVWX	30 15% DQRSTVWX	62 25% ABCDEFGHIJKLOP	184 17% ABCDEFGHIJKLOP	10 10% T	27 13% DRSTWX	98 27% ABCDEFGHIJKLOP	32 16% DQRSTVWX	21 8% T	57 8% T	10 5% T	6 3% T	7 7% T	6 6% T	5 4% T	6 5% T	45 12% DRSTWX
Does not describe at all	278 5% LPRST	36 7% ADLNPRST	18 9% ADLNPRSTV	6 3% S	4 4% S	4 4% S	3 3% LPST	7 6% ADLNPRST	17 8% ADLNPRST	16 8% ADLNPRST	27 11% ABCDEFGHIJKLOP	27 2% ABCDEFGHIJKLOP	5 5% PS	6 3% LPRST	19 5% ADLNPRST	2 1% ADLNPRST	20 8% ADLNPRST	19 3% T	1 * T	3 1% T	5 5% PS	3 3% S	5 4% S	6 5% PST	19 5% LPRST
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q766\_1. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
1. .com

14 Mar 2015  
Table 308

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1181 19% BDEGJKQGWX	64 13% J	32 16% J	23 10% J	11 11% J	18 18% JX	10 10% J	14 13% J	44 20% BDEGJKQX	12 6% J	28 11% BDEGJKQX	258 23% ABDEGJKQGWX	38 38% ABDEGJKQGWX	60 29% ABDEGJKQGWX	49 14% J	41 20% BDEGJKQX	29 11% J	214 31% ABDEGJKQGWX	50 24% BDEGJKQGWX	46 23% BDEGJKQGWX	22 21% BDGJKQX	30 29% ABDEGJKQGWX	14 12% J	9 8% BDJKQX	65 18% BDJKQX
Some purchase restrictions should be required	2467 40% DFMRSTWX	195 39% TW	85 43% DFMRSTWX	74 33% J	37 37% J	30 29% JX	45 45% J	42 38% J	85 39% DFMRSTWX	87 43% DFMRSTWX	113 45% DFMRSTWX	441 40% FMRTW	29 29% ABDEGJKQGWX	101 49% ABDEGJKQGWX	211 59% FMTW	84 41% FMTW	121 48% ABDFLMRSTWX	239 35% ABDFLMRSTWX	68 33% ABDFLMRSTWX	56 28% FMTW	45 43% FMTW	40 39% ABDFLMRSTWX	34 29% ABDFLMRSTWX	34 31% ABDFLMRSTWX	171 46% ABDFLMRSTWX
No purchase restrictions should be required	2496 41% LNOR	243 48% ALMNOPRUVY	83 42% NO	126 57% ABCDLMNOPRUVY	53 52% ALMNOPRUVY	54 53% ALMNOPRUVY	45 45% NOR	56 50% ALMNOPRUVY	91 41% NOR	102 51% ALMNOPRUVY	109 44% NORV	411 37% NO	33 33% N	45 22% N	98 27% N	79 39% NO	103 41% NO	234 34% NO	89 43% NOR	99 49% ALMNOPRUVY	38 36% N	33 32% ABCDLMNOPRUVY	71 60% ABCDLMNOPRUVY	67 61% ABCDLMNOPRUVY	134 36% NO
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q766\_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
2. .net

14 Mar 2015  
Table 309

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	955 16% BDHJKQ	60 12% J	30 15% JK	21 9% J	10 10% J	10 10% J	9 9% J	9 8% DHJKQ	36 16% DHJKQ	12 6% J	21 8% J	208 19% ABCDEFGHIJKL	30 30% ABCDEFGHIJKL	44 21% ABCDEFGHIJKL	48 13% J DHJKQ	35 17% J DHJKQ	25 10% J	160 23% ABCDEFGHIJKL	25 12% J	38 19% BDEFGHIJKL	18 17% DHJK	30 29% ABCDEFGHIJKL	17 14% J	10 9% J	49 13% J
Some purchase restrictions should be required	2884 47% EHWX	222 44% HWX	92 46% HWX	92 41% J	36 36% J	44 43% J	51 51% EHWX	38 34% EHWX	105 48% EHWX	89 44% WX	124 50% EHTWX	535 48% EHTWX	41 41% ABCDEFGHIJKL	122 59% ABCDEFGHIJKL	205 57% ABCDEFGHIJKL	88 43% DEHTWX	128 51% DEHTWX	338 49% DEHTWX	97 47% HWX	81 40% ABCDEFGHIJKL	61 58% ABCDEFGHIJKL	44 43% J	39 33% J	36 33% J	176 48% EHWX
No purchase restrictions should be required	2305 38% LNORUV	220 44% AILMNORUV	78 39% NORU	110 49% ABCDEFGHIJKL	55 54% ABCDEFGHIJKL	48 47% AILMNORUV	40 40% NORU	65 58% ABCDEFGHIJKL	79 36% NRU	100 50% AILMNORUV	105 42% LMNORUV	367 33% NR	29 29% ABCDEFGHIJKL	40 19% N	105 29% NORUV	81 40% NORUV	100 40% NORUV	189 28% N LMNORUV	85 41% LMNORUV	82 41% LMNORUV	26 25% ABCDEFGHIJKL	29 28% ABCDEFGHIJKL	63 53% ABCDEFGHIJKL	64 58% ABCDEFGHIJKL	145 39% LNORUV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q766\_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
3. .info

14 Mar 2015  
Table 310

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	957 16% JQS	79 16% JQS	38 19% JPQS	29 13% J	13 13% J	12 12% J	13 13% J	15 13% J	37 17% JQS	14 7% J	35 14% JQ	169 15% JQS	21 21% JPQS	46 22% JQS	48 13% JQ	24 12% J	20 8% J	161 23% JQS	18 9% JQ	30 15% JQ	24 23% JQS	19 18% JQS	14 12% J	15 14% JQS	63 17% JQS
Some purchase restrictions should be required	3001 49% EMTVWX	236 47% ETX	102 51% ETVWX	102 46% EX	34 34% J	43 42% J	53 53% J	49 44% J	109 50% ETX	109 54% EFMTVWX	125 50% ETWX	568 51% EMTVWX	39 39% EMTVWX	111 54% EMTVWX	208 58% JQS	114 56% JQS	141 56% JQS	323 47% ETX	103 50% ETX	77 38% JQS	47 45% JQS	40 39% JQS	46 39% JQS	35 32% JQS	187 51% EMTVWX
No purchase restrictions should be required	2186 36% NOR	187 37% NOR	60 30% CLNORY	92 41% CLNORY	54 53% ACILNORY	47 46% ACILNORY	34 34% CLNORY	48 43% CLNORY	74 34% N	78 39% NOR	90 36% N	373 34% N	40 40% NOR	49 24% NOR	102 28% JQS	66 32% JQS	92 36% JQS	203 30% CLNORY	86 42% CLNORY	94 47% JQS	34 32% CNOR	44 43% CNOR	59 50% ABCDKLNOPQRUY	60 55% ABCDKLNOPQRUY	120 32% N
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q766\_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
4. .org

14 Mar 2015  
Table 311

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1534 25% EFJKQOS	129 26% EFJKQO	57 29% EFHJKQOS	55 25% EFJQO	14 14% X	15 15% X	20 20% JQ	20 18% EFHJKQOS	62 28% X	21 10% X	44 18% J	342 31% ABEFHJKQOSV	29 29% EFJKQOS	53 26% EFJKQO	55 15% EFHJKQOS	58 28% EFHJKQOS	30 12% ABEFHJKQOSV	214 31% ABEFHJKQOSV	39 19% JQ	59 29% EFHJKQOS	38 36% ABEFHJKQOSV	22 21% JQ	27 23% JQ	31 28% EFJKQO	100 27% EFJKQOS
Some purchase restrictions should be required	2696 44% DTWX	213 42% DTX	86 43% DTX	75 34% X	36 36% X	44 43% X	47 47% DTX	45 40% X	85 39% X	96 48% DETWX	126 50% ABDEHILSTUWX	474 43% DTX	47 47% DTX	107 52% ABDEHILSTUWX	209 58% ABDEHILSTUWX	100 49% DEITUWX	134 53% ABDEHILSTUWX	305 44% DTWX	83 40% X	65 32% X	39 37% DTX	48 47% DTX	41 34% DTX	28 25% DTX	163 44% DTX
No purchase restrictions should be required	1914 31% LNOPR	160 32% LNPR	57 29% ABCKLMNOPRUY	93 42% ABCKLMNOPRUY	51 50% ABCKLMNOPRUY	43 42% ABCKLMNOPRUY	33 33% N	47 42% ABCKLMNOPRUY	73 33% LNPR	84 42% ABCKLMNOPRUY	80 32% NPR	294 26% ABCKLMNOPRUY	24 24% ABCKLMNOPRUY	46 22% ABCKLMNOPRUY	94 26% LMNOPR	46 23% LMNOPR	89 35% LMNOPR	168 24% ABCKLMNOPRUY	85 41% ABCKLMNOPRUY	77 38% ACLMNOPRUY	28 27% ABCKLMNOPRUY	33 32% ABCKLMNOPRUY	51 43% ABCKLMNOPRUY	51 46% ABCKLMNOPRUY	107 29% ABCKLMNOPRUY
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q766\_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 312

5. .cn

Base: All Qualified Respondents

		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	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	258 23%	-	-	-	-	-	-	-	-	-	-	258 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	475 43%	-	-	-	-	-	-	-	-	-	-	475 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	377 34%	-	-	-	-	-	-	-	-	-	-	377 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_6. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 313

6. .vn

Base: All Qualified Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	38 38%	-	-	-	-	-	-	-	-	-	-	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 39%	-	-	-	-	-	-	-	-	-	-	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	23 23%	-	-	-	-	-	-	-	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_7. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 314

7. .ph

Base: All Qualified Respondents

		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	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	63 31%	-	-	-	-	-	-	-	-	-	-	-	-	63 31%	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	102 50%	-	-	-	-	-	-	-	-	-	-	-	-	102 50%	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	41 20%	-	-	-	-	-	-	-	-	-	-	-	-	41 20%	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q766\_8. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 315

8. .jp

Base: All Qualified Respondents

		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	358	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	358	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	358	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	358	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	56 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	56 16%	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	205 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	205 57%	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	97 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	97 27%	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_9. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 316

9. .kr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	46 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 23%	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95 47%	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	63 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63 31%	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
10. .ru

14 Mar 2015  
Table 317

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
Weighted Base	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	32 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 13%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	120 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	120 47%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 40%	-	-	-	-	-	-	-	-
Sigma	253 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 318

11. .in

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	687	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	687	-**	-**	-**	-**	-**	-**	-**
Weighted Base	687	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	687	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	197 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	197 29%	-	-	-	-	-	-	-
Some purchase restrictions should be required	300 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	300 44%	-	-	-	-	-	-	-
No purchase restrictions should be required	190 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 28%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_12. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
12. .id

14 Mar 2015  
Table 319

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		207	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	207	-**	-**	-**	-**	-**	-**
Weighted Base		207	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	207	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required		44 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44 21%	-	-	-	-	-	-
Some purchase restrictions should be required		80 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 39%	-	-	-	-	-	-
No purchase restrictions should be required		83 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	83 40%	-	-	-	-	-	-
Sigma		207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_13. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 320

13. .ng

Base: All Qualified Respondents

		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	201	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	201	-**	-**	-**	-**	-**
Weighted Base	201	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	201	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	48 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48 24%	-	-	-	-	-
Some purchase restrictions should be required	79 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79 39%	-	-	-	-	-
No purchase restrictions should be required	74 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74 37%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
14. .za

14 Mar 2015  
Table 321

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Weighted Base		105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Strict purchase restrictions should be required		22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 21%	-	-	-	-	
Some purchase restrictions should be required		46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 44%	-	-	-	-	
No purchase restrictions should be required		37 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 35%	-	-	-	-	
Sigma		105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 322

15. .eg

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	103	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	103	-**	-**	-**
Weighted Base	103	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	103	-**	-**	-**
Strict purchase restrictions should be required	27 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26%	-	-	-
Some purchase restrictions should be required	50 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 49%	-	-	-
No purchase restrictions should be required	26 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 25%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q766\_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 323

16. .co

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	119	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	119	-**	-**
Weighted Base	119	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	119	-**	-**
Strict purchase restrictions should be required	18 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 15%	-	-
Some purchase restrictions should be required	41 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 34%	-	-
No purchase restrictions should be required	60 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 50%	-	-
Sigma	119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 324

17. .ar

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	110	-**
Weighted Base	110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	110	-**
Strict purchase restrictions should be required	87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87%	-
Some purchase restrictions should be required	4137%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4137%	-
No purchase restrictions should be required	6155%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6155%	-
Sigma	110100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110100%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_18. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 325

18. .br

Base: All Qualified Respondents

		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	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
Weighted Base	370	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370
Strict purchase restrictions should be required	60 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 16%
Some purchase restrictions should be required	178 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	178 48%
No purchase restrictions should be required	132 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	132 36%
Sigma	370 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
19. .it

14 Mar 2015  
Table 326

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	101	..	..	..	101	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	101	..	..	..	101	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	11 11%	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	32 32%	-	-	-	32 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	58 57%	-	-	-	58 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_20. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 327

20. .tr

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	102	..	..	..	..	102	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	102	..	..	..	..	102	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	18 18%	-	-	-	-	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	42 41%	-	-	-	-	42 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	42 41%	-	-	-	-	42 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_21. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 328

21. .es

Base: All Qualified Respondents

	Total Consumers	Country																							
		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)
Unweighted Base	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	12 12%	-	-	-	-	-	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	48 48%	-	-	-	-	-	48 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	40 40%	-	-	-	-	-	40 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_22. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
22. .pl

14 Mar 2015  
Table 329

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	20 18%	-	-	-	-	-	-	20 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 27%	-	-	-	-	-	-	30 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	62 55%	-	-	-	-	-	-	62 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_23. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
23. .uk

14 Mar 2015  
Table 330

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	220	..	..	..	..	..	..	..	220	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	45 20%	-	-	-	-	-	-	-	45 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	90 41%	-	-	-	-	-	-	-	90 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	85 39%	-	-	-	-	-	-	-	85 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q766\_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
24. .fr

14 Mar 2015  
Table 331

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	..	..	..	..	..	..	..	..	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	147%	-	-	-	-	-	-	-	-	147%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	8743%	-	-	-	-	-	-	-	-	8743%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	10050%	-	-	-	-	-	-	-	-	10050%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201100%	-	-	-	-	-	-	-	-	201100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?

14 Mar 2015  
Table 332

25. .de

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	31 12%	-	-	-	-	-	-	-	-	-	31 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	100 40%	-	-	-	-	-	-	-	-	-	100 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	119 48%	-	-	-	-	-	-	-	-	-	119 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
26. .us

14 Mar 2015  
Table 333

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	104 21%	104 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	235 47%	235 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	163 32%	163 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
27. .ca

14 Mar 2015  
Table 334

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	200	-**	200	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	200	-**	200	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	46 23%	-	46 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 48%	-	95 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	59 30%	-	59 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions?  
28. .mx

14 Mar 2015  
Table 335

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	223	-**	-**	223	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	223	-**	-**	223	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	35 16%	-	-	35 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	87 39%	-	-	87 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 45%	-	-	101 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
More trustworthy	3422 56% BEJKOP	188 37% JK	104 52% BEJK	155 70% ACBCEGHKLPOV	40 40% BEJKOP	60 59% BEJKP	56 56% BEJKP	57 51% BJK	99 45% JK	59 29% ACBCEGHKLPOV	74 30% BEJKOP	640 58% ACBCEGHKLPOV	79 79% ACBCEGHKLPOV	169 82% ACBCEGHKLPOV	166 46% BJK	87 43% JK	154 61% BEJKOP	437 64% ACBCEGHKLPOV	147 71% ACBCEGHKLPOV	137 68% ACBCEGHKLPOV	67 64% BCEJKOP	57 55% BEJKP	89 75% ACBCEGHKLPOV	65 59% BEJKOP	236 64% ACBCEGHKLPOV
Doesn't make a difference	1506 25% LMNSTWX	166 33% ACLMNOQSTVWY	64 32% MNWX	50 22% ACLMNOQSTVWY	39 39% ACLMNOQSTVWY	29 28% MNSTWX	36 36% ACLMNOQSTVWY	29 26% MNSTWX	66 30% LMNSTWX	77 38% ACLMNOQSTVWY	102 41% MNSTWX	246 22% MNWX	12 12% ACLMNOQSTVWY	18 9% MNWX	76 21% ACLMNOQSTVWY	67 33% MNSTWX	61 24% MNWX	149 22% MNWX	34 16% NWX	36 18% NWX	25 24% MNWX	19 18% NWX	10 8% ACBCEGHKLPOV	7 6% BEJKOP	88 24% ACBCEGHKLPOV
Less trustworthy	288 5% CL	22 4% L	3 2% AC	9 4% MNWX	5 5% CILTU	8 8% CILTU	2 2% CGHILTUV	9 8% CGHILTUV	5 2% CL	11 5% CL	10 4% AC	28 3% AC	3 3% AC	8 4% CL	19 5% ACBCEGHKLPOV	22 11% CILT	17 7% CILT	42 6% CL	11 5% CL	5 2% AC	2 2% AC	13 13% ACBCEGHKLPOV	9 8% CILT	12 11% ACBCEGHKLPOV	13 4% ACBCEGHKLPOV
Not sure	928 15% DFGMNORSY	126 25% DFGMNORSY	29 15% DFGMNORSY	9 4% DFGMNORSY	17 17% DFGMNORSY	5 5% DFGMNORSY	6 6% DFGMNORSY	17 15% DFGMNORSY	50 23% ACDFGMNORSY	54 27% ACDFGMNORSY	64 26% ACDFGMNORSY	196 18% ACDFGMNORSY	6 6% AC	11 5% AC	97 27% ACBCEGHKLPOV	28 14% DFGMNORSY	21 8% DFGMNORSY	59 9% D	15 7% D	23 11% DN	11 10% D	14 14% DFN	11 9% ACDFGMNORSY	26 24% ACDFGMNORSY	33 9% D
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

14 Mar 2015  
Table 337

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Would contact the website	2744 45% BCGJIJO	103 21% BCGJIJO	40 20% BCGJIJO	104 47% BCGJIJO	37 37% BCG	50 49% BCGJIJO	23 23% BCG	40 36% BCG	60 27% B	63 31% BC	108 43% BCGJIJO	512 46% BCGHIJO	56 56% ABCEGHJKOT	132 64% ABCEGHJKOT	107 30% BC	110 54% ABCEGHJKOT	118 47% BCGJIJO	465 68% ABCEGHJKOT	126 61% ABCEGHJKOT	87 43% BCGJIJO	45 43% BCGJIJO	54 52% BCEGHJLO	61 51% BCEGHJLO	54 49% BCGHIJO	189 51% ABCEGHJLO
Antivirus company/software	6 L	-	-	-	-	-	-	-	-	1 L	-	2 L	-	1 L	-	-	1 L	-	-	1 L	-	-	-	-	-
Attorney General	10 L	9 2% ADILQORY	-	-	-	-	-	-	-	-	1 L	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Authorities (Unspec.)	46 1% L	-	5 3% ABILOPR	5 2% ABILOPR	1 1% BL	3 3% ABILOPR	2 2% BILOP	1 1% BL	-	3 1% BLO	2 1% BL	-	-	4 2% ABILOPR	-	-	3 1% BLO	3 L	3 1% BLO	2 1% BL	-	-	5 4% ABIKLMOPHUVY	1 1% BL	3 1% BL
Better Business Bureau/BBB	25 L	23 5% LR	2 1% LR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complaint/Report department (Unspec.)	11 L	-	-	-	-	-	-	-	-	1 L	-	5 A	-	1 L	-	-	-	1 L	-	1 L	-	-	-	-	2 2% ABDIKQORY
Contact my service provider	35 1% L	6 1% LY	4 2% ADLNOPRY	-	1 1% L	-	-	1 1% L	5 2% ADLNOPRY	3 1% LY	1 L	1 L	-	-	1 L	-	2 1% L	3 L	2 1% L	2 1% L	2 2% DLNPY	-	1 1% L	-	-
Consumer assistance/protection agency/program	15 L	1 L	-	1 L	-	-	-	-	-	-	4 2% ABLOPR	-	-	-	4 1% ALR	1 L	-	1 L	-	1 L	-	-	1 L	-	1 L
Cyber/Internet police/investigator	123 2% BCIOQ	-	-	17 8% BCIOQ	-	1 1% B	-	-	-	5 2% BCIOQ	20 8% B	15 1% B	-	6 3% BCIOQ	1 L	16 8% BCIOQ	-	26 4% ABCEGHLMQOTY	3 1% B	2 1% B	2 2% BIQ	3 3% BCIOQ	1 1% B	1 1% B	4 1% B
FBI/CIA	10 L	7 1% ALOR	-	-	-	-	-	-	-	-	-	-	-	1 L	-	-	-	-	-	-	-	-	-	-	2 1% L
FCC/Federal Communications Commission	15 L	15 3% ADKLQORY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Forum/discussion board	20 L	-	-	-	-	-	-	-	-	1 L	-	-	1 1% BL	-	2 1% L	-	4 2% ABKLY	7 1% ABL	3 1% ABLY	2 1% BL	-	-	-	-	-
Fraud center/site	5 L	-	1 1% L	-	-	-	-	-	-	1 L	-	-	-	-	-	-	1 L	1 L	-	1 L	-	-	-	-	-
FTC	10 L	9 2% ADKLQORY	-	-	-	-	-	-	1 L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google	26 L	2 L	1 1% L	1 L	-	-	-	-	2 1% L	2 1% L	1 L	-	-	3 1% ALY	1 L	-	-	5 1% L	-	4 2% ABLOPQSY	1 1% L	-	2 2% ALQY	1 1% L	-
Government	51 1% ABIKLMQORY	5 1% ABIKLMQORY	7 4% O	3 1% O	-	-	-	-	1 L	6 3% AIKLOQRY	1 L	6 1% L	1 1% L	9 4% ABCEGHLMQOTY	-	2 1% L	-	2 L	1 L	1 L	-	1 1% OQR	2 2% OQR	1 1% L	2 1% L

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

14 Mar 2015  
Table 337

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base ICANN	6144 2	502 -	200 -	223 1 AL	101 -	102 -	100 -	112 -	220 -	201 -	250 -	1110 -	100 -	206 -	358 -	204 -	253 -	687 -	207 -	201 -	105 -	103 1 ABLR	119 -	110 -	370 -
Internet/online authority (Unspec.)	12 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 -	- -	- -	1 -	- -	- -	- -	1 -	2 1 ABR	1 -	- -	- -	1 1 BR	2 1
Law enforcement	12 -	4 1 AL	- -	- -	2 2 AZDULKNOPREY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 L	1 L	- -	3 1 ALORY	1 -	- -	1 1 L	- -	- -
Lawyer/prosecutor	6 -	- -	- -	- -	- -	1 1 ABLR	- -	- -	- -	- -	3 1 ABLRORY	- -	- -	- -	- -	- -	1 L	1 L	- -	- -	- -	- -	- -	- -	- -
NBI	10 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 5 ABCDKLMNOPREY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Network supervision department	8 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 1 AR	- -	- -	- -	- -	- -	- -	- -	- -	1 1 ABR	- -	- -	- -	- -
Ombudsman	6 -	- -	- -	- -	- -	- -	- -	- -	4 2 ABDKLORY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2 ABDKLMNOPREY	- -	- -	- -	- -
Police	98 2 LR	6 1 L	9 5 ABKLPORTVY	3 1 L	1 1	2 2 LT	9 9 ABDKLMNOPREY	7 6 ABDKLMNOPREY	14 6 ABDKLMNOPREY	6 3 LRTY	2 1	3 -	1 1	4 2 LT	9 3 LRTY	1 -	3 1 L	4 1	3 1 L	- -	1 1	- -	6 5 ABDKLMNOPREY	2 2 L	2 1
Postal police	18 -	- -	- -	- -	18 18 ABCDKLMNOPREY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public Security Bureau	11 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 1 ABR	- -	- -	1 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Post on social media/Post blog	20 -	- -	- -	1 L	- -	1 1 BL	- -	- -	- -	- -	- -	- -	- -	1 L	- -	- -	2 1 BL	6 1 ABL	1 L	2 1 BL	- -	1 1 BL	1 1 BL	1 1 BL	3 1 BL
Prime Ministry Communication Center	5 -	- -	- -	- -	- -	1 1 ABLR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1 ABLRORY	- -	- -	- -	1 1 ABLR	- -	- -
Reclame Aqui	9 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 2 ABDKLMNOPREY
Regulatory body/agency	10 -	- -	- -	- -	- -	- -	- -	- -	1 L	- -	1 L	- -	- -	- -	- -	- -	- -	2 -	- -	5 2 ABDKLMNOPREY	- -	- -	- -	- -	1 -
Report it (Unspec.)	13 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 -	- -	1 -	- -	- -	- -	- -	- -	- -	1 1 BR	- -	3 3 ABDKLMNOPREY	3 3 ABDKLMNOPREY	3 1 ABR
Report to Spamcop/Spambots	7 -	1 -	- -	- -	- -	- -	- -	- -	- -	1 L	2 1 AL	- -	- -	- -	- -	- -	1 L	1 L	- -	- -	- -	- -	- -	- -	1 -
Research where/what to report	13 -	2 L	- -	- -	- -	1 1 LR	- -	- -	- -	1 L	- -	- -	- -	1 L	1 -	- -	1 L	- -	1 L	- -	- -	- -	- -	1 1 LR	4 1 ALR

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?

14 Mar 2015  
Table 337

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Search engine (Unspec.)	5	1	-	-	-	-	-	-	21% AL	-	-	-	-	1 L	-	-	-	1	-	-	-	-	-	-	-
Technical expert	5	-	-	1 L	-	-	-	-	-	-	1 L	-	-	1 L	-	1 L	-	-	1 L	-	-	-	-	-	-
Trading standards	8	-	-	-	-	-	-	-	84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leave site/no longer visit/block site	18	2	11%	-	11%	-	11%	-	-	-	-	3	-	-	-	-	1	1	21%	21%	11%	11%	-	11%	1
Friends/family/colleagues	9	-	11% L	-	-	-	11% ABLR	-	-	-	-	-	-	-	-	-	1 L	-	21% ABLR	1 L	-	22% ABDLKLNOPR	-	-	1
Will not deal with it	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33% ABDLKLNOPRSTV	-	-	-
Other	1172% L	61%	42%	42%	22% ABDLORS	66% ABLORS	55%	22%	73% LRS	42%	73% L	101%	22%	73% BLRS	51%	52%	52%	81%	1	63% L	44% LRS	11%	43% LS	33%	92% L
No one	75912% DEFNRY	5912% DEFNRY	2915% DEFNRTXY	104%	55%	55%	99%	1917% DEFNRTXY	209% R	2914% DEFNRTXY	2510% DNR	18016% ABDLORS	1616% DEFNRTXY	94% BLRS	11632% DNR	2311% DEFNRTXY	5221% DEFNRTXY	335% DEFNRTXY	3416% DEFNRTXY	168% DEFNRTXY	1110% DEFNRTXY	1414% DEFNRTXY	119% R	76% R	277% R
Not sure	208834% MNPQRS	26653% DEFNRY	10653% DEFNRTXY	8237% MNPQRSV	3434% NRS	3534% NRS	5151% MNPQRSVW	4540% MNPQRSVW	10950% ALMNPQRSVW	8241% ALMNPQRSVW	9237% MNPQRSV	36933% MNQRS	2323% MNQRS	4723% NQRS	11933% NQRS	5527% S	6526% S	14621% S	3316% MNQRS	7135% MNQRS	4139% MNPORSV	2625% MNPORSV	3227% S	4238% MNPQRSV	11732% NRS
Declined to answer	1	-	-	-	-	11% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6425105%	527105%	210105%	233104%	102101%	107105%	101101%	115103%	234106%	209104%	271108%	1130102%	100100%	239116%	368103%	214105%	262104%	718105%	220106%	212105%	112107%	107104%	132111%	121110%	381103%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q780. How do you determine whether a website is legitimate or not?

14 Mar 2015  
Table 338

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
APPEARANCE/CONTENT (NET)	1522 25% BHL	96 19% H	47 24% HL	98 44% AEFLNORPXY	19 19% H	21 21% H	29 29% BHL	11 10% H	43 20% H	52 26% BHL	56 22% HL	189 17% H	43 43% BEHILORY	62 30% BEHILORY	79 22% HL	60 29% BEHIL	78 31% ABEHILORY	160 23% HL	72 35% ABCEFHILORY	87 43% H	23 22% H	34 33% BEFHILORY	52 44% ABCEFHILORY	29 26% HL	82 22% HL
Content/Information on site	862 14% BHILR	41 8% LP	21 11% LP	75 34% AEFLPRV	10 10% LP	15 15% BI	14 14% I	8 7% BHL	15 7% BHL	32 16% BHL	25 10% BHL	109 10% BHL	30 30% BI	27 13% BI	52 15% BHIL	31 15% BHIL	54 21% ABCEHILORY	77 11% HL	51 25% ABCEFHILORY	50 25% H	9 9% BI	16 16% BI	36 30% ABCEFHILORY	16 15% BI	48 13% BI
Initial appearance/layout/design	164 3% LP	18 4% LP	6 3% LP	13 6% AEFLPRV	- - LP	1 1% ELPV	4 4% ELPV	2 2% AELPV	11 5% AELPV	5 2% AELPV	15 6% AEFLPORV	9 1% ELPV	2 2% ELPV	9 4% ELPV	10 3% L	1 1% L	6 2% L	17 2% L	6 3% L	6 3% L	2 2% L	- - L	2 2% L	5 5% ELPV	14 4% ELPV
Finding something wrong/suspicious/illegal	143 2% KR	7 1% K	4 2% K	2 1% K	3 3% K	2 2% K	- - K	- - K	2 1% K	3 1% K	- - K	49 4% BDGHIKRX	5 5% BDGHIKRX	4 2% K	13 4% BDHIKRX	13 6% ABCEHILORY	5 2% K	6 1% K	3 1% K	5 3% K	8 8% K	2 2% K	2 2% K	- - K	4 1% K
Look for contact information/ability to contact site	138 2% LO	6 1% LO	7 1% LO	3 3% LO	2 2% LO	- - LO	1 1% LO	- - LO	4 2% LO	3 1% LO	5 2% LO	8 1% BFHLO	4 4% ABCFHILORY	14 7% ABCFHILORY	2 1% L	2 1% L	6 2% L	35 5% BFHLO	8 4% ABCFHILORY	10 5% ABCFHILORY	4 4% FHLO	3 3% LO	4 3% LO	2 2% LO	6 2% LO
From the services/what is offered	82 1% L	5 1% L	3 2% L	2 1% L	5 5% ABEKLNOPRXY	4 4% ABKLNOPRXY	9 9% ABCEHILORY	1 1% LO	2 1% LO	5 2% LO	2 1% LO	3 1% L	1 1% L	1 1% L	1 1% L	1 1% L	3 1% L	8 1% L	4 2% LO	8 4% LO	1 1% L	5 5% L	6 5% L	- - L	2 1% L
Information/personal information requested	71 1% L	9 2% L	4 2% L	7 3% JL	- - L	- - L	2 2% JL	- - L	4 2% L	- - L	3 1% L	6 1% L	2 2% J	2 1% L	2 1% L	3 1% L	2 1% L	6 1% L	2 1% L	5 2% JLO	2 2% L	1 1% L	2 2% L	3 3% JL	4 1% L
Accuracy of information	69 1% L	3 1% L	2 1% L	1 1% L	- - L	- - L	- - L	- - L	1 1% L	5 2% BLNO	1 1% L	7 1% BKLNO	3 3% BKLNO	- - L	1 1% L	7 3% ABEKLNOXY	3 1% L	17 2% ABKLNO	3 1% L	5 2% BLNO	1 1% L	- - L	4 3% ABDIKLNOY	2 2% L	3 1% L
Owner/registered owner of site	59 1% L	6 1% L	- - L	2 1% L	- - L	- - L	- - L	- - L	- - L	- - L	14 6% ACIJLY	7 3% ACIJLY	3 3% L	3 1% L	3 1% L	2 1% L	4 2% L	5 1% L	3 1% L	3 1% L	- - L	1 1% L	- - L	1 1% L	2 1% L
Correct spelling/grammar	56 1% L	9 2% ALOR	8 4% ADFLNOPRSTVY	1 1% L	1 1% L	- - L	1 1% L	1 1% L	5 2% ALOPRST	5 2% ALOPRST	7 3% ADLOPRST	1 1% L	1 1% L	1 1% L	- - L	- - L	3 1% LO	4 1% L	- - L	- - L	2 2% LOPS	- - L	1 1% L	2 2% LO	3 1% L
Site requesting payments	43 1% L	2 1% L	1 1% L	2 1% L	- - L	- - L	- - L	- - L	3 1% OY	- - L	1 1% L	4 1% L	1 1% L	4 2% ABJLOSY	- - L	5 2% ABJLOSY	1 1% L	7 1% L	- - L	6 3% ABJLOSY	2 2% LOSY	1 1% L	1 1% L	2 2% LO	- - L
Other appearance/content mentions	42 1% L	1 1% L	1 1% L	2 1% L	- - L	- - L	- - L	1 1% ABLNOGRS	6 3% ABLNOGRS	2 1% L	2 1% L	3 1% BLNOS	2 2% BLNOS	- - L	- - L	2 1% L	1 1% L	5 1% L	- - L	3 1% BLO	1 1% L	3 3% ABLNOGRS	1 1% L	1 1% L	5 1% BLO
SAFETY PROTOCOLS (NET)	957 16% LMOP	64 13% P	41 21% BJKLMP	45 20% BJKLMP	13 13% P	24 24% P	17 17% P	19 17% OP	52 24% ABKLNOPRST	23 11% P	32 13% P	150 14% P	8 8% P	29 14% P	36 10% P	11 5% OP	39 15% OP	108 16% MOP	28 14% P	28 14% P	25 24% MOP	19 18% P	18 15% P	15 14% P	113 31% P
HARDWARE/SOFTWARE (SUB-NET)	323 5% OP	24 5% OP	17 9% AJMOPR	16 7% OP	6 6% P	5 5% P	5 5% P	7 6% P	13 6% P	7 3% P	11 4% P	61 5% OP	2 2% L	11 5% L	10 3% L	4 2% L	25 10% ABJLMOPRSTV	29 4% L	8 4% L	9 4% OP	8 8% OP	3 3% L	5 4% L	9 8% MOP	28 8% AMOPR
Use of anti-virus software/virus protection	242 4% O	15 3% ORS	11 6% OPRS	13 6% OPRS	5 5% L	5 5% L	5 5% L	5 4% L	7 3% L	6 3% L	6 2% L	47 4% O	2 2% L	10 5% OS	6 2% L	4 2% L	22 9% ABJLMOPRSTV	18 3% L	3 1% L	6 3% OPRS	7 7% OPRS	2 2% L	5 4% L	8 7% BKOPRS	24 6% ABKOPRS
Malware/spyware/spam software	44 1% L	6 1% LO	6 3% AJKLOPY	3 1% LO	1 1% L	- - L	- - L	- - L	3 1% LO	- - L	1 1% L	- - L	- - L	- - L	- - L	- - L	3 1% LO	9 1% LO	4 2% AJLOP	2 1% L	1 1% L	- - L	- - L	1 1% L	2 1% L

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q780. How do you determine whether a website is legitimate or not?

14 Mar 2015  
Table 338

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Use of protection software/filter/program	35 1%	4 1%	1 1%	1	-	-	-	2 2%	3 1%	-	4 2%	11 1%	-	-	3 1%	-	-	3	-	-	-	1 1%	-	1 1%	1
Other hardware/software mentions	11	-	-	-	2 2%	-	-	-	-	1	-	3	-	-	1	-	-	-	2 1%	1	-	-	-	-	1
INTERNET SAFETY (SUB-NET)	252 4% B	12 2%	9 5%	14 6% BLMQ	2 2%	11 11%	5 5%	7 6% BMQ	15 7% ABLMQ	8 4%	9 4%	37 3%	1 1%	6 3%	14 4%	6 3%	5 2%	29 4%	11 5% ABR	8 4%	3 3%	3 3%	4 3%	3 3%	30 8% ABEKLINQFOR
Security certificate	109 2% O	4 1%	3 2%	4 2%	-	8 8%	-	2 2%	6 3% BO	3 1%	4 2%	24 2% O	1 1%	5 2% O	1	2 1%	2 1%	13 2% O	5 2% O	5 2% O	2 2%	1 1%	3 3% O	-	11 3% BO
Security (Unspec.)	86 1% L	4 1%	5 3% L	7 3% ABKLNQ	2 2% L	2 2% L	4 4% ABKLMNQFU	-	6 3% BKLQ	5 2% L	1	4	-	1	10 3% ABKLQ	3 1% L	1	9 1% L	4 2% L	2 1%	-	1 1%	1 1%	2 2% L	12 3% ABKLNOR
Other internet safety mentions	65 1%	5 1%	2 1%	3 1%	-	1 1%	1 1%	5 4%	4 2%	-	4 2%	9 1%	-	1	3 1%	1	2 1%	8 1%	3 1%	2 1%	1 1%	1 1%	-	1 1%	8 2% AJL
ALERTS/FLAGS/POP-UPS (SUB-NET)	166 3% JS	16 3% JS	14 7% ABEKLINQFOR	3 1%	1 1%	2 2%	3 3%	2 2% JOPSTV	9 4% JOPSTV	1	10 4% JOPSTV	35 3% JS	2 2%	5 2%	5 1%	2 1% ADJOPSTV	12 5% ADJOPSTV	19 3%	1	2 1%	8 8% ABEKLINQFOR	-	1 1%	1 1%	12 3% JS
Browser flags/alerts site is unsafe	69 1%	2	3 2%	1	-	-	2 2% F	-	1	1	5 2% BOP	19 2% ABO	-	2 1%	1	-	10 4% ABEKLINQFOR	11 2% B	1	1	1 1%	-	-	-	8 2% BOP
If site has pop-ups/unwanted offers	61 1%	5 1%	9 5%	1	-	1 1%	1 1%	-	6 3% AJLRS	-	3 1%	8 1%	-	3 1%	4 1%	1	2 1%	6 1%	-	1	6 6%	-	1 1%	-	3 1%
Warnings/warning tabs	34 1% AJLNOGRSTY	10 2%	2 1%	1	-	1 1%	-	2 2% OQ	1	-	1	7 1% JNOQST	2 2%	-	-	1	-	3	-	-	1 1%	-	-	1 1%	1
Other alerts/flags/pop-up mentions	5	-	1 1%	-	1 1% ABLR	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
SYMBOLS/LOGOS (SUB-NET)	154 3% LOPR	12 2% OP	3 2% ABCKLOPQRS	12 5% P	2 2% KLOPRS	5 5% OP	3 3% OP	1 1% ABCKLOPQRS	16 7% OP	4 2% OP	3 1%	13 1%	1 1%	5 2% OP	1	-	4 2%	9 1%	1	6 3% LOP	4 4% LOPS	1 1%	4 3% OPS	2 2% ABEKLINQFOR	42 11% ABEKLINQFOR
Padlock symbol	94 2% KLOPR	10 2% KLOPRS	2 1% L	10 4% ABCKLOPQRS	-	2 2% KLOPRS	3 3% KLOPRS	1 1% L	8 4% AKLOPQRS	3 1% LO	-	-	-	3 1% LO	-	-	2 1% L	3 1% L	-	2 1% L	4 4% EKLOPQRS	-	3 3% KLOPRS	2 2% KLO	36 10% ABEKLINQFOR
Security logos/symbols (unspec.)	33 1%	1	-	1 1%	1 1%	1 1%	-	-	5 2% ABCKILOPR	-	2 1%	6 1%	1 1%	3 1% BR	1	-	2 1%	2	1	1	-	-	1 1%	-	3 1%
Other symbol/logo mentions	29	1	1 1%	-	1 1% ABDNOPQS	2 2% O	1 1%	-	3 1% O	1	1	7 1%	-	-	-	-	-	4 1%	-	3 1% ABO	-	1 1%	-	-	3 1%
SITE SECURITY (SUB-NET)	133 2% CLQ	6 1%	-	6 3% CLQ	2 2% C	1 1%	1 1% BCKLPQ	5 4% BCKLPQ	4 2% C	5 2% C	2 1%	10 1%	2 2% C	4 2% C	7 2% C	1	1	29 4% ABCKLPQ	10 5% ABCKLPQ	7 3% BCKLPQ	3 3% CQ	12 12% CLPQ	4 3% CLPQ	1 1% B	10 3% CLQ
Terms and conditions	56 1% BL	-	-	-	-	1 1% B	-	4 4% ABCDILNPQY	1	5 2% ABCDLQY	2 1% B	2	-	1	4 1% BL	1	-	16 2% ABCDLQY	2 1% B	4 2% BCDLQY	1 1% B	7 7% BCDLQY	3 3% BCDLQY	1 1% B	1

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q780. How do you determine whether a website is legitimate or not?

14 Mar 2015  
Table 338

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Trademarks/Copyright	30	1	-	1	-	-	-	-	-	-	-	4	2	1	1	-	1	6	2	2	1	5	1	-	2
												ABCIJKLP													
Other site security mentions	51	5	-	5	2	-	1	1	3	-	-	4	-	2	2	-	-	8	8	1	1	-	-	-	8
	1	1		2	2		1	1	1					1	1			1	4		1				2
	L			ACJKLPQ	CJKLPQ													L	ABCDLMNOPQRSTVWX						ACJKLPQ
RESEARCH (NET)	927	66	28	13	13	14	5	14	21	5	14	277	14	45	21	35	26	132	37	37	21	22	10	12	45
	15	13	14	6	13	14	5	13	10	2	6	25	14	22	6	17	10	19	18	18	20	21	8	11	12
	DGIJKOQW	DGJKO	DGJKO		DJKO	DGJKO		DJKO	J			DGJKO	ABCDLMNOPQRSTVWX				DGIJKOQW	DGIJKOQW	DGIJKOQW	DGIJKOQW	DGIJKOQW	DGIJKOQW	J	J	DGJKO
Researching online/Internet searches	506	55	23	9	9	10	3	8	17	2	6	69	8	33	16	18	18	92	19	18	15	15	6	8	29
	8	11	12	4	9	10	3	7	8	1	2	6	8	16	4	9	7	13	9	9	14	15	5	7	8
	DJKLO	ADGJKLO	DGJKLO		JK	DJKO		JK	JK			JK	JK	ADGJKLOPQRSTVWX	J	DJKO	JK	ADGJKLOPQRSTVWX	DJKO	DJKO	ADGJKLOPQRSTVWX	ADGJKLOPQRSTVWX	J	JK	JK
Check registration/If it's registered	151	1	1	-	1	1	-	1	-	-	1	117	5	3	-	2	4	7	1	3	1	1	-	-	1
	2				1	1		1				11	5	1		1	2	1	*	1	1	1			
	BDIJKORY											BCDLMNOPQRSTVWX		BO			BO			BO					
Using specific sites that classify/provide information on sites (i.e. whois.org)	118	8	3	1	2	2	-	1	2	-	1	29	1	4	1	6	4	20	7	11	4	3	1	-	7
	2	2	2		J	J						DJKO		2		3	2	3	3	5	4	3			2
	JO													JO		DJKO		DJKO	DJKO	ABCDLMNOPQRSTVWX	DJKOX	JKO			O
Sites credibility/trustworthy	115	-	1	-	2	1	1	2	1	3	4	51	-	6	2	5	2	9	8	3	1	4	1	1	7
	2		1		BD	B	B	BD	B	B	2	5		3	1	BD	B	1	4	B	B	4	B	B	BD
	BD											ABCDLMNOPQRSTVWX		BDIO				B	ABCDLMNOPQRSTVWX	B	B	BCDLMNOPQRSTVWX	B	B	BD
If it's verified/can be verified	56	2	2	2	-	-	-	2	1	-	1	18	-	3	-	2	-	12	1	3	1	-	2	2	2
	1		1	1				2				2		3		1		2	*	1	1		2	2	1
								OQ				ABOQ		O				ABOQ		O			OQ	OQ	
Other research mentions	31	2	-	1	-	-	1	-	1	-	1	14	-	-	2	2	-	1	2	2	-	-	-	1	1
	1						1					AR			1	1			1	1					
MISCELLANEOUS	688	77	27	22	9	8	4	38	18	22	42	121	8	9	52	24	65	58	11	12	11	7	12	5	26
	11	15	14	10	9	8	4	34	8	11	17	11	8	4	15	12	26	8	5	6	10	7	10	5	7
	GNRSTXY	GNRSTXY	GNRSTXY	N						GNS	ADGJKLOPQRSTVWX	GNSTXY			AGNRSTVXY	GNSTX					N		N		
Don't/Cannot determine if a website is legitimate	231	16	5	-	4	4	1	31	3	3	21	52	2	-	12	2	39	11	1	4	5	1	3	3	8
	4	3	3				1	28	1	1	8	5	2		3	1	15	2	*	2	5	1	3	3	2
	DNPRS	DNS	DN		DNS	DNS						DJNPRS	DN		DNS					DN	DNPRS		DN	DN	DN
Common sense/Gut feeling	178	24	11	2	3	-	1	4	8	6	12	36	1	2	29	13	9	6	2	-	4	-	-	1	4
	3	5	6	1	3		1	4	4	3	5	3	1	1	8	6	4	1	1		4			1	1
	RTY	ADGJKLOPQRSTVWX	ADGJKLOPQRSTVWX		T			RTW	RTWY	RT	DFNRSTVWX	RTWY			ADGJKLOPQRSTVWX	ADGJKLOPQRSTVWX	RTWY			FRTW					
Through ads/advertisement	55	4	2	6	1	1	-	-	3	-	2	5	-	1	1	3	10	5	2	2	1	1	3	1	1
	1	1	1	3	1	1			1		1	*		*	*	4	4	1	1	1	1	1	3	1	*
				ABJLORY														ABJLORY				JLOY			
Quality/Reliability of site	36	-	4	5	-	-	1	-	-	5	-	1	-	-	3	-	1	2	-	2	-	1	1	-	10
	1		2	2			1			2					1		*	*		1		1	1		3
	L						BL				ABIKLNPRS				BL					BL		BL			ABIKLNPRS
Other mentions	192	33	5	9	1	3	2	3	5	8	7	27	5	6	8	6	6	34	6	5	1	4	5	-	3
	3	7	3	4	1	3	2	3	2	4	3	2	5	3	2	3	2	5	3	2	1	4	4		1
	Y			XY						XY		XY	XY			Y		ALOXY				XY	XY		
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	567	60	26	24	3	2	9	9	34	16	10	56	6	54	27	22	22	71	31	14	14	4	13	9	31
	9	12	13	11	3	2	9	8	15	8	4	5	6	24	8	11	9	10	15	7	13	4	11	8	8
	EFKL	AEFKLOV	EFLKOTV	EFLKLV			F	F	AEFKLMOPQRSTVWX	F					F	EFKL	FKL	EFKL	AEFKLMOPQRSTVWX	EFKL	EFKL		EFKL	F	FKL
Reviews/Comments/Complaints/Compliments	288	10	12	5	2	-	5	4	15	6	5	24	1	38	7	16	7	45	15	11	7	3	2	4	17
	5	6	5				5	4	7	3	2	2	1	18	3	6	6	7	7	5	7	3		4	5
	FKL	FKL	FL	FKL			F	F	FKLMOW							FKLMO	AFKLMOW	FKLMOW	FKLMOW	FKL	FKLM				FL

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q780. How do you determine whether a website is legitimate or not?

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
How well known site is/Reputation	139 2% Q	16 3% KLQT	10 5% AFKLQRT	7 3% QT	1 1%	-	2 2% Q	2 2% Q	8 4% KLQT	7 3% KQT	2 1%	17 2% Q	2 2% Q	7 3% KQT	9 3% Q	10 5% AFKLQRT	-	11 2% Q	4 2% Q	1 1%	4 4% FKQT	1 1%	5 4% FKLQT	4 4% QT	9 2% Q
Family/Friends referral/recommendations	83 1% L	14 3% AKLR	4 2% L	4 2% L	-	-	1 1%	1 1%	6 3% KL	2 1%	1	4	1 1%	5 2% L	5 1% L	3 1% L	4 2% L	8 1% L	6 3% KL	1	1 1%	-	6 5% AEFJLQRTVY	2 2% L	4 1% L
Through forums/blogs/articles	45 1% L	-	1 1%	2 1% BL	-	1 1% BL	3 3% ABLORY	1 1% BL	3 1% BLY	2 1% BL	2 1% BL	1	1 1% BL	12 6% L	1	2 1% BL	3 1% BLY	3 1% L	4 2% ABLORY	2 1% BL	-	-	1 1% B	-	-
Other public awareness/recommendations mentions	55 1% L	5 1%	3 2%	-	-	1 1%	-	-	5 2% ADPQT	1	1	12 1%	1 1% ADKLPORTY	6 3% ADPQTY	4 1%	-	-	7 1% ADPQTY	5 2% L	-	2 2% DPQ	-	-	-	2 1% L
DOMAIN/NAME/EXTENSION (NET)	565 9% BHLO	27 5% L	14 7% BHKY	34 15% BHKY	6 6%	10 10% L	6 6%	4 4% BHLO	23 10% BO	19 9% BO	20 8%	73 7% L	10 10% L	19 9% L	18 5% L	18 9% L	16 6% L	95 14% B	39 19% B	23 11% BHKY	13 12% BCHLQRTY	8 8% BHLO	14 12% BHLO	10 9% ABCHLOQ	46 12% ABCHLOQ
Domain/Domain name/Name	235 4% BY	8 2% L	4 2% L	12 5% L	1 1%	3 3% L	1 1%	1 1%	9 4% B	4 2%	5 2% L	58 5% L	8 8% L	7 3% L	10 3% L	11 5% L	6 2% L	28 4% B	22 11% L	11 5% BHKY	7 7% BCHLQRTY	4 4% L	5 4% L	3 3% L	7 2% L
If it has "https"/Make sure the "S" is in the "https" link	129 2% LO	10 2% LO	4 2% LO	10 4% ALMOPQS	3 3% LO	2 2% L	1 1%	2 2% L	5 2% LO	7 3% LOP	10 4% ALMOPQS	1	-	3 1% L	1	1	3 1% L	30 4% L	2 1% L	9 4% L	1 1% L	2 2% L	3 3% LO	3 3% LO	16 4% ABLMOPQS
Web address (unspec.)	97 2% LO	5 1% L	1 1% L	4 2% L	1 1%	2 2% L	1 1%	1 1%	6 3% KLO	5 2% LO	1	6 1%	1 1%	6 3% KLO	1	4 2% LO	6 2% LO	11 2% L	5 2% LO	1 1% BCKLOT	4 4% L	1 1% ABCKLOT	5 4% BCKLOT	4 4% ABCKLOT	15 4% ABCKLOT
By it's extension	92 1% BL	2 1% L	2 1% ABILOQ	8 4% L	1 1% L	5 5% L	2 2% L	1 1%	1 1% L	2 1% L	5 2% BL	5	-	3 1% L	2 1% L	3 1% L	2 1% L	18 3% ABLO	13 6% L	2 1% L	2 2% L	-	4 3% BILO	2 2% L	7 2% BL
Through URL	37 1% L	2 1% L	4 2% ABKLPT	4 2% AKL	-	-	1 1% L	-	3 1% L	1 1% L	-	-	-	1 1% L	4 1% L	-	1 1% L	8 1% L	3 1% L	-	-	1 1% L	-	-	4 1% L
Other domain/name/extension mentions	6	-	-	-	-	-	-	-	-	-	-	5 1% ABR	1 1% ABR	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	405 7% HU	41 8% HLU	14 7% HU	18 8% HU	3 3%	4 4%	3 3%	2 2%	12 5% L	9 4% L	17 7% HU	59 5% U	7 7% EGHLU	19 9% L	20 6% U	20 10% EGHJLU	23 9% EGHLU	46 7% HU	19 9% EHLU	16 8% HU	1 1%	8 8% HU	12 10% EGHLU	8 7% U	24 6% U
By trying it out/visiting it	125 2% K	12 2% K	1 1%	3 1% L	1 1%	1 1%	-	2 2%	5 2% L	4 2% L	1	30 3% K	1 1%	2 1% L	8 2% CGKU	8 4% L	4 2% L	16 2% L	6 3% K	3 1% L	-	1 1% L	3 3% L	3 3% L	10 3% K
Through site usage/activity through users	100 2% O	5 1% L	1 1% L	5 2% O	-	1 1% L	-	-	1 1% L	1 1% L	1	11 1% L	4 4% L	8 4% L	1 1% L	9 4% L	6 2% O	11 2% L	10 5% L	11 5% L	-	6 6% L	2 2% L	2 2% L	4 1% L
Prior use/experience with it	94 2% ALT	15 3% ALT	3 2% L	4 2% L	1 1%	-	1 1%	-	5 2% L	3 1% L	8 3% ALT	12 1% L	1 1% L	3 1% L	5 1% L	2 1% L	8 3% L	11 2% L	2 1% L	1	-	1 1% L	1 1% L	1 1% L	6 2% L
Problems with links/broken links	35 1% L	2 1% L	5 3% JLS	3 1% L	-	-	1 1%	-	-	1 1% L	3 1% L	4	-	-	1	-	3 1% L	2 1% L	1	-	1 1% L	-	5 4% ILR	2 2% L	1
Other usage mentions	56 1% L	8 2% L	4 2% JLS	3 1% L	1 1%	2 2% JLS	1 1%	-	1	-	4 2% L	3	2 2% JLS	7 3% AHULPQRT	5 1% L	1	2 1% L	6 1% L	-	1	-	-	1 1% L	-	4 1% L

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

Q780. How do you determine whether a website is legitimate or not?

14 Mar 2015  
Table 338

Base: All Qualified Respondents

	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
None	104 2% Y	4 1%	2 1%	1 *	3 3% NPTY	1 1%	-	2 2%	4 2% Y	7 3%	3 1%	28 3% ABNPTY	-	-	21 6%	-	2 1%	23 3% ABDNPGSTWXY	1 *	-	1 1%	-	-	-	1 *
Don't know	1153 19% DHNQRST	130 26% ADHNPGRSTWY	52 26% ADHNPGRSTWY	22 10% ADHNPGRSTWY	33 33% DHNPGRSTW	26 25% ADHNPGRSTWY	37 37% ADHNPGRSTWY	10 9% DHNQRSTW	49 22% ADHNPGRSTWY	66 33% ADHNPGRSTWY	52 21% DHNQRST	230 21% DHNQRST	18 18% DNQRS	17 8% ADHNPGRSTWY	89 25% NQS	32 16% ADHNPGRSTWY	22 9% DNSTUW	75 11% ABDNPGSTWXY	13 6%	21 10% DHNQRST	23 22% DHNQRST	20 19% DHNQRST	16 13% S	36 33% ADHNPGRSTWY	64 17% DHNQRST
Declined to answer	282 5% DNTUW	24 5% DNTUW	4 2% DNTUW	2 1% DNTUW	5 5% DNTUW	3 3% NUW	4 4% NUW	13 12% DNTUW	10 5% DNTUW	7 3% NW	39 16% DNTUW	52 5% DNTUW	3 3%	1 *	14 4% DNTUW	7 3% NW	14 6% DNSTUW	53 8% ABDNPGSTWXY	4 2%	2 1%	-	1 1%	-	3 3% DNTUW	17 5% DNTUW
Sigma	7607 124%	615 123%	270 135%	307 138%	112 111%	116 114%	120 120%	128 114%	288 131%	238 118%	309 124%	1284 116%	129 129%	283 137%	386 108%	239 117%	330 130%	871 127%	280 135%	264 131%	139 132%	128 124%	158 133%	137 125%	476 129%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q785. Have you ever tried to identify who created a particular website?

14 Mar 2015  
Table 339

Base: All Qualified Respondents

	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)
Unweighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Yes	1929 31% BCGIJO	88 18% O	41 21% O	80 36% BCEGHUOPW	23 23% O	30 29% BGJJO	14 14% JO	27 24% JO	39 18% O	28 14% JO	81 32% BCGIJO	375 34% BCEGHUOPW	53 53% ABCEGHUOPW	78 38% BGJO	31 9% BGJO	52 25% ABCEGHUOPW	97 38% ABCEGHUOPW	335 49% BCEGHUOPW	77 37% BCEGHUOPW	101 50% BCGIJO	37 35% BCGIJO	53 51% GJO	30 25% GJO	30 27% BGJJO	129 35% BCEGHUOPW
No	4215 69% MNQRTV	414 82% ADKLMPQRSTVY	159 80% ADKLMPQRSTVY	143 64% MRTV	78 77% DLMNQRSTVY	72 71% MRTV	86 86% DLMNQRSTVY	85 76% DLMNQRSTVY	181 82% ADKLMPQRSTVY	173 86% ADKLMPQRSTVY	169 68% MRTV	735 66% MRTV	47 47% MRTV	128 62% MRTV	327 91% DLMNQRSTVY	152 75% DLMNQRSTVY	156 62% MRTV	352 51% MRTV	130 63% MRTV	100 50% MRTV	68 65% MRTV	50 49% DMNQRSTV	89 75% DMNQRSTV	80 73% MQRTV	241 65% MRTV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q790. What did you use to try and figure this out?

14 Mar 2015  
Table 340

Base: Tried To Identify

	Country																				
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	Nigeria	South Africa
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	1929	88*	41*	80*	23**	30*	14**	27**	39*	28**	81*	375	53*	78*	31*	52*	97*	335	77*	101	37*
Weighted Base	1929	88*	41*	80*	23**	30*	14**	27**	39*	28**	81*	375	53*	78*	31*	52*	97*	335	77*	101	37*
ONLINE ACTIVITY (NET)	1191	63	33	57	19	16	9	17	21	19	46	186	34	59	2	33	74	180	50	72	27
	62% LOR	72% KLOR	80% AFIKLOR	71% LOR	83% O	53% O	64% O	63% O	54% O	68% O	57% O	50% O	64% LO	76% AFIKLOR	6%	63% O	76% AFIKLOR	54% O	65% LO	71% AKLOR	73% LOR
SOURCE OF SEARCH (SUB-NET)	456	33	16	17	6	5	7	9	7	29	36	31	18	21	1	10	30	77	19	30	9
	24% LO	38% ADFLOPRV	39% ADFLOPRV	21% LO	26% O	17% O	36% O	26% O	23% LO	25% ADFLOPRV	36% ADFLOPRV	8% LO	34% LO	27% LO	3%	19% LO	31% LO	23% LO	25% LO	30% LO	24% LO
Check website itself	207	20	6	10	2	2	2	6	4	5	6	6	11	10	-	3	14	35	7	17	7
	11% LV	23% AKLOPRSV	15% LOV	13% LOV	9% O	7% O	14% O	22% O	10% LV	18% LV	7% LV	2% AKLOPRV	21% AKLOPRV	13% LOV	-	6% LOV	14% LV	10% LV	9% LV	17% ALOV	19% LOV
Using specific sites that classify/ provide information on sites	100	3	5	-	1	-	-	-	1	1	16	9	2	6	-	1	10	17	3	7	-
	5% DL	3% ADLOPU	12% ADLOPU	-	4% O	-	-	-	3% O	4% ADFLOMORSTUY	20% ADFLOMORSTUY	2% O	4% DL	8% DL	-	2% ADLU	10% D	5% D	4% DL	7% DL	4% DL
Domain/ IP Address Search	93	6	2	4	1	2	3	-	4	-	3	14	3	4	-	4	4	15	3	5	1
	5% L	7% L	5% L	4% L	4% O	7% O	21% O	-	10% O	-	4% O	4% O	6% O	5% O	-	8% O	4% O	4% O	4% O	5% O	3% O
HTML/ Source Code	37	2	1	2	2	1	1	-	1	1	5	-	2	-	1	2	-	6	2	1	-
	2% L	2% L	2% L	3% L	9% L	3% L	7% L	-	3% L	4% ALNQR	6% ALNQR	-	4% L	-	3% L	4% L	-	2% L	3% L	1% L	-
Social media/ blogs	20	-	1	-	-	-	-	1	2	-	-	2	-	3	-	1	-	3	2	2	-
	1% L	-	2% L	-	-	-	-	4% ADBKLOR	5% ADBKLOR	-	-	1% L	-	4% AL	-	2% L	-	1% L	3% L	2% L	1% L
Online forums	11	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	2	1	1	1	1
	1% L	-	2% L	1% L	-	-	-	-	-	-	1% L	-	-	1% L	-	-	2% L	1% L	1% L	1% L	3% L
Other source of search mentions	12	4	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	4	2	-	-
	1% ALQRTY	5% ALQRTY	2% L	-	-	-	-	-	-	4% L	-	-	-	-	-	-	-	1% L	3% AL	-	-
GENERAL ONLINE ACTIVITY (SUB-NET)	435	17	9	30	8	7	2	7	4	4	9	83	7	24	1	21	37	62	15	25	7
	23% KORY	19% O	22% O	38% ABKLMORSUY	35% O	23% O	14% O	26% O	10% O	14% O	11% KOY	22% KOY	13% IKMORY	31% IKMORY	3%	40% ABKLMORSUY	38% ABKLMORSUY	19% OY	19% O	25% KOY	16% IKMORY
Internet search/ Search engine (Unspec.)	362	10	8	22	6	6	1	7	3	4	8	77	7	19	1	19	35	45	12	23	6
	19% KORY	11% O	20% O	28% ABKORY	26% O	20% O	7% O	26% O	8% O	14% O	10% BKORY	21% BKORY	13% BIKORY	24% BIKORY	3%	37% ABKLMORSUY	36% ABKLMORSUY	13% OY	16% BIKORY	23% BIKORY	16% BIKORY
Email	27	1	1	5	-	1	-	-	-	-	-	-	4	5	-	1	-	3	1	2	-
	1% L	1% L	2% L	6% AKLQRY	-	3% LY	-	-	-	-	-	-	5% AKLQRY	-	-	2% L	-	1% L	2% L	-	1% L
Wikipedia/ Web Encyclopedia	22	1	-	1	-	-	-	-	1	-	-	-	-	1	-	2	2	7	1	1	2
	1% L	1% L	-	1% L	-	-	-	-	3% L	-	-	-	-	1% L	-	4% LY	2% L	2% L	1% L	1% L	5% AKLY
Other general online activity mentions	35	6	1	2	2	-	1	-	-	-	1	6	-	-	-	-	-	10	1	-	1
	2% ALNQTY	7% ALNQTY	2% O	3% O	9% O	-	7% O	-	-	-	1% O	2% O	-	-	-	-	-	3% O	1% O	-	3% O
SPECIFIC SITE SEARCH (SUB-NET)	400	21	18	12	6	6	3	3	13	8	12	72	11	22	-	3	14	60	22	24	14
	21% OP	24% OP	44% ABKLMOPQRY	15% O	26% O	20% O	21% O	11% DKLOPQR	33% DKLOPQR	29% O	15% O	19% OP	21% OP	28% DKOPQR	-	6% O	14% O	18% OP	29% DKOPQR	24% OP	14% ABKLMOPQRY
Google	192	8	9	6	1	1	1	1	8	1	4	7	9	19	-	3	5	36	12	15	8
	10% L	9% L	22% ABDFKLOPQR	8% L	4% O	3% O	7% O	4% ADFKLOPQ	21% ADFKLOPQ	4% O	5% O	2% KLOQ	17% KLOQ	24% ABDFKLOPQR	-	6% O	5% O	11% L	12% KLOQ	15% KLOQ	22% ADFKLOPQ

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q790. What did you use to try and figure this out?

14 Mar 2015  
Table 340

Base: Tried To Identify

	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)
Weighted Base	1929	88*	41*	80*	23**	30*	14**	27**	39*	28**	81*	375	53*	78*	31*	52*	97*	335	77*	101	37*	53*	30*	30*	129
Whois search	152 8% LY	14 16% ALMNOPXY	10 24% ACGLAKNOPQWXY	6 8% L	5 22% LMNOPXY	5 17% LMNOPXY	2 14% L	2 7% LOPXY	5 13% LOPXY	7 25% L	8 10% LY	8 2% L	2 4% L	3 4% L	-	1 2% L	8 8% L	24 7% L	10 13% LNOPXY	9 9% L	7 19% ALMNOPXY	11 21% ACGLAKNOPQWXY	1 3% L	-	4 3% L
Baidu search	59 3% RY	-	-	-	-	-	-	-	-	-	-	59 16% ACDFKLMNOPQWXY	-	-	-	-	-	-	-	-	-	-	-	-	-
Go Daddy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DNS records	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other specific site search mentions	10 1%	-	1 2%	-	-	-	-	-	1 3%	-	-	3 1%	-	-	-	-	1 1%	1	1 1%	-	-	1 2%	-	-	1 1%
SITE ATTRIBUTES/ TRADEMARKS (NET)	348 18% LQ	20 23% LQY	7 17% LQ	17 21% LQ	2 9% L	3 10% L	4 29% L	3 11% L	8 21% LQ	6 21% ACGLAKNOPQWXY	43 53% ACGLAKNOPQWXY	10 3% L	8 15% LQ	12 15% LQ	16 52% ACDFKLMNOPQWXY	10 19% LQ	3 3% L	91 27% AFKLMNOPQWXY	18 23% LQY	26 26% ALQVY	11 30% LQVY	6 11% LQ	4 13% LQ	4 13% LQ	16 12% LQ
Site contact information	83 4% L	9 10% AKLQ	1 2% L	10 13% AFKLMNOPQWXY	-	-	1 7% L	-	2 5% KL	2 7% L	-	-	2 2% L	1 6% KL	-	3 6% KL	1 1% L	19 6% KL	3 4% L	13 13% AFKLMNOPQWXY	4 11% KLQ	2 4% L	1 3% L	1 3% L	5 4% L
Owner of site/ Who programmed/ developed the website	71 4% L	5 6% DLQ	1 2% L	-	-	-	-	-	3 8% DLQ	-	3 4% L	-	2 4% L	4 5% DLQ	4 13% ADFLPQVY	1 2% L	-	29 9% ADLQY	3 4% L	6 6% DLQ	3 8% DLQ	1 2% L	2 7% DLQ	1 3% L	3 2% L
Company details/ information	65 3% LR	2 2% L	5 5% LQ	3 4% L	-	-	-	-	1 3% L	2 7% L	39 48% ACDFKLMNOPQWXY	1	1 2% L	-	1 3% L	2 2% L	-	4 1% L	3 4% L	1 1% L	1 3% L	-	1 3% L	-	2 2% L
Sites credibility/ being legitimate/ trustworthy	47 2% L	2 2% L	2 5% KLQY	1 1% L	-	-	1 7% L	-	-	-	-	-	-	1 1% L	9 29% ACDFKLMNOPQWXY	-	-	23 7% AKLQY	3 4% LY	2 2% L	2 5% KLQY	-	-	1 3% LY	-
Check registration/ if it's registered/ certificate	29 2%	-	-	1 1%	4% ABLNRT	2 7% L	-	1 4% L	1 3% L	-	3 4% L	4 1% L	2 4% L	-	-	2 4% L	1 1% L	3 1% L	2 3% L	-	1 3% L	-	-	1 3% L	4 3% L
Security/ Security certificate	15 1%	1 1%	1 2%	2 3% L	-	-	-	-	1 3% L	1 4% L	-	1	-	-	1 3% L	-	-	3 1% L	1 1% L	1 1% L	-	1 2% L	-	-	1 1% L
Trademarks/ Copyright	14 1%	2 2% L	1 2% L	-	-	-	-	1 4% L	-	-	-	-	-	-	-	1 2% L	-	4 1% L	1 1% L	3 3% AL	1 3% L	-	-	-	-
Age/ History of website	11 1%	2 2% AL	-	1 1% L	-	-	1 7% L	-	-	-	-	-	-	-	-	-	-	3 1% L	2 3% AL	2 2% L	-	-	-	-	-
Website's administrator	11 1%	1 1% L	-	-	-	-	-	-	-	1 4% L	-	-	1 2% LR	1 1% LR	1 3% LRY	1 2% LR	1 1% L	-	-	1 1% L	-	3 6% ADKLRSY	-	-	-
Site's legal conditions	9	-	-	-	-	-	2 14%	-	-	3 11%	-	2 1% L	-	-	-	1 2% R	-	-	-	1 1% L	-	-	-	-	-
Credits for the page/ website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q790. What did you use to try and figure this out?

14 Mar 2015  
Table 340

Base: Tried To Identify

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1929	88*	41*	80*	23**	30*	14**	27**	39*	28**	81*	375	53*	78*	31*	52*	97*	335	77*	101	37*	53*	30*	30*	129
Thru the footer/ bottom of page	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/ trademarks mentions	38 2% L	4 5% LQ	-	2 3%	1 4%	1 3%	1 7%	1 4%	-	-	-	2 1%	1 2%	1 1%	-	-	-	17 5% AKLQ	2 3%	2 2%	-	1 2%	-	-	2 2%
MISCELLANEOUS (NET)	241 12% K	6 7%	4 10%	6 8%	-	4 13% K	-	3 11%	8 21% BDKPY	3 11%	2 2%	83 22%	5 9%	10 13% K	10 32%	3 6%	9 9%	44 13% K	10 13% K	9 9%	2 5%	6 11% K	3 10%	1 3%	10 8%
Use of software/ filter/ program	43 2% R	-	-	-	-	-	-	-	1 3%	-	-	33 9% ABCDMPRTUY	-	2 3% R	-	-	3 3% R	1 1%	1 1%	1 1%	-	-	-	-	1 1%
Friend/ Family Help	30 2%	1 1%	1 2%	2 3%	-	-	-	2 7%	2 5% KY	-	-	5 1%	1 2%	3 4% Y	-	-	2 2%	4 1%	2 3%	4 4% Y	-	1 2%	-	-	-
Reviews/ Comments/ Complaints/ Compliments	27 1% L	2 2% L	2 5% KLQT	2 3% L	-	1 3% L	-	-	1 3% L	1 4%	-	1 1%	2 4% L	3 4% LT	-	-	-	4 1%	1 1%	-	1 3% L	-	1 3% L	1 3% L	4 3% L
Curiosity/ I just wanted to know	21 1%	1 1%	-	-	-	-	-	-	1 3%	-	1 1%	5 1%	-	-	5 16% ABCDMPRTUY	1 2%	-	6 2%	1 1%	-	-	-	-	-	-
Good/ Positive response mentions	18 1%	-	-	1 1%	-	-	-	-	2 5% ABKLNQT	-	-	1 1%	-	-	2 6% ABKLNQT	1 2%	-	8 2% AL	1 1%	-	-	-	-	-	2 2%
Various means/ ways	8 1%	-	-	-	-	-	-	-	-	-	-	1 2%	1 2%	-	1 3% AL	-	2 2% AL	2 1%	-	-	-	-	-	-	1 1%
Information (Unspec.)	7 1%	-	-	-	-	-	-	1 4%	-	-	-	2 1%	1 2% R	-	1 3% ARY	-	-	-	-	-	-	2 4% ALRY	-	-	-
Other	91 5%	2 2%	2 5%	1 1%	-	3 10% DKY	-	-	1 3%	2 7%	1 1%	37 10%	1 2%	2 3%	1 3%	1 2%	2 2%	19 6%	4 5%	4 4%	1 3%	3 6%	2 7%	-	2 2%
RESEARCH (NET)	84 4% RT	2 2%	-	3 4%	-	3 10% CKRST	2 14%	-	1 3%	1 4%	1 1%	35 9% ABCKRST	3 6% RT	5 6% RT	-	6 12% ABCKRST	7 7% RT	3 1%	1 1%	-	1 3%	1 2%	1 3%	-	8 6% RT
Research (Unspec.)	81 4% RT	2 2%	-	3 4% R	-	3 10% CKRST	2 14%	-	1 3%	1 4%	1 1%	34 9% ABCKRST	3 6% RT	5 6% RT	-	6 12% ABCKRST	7 7% RT	1 1%	1 1%	-	1 3%	1 2%	1 3% R	-	8 6% RT
Other research mentions	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
OFFLINE ACTIVITY (NET)	42 2% L	2 2%	-	2 3%	-	1 3%	-	-	1 3%	1 4%	4 5% LR	3 1% ACLRSVY	5 9%	2 3%	-	1 2%	3 3%	4 1%	1 1%	5 5% LR	-	-	1 3% ACLRSVY	3 10% ACLRSVY	3 2%
Telephone	18 1%	-	-	-	-	-	-	-	-	-	-	1 6% ABDKLQRS	3 6% L	2 3% L	-	1 2%	-	3 1%	-	2 2%	-	-	1 3% L	2 7% ABDKLQRS	3 2% L

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q790. What did you use to try and figure this out?

14 Mar 2015  
Table 340

Base: Tried To Identify

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1929	88*	41*	80*	23**	30*	14**	27**	39*	28**	81*	375	53*	78*	31*	52*	97*	335	77*	101	37*	53*	30*	30*	129
Other offline activity mentions	26 1%	2 2%	-	2 3% R	-	1 3% RY	-	-	1 3%	1 4%	4 5% ALNRY	2 1%	3 6% ALNRY	-	-	-	3 3% LRY	1	1 1%	3 3% LR	-	-	-	2 7% ALNRY	-
None	45 2%	-	-	1 1% D	-	-	-	-	2 5% BKS	1 4%	-	24 6% ABKORSTY	1 2%	2 3% BKSY	2 6% BKSY	-	1 1%	7 2%	-	1 1%	1 3%	-	-	1 3%	1 1% AD
Don't know	47 2%	2 2%	2 5% D	-	-	-	-	-	1 3%	-	2 2%	16 4% A	1 2%	1 1%	-	-	2 2%	9 3%	1 1%	1 1%	-	1 2%	-	1 3%	7 5% AD
Declined to answer	108 6% NT	7 8% NT	2 5% T	3 4%	2 9%	3 10% NT	-	5 19%	2 5% NT	-	2 2%	30 8% ANT	2 4%	-	2 6% NT	2 4% T	4 4% T	30 9% ANT	2 3%	-	1 3%	1 2%	-	1 3% NT	7 5% NT
Sigma	2305 119%	122 139%	64 156%	94 118%	24 104%	32 107%	19 136%	28 104%	53 136%	35 125%	108 133%	394 105%	63 119%	102 131%	32 103%	59 113%	110 113%	409 122%	93 121%	131 130%	50 135%	64 121%	34 113%	39 130%	146 113%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q800. Which of the following new gTLDs, if any, have you heard of?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.email	1750 28% BCGJJKO	47 9% BCGJJKO	21 11% BCGJJKO	79 35% BCJO	26 26% BCJO	50 49% BCJO	17 17% B	35 31% BCGJJKO	43 20% BCJO	20 10% BCJ	44 18% BCJ	348 31% BCGJJKO	39 39% BCGJJKO	49 24% BCJO	48 13% BCGJJKO	67 33% BCGJJKO	109 43% BCGJJKO	278 40% BCGJJKO	71 34% BCGJJKO	53 26% BCJ	21 20% BCJ	54 52% BCGJJKO	55 46% BCGJJKO	44 40% BCGJJKO	132 36% BCGJJKO
.link	1484 24% BCEGHJKO	32 6% BCEGHJKO	16 8% BCEGHJKO	82 37% BCEGHJKO	12 12% BCEGHJKO	38 37% BCEGHJKO	11 11% BCK	17 15% BK	30 14% BK	20 10% B	17 7% B	259 23% BCEGHJKO	41 41% BCEGHJKO	58 28% BCEGHJKO	47 13% BK	57 28% BCEGHJKO	83 33% BCEGHJKO	235 34% BCEGHJKO	91 44% BCEGHJKO	61 30% BCEGHJKO	23 22% BCEGHJKO	43 42% BCEGHJKO	60 50% BCEGHJKO	58 53% BCEGHJKO	93 25% BCEGHJKO
.club	774 13% BCGJJKO	11 2% BCGJJKO	8 4% BCGJJKO	31 14% BCJ	10 10% BCGJJKO	17 17% BCGJJKO	4 4% BJ	8 7% BJ	15 7% BJ	4 2% B	14 6% B	202 18% BCEGHJKO	26 26% BCEGHJKO	33 16% BCEGHJKO	17 5% B	41 20% BCEGHJKO	55 22% BCEGHJKO	125 18% BCEGHJKO	37 18% BCEGHJKO	28 14% BCEGHJKO	5 5% BCEGHJKO	16 16% BCEGHJKO	10 8% BJ	9 8% BJ	48 13% BCEGHJKO
.guru	647 11% BEGHJKLOV	20 4% BEGHJKLOV	16 8% BGHJKO	19 9% BGHJKO	4 4% GHK	7 7% GHK	1 1% GHJKO	1 1% GHJKO	16 7% GHJKO	5 2% GHJKO	6 2% BGHJKO	74 7% BEGHJKLOV	14 14% BEGHJKLOV	34 17% BEGHJKLOV	10 3% BEGHJKLOV	18 9% BCEGHJKO	37 15% BCEGHJKO	175 25% BCEGHJKO	37 18% BCEGHJKO	44 22% BCEGHJKO	16 15% BCEGHJKO	3 3% BCEGHJKO	42 35% BCEGHJKO	8 7% GHJKO	40 11% BEGHJKLOV
.photography	534 9% BCDGIJKO	9 2% BCDGIJKO	6 3% BGJ	11 5% BGJ	6 6% BGJ	21 21% BGJ	- - BCDGIJKO	15 13% BCDGIJKO	8 4% BCDGIJKO	3 1% BCDGIJKO	8 3% BCGJJKO	85 8% BCDGIJKO	18 18% BCDGIJKO	21 10% BCDGIJKO	11 3% BCGJJKO	20 10% BCDGIJKO	36 14% BCDGIJKO	115 17% BCDGIJKO	35 17% BCDGIJKO	15 7% BCGJJKO	9 9% BCDGIJKO	12 12% BCDGIJKO	16 13% BCDGIJKO	15 14% BCDGIJKO	39 11% BCDGIJKO
.realtor	352 6% EGJKOV	40 8% EGJKOV	22 11% EGJKOV	7 3% JO	1 1% GJO	4 4% GJO	- - JO	4 4% JO	7 3% JO	- - JO	3 1% GJKOV	60 5% EGJKOV	7 7% EGJKOV	21 10% EGJKOV	3 1% EGJKOV	12 6% DEGIJKOV	21 8% DEGIJKOV	80 12% DEGIJKOV	16 8% DEGIJKOV	10 5% GJKO	6 6% GJKO	1 1% GJO	5 4% GJO	4 4% GJKO	18 5% GJKO
.xyz	309 5% BDIJU	10 2% BDIJU	5 3% BDIJU	4 2% BDIJU	2 2% IJU	5 5% IJU	1 1% IJU	3 3% IJU	1 1% IJU	2 1% IJU	7 3% BDGIJU	86 8% BDGIJU	11 11% BDGIJU	13 6% BDGIJU	20 6% BDIJU	14 7% BIJU	12 5% BIJU	52 8% ABCDGJJKU	17 8% ABCDGJJKU	11 5% BDIJU	- - IU	4 4% IU	4 3% BIJU	19 5% BDIJU	
.wang	124 2% BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	124 11% BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY	- - BCDKNOPQSTY
.xn--ses554g (Chinese for network address)	114 2% BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	114 10% BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY	- - BDKNOPQSTY
.xn--55qx5d (Chinese for company)	105 2% BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	105 9% BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY	- - BDKQORVY
.london	72 1% BLORY	- - BLORY	- - BLORY	- - BLORY	3 3% BLORY	7 7% BLORY	1 1% BLORY	4 4% BLORY	36 16% BLORY	4 2% BLORY	17 7% BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY	- - BLORY
.berlin	46 1% LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	46 18% LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR
.nyc	29 L	29 6% L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
.ovh	2 * ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	2 1% ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR
I am not aware of any of these	3346 54% FLMQRSVW	399 79% FLMQRSVW	146 73% FLMQRSVW	111 50% FLMQRSVW	71 70% FLMQRSVW	32 31% FLMQRSVW	77 77% FLMQRSVW	66 59% FLMQRSVW	147 67% FLMQRSVW	167 83% FLMQRSVW	171 68% FLMQRSVW	537 48% FLMQRSVW	34 34% FLMQRSVW	103 50% FLMQRSVW	275 77% FLMQRSVW	96 47% FLMQRSVW	95 38% FLMQRSVW	253 37% FLMQRSVW	78 38% FLMQRSVW	107 53% FLMQRSVW	66 63% FLMQRSVW	38 37% FLMQRSVW	36 30% FLMQRSVW	46 42% FLMQRSVW	195 53% FLMQRSVW
Sigma	9688 158% FLMQRSVW	597 119% FLMQRSVW	240 120% FLMQRSVW	344 154% FLMQRSVW	135 134% FLMQRSVW	181 177% FLMQRSVW	112 112% FLMQRSVW	153 137% FLMQRSVW	303 138% FLMQRSVW	225 112% FLMQRSVW	335 134% FLMQRSVW	1994 180% FLMQRSVW	190 190% FLMQRSVW	332 161% FLMQRSVW	431 120% FLMQRSVW	325 159% FLMQRSVW	448 177% FLMQRSVW	1313 191% FLMQRSVW	382 185% FLMQRSVW	329 164% FLMQRSVW	146 139% FLMQRSVW	171 166% FLMQRSVW	228 192% FLMQRSVW	190 173% FLMQRSVW	584 158% FLMQRSVW

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q805. Which of the following new gTLDs have you personally visited when going to websites?

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2798	103	54*	112	30*	70*	23**	46*	73*	34*	79*	573	66*	103	83*	108	158	434	129	94*	39*	65*	83*	64*	175
Weighted Base	2798	103	54*	112	30*	70*	23**	46*	73*	34*	79*	573	66*	103	83*	108	158	434	129	94*	39*	65*	83*	64*	175
.email	1052 38% BCJKNO	16 16%	9 17%	52 46% ABOLJKNOT	15 50% BCLUKNOT	34 49% BCLUKNOT	8 35%	21 46% BCIJKNO	20 27%	6 18%	12 15%	218 38% BCJKNO	32 48% BCLUKNOT	28 27% B	18 22%	40 37% BCJKO	59 37% BCJKO	189 44% ABOLJKNOT	55 43% BCLUKNOT	27 29% BK	12 31% B	33 51% ABOLJKNOTU	30 36% BCKO	25 39% BCJKO	93 53% ABOLJKNOTUW
.link	726 26% BCHIKQ	8 8%	3 6%	54 48% K	5 17% K	19 27% BCIK	1 4%	6 13% K	9 12%	5 15% K	3 4%	147 26% BCIK	27 41% ABCEHUKLOQ	31 30% BCHIKQ	17 20% BCK	34 31% BCHIKQ	30 19% BCK	106 24% BCIK	52 40% ABCEHUKLOQRY	30 32% BCHIKQ	10 26% BCK	19 29% BCHIK	26 31% BCHIKQ	33 52% ABCEHUKLOQRYUW	51 29% BCHIKQ
.club	337 12% BJKW	1 1%	3 6%	15 13% BJKW	5 17% BJKW	10 14% BJKW	1 4%	2 4% BW	6 8%	-	3 4%	99 17% ABCHUKORUW	12 18% BCHUKOWX	13 13% BJKW	5 6%	19 18% BCHUKOWX	22 14% BJKW	54 12% BJKW	21 16% BHUKOWX	9 10% BW	2 5% BJKW	10 15% BJKW	1 1%	3 5% 5	21 12% BJKW
.guru	284 10% CHKLQ	5 5%	1 2%	6 5% DUKOQVX	2 7% DUKOQVX	4 6% DUKOQVX	1 4%	-	7 7% DUKOQVX	-	2 3%	39 7% BCHUKLOV	10 15% BCHUKLOV	15 15% BCHUKLOV	5 6%	8 7% BCHUKLOV	8 5% BCHUKLOV	79 18% ABCEHUKLOQR	21 16% ABCEHUKLOQR	21 22% ABCEHUKLOQR	4 10% H	3 5% H	18 22% ABCEHUKLOQR	4 6% BCHUKLOV	23 13% BCHUKLOV
.photography	249 9% BK	1 1%	3 6% K	5 4% K	3 19% BK	13 19% ABCDKORUW	-	7 15% BDKO	4 5% K	2 6% K	-	51 9% BK	8 12% BK	8 8% BK	4 5% BK	9 8% BK	17 11% BK	55 13% ABDKO	17 13% BDKO	6 6% BK	4 10% BK	6 9% BK	5 6% K	6 9% BK	15 9% BK
.realtor	146 5% K	10 10% ADIKOQVX	11 11% DUKOQVX	2 2% DUKOQVX	1 3% DUKOQVX	2 3% DUKOQVX	-	2 4% DUKOQVX	1 1% DUKOQVX	-	-	35 6% KV	4 6% KV	7 7% KV	2 2% KV	5 5% KV	5 3% ADIKQV	36 8% ADIKQV	6 5% ADIKQV	3 3% ADIKQV	1 3% ADIKQV	-	3 4% ADIKQV	1 2% DIKV	14 8% DIKV
.xyz	130 5% BW	-	2 2% BW	2 2% BW	-	2 3% BW	1 4% BW	1 2% BW	-	-	1 1%	43 8% ABDIKQW	7 11% ABDIKQW	4 4% B	4 5% BW	8 7% BDIQW	3 2% B	19 4% BDIKQW	10 8% BDIKQW	6 6% BW	-	3 5% B	-	1 2% ABDIKQW	14 8% ABDIKQW
.wang	70 3% QRY	-	-	-	-	-	-	-	-	-	-	70 12% QRY	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn--ses54g (Chinese for network address)	70 3% QRY	-	-	-	-	-	-	-	-	-	-	70 12% QRY	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn--55qx5d (Chinese for company)	55 2% R	-	-	-	-	-	-	-	-	-	-	55 10% R	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	26 1% LR	-	-	-	2 7% DHLMSY	4 6% DHLMSY	-	3 7% DHLMSY	12 16% DHLMSY	2 6% DHLMSY	3 4% DHLMSY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	8 8% ABOLJKNOTUW	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	5 6% ABCEHUKLOQR	-	-	-	-	-	-	-	-	-	-	5 6% ABCEHUKLOQR	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	972 35% DLMRSY	68 66% DLMRSY	34 63% DLMRSY	18 16% DHLMSY	14 47% DHLMSY	23 33% DS	12 52% DS	11 24% DHLMSY	40 55% DHLMSY	21 62% DHLMSY	60 76% DHLMSY	160 28% D	14 21% D	33 32% DS	51 61% DS	36 33% DS	65 41% DHLMSY	116 27% D	26 20% DMLRSY	35 37% DMLRSY	19 49% DMLRSY	19 29% D	29 35% DS	24 38% DMS	44 25% DMS
Sigma	4130 148%	117 114%	60 111%	154 138% ABOLJKNOTUW	47 157% ABOLJKNOTUW	111 159% ABOLJKNOTUW	24 104% ABOLJKNOTUW	53 115% ABOLJKNOTUW	97 133% ABOLJKNOTUW	36 106% ABOLJKNOTUW	89 113% ABOLJKNOTUW	987 172% ABOLJKNOTUW	114 173% ABOLJKNOTUW	139 135% ABOLJKNOTUW	106 128% ABOLJKNOTUW	159 147% ABOLJKNOTUW	209 132% ABOLJKNOTUW	654 151% ABOLJKNOTUW	208 161% ABOLJKNOTUW	137 146% ABOLJKNOTUW	52 133% ABOLJKNOTUW	93 143% ABOLJKNOTUW	112 135% ABOLJKNOTUW	97 152% ABOLJKNOTUW	275 157% ABOLJKNOTUW

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q811. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 343

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.email	2981 49% BCEGIJKOU	135 27% O	45 23% ABCEGHJKNPTU	131 59% BCJKO	37 37% ABCEGHJKNPTU	67 66% KO	33 33% BCEGIJKOU	52 46% KO	66 30% KO	46 23% ABCEGHJKNPTU	55 22% ABCEGHJKNPTU	617 56% ABCEGHJKNPTU	63 63% BCEGIJKOU	95 46% BCEGIJKOU	71 20% BCEGIJKOU	99 49% ABCEGHJKNPTU	163 64% ABCEGHJKNPTU	469 68% ABCEGHJKNPTU	157 76% ABCEGHJKNPTU	106 53% BCEGIJKOU	39 37% BCJKO	73 71% ABCEGHJKNPTU	80 67% ABCEGHJKNPTU	62 56% BCEGIJKOU	220 59% ABCEGHJKNPTU
.xn-55qx5d (Chinese for company)	520 47% BCEGIJKOU	-	-	-	-	-	-	-	-	-	-	520 47% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-se554g (Chinese for network address)	517 47% BCEGIJKOU	-	-	-	-	-	-	-	-	-	-	517 47% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	2617 43% BCEGIJKOU	88 18% ABCEGHJKNPTU	37 19% ABCEGHJKNPTU	128 57% BCIJKO	31 31% ABCEGHJKNPTU	56 55% BKO	27 27% BCIJKO	44 39% BCIJKO	43 20% ABCEGHJKNPTU	40 20% ABCEGHJKNPTU	40 16% ABCEGHJKNPTU	538 48% ABCEGHJKNPTU	55 55% BCEGIJKOU	90 44% BCEGIJKOU	64 18% BCEGIJKOU	84 41% ABCEGHJKNPTU	139 55% ABCEGHJKNPTU	423 62% ABCEGHJKNPTU	148 71% ABCEGHJKNPTU	91 45% BCEGIJKOU	42 40% BCIJKO	70 68% ABCEGHJKNPTU	82 69% ABCEGHJKNPTU	63 57% ABCEGHJKNPTU	194 52% ABCEGHJKNPTU
.wang	467 42% BCEGIJKOU	-	-	-	-	-	-	-	-	-	-	467 42% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-
.photography	2436 40% BCEGIJKOU	114 23% KO	42 21% ABCEGHJKNPTU	106 48% KO	30 30% ABCEGHJKNPTU	55 54% KO	28 28% KO	44 39% BCIJKO	49 22% O	40 20% ABCEGHJKNPTU	39 16% BCEGIJKOU	451 41% BCEGIJKOU	46 46% BCEGIJKOU	92 45% BCEGIJKOU	55 15% BCIJKO	72 35% ABCEGHJKNPTU	136 54% ABCEGHJKNPTU	408 59% ABCEGHJKNPTU	134 65% ABCEGHJKNPTU	87 43% BCEGIJKOU	51 49% BCEGIJKOU	53 51% ABCEGHJKNPTU	70 59% ABCEGHJKNPTU	53 48% BCEGIJKOU	181 49% ABCEGHJKNPTU
.club	2297 37% BCEGIJKOU	71 14% K	38 19% BCEGIJKOU	90 40% BK	24 24% BCEGHJKNPTU	47 46% BK	23 23% BK	34 30% BCIJKO	37 17% ABCEGHJKNPTU	36 18% ABCEGHJKNPTU	30 12% ABCEGHJKNPTU	531 48% BCEGIJKOU	43 43% BCEGIJKOU	79 38% BCEGIJKOU	59 16% BCEGIJKOU	83 41% ABCEGHJKNPTU	136 54% ABCEGHJKNPTU	373 54% ABCEGHJKNPTU	126 61% ABCEGHJKNPTU	80 40% BCEGIJKOU	28 27% BIKO	55 53% ABCEGHJKNPTU	57 48% ABCEGHJKNPTU	46 42% BCEGIJKOU	171 46% ABCEGHJKNPTU
.guru	2043 33% BCEGHJUKO	70 14% K	28 14% K	74 33% BCEGHJUKO	18 18% K	40 39% BCEGHJUKO	22 22% BJKO	25 22% BJKO	42 19% K	26 13% ABCEGHJKNPTU	19 8% ABCEGHJKNPTU	437 39% BCEIJKO	32 32% BCEGHJUKO	73 35% BCEGHJUKO	49 14% K	60 29% BCEIJKO	121 48% ABCEGHJKNPTU	390 57% ABCEGHJKNPTU	124 60% ABCEGHJKNPTU	96 48% BCJKO	30 29% BCEGHJUKO	39 38% ABCEGHJKNPTU	65 55% ABCEGHJKNPTU	30 27% BCJKO	133 36% BCEGHJUKO
.realtor	1927 31% BCEGIJKOP	117 23% IJKO	47 24% IJKO	62 28% EIJKO	16 16% K	37 36% BCEGIJKOP	19 19% K	27 24% IJKO	26 12% K	29 14% K	21 8% ABCEGHJKNPTU	435 39% EGIJKO	32 32% EGIJKO	62 30% EGIJKO	47 13% IJKO	49 24% ABCEGHJKNPTU	117 46% ABCEGHJKNPTU	332 48% ABCEGHJKNPTU	88 43% ABCEGHJKNPTU	71 35% EIJKO	32 30% BCEGHJKNPTU	38 37% ABCEGHJKNPTU	52 44% ABCEGHJKNPTU	33 30% EIJKO	138 37% ABCEGHJKNPTU
.xyz	1746 28% BCEGIJKOU	53 11% BCEIJKOU	21 11% BCEIJKOU	59 26% BCEIJKOU	16 16% K	38 37% ABCEGHJKNPTU	19 19% BCK	24 21% BCKO	29 13% K	29 14% K	17 7% ABCEGHJKNPTU	453 41% BCEGIJKOU	33 33% BCIJKO	49 24% BCIJKO	49 14% K	53 26% ABCEGHJKNPTU	103 41% ABCEGHJKNPTU	287 42% ABCEGHJKNPTU	91 44% ABCEGHJKNPTU	59 29% BCEIJKOU	15 14% K	40 39% ABCEGHJKNPTU	43 36% ABCEGHJKNPTU	33 30% BCEIJKOU	133 36% ABCEGHJKNPTU
.london	256 24% JK	-	-	-	24 24% K	41 40% AEGJK	22 22% K	33 29% JK	67 30% AJK	35 17% ABCEGHJKNPTU	34 14% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-	
.berlin	56 22% BCEGIJKOU	-	-	-	-	-	-	-	-	-	56 22% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	91 18% BCEGIJKOU	91 18% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	17 7% BCEGIJKOU	-	-	-	-	-	-	-	-	-	17 7% ABCEGHJKNPTU	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 344

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.ovh	129 52%	-	-	-	-	-	-	-	-	-	129 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	230 46%	230 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xyz	2598 42% LRS AEFLQORSTVWXY	257 51% ELQRSVXY	98 49% AEFLQORSTVWXY	114 51% AEFLQORSTVWXY	37 37% R	39 38% R	43 43% LQRSVY	55 49% AEFLQORSTVWXY	121 55% LQRSY	94 47% AEFLQORSTVWXY	130 52% AEFLQORSTVWXY	395 36% R	45 45% RS	108 52% AEFLQORSTVWXY	166 46% LQRSVY	95 47% LQRSY	94 37% R	220 32% AEFLQORSTVWXY	68 33% R	84 42% AEFLQORSTVWXY	62 59% AEFLQORSTVWXY	36 35% LRS	55 46% AEFLQORSTVWXY	41 37% R	141 38% R
.london	448 41% E	-	-	-	32 32%	38 37%	40 40%	46 41%	90 41%	90 45% E	112 45% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	2473 40% LQRS AEFLQORSTVWXY	221 44% LQRS	86 43% QRS	107 48% AEFLQORSTVWXY	36 36% R	42 41% R	42 42% LQRS	52 46% AEFLQORSTVWXY	127 58% AEFLQORSTVWXY	95 47% AEFLQORSTVWXY	122 49% AEFLQORSTVWXY	407 37% R	43 43% QR	95 46% LQRSXY	167 47% AEFLQORSTVWXY	96 47% AEFLQORSTVWXY	80 32% R	195 28% AEFLQORSTVWXY	68 33% R	83 41% QR	49 47% LQRS	38 37% R	47 39% R	38 35% R	137 37% R
.guru	2392 39% LQRS AEFLQORSTVWXY	249 50% AEFLQORSTVWXY	94 47% AEFLQORSTVWXY	99 44% AEFLQORSTVWXY	36 36% RS	39 38% RS	40 40% RS	56 50% AEFLQORSTVWXY	112 51% AEFLQORSTVWXY	97 48% AEFLQORSTVWXY	130 52% AEFLQORSTVWXY	401 36% RS	41 41% RS	85 41% QRS	165 46% AEFLQORSTVWXY	88 43% QRST	80 32% RS	154 22% AEFLQORSTVWXY	46 22% AEFLQORSTVWXY	65 32% RS	53 50% AEFLQORSTVWXY	39 38% RS	40 34% RS	42 38% RS	141 38% RS
.berlin	93 37%	-	-	-	-	-	-	-	-	-	93 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.club	2169 35% LQRSVY AEFLQORSTVWXY	247 49% AEFLQORSTVWXY	85 43% AEFLQORSTVWXY	90 40% LQRSVY	32 32% S	31 30% S	38 38% QRS	48 43% LQRSVY	119 54% AEFLQORSTVWXY	89 44% AEFLQORSTVWXY	118 47% AEFLQORSTVWXY	334 30% RS	36 36% QRS	83 40% LQRSVY	151 42% AEFLQORSTVWXY	65 32% RS	64 25% R	161 23% AEFLQORSTVWXY	42 20% QRS	71 35% AEFLQORSTVWXY	55 52% AEFLQORSTVWXY	26 25% RS	41 34% RS	33 30% RS	110 30% RS
.wang	382 34%	-	-	-	-	-	-	-	-	-	-	382 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
.photography	2079 34% FQRSY AEFLQORSTVWXY	214 43% AEFLQORSTVWXY	87 44% AEFLQORSTVWXY	73 33% RS	28 28% S	25 25% S	34 34% RS	39 35% RS	109 50% AEFLQORSTVWXY	86 43% AEFLQORSTVWXY	105 42% AEFLQORSTVWXY	390 35% FQRSY	34 34% RS	78 38% FQRSVY	160 45% AEFLQORSTVWXY	78 38% FQRSVY	66 26% R	138 20% AEFLQORSTVWXY	39 19% AEFLQORSTVWXY	64 32% RS	36 34% RS	27 26% RS	33 28% RS	31 28% RS	105 28% RS
.xn-ses554g (Chinese for network address)	360 32%	-	-	-	-	-	-	-	-	-	-	360 32%	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	356 32%	-	-	-	-	-	-	-	-	-	-	356 32%	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	1925 31% DQRSVXY AEFLQORSTVWXY	226 45% AEFLQORSTVWXY	85 43% AEFLQORSTVWXY	54 24% S	26 26% S	27 26% S	35 35% DQRSVXY	40 36% DQRSVXY	104 47% AEFLQORSTVWXY	88 44% AEFLQORSTVWXY	108 43% AEFLQORSTVWXY	324 29% RSV	24 24% DELMQRSVWXY	77 37% AEFLQORSTVWXY	152 42% AEFLQORSTVWXY	67 33% DQRSVXY	61 24% S	133 19% AEFLQORSTVWXY	33 16% AEFLQORSTVWXY	62 31% RSV	39 37% DMQRSVWXY	16 16% RS	28 24% RS	24 22% RS	92 25% RSV
.email	1668 27% LQRSVY AEFLQORSTVWXY	192 38% AEFLQORSTVWXY	82 41% AEFLQORSTVWXY	59 26% QRSVY	22 22% S	19 19% S	30 30% QRSVY	33 29% QRSVY	87 40% AEFLQORSTVWXY	81 40% AEFLQORSTVWXY	89 36% AEFLQORSTVWXY	274 25% QRSVY	20 20% S	73 35% AEFLQORSTVWXY	147 41% AEFLQORSTVWXY	59 29% QRSVY	41 16% AEFLQORSTVWXY	103 15% AEFLQORSTVWXY	21 10% QRSVY	56 28% AEFLQORSTVWXY	46 44% AEFLQORSTVWXY	15 15% RS	23 19% S	26 24% RS	70 19% S

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811. How likely are you to visit the following new gTLDs in the future?  
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

14 Mar 2015  
Table 345

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Respondent 3 or 4	3629	192	76	153	44	73	39	61	95	57	79	753	74	135	85	120	179	549	176	134	66	83	90	73	243
	59%	38%	38%	69%	44%	72%	39%	54%	43%	28%	32%	68%	74%	66%	24%	59%	71%	80%	85%	67%	63%	81%	76%	66%	66%
	BCEGIJKO	JO	JO	ABCEGHUKOP	JKO	ABCEGHUKOP	O	BCGJKO	JKO		O	ABCEGHUKOP	ABCEGHUKOP	BCEGIJKO		BCEGIJKO	ABCEGHUKOP	ABCEGHUKOP	ABCEGHUKOP	ABCEGHUKO	BCEGIJKO	ABCEGHUKOPUY	BCEGIJKO	ABCEGHUKO	ABCEGHUKO

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q811\_1. How likely are you to visit the following new gTLDs in the future?  
1. .email

14 Mar 2015  
Table 346

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2981 49%	135 27%	45 23%	131 59%	37 37%	67 66%	33 33%	52 46%	66 30%	46 23%	55 22%	617 56%	63 63%	95 46%	71 20%	99 49%	163 64%	469 68%	157 76%	106 53%	39 37%	73 71%	80 67%	62 56%	220 59%
	BCEGIJKOU	O		ABCEGHIJKOU	BCJKO	ABCEGHIJKOU	KO	BCGIJKO	KO			ABCEGHIJKOU	ABCEGHIJKOU	BCGIJKO		BCGIJKO	ABCEGHIJKOU	ABCEGHIJKOU	ABCEGHIJKOU	BCCEGIJKOU	BCJKO	ABCEGHIJKOU	ABCEGHIJKOU	BCEGIJKOU	ABCEGHIJKOU
Very likely	1324 22%	28 6%	14 7%	57 26%	7 7%	36 35%	5 5%	17 15%	23 10%	12 6%	14 6%	287 26%	35 35%	28 14%	13 4%	30 15%	93 37%	262 38%	75 36%	59 29%	14 13%	37 36%	46 39%	23 21%	109 29%
	BCCEGIJKNOFU			BCCEGIJKNOFU		ABCEGHIJKNOFU		BCGJKO	BO			ABCEGHIJKNOFU	ABCEGHIJKNOFU	BCGJKO		BCGJKO	ABCEGHIJKNOFU	ABCEGHIJKNOFU	ABCEGHIJKNOFU	ABCEGHIJKNOFU	BGJKO	ABCEGHIJKNOFU	ABCEGHIJKNOFU	BCEGIJKO	ABCEGHIJKNOFU
Somewhat likely	1657 27%	107 21%	31 16%	74 33%	30 30%	31 30%	28 28%	35 31%	43 20%	34 17%	41 16%	330 30%	28 28%	67 33%	58 16%	69 34%	70 28%	207 30%	82 40%	47 23%	25 24%	36 35%	34 29%	39 35%	111 30%
	BCIJKO			ABCIJOT	CIJKO	BCIJKO	CJKO	BCIJKO				ABCIJKO	CJKO	BCIJKOT		ABCIJKOT	CIJKO	ABCIJKO	ABCEGHIJKOTUNWY	CO		BCIJKOT	CJKO	ABCIJKOT	BCIJKO
BOTTOM 2 BOX (NET)	1668 27%	192 38%	82 41%	59 26%	22 22%	19 19%	30 30%	33 29%	87 40%	81 40%	89 36%	274 25%	20 20%	73 35%	147 41%	59 29%	41 16%	103 15%	21 10%	56 28%	46 44%	15 15%	23 19%	26 24%	70 19%
	LQRSVY	AEFLMQRSTVWY	AEFLMQRSTVWY	QRSVY	S	S	QRSVY	QRSVY	AEFLMQRSTVWY	AEFLMQRSTVWY	AEFLMQRSTVWY	QRSVY	S	AEFLMQRSTVWY	AEFLMQRSTVWY	QRSVY			QRSVY	AEFLMQRSTVWY			S	RS	S
Somewhat unlikely	738 12%	62 12%	28 14%	29 13%	11 11%	9 9%	18 18%	17 15%	36 16%	33 16%	33 13%	140 13%	11 11%	31 18%	63 18%	28 14%	21 8%	50 7%	13 6%	19 9%	20 19%	9 9%	4 3%	16 15%	37 10%
	RSW	RSW	RSW	RSW	W		QRSTWY	QRSW	AQRSTWY	QRSTWY	RSW	RSW	W	QRSW	ABFLORSTVWY	RSW				W	AFORSTVWY			RSW	W
Very unlikely	930 15%	130 26%	54 27%	30 13%	11 11%	10 10%	12 12%	16 14%	51 23%	48 24%	56 22%	134 12%	9 9%	42 20%	84 23%	31 15%	20 8%	53 8%	8 4%	37 18%	26 25%	6 6%	19 16%	10 9%	33 9%
	LQRSVY	AEFLMQRSTVWY	AEFLMQRSTVWY	QRSVY	S	S	S	RSV	AEFLMQRSTVWY	AEFLMQRSTVWY	AEFLMQRSTVWY	RS		AEFLMQRSTVWY	AEFLMQRSTVWY	QRSVY			LMQRSVXY	AEFLMQRSTVWY			QRSVY		S
Not sure	1495 24%	175 35%	73 37%	33 15%	42 42%	16 16%	37 37%	27 24%	67 30%	74 37%	106 42%	219 20%	17 17%	38 18%	140 39%	46 23%	49 19%	115 17%	29 14%	39 19%	20 19%	15 15%	16 13%	22 20%	80 22%
	DFLNRSWW	AEFLMQRSTVWY	AEFLMQRSTVWY		ABCEGHIJKOTUNWY			DSW							DSW										DS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q811\_2. How likely are you to visit the following new gTLDs in the future?  
2. .photography

14 Mar 2015  
Table 347

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2436	114	42	106	30	55	28	44	49	40	39	451	46	92	55	72	136	408	134	87	51	53	70	53	181
		40%	23%	21%	48%	30%	54%	28%	39%	22%	20%	16%	41%	46%	45%	15%	35%	54%	59%	65%	43%	49%	51%	59%	48%	49%
		BCEGIJKO	KO	ABCEGIJKOP	KO	ABCEGIJKOP	KO	BCIJKO	O	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP
Very likely		843	23	10	36	5	23	2	9	15	11	6	144	24	22	11	15	66	178	52	35	16	19	32	18	71
		14%	5%	5%	16%	5%	23%	2%	8%	7%	5%	2%	13%	24%	11%	3%	7%	26%	26%	25%	17%	15%	18%	27%	16%	19%
		BCEGIJKOP	BCEGIJKOP	BCEGIJKOP	BCEGIJKOP	BCEGIJKOP	BCEGIJKOP	GKO	KO	KO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	KO	BCIJKO	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP	ABCEGIJKOP
Somewhat likely		1593	91	32	70	25	32	26	35	34	29	33	307	22	70	44	57	70	230	82	52	35	34	38	35	110
		26%	18%	16%	31%	25%	31%	26%	31%	15%	14%	13%	28%	22%	34%	12%	28%	28%	33%	40%	26%	33%	33%	32%	32%	30%
		BCIJKO	O	BCIJKO	IJKO	BCIJKO	CIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	KO	ABCEIJKO	BCIJKO	BCIJKO	BCIJKO	ABCEIJKO	ABCEIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO	BCIJKO
BOTTOM 2 BOX (NET)		2079	214	87	73	28	25	34	39	109	86	105	390	34	78	160	78	66	138	39	64	36	27	33	31	105
		34%	43%	44%	33%	28%	25%	34%	35%	50%	43%	42%	35%	34%	38%	45%	38%	26%	20%	19%	32%	34%	26%	28%	28%	28%
		FQRSY	ADFLORSYVWXY	ADFLORSYVWXY	RS	RS	RS	RS	RS	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	FQRSY	RS	FQRSY	ADFLORSYVWXY	FQRSY	R	R	RS	RS	RS	RS	RS	RS	RS
Somewhat unlikely		979	73	28	39	17	13	20	21	36	34	41	223	17	32	70	38	28	77	28	22	14	16	11	19	62
		16%	15%	14%	17%	17%	13%	20%	19%	16%	17%	16%	20%	17%	16%	20%	19%	11%	11%	14%	11%	13%	16%	9%	17%	17%
		QRTW	QRW	QRW	QRTW	QRTW	QRTW	QRTW	QRTW	R	R	R	ABCQRSTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW	QRTW
Very unlikely		1100	141	59	34	11	12	14	18	73	52	64	167	17	46	90	40	38	61	11	42	22	11	22	12	43
		18%	28%	30%	15%	11%	12%	14%	16%	33%	26%	26%	15%	17%	22%	25%	20%	15%	9%	5%	21%	21%	11%	18%	11%	12%
		LRSY	ADFLORSYVWXY	ADFLORSYVWXY	RS	S	S	S	RS	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	RS	RS	EFLORSYVXY	ADFLORSYVWXY	RSVXY	RS	ELRSYVXY	ELRSYVXY	RSVXY	RS	RS	RS	RS	S
Not sure		1629	174	71	44	43	22	38	29	62	75	106	269	20	36	143	54	51	141	34	50	18	23	16	26	84
		27%	35%	36%	20%	43%	22%	38%	26%	28%	37%	42%	24%	20%	17%	40%	26%	20%	21%	16%	25%	17%	22%	13%	24%	23%
		DNQRSUW	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	ADFLORSYVWXY	SW	DNQRSUW	ADFLORSYVWXY	ADFLORSYVWXY	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW	NSW
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q811\_3. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 348

3. .link

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philip-ines	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2617 43%	88 18%	37 19%	128 57%	31 31%	56 55%	27 27%	44 39%	43 20%	40 20%	40 16%	538 48%	55 55%	90 44%	64 18%	84 41%	139 55%	423 62%	148 71%	91 45%	42 40%	70 68%	82 69%	63 57%	194 52%
	BCEGJUKO			ABCEGLKNOPTU	BCIJKO	ABCEGLKNOPTU	BKO	BCIJKO			ABCEGLKO	ABCEGLKNOPTU	BCEGJUKO		BCGLJKO	ABCEGLKNOPTU	ABCEGLKNOPTU	ABCEGLKNOPTU		BCEGLJKO	BCIJKO	ABCEGLKNOPTU	ABCEGLKNOPTU	ABCEGLKNOPTU	ABCEGLKNOPTU
Very likely	995 16%	16 3%	11 6%	45 20%	7 7%	23 23%	4 4%	14 13%	12 5%	10 5%	8 3%	218 20%	20 20%	25 12%	10 3%	27 13%	61 24%	190 28%	65 31%	43 21%	13 12%	31 30%	43 36%	24 22%	75 20%
	BCEGJUKO			BCEGLKNO		BCEGLKNOPT		BCEGLKNO			ABCEGLKNOPT	BCEGLJKO	BCGLJKO		BCGLJKO	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	BCGLJKO	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT
Somewhat likely	1622 26%	72 14%	26 13%	83 37%	24 24%	33 32%	23 23%	30 27%	31 14%	30 15%	32 13%	320 29%	35 29%	65 32%	54 15%	57 28%	78 31%	233 34%	83 40%	48 24%	29 28%	39 38%	39 33%	39 35%	119 32%
	BCIJKO			ABCEGLKNOPT	BCIKO	BCIJKO		BCIK	BCIJKO		ABCIJKO	ABCIJKOT	BCIJKO		BCIJKO	BCIJKO	BCIJKO	ABCEGLKNOPT	ABCEGLKNOPT	BCIJKO	BCIJKO	ABCEGLKNOPT	BCIJKO	ABCEGLKNOPT	ABCIJKOT
BOTTOM 2 BOX (NET)	1925 31%	226 45%	85 43%	54 24%	26 26%	27 26%	35 35%	40 36%	104 47%	88 44%	108 43%	324 29%	24 24%	77 37%	152 42%	67 33%	61 24%	133 19%	33 16%	62 31%	39 37%	16 16%	28 24%	24 22%	92 25%
	DQRSVXY	ABCEGLKNOPT	ABCEGLKNOPT	S	S	DQRSVXY	DQRSVXY	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	RSV			DELMQRSVXY	ABCEGLKNOPT	DQRSVXY			RSV	DMQRSVXY					RSV
Somewhat unlikely	885 14%	81 16%	29 15%	19 9%	14 14%	13 13%	20 20%	22 20%	35 16%	36 18%	42 17%	179 16%	16 16%	31 15%	67 19%	34 17%	32 13%	73 11%	22 11%	25 12%	15 14%	8 8%	9 8%	14 13%	49 13%
	DRW	DRW				DRSW	DRSW	DRW	DRSW	DRW	DRSW		D	DW	ADORSVWY	DRW									
Very unlikely	1040 17%	145 29%	56 28%	35 16%	12 12%	14 14%	15 15%	18 16%	69 31%	52 26%	66 26%	145 13%	8 8%	46 22%	85 24%	33 16%	29 11%	60 9%	11 5%	37 18%	24 23%	8 8%	19 16%	10 9%	43 12%
	LMQRSVXY	ABCEGLKNOPT	ABCEGLKNOPT	RS	S	S	RS	RS	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	RS		AELMQRSVXY	ABCEGLKNOPT	RSV	S		LMQRSVXY	ELMQRSVXY		RS			
Not sure	1602 26%	188 37%	78 39%	41 18%	44 44%	19 19%	38 38%	28 25%	73 33%	73 36%	102 41%	248 22%	21 21%	39 19%	142 40%	53 26%	53 21%	131 19%	26 13%	48 24%	24 23%	17 17%	9 8%	23 21%	84 23%
	DLNRSVW	ABCEGLKNOPT	ABCEGLKNOPT	W	W	W	SW	SW	ABCEGLKNOPT	ABCEGLKNOPT	ABCEGLKNOPT	SW		W	W	RSW	SW	SW	SW	SW	SW	W		W	SW
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q811\_4. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 349

4. .guru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philip-ines	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2043 33%	70 14%	28 14%	74 33%	18 18%	40 39%	22 22%	25 22%	42 19%	26 13%	19 8%	437 39%	32 32%	73 35%	49 14%	60 29%	121 48%	390 57%	124 60%	96 48%	30 29%	39 38%	65 55%	30 27%	133 36%
Very likely	695 11%	20 4%	7 4%	14 6%	5 5%	18 18%	3 3%	2 2%	14 6%	8 4%	6 2%	143 13%	18 18%	11 5%	8 2%	8 4%	54 21%	180 26%	38 18%	40 20%	8 8%	10 10%	28 24%	7 6%	45 12%
Somewhat likely	1348 22%	50 10%	21 11%	60 27%	13 13%	22 22%	19 19%	23 21%	28 13%	18 9%	13 5%	294 26%	14 14%	62 30%	41 11%	52 25%	67 26%	210 31%	86 42%	56 28%	22 21%	29 28%	37 31%	23 21%	88 24%
BOTTOM 2 BOX (NET)	2392 39%	249 50%	94 47%	99 44%	36 36%	39 38%	40 40%	56 50%	112 51%	97 48%	130 52%	401 36%	41 41%	85 41%	165 46%	88 43%	80 32%	154 22%	46 22%	65 32%	53 50%	39 38%	40 34%	42 38%	141 38%
Somewhat unlikely	1099 18%	87 17%	29 15%	49 22%	21 21%	19 19%	25 25%	28 25%	34 15%	34 17%	42 17%	220 20%	23 23%	38 18%	72 20%	39 19%	39 15%	85 12%	33 16%	24 12%	24 23%	20 19%	11 9%	22 20%	81 22%
Very unlikely	1293 21%	162 32%	65 33%	50 22%	15 15%	20 20%	15 15%	28 25%	78 35%	63 31%	88 35%	181 16%	18 18%	47 23%	93 26%	49 24%	41 16%	69 10%	13 6%	41 20%	29 28%	19 18%	29 24%	20 18%	60 16%
Not sure	1709 28%	183 36%	78 39%	50 22%	47 47%	23 23%	38 38%	31 28%	66 30%	78 39%	101 40%	272 25%	27 27%	48 23%	144 40%	56 27%	52 21%	143 21%	37 18%	40 20%	22 21%	25 24%	14 12%	38 35%	96 26%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q811\_5. How likely are you to visit the following new gTLDs in the future?  
5. .realtor

14 Mar 2015  
Table 350

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1927 31%	117 23%	47 24%	62 28%	16 16%	37 36%	19 19%	27 24%	26 12%	29 14%	21 8%	435 39%	32 32%	62 30%	47 13%	49 24%	117 46%	332 48%	88 43%	71 35%	32 30%	38 37%	52 44%	33 30%	138 37%
	BCEGIJUKOP	IJKO	IJKO	EIJKO	K	BCEGIJUKOP	K	IJKO		K		BCEGIJUKOP	EGEIJKO	EGEIJKO		IJKO	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	EIJKO	BCEGIJUKOP	BCEGIJUKOP	EIJKO	BCEGIJUKOP
Very likely	563 9%	25 5%	9 5%	12 5%	5 5%	17 17%	1 1%	6 5%	8 4%	7 3%	5 2%	130 12%	13 13%	8 4%	6 2%	11 5%	44 17%	129 19%	26 13%	22 11%	5 5%	8 8%	13 11%	8 7%	45 12%
	BCDGIJUKNO	KO	O	KO	BCEGIJUKOP			O			BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP			O	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP	BCEGIJUKOP
Somewhat likely	1364 22%	92 18%	38 19%	50 22%	11 11%	20 20%	18 18%	21 19%	18 8%	22 11%	16 6%	305 27%	19 19%	54 26%	41 11%	38 19%	73 29%	203 30%	62 30%	49 24%	27 26%	30 29%	39 33%	25 23%	93 25%
	BEIJKO	IJKO	IJKO	EIJKO		IJKO	IK	IJO				ABCEGIJUKOP	IKO	BEIJKO	K	IJKO	ABCEGIJUKOP	ABCEGIJUKOP	ABCEGIJUKOP	EIJKO	EIJKO	BCEIJKOP	ABCEGIJUKOP	EIJKO	BEIJKO
BOTTOM 2 BOX (NET)	2473 40%	221 44%	86 43%	107 48%	36 36%	42 41%	42 42%	52 46%	127 58%	95 47%	122 49%	407 37%	43 43%	95 46%	167 47%	96 47%	80 32%	195 28%	68 33%	83 41%	49 47%	38 37%	47 39%	38 35%	137 37%
	LQRS	LQRSY	QRS	AELORSXY		R	R	LQRS	AELORSXY	ALORSXY	AELORSXY	R	QR	LORSXY	ALORSXY	ALORSXY				QR	LQRS		R		
Somewhat unlikely	1170 19%	77 15%	29 15%	58 26%	20 20%	21 21%	26 26%	25 22%	42 19%	34 17%	42 17%	230 21%	18 18%	46 22%	75 21%	44 22%	32 13%	117 17%	48 23%	28 14%	19 18%	21 20%	17 14%	22 20%	79 21%
	BQ			ABCIKORTW			BCORTW					BCQT		BCQT	BQT	BQT		BCQT							BCQT
Very unlikely	1303 21%	144 29%	57 29%	49 22%	16 16%	21 21%	16 16%	27 24%	85 39%	61 30%	80 32%	177 16%	25 25%	49 24%	92 26%	52 25%	48 19%	78 11%	20 10%	55 27%	30 29%	17 17%	30 25%	16 15%	58 16%
	LRSY	AELORSXY	AELORSXY	LRS		RS		LRSY	AELORSXY	AELORSXY	AELORSXY	RS	LRSY	LRSY	AELRSXY	LRSXY	RS		AELORSXY	EGLORSXY			LRSXY		RS
Not sure	1744 28%	164 33%	67 34%	54 24%	49 49%	23 23%	39 39%	33 29%	67 30%	77 38%	107 43%	268 24%	25 25%	49 24%	144 40%	59 29%	56 22%	160 23%	51 25%	47 23%	24 23%	27 26%	20 17%	39 35%	95 26%
	LQRW	ADFLNQRSTUWY	DILNQRSTWY				ADFLNQRSTUWY		W	LQRW		ADFLNQRSTUWY				ADFLNQRSTUWY							DFLNQRSTUWY		W
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q811\_6. How likely are you to visit the following new gTLDs in the future?  
6. .club

14 Mar 2015  
Table 351

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2297 37%	71 14%	38 19%	90 40%	24 24%	47 46%	23 23%	34 30%	37 17%	36 18%	30 12%	531 48%	43 43%	79 38%	59 16%	83 41%	136 54%	373 54%	126 61%	80 40%	28 27%	55 53%	57 48%	46 42%	171 46%
	BCEGIJKOU		K	BCEGIJKOU	BK	BCEGIJKOU	BK	BCIJKO				ABCEGIJKNOU	BCEGIJKOU	BCEGIJKOU		BCEGIJKOU	ABCEGIJKNOU	ABCEGIJKNOU	ABCEGIJKNOU	BCEGIJKOU	BIKO	ABCEGIJKNOU	ABCEGIJKOU	BCEGIJKOU	ABCEGIJKOU
Very likely	753 12%	13 3%	9 5%	22 10%	6 6%	23 23%	2 2%	7 6%	11 5%	9 4%	6 2%	180 16%	21 21%	14 7%	12 3%	26 13%	64 25%	138 20%	50 24%	27 13%	6 6%	16 16%	15 13%	9 8%	67 18%
	BCGHIJKNOU			BCGJKO		ABCEGIJKNOU		B				ABCEGIJKNOU	ABCEGIJKNOU	BK		BCGIJKNO	ABCEGIJKNOU	ABCEGIJKNOU	ABCEGIJKNOU	BCGIJKNOU	BCEGIJKNOU	BCGIJKO	BGKO	ABCEGIJKNOU	
Somewhat likely	1544 25%	58 12%	29 15%	68 30%	18 18%	24 24%	21 21%	27 24%	26 12%	27 13%	24 10%	351 32%	22 22%	65 32%	47 13%	57 28%	72 28%	235 34%	76 37%	53 26%	22 21%	39 38%	42 35%	37 34%	104 28%
	BCIJKO			BCEIJKO	K	BIJKO	BIK	BCIJKO				ABCEGIJKNOU	BIKO	ABCEIJKO		BCIJKO	BCEIJKO	ABCEGIJKNOU	ABCEGIJKNOU	BCIJKO	BIKO	ABCEGIJKNOU	ABCEGIJKMOU	ABCEGIJKOU	BCEIJKO
BOTTOM 2 BOX (NET)	2169 35%	247 49%	85 43%	90 40%	32 32%	31 30%	38 38%	48 43%	119 54%	89 44%	118 47%	334 30%	36 36%	83 40%	151 42%	65 32%	64 25%	161 23%	42 20%	71 35%	55 52%	26 25%	41 34%	33 30%	110 30%
	LQRSVY		AFLPORSVY	LQRSVY	S		QRS	LQRSVY	AEFLPORSVY	AEFLPORSVY		RS	QRS	LQRSVY	AFLPORSVY	RS				QRS	AEFLPORSVY		RS		RS
Somewhat unlikely	1000 16%	77 15%	27 14%	45 20%	15 15%	16 16%	24 24%	26 23%	43 20%	31 15%	45 18%	180 16%	20 20%	40 19%	65 18%	27 13%	34 13%	87 13%	29 14%	28 14%	24 23%	17 17%	15 13%	19 17%	66 18%
	R			QR			ABCLPQRSTW	ABCPQRSTW	R			R	R	R	R	R	R	R	R	CPQRTW					R
Very unlikely	1169 19%	170 34%	58 29%	45 20%	17 17%	15 15%	14 14%	22 20%	76 35%	58 29%	73 29%	154 14%	16 16%	43 21%	86 24%	38 19%	30 12%	74 11%	13 6%	43 21%	31 30%	9 9%	26 22%	14 13%	44 12%
	LQRSVY		AEFLPORSVY	LQRSVY	S	S	S	RSVY	AEFLPORSVY	AEFLPORSVY		S	S	LQRSVY	AFLPORSVY	QRSVY	S		LQRSVY	AEFLPORSVY		LQRSVY			S
Not sure	1678 27%	184 37%	77 39%	43 19%	45 45%	24 24%	39 39%	30 27%	64 29%	76 38%	102 41%	245 22%	21 21%	44 21%	148 41%	56 27%	53 21%	153 22%	39 19%	50 25%	22 21%	22 21%	21 18%	31 28%	89 24%
	DLQRSW		AEFLPORSVY		AEFLPORSVY		AEFLPORSVY		DLQRSW	AEFLPORSVY	AEFLPORSVY				DSW										
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q811\_7. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 352

7. .xyz

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1746 28%	53 11%	21 11%	59 26%	16 16%	38 37%	19 19%	24 21%	29 13%	29 14%	17 7%	453 41%	33 33%	49 24%	49 14%	53 26%	103 41%	287 42%	91 44%	59 29%	15 14%	40 39%	43 36%	33 30%	133 36%
BCEGJIKOU					K	ACEDEGHANOPU	BCK	BCKO	K			ABCEDEGHANOPU	BCEGJIKOU	BCIJKU	K	BCEJIKOU	ABCEDEGHANOPU	ABCEDEGHANOPU	BCEJIKOU	K		BCEGHJKNOU	BCEJIKOU	ABCEDEGHANOPU	
Very likely	542 9%	11 2%	10 5%	14 6%	6 6%	17 17%	2 2%	4 4%	11 5%	7 3%	6 2%	147 13%	12 12%	10 5%	11 3%	10 5%	34 13%	106 15%	27 13%	20 10%	3 3%	8 8%	10 8%	7 6%	49 13%
BGHJKNOPU			B	BK	B	ABCEDEGHANOPU			B			ABCEDEGHANOPU	BGHJKNOPU			ABCEDEGHANOPU	ABCEDEGHANOPU	ABCEDEGHANOPU	BGHJKOU		BKO	BGKO	B	ABCEDEGHANOPU	
Somewhat likely	1204 20%	42 8%	11 6%	45 20%	10 10%	21 21%	17 17%	20 18%	18 8%	22 11%	11 4%	306 28%	21 21%	39 19%	38 11%	43 21%	69 27%	181 26%	64 31%	39 19%	12 11%	32 31%	33 28%	26 24%	84 23%
BCEJIKOU		K			BCEJIKO	BCEJIKO	BCIK	BCIKO	CK			ABCEDEGHANOPU	BCEJIKO	BCEJIKO	CK	BCEJIKO	ABCEDEGHANOPU	ABCEDEGHANOPU	BCEJIKO		K	ABCEDEGHANOPU	ABCEJIKOU	BCEJIKOU	BCEJIKO
BOTTOM 2 BOX (NET)	2598 42%	257 51%	98 49%	114 51%	37 37%	39 38%	43 43%	55 49%	121 55%	94 47%	130 52%	395 36%	45 45%	108 52%	166 46%	95 47%	94 37%	220 32%	68 33%	84 42%	62 59%	36 35%	55 46%	41 37%	141 38%
LRS	AEFLQRSVXY	ELQRSVXY	AEFLQRSVXY	AEFLQRSVXY			R	LQRSVY	AEFLQRSVXY	LQRSY	AEFLQRSVXY		RS	AEFLQRSVXY	LQRSVY	LQRSY		220 32%	68 33%	84 42%	62 59%	36 35%	55 46%	41 37%	141 38%
Somewhat unlikely	1143 19%	77 15%	28 14%	57 26%	19 19%	19 19%	25 25%	29 26%	31 14%	32 16%	41 16%	218 20%	24 24%	47 23%	76 21%	43 21%	41 16%	110 16%	50 24%	25 12%	19 18%	16 16%	19 16%	22 20%	75 20%
BT							BCIRT	ABCIUKORT				BT	BCIRT	BCIRT	BCIRT	T		ABCIUKORT							
Very unlikely	1455 24%	180 36%	70 35%	57 26%	18 18%	20 20%	18 18%	26 23%	90 41%	62 31%	89 36%	177 16%	21 21%	61 30%	90 25%	52 25%	53 21%	110 16%	18 9%	59 29%	43 41%	20 19%	36 30%	19 17%	66 18%
LRSY	AEFLQRSVXY	AEGLQRSVXY	LRSY		S	S	S	LS	AEFLQRSVXY	AEFLQRSVXY	AEGLQRSVXY		S	AEGLQRSY	LRSY	LRSY	S		AEGLQRSY	AEGLQRSVXY		S	EGLRSY	S	S
Not sure	1800 29%	192 38%	81 41%	50 22%	48 48%	25 25%	38 38%	33 29%	70 32%	78 39%	103 41%	262 24%	22 22%	49 24%	143 40%	56 27%	56 22%	180 26%	48 23%	58 29%	28 27%	27 26%	21 18%	36 33%	96 26%
DLQSW	AEFLQRSVXY	AEGLQRSVXY					DFLMGRORSY	W	DLQSW	AEFLQRSVXY	AEGLQRSVXY			AEFLQRSVXY		W		AEGLQRSVXY						DLQW	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q811\_8. How likely are you to visit the following new gTLDs in the future?  
8. .berlin

14 Mar 2015  
Table 353

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	..	..	..	..	..	..	..	..	..	250	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	250	..	..	..	..	..	..	..	..	..	250	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	56 22%	-	-	-	-	-	-	-	-	-	56 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	17 7%	-	-	-	-	-	-	-	-	-	17 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	39 16%	-	-	-	-	-	-	-	-	-	39 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	93 37%	-	-	-	-	-	-	-	-	-	93 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	37 15%	-	-	-	-	-	-	-	-	-	37 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	56 22%	-	-	-	-	-	-	-	-	-	56 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	101 40%	-	-	-	-	-	-	-	-	-	101 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q811\_9. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 354

9. .ovh

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	17 7%	-	-	-	-	-	-	-	-	-	17 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	14 6%	-	-	-	-	-	-	-	-	-	14 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	129 52%	-	-	-	-	-	-	-	-	-	129 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	39 16%	-	-	-	-	-	-	-	-	-	39 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	90 36%	-	-	-	-	-	-	-	-	-	90 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	104 42%	-	-	-	-	-	-	-	-	-	104 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811\_10. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 355

10. .london

Base: All Qualified Respondents

		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	1086	-**	-**	-**	101	102	100	112	220	201	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1086	-**	-**	-**	101	102	100	112	220	201	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	256 24% JK	-	-	-	24 24% K	41 40% AEGJK	22 22% JK	33 29% JK	67 30% AJK	35 17% JK	34 14% JK	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very likely	72 7% K	-	-	-	8 8% K	16 16% AGHJK	3 3% JK	5 4% AGHJK	25 11% AJK	9 4% JK	6 2% JK	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat likely	184 17% K	-	-	-	16 16% AJK	25 25% AJK	19 19% AJK	28 25% AJK	42 19% K	26 13% JK	28 11% JK	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	448 41% E	-	-	-	32 32% E	38 37% E	40 40% E	46 41% E	90 41% E	90 45% E	112 45% E	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat unlikely	191 18% E	-	-	-	19 19% E	19 19% E	24 24% I	21 19% I	30 14% E	33 16% E	45 18% E	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very unlikely	257 24% E	-	-	-	13 13% E	19 19% E	16 16% E	25 22% E	60 27% EG	57 28% EG	67 27% EG	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not sure	382 35% FI	-	-	-	45 45% AFHI	23 23% AFHI	38 38% F	33 29% F	63 29% FI	76 38% FI	104 42% AFHI	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	1086 100%	-	-	-	101 100% AFHI	102 100% AFHI	100 100% F	112 100% F	220 100% FI	201 100% FI	250 100% AFHI	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811\_11. How likely are you to visit the following new gTLDs in the future?

14 Mar 2015  
Table 356

11. .nyc

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	91 18%	91 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	18 4%	18 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	73 15%	73 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	230 46%	230 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	74 15%	74 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	156 31%	156 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	181 36%	181 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811\_12. How likely are you to visit the following new gTLDs in the future?  
12. .wang

14 Mar 2015  
Table 357

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	467 42%	-	-	-	-	-	-	-	-	-	-	467 42%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	161 15%	-	-	-	-	-	-	-	-	-	-	161 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	306 28%	-	-	-	-	-	-	-	-	-	-	306 28%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	382 34%	-	-	-	-	-	-	-	-	-	-	382 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	213 19%	-	-	-	-	-	-	-	-	-	-	213 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	169 15%	-	-	-	-	-	-	-	-	-	-	169 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	261 24%	-	-	-	-	-	-	-	-	-	-	261 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811\_13. How likely are you to visit the following new gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 358

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	517 47%	-	-	-	-	-	-	-	-	-	-	517 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	200 18%	-	-	-	-	-	-	-	-	-	-	200 18%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	317 29%	-	-	-	-	-	-	-	-	-	-	317 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	360 32%	-	-	-	-	-	-	-	-	-	-	360 32%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	196 18%	-	-	-	-	-	-	-	-	-	-	196 18%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	164 15%	-	-	-	-	-	-	-	-	-	-	164 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	233 21%	-	-	-	-	-	-	-	-	-	-	233 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q811\_14. How likely are you to visit the following new gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 359

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	520 47%	-	-	-	-	-	-	-	-	-	-	520 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	174 16%	-	-	-	-	-	-	-	-	-	-	174 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	346 31%	-	-	-	-	-	-	-	-	-	-	346 31%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	356 32%	-	-	-	-	-	-	-	-	-	-	356 32%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	183 16%	-	-	-	-	-	-	-	-	-	-	183 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	173 16%	-	-	-	-	-	-	-	-	-	-	173 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	234 21%	-	-	-	-	-	-	-	-	-	-	234 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1324	28**	14**	57*	7**	36*	5**	17**	23**	12**	14**	287	35*	28**	13**	30*	93*	262	75*	59*	14**	37*	46*	23**	109
Weighted Base	1324	28**	14**	57*	7**	36*	5**	17**	23**	12**	14**	287	35*	28**	13**	30*	93*	262	75*	59*	14**	37*	46*	23**	109
It seems legitimate	516 39% QR	13 46%	3 21%	16 28%	3 43%	21 58% ADQRTW	3 60%	5 29%	8 35%	5 42%	4 29%	122 43% DQR	14 40%	16 57%	5 38%	11 37%	26 28%	80 31% ADLQRTWY	42 56%	21 36%	5 36% ADQRTWY	22 59%	16 35%	11 48%	44 40%
I trust this extension	395 30% T	6 21%	2 14%	17 30%	3 43%	11 31%	1 20%	7 41%	8 35%	2 17%	4 29%	102 36% AT	13 37% T	9 32%	3 23%	14 47% AQTWY	23 25%	86 33% T	21 28%	10 17%	3 21%	9 24%	10 22%	3 13%	28 26%
It has information I'm seeking	375 28% Y	7 25%	4 29%	13 23%	2 29%	7 19%	1 20%	4 24%	6 26%	1 8%	5 36%	89 31% Y	12 34%	8 29%	5 38%	10 33%	26 28%	74 28%	25 33% Y	21 36% Y	1 7%	10 27%	18 39% Y	5 22%	21 19%
It's where you go for specific information	346 26% Q	6 21%	2 14%	20 35% QRTY	2 29%	9 25% Q	1 20%	4 24%	8 35%	3 25%	4 29%	102 36% AQRTVY	9 26% Q	7 25%	6 46%	13 43% AQRTVY	10 11%	58 22% Q	24 32% QY	11 19%	5 36%	7 19%	10 22%	5 22%	20 18%
I've been to this type of website before	290 22%	3 11%	2 14%	10 18%	2 29%	10 28%	1 20%	6 35%	1 4%	1 8%	2 14%	87 30% AQRT	6 17%	4 14%	3 23%	7 23%	18 19%	46 18%	23 31% RT	7 12%	1 7%	11 30% T	11 24%	4 17%	24 22%
I'm not afraid of my information being stolen if I go here	206 16% Y	3 11%	3 21%	5 9%	2 29%	4 11%	-	1 6%	1 4%	-	1 7%	53 18% PY	11 31% ADFPWTWY	5 18%	2 15%	1 3%	19 20% PY	48 18% PY	17 23% DPTY	5 8%	1 7%	7 19% Y	4 9%	5 22%	8 7%
Curiosity	6 *	1 4%	-	-	-	1 3% AL	-	-	-	-	-	-	1 3% AL	-	-	-	-	1 *	1 1%	1 2% L	-	-	-	-	-
New/different search results	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% AL	1 *	-	2 3% ALR	-	-	-	-	1 1%
For email use	5 *	-	-	-	-	1 3% A	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 2%	-	-	1 2%	-	-
Helpful/useful	4 *	-	-	-	-	-	-	-	1 4%	-	-	2 1%	-	-	-	1 3% AR	-	-	-	-	-	-	-	-	-
Good/Like it	4 *	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Will use in the future	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	1 4%	-
It's free	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-
Need based	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ALR	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1324	28**	14**	57*	7**	36*	5**	17**	23**	12**	14**	287	35*	28**	13**	30*	93*	262	75*	59*	14**	37*	46*	23**	109
Reliable	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A
Watch television	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12% ALR	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	-	-	-	-	-	-	-	-	-	214%	-	-	-	-	-	11%	1	-	12% L	-	-	-	-	11%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q815\_1. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 360

1. .email

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1324	28**	14**	57*	7**	36*	5**	17**	23**	12**	14**	287	35*	28**	13**	30*	93*	262	75*	59*	14**	37*	46*	23**	109
None of the above	35 3%	6 21%	4 29%	-	1 14%	-	-	-	-	2 17%	-	5 2%	-	-	1 8%	-	3 3%	5 2%	1 1%	2 3%	-	-	1 2%	-	4 4%
Don't know	2 -	-	-	-	-	-	-	-	-	-	-	-	1 3% ALR	-	-	-	-	-	-	-	-	-	-	-	1 1%
Declined to answer	3 -	-	-	-	-	1 3% AL	-	-	-	-	-	-	-	-	-	-	-	1 -	-	1 2% AL	-	-	-	-	-
Sigma	2208 167%	45 161%	20 143%	81 142%	15 214%	65 181%	7 140%	27 159%	33 143%	15 125%	22 157%	567 198%	67 191%	49 175%	25 192%	57 190%	128 138%	405 155%	155 207%	85 144%	16 114%	66 178%	71 154%	34 148%	153 140%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_2. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 361

2. .photography

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	843	23**	10**	36*	5**	23**	2**	9**	15**	11**	6**	144	24**	22**	11**	15**	66*	178	52*	35*	16**	19**	32*	18**	71*
Weighted Base	843	23**	10**	36*	5**	23**	2**	9**	15**	11**	6**	144	24**	22**	11**	15**	66*	178	52*	35*	16**	19**	32*	18**	71*
It seems legitimate	288 34%	8 35%	2 20%	11 31%	1 20%	12 52%	1 50%	3 33%	1 7%	3 27%	1 17%	44 31%	10 42%	10 45%	4 36%	4 27%	21 32%	56 31%	24 46% L	12 34%	2 13%	7 37%	13 41%	7 39%	31 44%
It has information I'm seeking	268 32% Y	8 35%	5 50%	8 22%	-	3 13%	-	4 44%	5 33%	1 9%	2 33%	37 26%	11 46%	9 41%	4 36%	5 33%	23 35% Y	66 37% LY	24 46% ADLY	12 34%	5 31%	6 32%	12 38% Y	5 28%	13 18%
It's where you go for specific information	249 30% Q	7 30%	5 50%	17 47% AQWY	1 20%	4 17%	1 50%	-	4 27%	3 27%	2 33%	45 31% Q	5 21%	9 41%	3 27%	5 33%	12 18%	58 33% Q	23 44% AQWY	9 26%	8 50%	3 16%	7 22%	3 17%	15 21%
I trust this extension	201 24% QW	3 13%	2 20%	12 33% QTW	3 60%	4 17%	-	1 11%	7 47%	1 9%	4 67%	35 24% QW	6 25%	4 18%	-	3 20%	8 12%	65 37% ALQTW	13 25% W	4 11%	2 13%	3 16%	1 3%	2 11%	18 25% W
I've been to this type of website before	120 14% T	-	-	2 6%	2 40%	2 9%	-	3 33%	2 13%	1 9%	-	26 18% T	4 17%	3 14%	1 9%	1 7%	7 11%	32 18% T	11 21% DT	1 3%	1 6%	4 21%	5 16%	4 22%	8 11%
I'm not afraid of my information being stolen if I go here	105 12%	1 4%	-	2 6%	1 20%	1 4%	-	1 11%	2 13%	-	-	34 24% ADRTWY	2 8%	3 14%	1 9%	1 7%	12 18%	21 12%	7 13%	2 6%	1 6%	2 11%	2 6%	3 17%	6 8%
Photography use	12 1%	-	1 10%	-	-	-	-	1 11%	-	-	-	-	-	-	-	-	1 2%	2 1%	1 2% ADLQRY	4 11% R	-	1 5%	-	-	1 1%
Curiosity	5 1%	1 4%	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	1 3% R	-	-	-	-	-
Interesting	3 -	1 4%	-	1 3% ALR	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
Good/Like it	3 -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2% A	-	-	-	-	-	-	-
Safe/Secure	3 -	-	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Will use in the future	3 -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 6%	1 1%
New/different search results	2 -	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Improvement	1 -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% ALR	-	-	-	-	-
Education/To learn	1 -	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_2. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 361

2. .photography

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	843	23**	10**	36*	5**	23**	2**	9**	15**	11**	6**	144	24**	22**	11**	15**	66*	178	52*	35*	16**	19**	32*	18**	71*
Watch television	1	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13% ALR	-	-	-	-	-	-
Won't visit/negative mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11% A
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	61%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	12%	21%	-	-	-	-	13%	-	1%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_2. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 361

2. .photography

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	843	23**	10**	36*	5**	23**	2**	9**	15**	11**	6**	144	24**	22**	11**	15**	66*	178	52*	35*	16**	19**	32*	18**	71*
None of the above	30 4%	5 22%	2 20%	-	1 20%	1 4%	-	-	1 7%	2 18%	-	3 2%	1 4%	-	2 18%	-	1 2%	4 2%	1 2%	2 6%	-	-	1 3%	2 11%	1 1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1305 155%	34 148%	17 170%	53 147%	9 180%	30 130%	2 100%	13 144%	22 147%	12 109%	9 150%	229 159%	40 167%	38 173%	15 136%	19 127%	87 132%	312 175%	105 202%	49 140%	19 119%	26 137%	42 131%	27 150%	96 135%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_3. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 362

3. .link

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	995	16**	11**	45*	7**	23**	4**	14**	12**	10**	8**	218	20**	25**	10**	27**	61*	190	65*	43*	13**	31*	43*	24**	75*
Weighted Base	995	16**	11**	45*	7**	23**	4**	14**	12**	10**	8**	218	20**	25**	10**	27**	61*	190	65*	43*	13**	31*	43*	24**	75*
It seems legitimate	381 38%	5 31%	5 45%	17 38%	2 29%	9 39%	2 50%	3 21%	1 8%	2 20%	2 25%	85 39%	7 35%	12 48%	5 50%	11 41%	22 36%	66 35%	35 54% ALQR	15 35%	6 46%	11 35%	17 40%	11 46%	30 40%
It has information I'm seeking	273 27% Y	5 31%	4 36%	9 20%	3 43%	1 4%	-	4 29%	6 50%	2 20%	3 38%	67 31% Y	8 40%	11 44%	4 40%	11 41%	12 20%	49 26%	21 32% Y	10 23%	-	9 29%	16 37% Y	7 29%	11 15%
It's where you go for specific information	265 27% Q	1 6%	4 36%	16 36% QW	3 43%	4 17%	2 50%	4 29%	-	3 30%	2 25%	69 32% QW	4 20%	10 40%	4 40%	9 33%	6 10%	46 24% Q AQRWY	25 38% Q	13 30% Q	4 31%	10 32% Q	7 16%	3 13%	16 21%
I trust this extension	254 26% T	1 6%	2 18%	11 24% T	3 43%	3 13%	-	4 29%	2 17%	1 10%	2 25% ATWY	73 33% ATWY	4 20%	6 24%	2 20%	4 15%	13 21% T	66 35% ATWY	17 26% T	3 7%	3 23%	5 16%	7 16%	6 25%	16 21% T
I've been to this type of website before	207 21%	-	2 18%	8 18%	2 29%	6 26%	-	4 29%	2 17%	-	-	55 25% Q	4 20%	6 24%	4 40%	6 22%	7 11%	34 18%	16 25%	7 16%	1 8%	8 26%	9 21%	7 29%	19 25% Q
I'm not afraid of my information being stolen if I go here	156 16%	1 6%	-	3 7%	2 29%	1 4%	-	2 14%	3 25%	-	1 13% ADTY	47 22% ADTY	2 10%	4 16%	1 10%	5 19% ADRTY	16 26%	28 15%	13 20%	3 7%	1 8%	7 23% D	6 14%	2 8%	8 11%
Curiosity	7 1%	1 6%	-	-	-	1 4%	-	1 7%	-	-	-	1*	-	-	-	-	1 2%	1 1%	-	1 2%	-	-	-	-	-
Good/Like it	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	2 1%	1 2%	-	-	-	-	-	1 1%
New/different search results	5 1%	-	-	-	-	-	-	1 7%	-	-	-	1*	-	-	-	-	1 2%	2 1%	-	-	-	-	-	-	-
Will use in the future	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-	1 4%	1 1%
Websites are similar/Extension has nothing to do with good/bad	2 *	-	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Interesting	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Need based	1 *	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ALR	-	-	-	-	-
Reliable	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_3. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 362

3. .link

Base: Very Likely To Visit New gTLD

	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)
Weighted Base	995	16**	11**	45*	7**	23**	4**	14**	12**	10**	8**	218	20**	25**	10**	27**	61*	190	65*	43*	13**	31*	43*	24**	75*
Watch television	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
Improvement	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ALR	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 1%	-	-	-	-	-	-	-	1 8%	-	-	1 *	-	-	-	-	1 2%	2 1%	1 2%	1 2%	-	-	-	-	1 1%
None of the above	34 3%	5 31%	3 27%	1 2%	1 14%	3 13%	-	-	-	2 20%	-	4 2%	2 10%	-	1 10%	-	2 3%	3 2%	1 2%	1 2%	-	-	1 2%	1 4%	3 4%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_3. Why are you very likely to visit a website with each of these gTLDs in the future?  
3. .link

14 Mar 2015  
Table 362

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	995	16**	11**	45*	7**	23**	4**	14**	12**	10**	8**	218	20**	25**	10**	27**	61*	190	65*	43*	13**	31*	43*	24**	75*
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A
Declined to answer	2	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	1611 162%	19 119%	20 182%	65 144%	16 229%	29 126%	4 100%	23 164%	15 125%	11 110%	10 125%	405 186%	31 155%	50 200%	21 210%	46 170%	83 136%	303 159%	130 200%	56 130%	15 115%	50 161%	63 147%	38 158%	108 144%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_4. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 363

4. .guru

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	695	20**	7**	14**	5**	18**	3**	2**	14**	8**	6**	143	18**	11**	8**	8**	54*	180	38*	40*	8**	10**	28**	7**	45*
Weighted Base	695	20**	7**	14**	5**	18**	3**	2**	14**	8**	6**	143	18**	11**	8**	8**	54*	180	38*	40*	8**	10**	28**	7**	45*
It seems legitimate	213 31%	6 30%	2 29%	4 29%	1 20%	4 22%	1 33%	1 50%	5 36%	-	2 33%	47 33%	3 17%	4 36%	3 38%	4 50%	16 30%	55 31%	15 39%	7 18%	3 38%	4 40%	9 32%	2 29%	15 33%
It has information I'm seeking	190 27%	4 20%	2 29%	2 14%	2 40%	3 17%	1 33%	-	4 29%	1 13%	3 50%	31 22%	6 33%	2 18%	3 38%	1 13%	18 33%	55 31%	18 47%	11 28%	-	2 20%	14 50%	-	7 16%
I trust this extension	186 27%	7 35%	2 29%	4 29%	3 60%	5 28%	-	-	4 29%	-	3 50%	42 29%	4 22%	1 9%	1 13%	1 13%	9 17%	68 38%	13 34%	4 10%	-	2 20%	1 4%	-	12 27%
It's where you go for specific information	186 27%	4 20%	2 29%	7 50%	1 20%	2 11%	1 33%	-	4 29%	1 13%	-	44 31%	6 33%	-	4 50%	1 13%	5 9%	49 27%	14 37%	17 43%	4 50%	2 20%	6 21%	1 14%	11 24%
I'm not afraid of my information being stolen if I go here	117 17%	4 20%	-	1 7%	1 20%	1 6%	-	-	-	2 25%	1 17%	28 20%	2 11%	2 18%	1 13%	1 13%	13 24%	30 17%	10 26%	6 15%	1 13%	-	3 11%	1 14%	9 20%
I've been to this type of website before	116 17%	2 10%	1 14%	1 7%	1 20%	3 17%	-	1 50%	2 14%	-	1 17%	31 22%	2 11%	3 27%	-	2 25%	5 9%	30 17%	10 26%	6 15%	1 13%	3 30%	2 7%	1 14%	8 18%
Curiosity	8 1%	1 5%	-	-	1 20%	1 6%	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	1 3%	2 5%	-	-	-	-	-
New/different search results	6 1%	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 2%	3 2%	-	1 3%	-	-	-	-	-
Education/To learn	5 1%	-	-	-	-	-	-	-	1 7%	-	-	-	1 6%	-	-	-	-	2 1%	-	1 3%	-	-	-	-	-
Interesting	3 1%	-	-	-	-	-	-	-	1 7%	-	-	1 1%	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
Will use in the future	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 14%	1 2%
Good/Like it	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Safe/Secure	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
Need based	2 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-
Improvement	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q815\_4. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 363

4. .guru

Base: Very Likely To Visit New gTLD

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)	
Weighted Base	695	20**	7**	14**	5**	18**	3**	2**	14**	8**	6**	143	18**	11**	8**	8**	54*	180	38*	40*	8**	10**	28**	7**	45*	
Watch television	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
By coincidence	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% AR	-	-	-	-	-	
Won't visit/negative mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% AR	
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	2	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 9%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_4. Why are you very likely to visit a website with each of these gTLDs in the future?  
4. .guru

14 Mar 2015  
Table 363

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	695	20**	7**	14**	5**	18**	3**	2**	14**	8**	6**	143	18**	11**	8**	8**	54*	180	38*	40*	8**	10**	28**	7**	45*
None of the above	27 4%	4 20%	2 29%	-	-	3 17%	-	-	1 7%	3 38%	-	2 1%	-	-	1 13%	-	1 2%	4 2%	1 3%	1 3%	-	-	1 4%	1 14%	2 4%
Don't know	3	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%
Declined to answer	2	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	1078 155%	32 160%	11 157%	19 136%	10 200%	24 133%	3 100%	2 100%	22 157%	8 100%	10 167%	230 161%	25 139%	13 118%	13 163%	10 125%	69 128%	304 169%	82 216%	59 148%	9 113%	13 130%	36 129%	7 100%	67 149%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_5. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 364

5. .realtor

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	563	25**	9**	12**	5**	17**	1**	6**	8**	7**	5**	130	13**	8**	6**	11**	44*	129	26**	22**	5**	8**	13**	8**	45*
Weighted Base	563	25**	9**	12**	5**	17**	1**	6**	8**	7**	5**	130	13**	8**	6**	11**	44*	129	26**	22**	5**	8**	13**	8**	45*
It seems legitimate	188 33%	13 52%	3 33%	5 42%	1 20%	7 41%	-	2 33%	6 75%	-	-	41 32%	4 31%	3 38%	-	2 18%	17 39%	41 32%	11 42%	8 36%	1 20%	4 50%	3 23%	2 25%	14 31%
It has information I'm seeking	151 27% L	9 36%	3 33%	1 8%	2 40%	4 24%	-	2 33%	-	2 29%	2 40%	23 18%	4 31%	2 25%	2 33%	4 36%	11 25%	44 34% AL	9 35%	7 32%	1 20%	1 13%	6 46%	1 13%	11 24%
It's where you go for specific information	148 26%	9 36%	3 33%	5 42%	1 20%	2 12%	1 100%	-	2 25%	2 29%	2 40%	36 28%	2 15%	2 25%	2 33%	4 36%	7 16%	36 28%	8 31%	5 23%	2 40%	2 25%	3 23%	1 13%	11 24%
I trust this extension	139 25%	7 28%	3 33%	3 25%	3 60%	3 18%	-	1 17%	3 38%	-	1 20%	36 28%	2 15%	2 25%	1 17%	1 9%	10 23%	38 29%	6 23%	2 9%	-	2 25%	1 8%	-	14 31%
I've been to this type of website before	97 17%	2 8%	3 33%	1 8%	1 20%	3 18%	-	2 33%	1 13%	-	-	30 23% Q	1 8%	1 13%	1 17%	1 9%	4 9%	26 20%	7 27%	3 14%	1 20%	1 13%	-	2 25%	6 13%
I'm not afraid of my information being stolen if I go here	87 15%	2 8%	1 11%	1 8%	1 20%	1 6%	-	1 17%	1 13%	-	1 20%	28 22% A	-	1 13%	-	1 9%	11 25%	20 16%	4 15%	2 9%	-	-	1 8%	1 13%	9 20%
Curiosity	4 1%	1 4%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 9%	-	-	-	-	-
Good/Like it	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2% A	1 4%	-	-	-	-	-	-
New/different search results	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	1 5%	-	-	-	-	1 2%
Won't visit/negative mentions	3 1%	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%
Will use in the future	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 13%	-
Interesting	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-
Education/To learn	1	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Watch television	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_5. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 364

5. .realtor

Base: Very Likely To Visit New gTLD

	Country																						
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	Nigeria	South Africa	Egypt	Colombia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Weighted Base	563	25**	9**	12**	5**	17**	1**	6**	8**	7**	5**	130	13**	8**	6**	11**	44*	129	26**	22**	5**	8**	13**
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	-	-	-
Improvement	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	14%	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_5. Why are you very likely to visit a website with each of these gTLDs in the future?  
5. .realtor

14 Mar 2015  
Table 364

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	563	25**	9**	12**	5**	17**	1**	6**	8**	7**	5**	130	13**	8**	6**	11**	44*	129	26**	22**	5**	8**	13**	8**	45*
None of the above	29 5%	5 20%	2 22%	-	1 20%	3 18%	-	-	1 13%	2 29%	-	3 2%	-	-	1 17%	-	1 2%	3 2%	2 8%	1 5%	-	-	1 8%	1 13%	2 4%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Declined to answer	2	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-
Sigma	868 154%	48 192%	18 200%	16 133%	10 200%	25 147%	1 100%	8 133%	14 175%	7 100%	7 140%	198 152%	14 108%	11 138%	7 117%	13 118%	63 143%	216 167%	49 188%	34 155%	5 100%	10 125%	15 115%	9 113%	70 156%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_6. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 365

6. .club

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	753	13**	9**	22**	6**	23**	2**	7**	11**	9**	6**	180	21**	14**	12**	26**	64*	138	50*	27**	6**	16**	15**	9**	67*
Weighted Base	753	13**	9**	22**	6**	23**	2**	7**	11**	9**	6**	180	21**	14**	12**	26**	64*	138	50*	27**	6**	16**	15**	9**	67*
It seems legitimate	259 34%	3 23%	4 44%	6 27%	2 33%	7 30%	1 50%	2 29%	5 45%	2 22%	2 33%	68 38%	6 29%	7 50%	2 17%	6 23%	21 33%	45 33%	23 46%	7 26%	2 33%	6 38%	5 33%	4 44%	23 34%
It's where you go for specific information	213 28% Q	3 23%	5 56%	7 32%	2 33%	4 17%	1 50%	-	3 27%	2 22%	1 17%	61 34% Q	6 29%	4 29%	3 25%	10 38%	5 8%	44 32% Q	19 38% Q	8 30%	2 33%	4 25%	3 20%	1 11%	15 22% Q
It has information I'm seeking	191 25% Y	2 15%	-	6 27%	1 17%	-	-	3 43%	3 27%	1 11%	4 67%	48 27% Y	5 24%	4 29%	5 42%	8 31%	16 25%	41 30% Y	12 24%	10 37%	-	6 38%	6 40%	2 22%	8 12%
I trust this extension	182 24%	2 15%	2 22%	4 18%	2 33%	4 17%	-	1 14%	6 55%	2 22%	2 33%	48 27%	4 19%	2 14%	-	5 19%	11 17%	46 33% AQ	14 28%	1 4%	1 17%	4 25%	2 13%	2 22%	17 25%
I've been to this type of website before	130 17%	1 8%	2 22%	4 18%	2 33%	6 26%	-	1 14%	3 27%	1 11%	-	48 27% AQRY	4 19%	2 14%	1 8%	3 12%	6 9%	17 12%	13 26% QR	1 4%	1 17%	4 25%	-	1 11%	9 13%
I'm not afraid of my information being stolen if I go here	126 17%	1 8%	1 11%	1 5%	2 33%	2 9%	-	1 14%	1 9%	-	-	37 21%	3 14%	3 21%	1 8%	2 8% ALRSY	22 34% ALRSY	28 20%	8 16%	2 7%	1 17%	2 13%	-	-	8 12%
New/different search results	5 1%	-	-	-	-	2 9%	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-	-	1 1%
Good/Like it	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	2 3% AL
Curiosity	4 1%	1 8%	-	-	-	1 4%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
Interesting	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3% ALR	-	-	-	-	-	-	-	-
Will use in the future	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 11%	-
It's free	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-
By coincidence	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-
Safe/Secure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Watch television	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_6. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 365

6. .club

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	753	13**	9**	22**	6**	23**	2**	7**	11**	9**	6**	180	21**	14**	12**	26**	64*	138	50*	27**	6**	16**	15**	9**	67*
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	1	-	-	-	-	-	-	-	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	51%	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	2%	-	-	4%	-	6%	-	-	11%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_6. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 365

6. .club

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	753	13**	9**	22**	6**	23**	2**	7**	11**	9**	6**	180	21**	14**	12**	26**	64*	138	50*	27**	6**	16**	15**	9**	67*
None of the above	32 4% L	2 15%	2 22%	-	1 17%	2 9%	-	-	1 9%	2 22%	-	3 2%	1 5%	-	1 8%	1 4%	1 2%	4 3%	3 6%	3 11%	-	-	1 7%	-	4 6%
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	1 1%
Declined to answer	2	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	1165 155%	15 115%	16 178%	28 127%	12 200%	29 126%	2 100%	8 114%	22 200%	11 122%	9 150%	316 176%	30 143%	22 157%	14 117%	35 135%	86 134%	231 167%	93 186%	35 130%	7 117%	27 169%	17 113%	11 122%	89 133%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q815\_7. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 366

7. .xyz

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	542	11**	10**	14**	6**	17**	2**	4**	11**	7**	6**	147	12**	10**	11**	10**	34*	106	27**	20**	3**	8**	10**	7**	49*
Weighted Base	542	11**	10**	14**	6**	17**	2**	4**	11**	7**	6**	147	12**	10**	11**	10**	34*	106	27**	20**	3**	8**	10**	7**	49*
It seems legitimate	156 29%	4 36%	4 40%	6 43%	1 17%	4 24%	-	2 50%	3 27%	-	1 17%	47 32%	3 25%	4 40%	2 18%	3 30%	12 35%	24 23%	10 37%	4 20%	1 33%	2 25%	2 20%	2 29%	15 31%
It's where you go for specific information	131 24%	1 9%	2 20%	7 50%	3 50%	4 24%	1 50%	1 25%	1 9%	1 14%	2 33%	43 29% Q	1 8%	1 10%	2 18%	3 30%	4 12%	22 21%	9 33%	4 20%	2 67%	1 13%	3 30%	-	13 27%
I trust this extension	125 23%	-	2 20%	4 29%	2 33%	5 29%	-	1 25%	3 27%	2 29%	1 17%	40 27%	2 17%	3 30%	1 9%	-	7 21%	30 28%	8 30%	1 5%	-	1 13%	-	-	12 24%
It has information I'm seeking	124 23%	3 27%	1 10%	2 14%	1 17%	1 6%	-	-	2 18%	1 14%	1 17%	31 21%	4 33%	2 20%	1 9%	3 30%	7 21%	31 29%	7 26%	8 40%	-	2 25%	6 60%	1 14%	9 18%
I'm not afraid of my information being stolen if I go here	96 18%	-	-	2 14%	2 33%	1 6%	1 50%	-	3 27%	-	1 17%	36 24% A	2 17%	3 30%	2 18%	1 10%	10 29%	16 15%	3 11%	2 10%	-	1 13%	-	-	10 20%
I've been to this type of website before	94 17%	-	1 10%	4 29%	1 17%	4 24%	-	1 25%	-	-	-	28 19%	3 25%	2 20%	3 27%	2 20%	5 15%	20 19%	6 22%	-	-	3 38%	-	1 14%	10 20%
Curiosity	5 1%	1 9%	-	-	-	1 6%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 4%	1 5%	-	-	-	-	-
Good/Like it	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-
Interesting	2 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 6% ALR	-	-	-	-	-	-	-	-
New/different search results	2 %	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Safe/Secure	2 %	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-
Will use in the future	2 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 14%	-
By coincidence	1 %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-
Reliable	1 %	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	1 %	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_7. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 366

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Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	542	11**	10**	14**	6**	17**	2**	4**	11**	7**	6**	147	12**	10**	11**	10**	34*	106	27**	20**	3**	8**	10**	7**	49*
Watch television	1	-	-	-	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	1	-	-	-	-	-	-	-	-	114%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Need based	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%A
Won't visit/negative mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%A
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	31%	-	-	17%	-	-	-	-	-	-	-	11%	-	-	-	-	-	-	-	15%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	Country																								
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	(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)
Weighted Base	542	11**	10**	14**	6**	17**	2**	4**	11**	7**	6**	147	12**	10**	11**	10**	34*	106	27**	20**	3**	8**	10**	7**	49*
None of the above	36 7%	4 36%	2 20%	-	1 17%	3 18%	-	-	1 9%	2 29%	1 17%	6 4%	-	-	2 18%	-	2 6%	4 4%	1 4%	2 10%	-	-	1 10%	2 29%	2 4%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A
Declined to answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	790 146%	13 118%	12 120%	27 193%	11 183%	25 147%	2 100%	5 125%	13 118%	7 100%	7 117%	235 160%	16 133%	15 150%	13 118%	12 120%	49 144%	152 143%	45 167%	25 125%	3 100%	10 125%	12 120%	7 100%	74 151%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_8. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 367

8. .berlin

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	(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	17**	..	..	..	..	..	..	..	..	..	17**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	17**	..	..	..	..	..	..	..	..	..	17**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I trust this extension	9 53%	-	-	-	-	-	-	-	-	-	9 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	8 47%	-	-	-	-	-	-	-	-	-	8 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	5 29%	-	-	-	-	-	-	-	-	-	5 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	4 24%	-	-	-	-	-	-	-	-	-	4 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	3 18%	-	-	-	-	-	-	-	-	-	3 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	2 12%	-	-	-	-	-	-	-	-	-	2 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	17**	**	**	**	**	**	**	**	**	**	17**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	17**	-**	-**	-**	-**	-**	-**	-**	-**	-**	17**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	31 182%	-	-	-	-	-	-	-	-	-	31 182%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_9. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 368

9. .ovh

Base: Very Likely To Visit New gTLD

	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	3**	..	..	..	..	..	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	3**	..	..	..	..	..	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I trust this extension	2 67%	-	-	-	-	-	-	-	-	-	2 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	1 33%	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being 'stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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14 Mar 2015  
Table 368

9. .ovh

Base: Very Likely To Visit New gTLD

	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)
Weighted Base	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q815\_9. Why are you very likely to visit a website with each of these gTLDs in the future?  
9. .ovh

14 Mar 2015  
Table 368

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
None of the above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_10. Why are you very likely to visit a website with each of these gTLDs in the future?

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Table 369

10. .london

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	72*	..	..	..	8**	16**	3**	5**	25**	9**	6**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	72*	..	..	..	8**	16**	3**	5**	25**	9**	6**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I trust this extension	24 33%	-	-	-	4 50%	3 19%	-	2 40%	11 44%	-	4 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It seems legitimate	23 32%	-	-	-	1 13%	4 25%	-	3 60%	10 40%	2 22%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	22 31%	-	-	-	2 25%	3 19%	3 100%	1 20%	7 28%	3 33%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	20 28%	-	-	-	3 38%	3 19%	1 33%	2 40%	7 28%	3 33%	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	10 14%	-	-	-	2 25%	2 13%	-	2 40%	3 12%	-	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	2 3%	-	-	-	1 13%	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	1 1%	-	-	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	1 1%	-	-	-	-	-	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_10. Why are you very likely to visit a website with each of these gTLDs in the future?

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Table 369

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Base: Very Likely To Visit New gTLD

	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)
Weighted Base	72*	-**	-**	-**	8**	16**	3**	5**	25**	9**	6**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	7 10%	-	-	-	1 13%	3 19%	-	-	1 4%	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_10. Why are you very likely to visit a website with each of these gTLDs in the future?  
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14 Mar 2015  
Table 369

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	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	72*	**	**	**	8**	16**	3**	5**	25**	9**	6**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 1%	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	113 157%	-	-	-	15 188%	21 131%	4 133%	10 200%	40 160%	11 122%	12 200%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q815\_11. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 370

11. .nyc

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	18**	18**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	18**	18**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It seems legitimate	7 39%	7 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	7 39%	7 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	2 11%	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	2 11%	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	2 11%	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	2 11%	2 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_11. Why are you very likely to visit a website with each of these gTLDs in the future?

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Base: Very Likely To Visit New gTLD

	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)
Weighted Base	18**	18**	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_11. Why are you very likely to visit a website with each of these gTLDs in the future?  
11. .nyc

14 Mar 2015  
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Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	18**	18**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
None of the above	4 22%	4 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 144%	26 144%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_12. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 371

12. .wang

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	161	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	161	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**	**	**	**	**
It seems legitimate	55 34%	-	-	-	-	-	-	-	-	-	-	55 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	53 33%	-	-	-	-	-	-	-	-	-	-	53 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	49 30%	-	-	-	-	-	-	-	-	-	-	49 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	41 25%	-	-	-	-	-	-	-	-	-	-	41 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	40 25%	-	-	-	-	-	-	-	-	-	-	40 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	40 25%	-	-	-	-	-	-	-	-	-	-	40 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q815\_12. Why are you very likely to visit a website with each of these gTLDs in the future?

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Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	161	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**	**	**	**	**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_12. Why are you very likely to visit a website with each of these gTLDs in the future?  
12. .wang

14 Mar 2015  
Table 371

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	161	**	**	**	**	**	**	**	**	**	**	161	**	**	**	**	**	**	**	**	**	**	**	**	**
None of the above	5 3%	-	-	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	287 178%	-	-	-	-	-	-	-	-	-	-	287 178%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_13. Why are you very likely to visit a website with each of these gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 372

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	200	..	..	..	..	..	..	..	..	..	..	200	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	200	..	..	..	..	..	..	..	..	..	..	200	..	..	..	..	..	..	..	..	..	..	..	..	..
It seems legitimate	75 38%	-	-	-	-	-	-	-	-	-	-	75 38%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	66 33%	-	-	-	-	-	-	-	-	-	-	66 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	59 30%	-	-	-	-	-	-	-	-	-	-	59 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	50 25%	-	-	-	-	-	-	-	-	-	-	50 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	43 22%	-	-	-	-	-	-	-	-	-	-	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	37 19%	-	-	-	-	-	-	-	-	-	-	37 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	200	**	**	**	**	**	**	**	**	**	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_13. Why are you very likely to visit a website with each of these gTLDs in the future?  
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Base: Very Likely To Visit New gTLD

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	(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)
Weighted Base	200	**	**	**	**	**	**	**	**	**	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**
None of the above	8 4%	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	340 170%	-	-	-	-	-	-	-	-	-	-	340 170%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_14. Why are you very likely to visit a website with each of these gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 373

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	174	..	..	..	..	..	..	..	..	..	..	174	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	174	..	..	..	..	..	..	..	..	..	..	174	..	..	..	..	..	..	..	..	..	..	..	..	..
It seems legitimate	66 38%	-	-	-	-	-	-	-	-	-	-	66 38%	-	-	-	-	-	-	-	-	-	-	-	-	-
I trust this extension	57 33%	-	-	-	-	-	-	-	-	-	-	57 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's where you go for specific information	53 30%	-	-	-	-	-	-	-	-	-	-	53 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
It has information I'm seeking	42 24%	-	-	-	-	-	-	-	-	-	-	42 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
I've been to this type of website before	39 22%	-	-	-	-	-	-	-	-	-	-	39 22%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm not afraid of my information being stolen if I go here	27 16%	-	-	-	-	-	-	-	-	-	-	27 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Watch television	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Education/To learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For email use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Helpful/useful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Improvement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's free	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_14. Why are you very likely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 373

14. .xn-55qx5d (Chinese for company)

Base: Very Likely To Visit New gTLD

	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)
Weighted Base	174	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	174	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Need based	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/different search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photography use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
By coincidence	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Websites are similar/Extension has nothing to do with good/bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Will use in the future	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't visit/negative mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Innovative/cutting edge	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Own website with them	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Progressive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real-estate use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sex clubs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q815\_14. Why are you very likely to visit a website with each of these gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 373

Base: Very Likely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	174	**	**	**	**	**	**	**	**	**	**	174	**	**	**	**	**	**	**	**	**	**	**	**	**
None of the above	74%	-	-	-	-	-	-	-	-	-	-	74%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	296170%	-	-	-	-	-	-	-	-	-	-	296170%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q817\_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 374

1. .email

Base: Very Unlikely To Visit New gTLD

	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	930	130	54*	30*	11**	10**	12**	16**	51*	48*	56*	134	9**	42*	84*	31*	20**	53*	8**	37*	26**	6**	19**	10**	33*
Weighted Base	930	130	54*	30*	11**	10**	12**	16**	51*	48*	56*	134	9**	42*	84*	31*	20**	53*	8**	37*	26**	6**	19**	10**	33*
I have no reason to go there	388 42% LN	80 62% ADLNRTY	31 57% ADLNRTY	9 30%	5 45%	5 50%	4 33%	10 63%	25 49% LN	22 46% L	29 52% LNY	28 21%	4 44%	11 26%	43 51% DLNY	15 48% L	7 35%	18 34%	3 38%	12 32%	9 35%	3 50%	3 16%	3 30%	9 27%
I've never been to this type of website before	374 40%	59 45% Y	24 44%	10 33%	5 45%	4 40%	6 50%	3 19%	15 29%	17 35%	17 30% AIJKORY	70 52%	4 44%	21 50% IY	30 36%	12 39%	7 35%	16 30%	4 50%	16 43%	12 46%	3 50%	9 47%	2 20%	8 24%
I don't trust this extension	189 20%	22 17%	11 20%	6 20%	-	2 20%	4 33%	8 50%	9 18%	10 21%	11 20%	19 14%	5 56%	7 17%	14 17%	9 29% L	5 25%	16 30% BL	3 38%	10 27%	3 12%	-	2 11%	4 40%	9 27%
It doesn't seem legitimate	126 14%	20 15%	7 13%	3 10%	1 9%	1 10%	2 17%	-	8 16%	4 8%	4 7%	14 10%	-	5 12%	7 8%	5 16%	25% KO	11 21% KO	13%	4 11%	9 35%	-	3 16%	1 10% ABCDJKNOT	11 33% IJKLO
I'm afraid of my information being stolen if I go here	121 13%	20 15%	5 9% ACIJKLO	9 30%	-	2 20%	-	1 6%	3 6%	3 6%	5 9%	14 10%	3 33%	6 14%	7 8%	7 23% IJO	3 15%	8 15%	1 13%	4 11%	6 23%	1 17%	3 16%	2 20% IJLO	8 24%
Not familiar with it/Never heard of it before	3 *	-	-	-	-	1 10%	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_1. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 374

1. .email

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	930	130	54*	30*	11**	10**	12**	16**	51*	48*	56*	134	9**	42*	84*	31*	20**	53*	8**	37*	26**	6**	19**	10**	33*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
None of the above	51 5% B	2 2%	2 4%	2 7%	-	-	1 8%	-	2 4%	7 15% ABKR	1 2%	16 12% ABKR	-	3 7%	7 8% B	1 3%	2 10%	1 2%	-	1 3%	-	-	-	2 20%	1 3%
Don't know	1	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1	-	-	-	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1256 135%	203 156%	80 148%	39 130%	12 109%	15 150%	17 142%	22 138%	63 124%	63 131%	67 120%	163 122%	16 178%	54 129%	108 129%	49 158%	29 145%	70 132%	12 150%	47 127%	39 150%	7 117%	21 111%	14 140%	46 139%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
2. .photography

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1100	141	59*	34*	11**	12**	14**	18**	73*	52*	64*	167	17**	46*	90*	40*	38*	61*	11**	42*	22**	11**	22**	12**	43*
Weighted Base	1100	141	59*	34*	11**	12**	14**	18**	73*	52*	64*	167	17**	46*	90*	40*	38*	61*	11**	42*	22**	11**	22**	12**	43*
I have no reason to go there	478 43% DLNY	90 64% ADLNQRTY	42 71% ADLNQRTY	9 26%	5 45%	8 67%	5 36%	10 56%	41 56%	22 42% LY	32 50% DLNY	44 26%	5 29%	13 28%	49 54% ADLNQRTY	19 48% LY	13 34%	20 33%	6 55%	15 36%	8 36%	6 55%	4 18%	3 25%	9 21%
I've never been to this type of website before	437 40% RY	59 42% RY	22 37%	9 26%	4 36%	3 25%	7 50%	3 17%	26 36%	21 40%	21 33% ADIKRY	84 50%	7 41%	24 52% DKRY	35 39%	16 40%	16 42%	15 25%	4 36%	18 43%	12 55%	5 45%	10 45%	6 50%	10 23%
I don't trust this extension	229 21% B	17 12%	10 17%	10 29% B	2 18%	2 17%	4 29%	7 39%	11 15%	11 21%	15 23% B	29 17%	8 47%	7 15%	15 17%	11 28% B	8 21% ABCILNO	20 33% ADLNQRTY	3 27%	12 29% B	5 23%	1 9%	4 18%	4 33%	13 30% B
It doesn't seem legitimate	152 14% O	17 12%	6 10%	6 18%	2 18%	1 8%	3 21%	-	10 14%	3 6%	7 11%	27 16% O	4 24%	4 9%	6 7%	7 18%	6 16% AJO	14 23% ADLNQRTY	-	4 10%	8 36%	1 9%	3 14%	2 17% ABCJNO	11 26% ADLNQRTY
I'm afraid of my information being stolen if I go here	120 11%	13 9%	3 5%	5 15%	1 9%	1 8%	-	-	4 5%	4 8%	4 6%	23 14%	4 24%	4 9%	6 7%	8 20% CIKO	8 21% ABCIO	9 15%	1 9%	5 12%	6 27%	1 9%	2 9%	1 8%	7 16%
Not interested in content/realestate	3 *	1 1%	1 2%	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	2 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Name is too long	2 *	-	1 2% A	1 3% ABL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	1 *	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% AL	-	-	-	-	-	-	-	-
Similar sites available	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_2. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 375

2. .photography

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1100	141	59*	34*	11**	12**	14**	18**	73*	52*	64*	167	17**	46*	90*	40*	38*	61*	11**	42*	22**	11**	22**	12**	43*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	45 4%	2 1%	2 3%	2 6%	-	-	-	-	1 1%	6 12% ABIKNR	1 2%	15 9% ABIKN	-	-	7 8% B	2 5%	3 8% B	1 2%	-	1 2%	-	-	-	-	2 5%
Don't know	2	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1474 134%	201 143%	88 149%	42 124%	14 127%	15 125%	19 136%	20 111%	94 129%	68 131%	80 125%	223 134%	28 165%	52 113%	119 132%	63 158%	55 145%	80 131%	14 127%	55 131%	39 177%	14 127%	23 105%	16 133%	52 121%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 376

3. .link

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1040	145	56*	35*	12**	14**	15**	18**	69*	52*	66*	145	8**	46*	85*	33*	29**	60*	11**	37*	24**	8**	19**	10**	43*
Weighted Base	1040	145	56*	35*	12**	14**	15**	18**	69*	52*	66*	145	8**	46*	85*	33*	29**	60*	11**	37*	24**	8**	19**	10**	43*
I have no reason to go there	439 42% DLY	89 61% ADLNRTY	37 66% ADJLNRTY	6 17% ADJLNRTY	8 67% ADJLNRTY	9 64% ADJLNRTY	5 33% ADJLNRTY	8 44% ADJLNRTY	33 48% DLY	24 46% DLY	33 50% DLTY	31 21% DLTY	3 38% DLTY	15 33% ADLNRTY	45 53% ADLNRTY	19 58% DLNTY	7 24% DLNTY	23 38% DLNTY	6 55% DLNTY	11 30% DLNTY	10 42% DLNTY	1 13% DLNTY	3 16% DLNTY	5 50% DLNTY	8 19% DLNTY
I've never been to this type of website before	408 39% Y	62 43% Y	19 34% Y	11 31% Y	5 42% Y	4 29% Y	6 40% Y	5 28% Y	23 33% Y	19 37% Y	20 30% ACDIKRY	74 51% ACDIKRY	4 50% ACDIKRY	24 52% IKRY	34 40% IKRY	14 42% IKRY	10 34% IKRY	18 30% IKRY	6 55% IKRY	13 35% IKRY	12 50% IKRY	4 50% IKRY	7 37% IKRY	4 40% IKRY	10 23% IKRY
I don't trust this extension	223 21% L	27 19% L	12 21% L	8 23% L	1 8% L	1 7% L	5 33% L	8 44% L	11 16% L	13 25% L	13 20% L	16 11% L	5 63% L	7 15% L	16 19% L	10 30% L	8 28% ABILNO	20 33% ABILNO	3 27% ABILNO	11 30% L	5 21% L	1 13% L	3 16% L	6 60% L	13 30% L
It doesn't seem legitimate	161 15% O	30 21% JO	6 11% ACJLNO	10 29% ACJLNO	3 25% ACJLNO	1 7% ACJLNO	4 27% ACJLNO	- - ACJLNO	12 17% O	4 8% O	8 12% O	21 14% O	- - O	5 11% O	5 6% O	5 15% O	6 21% O	9 15% K	2 18% K	4 11% K	8 33% K	1 13% K	2 11% K	- - ACJLKNORT	15 35% K
I'm afraid of my information being stolen if I go here	129 12% K	19 13% K	6 11% ABCUKLO	10 29% ABCUKLO	1 8% ABCUKLO	2 14% ABCUKLO	- - ABCUKLO	- - ABCUKLO	5 7% K	3 6% K	3 5% K	18 12% K	- - K	7 15% K	7 8% K	6 18% K	6 21% K	9 15% K	2 18% K	5 14% K	5 21% K	2 25% K	4 21% K	1 10% K	8 19% K
Geared towards students	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-
Not safe/secure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Not interested in content/real estate	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_3. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 376

3. .link

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1040	145	56*	35*	12**	14**	15**	18**	69*	52*	66*	145	8**	46*	85*	33*	29**	60*	11**	37*	24**	8**	19**	10**	43*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	45	2	2	1	-	-	-	-	1	6	1	17	-	1	7	2	1	-	-	1	-	-	-	1	2
	4%	1%	4%	3%					1%	12%	2%	12%		2%	8%	6%	3%			3%				10%	5%
Don't know	3	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	3								1%						1%								5%		
Declined to answer	1	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1																								
Sigma	1413	230	82	46	19	17	20	21	86	69	78	177	12	59	115	56	38	81	19	45	40	9	21	17	56
	136%	159%	146%	131%	158%	121%	133%	117%	125%	133%	118%	122%	150%	128%	135%	170%	131%	135%	173%	122%	167%	113%	111%	170%	130%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817 4. Why are you very unlikely to visit a website with each of these gTLDs in the future?

#### 4. .guru

Base: Very Unlikely To Visit New gTLD

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_4. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 377

4. .guru

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1293	162	65*	50*	15**	20**	15**	28**	78*	63*	88*	181	18**	47*	93*	49*	41*	69*	13**	41*	29**	19**	29**	20**	60*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	3	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	15%	-	-	-
None of the above	51	2	2	2	-	-	-	-	1%	6	1%	16	-	-	7	3	2	2	-	1	-	1	1	1	3
	4%B	1%	3%	4%					1%	10%ABIKN	1%	9%ABIKN			8%BK	6%	5%	3%		2%		5%	3%	5%	5%
Don't know	3	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-
Declined to answer	1	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%A																							
Sigma	1877	257	104	64	22	27	20	52	118	89	132	246	28	58	126	75	58	99	16	54	48	30	37	31	86
	145%	159%	160%	128%	147%	135%	133%	186%	151%	141%	150%	136%	156%	123%	135%	153%	141%	143%	123%	132%	166%	158%	128%	155%	143%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q817\_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 378

5. .realtor

Base: Very Unlikely To Visit New gTLD

	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	1303	144	57*	49*	16**	21**	16**	27**	85*	61*	80*	177	25**	49*	92*	52*	48*	78*	20**	55*	30*	17**	30*	16**	58*
Weighted Base	1303	144	57*	49*	16**	21**	16**	27**	85*	61*	80*	177	25**	49*	92*	52*	48*	78*	20**	55*	30*	17**	30*	16**	58*
I have no reason to go there	563 43% DLY	94 65% ADJLNKORTWY	39 68% ADJLNKORTWY	13 27%	11 69%	12 57%	6 38%	13 48% ADJLNRTWY	46 54% ADJLNRTWY	28 46% DLY	40 50% DLY	46 26%	8 32%	17 35% Y DLRTWY	48 52% DLRTWY	24 46% DLY	20 42% LY	28 36% Y	9 45%	19 35% Y	14 47% LY	6 35%	9 30%	4 25%	9 16%
I've never been to this type of website before	532 41%	56 39%	20 35%	17 35%	6 38%	8 38%	7 44%	12 44%	28 33%	25 41% ABCDIKQRY	25 31% ABCDIKQRY	92 52%	13 52%	25 51% IKR	37 40%	22 42%	17 35%	25 32%	10 50%	24 44%	14 47%	10 59%	11 37%	9 56%	19 33%
I don't trust this extension	290 22% B	18 13%	10 18%	10 20%	4 25%	5 24%	4 25%	12 44%	12 14%	15 25% B	21 26% B	33 19%	13 52%	7 14%	17 18%	15 29% BI	13 27% B	24 31% BILN	5 25%	12 22%	7 23%	1 6%	6 20%	6 38% ABCILNO	20 34%
It doesn't seem legitimate	193 15%	17 12%	4 7% ABCJNO	13 27% ABCJNO	3 19%	2 10%	4 25%	1 4%	14 16%	5 8%	12 15%	27 15%	5 20%	5 10%	8 9%	6 12%	13 13%	13 17%	2 10%	10 18% ABCJLNOP	10 33% ABCJLNOP	-	6 20%	4 25% ABCJLNOP	16 28%
I'm afraid of my information being stolen if I go here	170 13%	15 10%	4 7% ABCIKOT	11 22% ABCIKOT	2 13%	3 14%	-	4 15%	6 7%	7 11%	7 9%	26 15%	9 36%	7 14%	6 7%	9 17% O	9 19% IO	10 13%	4 20%	4 7% CIKOT	7 23% CIKOT	2 12%	6 20% IO	2 13%	10 17% O
Not interested in content/realstate	4 *	1 1%	1 2%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	3 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 2% A	-	-	-	1 1%	-	-	-	-	-	-	-
Not safe/secure	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-
For specific information	1 *	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	1 *	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_5. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 378

5. .realtor

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1303	144	57*	49*	16**	21**	16**	27**	85*	61*	80*	177	25**	49*	92*	52*	48*	78*	20**	55*	30*	17**	30*	16**	58*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	51 4%	2 1%	2 4%	2 4%	-	-	-	-	2 2%	6 10%	1 1%	14 8%	1 4%	-	7 8%	4 8%	2 4%	1 1%	-	3 5%	-	1 6%	-	-	3 5%
Don't know	3 *	-	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1812 139%	203 141%	82 144%	66 135%	26 163%	30 143%	21 131%	42 156%	110 129%	86 141%	106 133%	240 136%	49 196%	63 129%	124 135%	80 154%	67 140%	103 132%	30 150%	72 131%	52 173%	20 118%	38 127%	25 156%	77 133%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 379

6. .club

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1169	170	58*	45*	17**	15**	14**	22**	76*	58*	73*	154	16**	43*	86*	38*	30*	74*	13**	43*	31*	9**	26**	14**	44*
Weighted Base	1169	170	58*	45*	17**	15**	14**	22**	76*	58*	73*	154	16**	43*	86*	38*	30*	74*	13**	43*	31*	9**	26**	14**	44*
I have no reason to go there	518 44% LNRY	111 65% ADLNPORTUY	35 60% ADLNRTY	15 33%	9 53%	9 60%	5 36%	12 55%	44 58% ADLNRTY	27 47% LRY	39 53% DLNRTY	44 29%	6 38%	12 28% DLNRTY	46 53% LRY	18 47% Y	13 43% Y	21 28%	6 46%	13 30%	12 39%	4 44%	5 19%	4 29%	8 18%
I've never been to this type of website before	462 40% Y	65 38% Y	23 40% Y	15 33%	7 41%	5 33%	7 50%	7 32%	24 32% Y	23 40% Y	23 32% ABDIKRY	79 51%	6 38%	25 58% ABDIKORY	34 40% Y	16 42% Y	11 37%	27 36% Y	5 38%	15 35%	16 52% Y	5 56%	11 42%	5 36%	8 18%
I don't trust this extension	236 20%	30 18%	11 19%	7 16%	2 12%	2 13%	4 29%	11 50%	13 17%	11 19%	18 25%	23 15%	7 44%	7 16%	15 17%	8 21%	6 20%	19 26%	2 15%	12 28%	4 13%	1 11%	5 19%	5 36%	13 30% L
It doesn't seem legitimate	183 16% O	26 15% O	7 12% AJLNO	12 27% O	3 18%	1 7%	3 21%	1 5%	14 18% O	6 10%	12 16% O	19 12%	4 25%	4 9%	5 6%	9 24% O	3 10%	15 20% O	1 8%	9 21% O	10 32% ABCIJLNQO	-	2 8%	2 14% ABCIJLNQO	15 34%
I'm afraid of my information being stolen if I go here	156 13%	25 15%	6 10%	9 20% O	1 6%	2 13%	-	1 5%	7 9%	6 10%	6 8%	22 14%	5 31%	9 21% O	6 7%	7 18%	6 20% O	12 16%	2 15%	4 9%	6 19%	1 11%	4 15%	1 7%	8 18%
Dislike name	1*	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	1*	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/real estate	1*	-	1 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_6. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 379

6. .club

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1169	170	58*	45*	17**	15**	14**	22**	76*	58*	73*	154	16**	43*	86*	38*	30*	74*	13**	43*	31*	9**	26**	14**	44*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-
None of the above	48 4% B	2 1%	2 3%	2 4%	-	-	-	-	1 1% ABIKNR	6 10%	1 1% ABIKNR	14 9%	-	-	9 10% ABIKNR	2 5%	2 7% B	1 1%	1 8%	1 2%	-	-	-	1 7%	3 7% B
Don't know	1	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1608 138%	261 154%	85 147%	60 133%	22 129%	19 127%	19 136%	32 145%	104 137%	79 136%	99 136%	201 131%	28 175%	57 133%	115 134%	60 158%	41 137%	96 130%	17 131%	54 126%	48 155%	11 122%	27 104%	18 129%	55 125%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 380

7. .xyz

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1455	180	70*	57*	18**	20**	18**	26**	90*	62*	89*	177	21**	61*	90*	52*	53*	110	18**	59*	43*	20**	36*	19**	66*
Weighted Base	1455	180	70*	57*	18**	20**	18**	26**	90*	62*	89*	177	21**	61*	90*	52*	53*	110	18**	59*	43*	20**	36*	19**	66*
I've never been to this type of website before	584 40% K	76 42% K	29 41%	20 35%	6 33%	6 30%	7 39%	8 31%	32 36%	24 39%	26 29% ADIKQRY	89 50%	10 48%	31 51% KQRY	35 39%	24 46% K	16 30%	35 32%	9 50%	24 41%	20 47%	11 55%	17 47%	10 53%	19 29%
I have no reason to go there	583 40% DLRTY	108 60% ADLNQRTWY	40 57% ADLNQRTWY	13 23% ILNO	7 39% ILNO	11 55%	6 33%	10 38% ADLNQRTWY	49 54% DLTY	27 44% DLNRTWY	43 48%	45 25%	8 38%	18 30% ADLNQRTWY	49 54% DLTY	23 44% LNO	17 32% ABILNO	34 31%	8 44%	14 24% DLTY	18 42% DLY	9 45%	9 25%	4 21%	13 20%
I don't trust this extension	382 26% LO	40 22% ILNO	23 33% ILNO	19 33% ILNO	4 22%	4 20%	5 28%	13 50%	17 19%	18 29% L	25 28% L	29 16%	13 62%	10 16%	15 17%	17 33% LNO	13 25% ABILNO	41 37%	4 22%	15 25%	12 28%	2 10%	10 28%	8 42% ABILNO	25 38% ABILNO
It doesn't seem legitimate	342 24% JLO	48 27% JLO	21 30% JLO	21 37% AJLOT	5 28%	4 20%	4 22%	1 4%	22 24% JO	6 10%	21 24% JO	28 16%	6 29%	13 21% O	7 8%	12 23% O	17 32% JLO	34 31% JLO	3 17%	11 19% O	19 44% ABUKLNQRTW	2 10%	8 22% O	7 37%	22 33% JLO
I'm afraid of my information being stolen if I go here	225 15% O	29 16% O	8 11% ILO	14 25% ILO	4 22%	3 15%	1 6%	3 12%	9 10%	8 13%	11 12%	20 11%	9 43%	10 16%	6 7%	11 21% O	12 23% ILO	22 20% LO	2 11%	8 14%	8 19% O	4 20%	7 19% O	3 16%	13 20% O
Dislike name	5 *	2 1% AL	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	3 *	1 1%	-	-	-	1 5%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	1 *	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_7. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 380

7. .xyz

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1455	180	70*	57*	18**	20**	18**	26**	90*	62*	89*	177	21**	61*	90*	52*	53*	110	18**	59*	43*	20**	36*	19**	66*
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-
None of the above	53 4% B	2 1%	2 3%	2 4%	-	-	-	-	1 1% ABIKNU	6 10%	1 1% ABIKNU	16 9%	-	-	8 9%	3 6% B	3 6% B	3 3%	1 6%	1 2%	-	1 5%	-	-	3 5%
Don't know	1	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 *	1 1%	-	-	-	1 5%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-
Sigma	2184 150%	308 171%	125 179%	89 156%	26 144%	30 150%	23 128%	35 135%	131 146%	89 144%	129 145%	227 128%	46 219%	82 134%	120 133%	90 173%	78 147%	171 155%	27 150%	74 125%	77 179%	29 145%	51 142%	32 168%	95 144%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_8. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 381

8. .berlin

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	56*	..	..	..	..	..	..	..	..	..	56*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	56*	..	..	..	..	..	..	..	..	..	56*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I have no reason to go there	28 50%	-	-	-	-	-	-	-	-	-	28 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	17 30%	-	-	-	-	-	-	-	-	-	17 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	11 20%	-	-	-	-	-	-	-	-	-	11 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	5 9%	-	-	-	-	-	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	4 7%	-	-	-	-	-	-	-	-	-	4 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_8. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
8. .berlin

14 Mar 2015  
Table 381

Base: Very Unlikely To Visit New gTLD

	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)
Weighted Base	56*	-**	-**	-**	-**	-**	-**	-**	-**	-**	56*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	66 118%	-	-	-	-	-	-	-	-	-	66 118%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q817\_9. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 382

9. .ovh

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	90*	..	..	..	..	..	..	..	..	..	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	90*	..	..	..	..	..	..	..	..	..	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I have no reason to go there	44 49%	-	-	-	-	-	-	-	-	-	44 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	31 34%	-	-	-	-	-	-	-	-	-	31 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	22 24%	-	-	-	-	-	-	-	-	-	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	17 19%	-	-	-	-	-	-	-	-	-	17 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	9 10%	-	-	-	-	-	-	-	-	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_9. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
9. .ovh

14 Mar 2015  
Table 382

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	90*	**	**	**	**	**	**	**	**	**	90*	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	126 140%	-	-	-	-	-	-	-	-	-	126 140%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_10. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 383

10. .london

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	257	-**	-**	-**	13**	19**	16**	25**	60*	57*	67*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	257	-**	-**	-**	13**	19**	16**	25**	60*	57*	67*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
I have no reason to go there	135 53%	-	-	-	9 69%	12 63%	6 38%	11 44%	38 63%	25 44%	34 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	90 35%	-	-	-	7 54%	6 32%	7 44%	9 36%	17 28%	22 39%	22 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	55 21%	-	-	-	1 8%	4 21%	5 31%	11 44%	8 13%	12 21%	14 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	25 10%	-	-	-	1 8%	2 11%	3 19%	-	8 13%	3 5%	8 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	14 5%	-	-	-	1 8%	3 16%	-	1 4%	3 5%	3 5%	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_10. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
10. .london

14 Mar 2015  
Table 383

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	257	-**	-**	-**	13**	19**	16**	25**	60*	57*	67*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	8 3%	-	-	-	-	-	-	-	1 2%	6 11% AIK	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	328 128%	-	-	-	19 146%	27 142%	21 131%	32 128%	76 127%	71 125%	82 122%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q817\_11. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 384

11. .nyc

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	156	156	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	156	156	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
I have no reason to go there	98 63%	98 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I've never been to this type of website before	66 42%	66 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	23 15%	23 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	20 13%	20 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	20 13%	20 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realstate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_11. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
11. .nyc

14 Mar 2015  
Table 384

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	156	156	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	230 147%	230 147%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_12. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 385

12. .wang

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	169	..	..	..	..	..	..	..	..	..	..	169	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	169	..	..	..	..	..	..	..	..	..	..	169	..	..	..	..	..	..	..	..	..	..	..	..	..
I've never been to this type of website before	88 52%	-	-	-	-	-	-	-	-	-	-	88 52%	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	50 30%	-	-	-	-	-	-	-	-	-	-	50 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	27 16%	-	-	-	-	-	-	-	-	-	-	27 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	27 16%	-	-	-	-	-	-	-	-	-	-	27 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	24 14%	-	-	-	-	-	-	-	-	-	-	24 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realstate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_12. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
12. .wang

14 Mar 2015  
Table 385

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	169	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	169	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	13 8%	-	-	-	-	-	-	-	-	-	-	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	229 136%	-	-	-	-	-	-	-	-	-	-	229 136%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q817\_13. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 386

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	164	**	**	**	**	**	**	**	**	**	**	164	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	164	**	**	**	**	**	**	**	**	**	**	164	**	**	**	**	**	**	**	**	**	**	**	**	**
I've never been to this type of website before	90 55%	-	-	-	-	-	-	-	-	-	-	90 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	47 29%	-	-	-	-	-	-	-	-	-	-	47 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	35 21%	-	-	-	-	-	-	-	-	-	-	35 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	30 18%	-	-	-	-	-	-	-	-	-	-	30 18%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	27 16%	-	-	-	-	-	-	-	-	-	-	27 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_13. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 386

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	164	**	**	**	**	**	**	**	**	**	**	164	**	**	**	**	**	**	**	**	**	**	**	**	**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	13 8%	-	-	-	-	-	-	-	-	-	-	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	244 149%	-	-	-	-	-	-	-	-	-	-	244 149%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_14. Why are you very unlikely to visit a website with each of these gTLDs in the future?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 387

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	173	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
I've never been to this type of website before	92 53%	-	-	-	-	-	-	-	-	-	-	92 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
I have no reason to go there	51 29%	-	-	-	-	-	-	-	-	-	-	51 29%	-	-	-	-	-	-	-	-	-	-	-	-	-
It doesn't seem legitimate	29 17%	-	-	-	-	-	-	-	-	-	-	29 17%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't trust this extension	29 17%	-	-	-	-	-	-	-	-	-	-	29 17%	-	-	-	-	-	-	-	-	-	-	-	-	-
I'm afraid of my information being stolen if I go here	26 15%	-	-	-	-	-	-	-	-	-	-	26 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Name is too long	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not easy to use	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Geared towards students	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dislike name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For specific information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with it/Never heard of it before	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not interested in content/realestate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Only use proven sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similar sites available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q817\_14. Why are you very unlikely to visit a website with each of these gTLDs in the future?

14 Mar 2015  
Table 387

14. .xn-55qx5d (Chinese for company)

Base: Very Unlikely To Visit New gTLD

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	173	**	**	**	**	**	**	**	**	**	**	173	**	**	**	**	**	**	**	**	**	**	**	**	**
Likely to visit/positive mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	16 9%	-	-	-	-	-	-	-	-	-	-	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	246 142%	-	-	-	-	-	-	-	-	-	-	246 142%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 388

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.email	2451 40% BCEGIJKOU	76 15%	34 17%	114 51% ABCEGHJKOU	21 21%	56 55% ABCEGHJKOTU	25 25% BO	41 37% BCEIJKO	57 26% BCJKO	36 18%	40 16%	524 47% ABCEGHJKOU	52 52% ABCEGHJKOU	87 42% BCEGHJKOU	52 15% BCEGHJKOU	88 43% ABCEGHJKOU	128 51% ABCEGHJKOTU	424 62% ABCEGHJKOTU	126 61% ABCEGHJKOTU	85 42% BCEGHJKOU	29 28% BCJKO	63 61% ABCEGHJKOTU	63 53% ABCEGHJKOU	53 48% BCEGHJKOU	177 48% ABCEGHJKOU
.xn-55qx5d (Chinese for company)	413 37%	-	-	-	-	-	-	-	-	-	-	413 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	411 37%	-	-	-	-	-	-	-	-	-	-	411 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	2210 36% BCEGHJKOU	64 13%	34 17% K	108 48% ABCEGHJKOU	18 18% K	53 52% ABCEGHJKOU	22 22% BK	26 23% BKO	47 21% BKO	30 15% K	20 8%	454 41% ABCEGHJKOU	40 40% BCEGHJKOU	88 43% ABCEGHJKOU	53 15% K	90 44% ABCEGHJKOU	120 47% ABCEGHJKOU	370 54% ABCEGHJKOTU	126 61% ABCEGHJKOTU	86 43% ABCEGHJKOU	25 24% BKO	62 60% ABCEGHJKOTU	62 52% ABCEGHJKOU	46 42% BCEGHJKOU	166 45% ABCEGHJKOU
.wang	379 34%	-	-	-	-	-	-	-	-	-	-	379 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
.club	1841 30% BCEGIJKOU	44 9%	30 15% BK	83 37% ABCEGHJKOTU	16 16% B	32 31% BCEGHJKOTU	19 19% BKO	32 29% BCEIJKOU	30 14% B	31 15% BK	22 9%	419 38% ABCEGHJKOTU	37 37% BCEGHJKOU	78 38% ABCEGHJKOTU	41 11% BCEGHJKOU	71 35% ABCEGHJKOTU	113 45% ABCEGHJKOTU	316 46% ABCEGHJKOTU	103 50% ABCEGHJKOTU	53 26% BCEIJKOU	15 14% ABCEGHJKOTU	42 41% ABCEGHJKOTU	33 28% BCEIJKOU	36 33% BCEGHJKOU	145 39% ABCEGHJKOTU
.photography	1754 29% BCEGIJKOU	50 10%	24 12% K	79 35% ABCEGHJKOU	13 13% K	42 41% ABCEGHJKOTU	17 17% BK	28 25% BCEIJKO	36 16% BK	22 11%	16 6%	356 32% ABCEGHJKOU	36 36% BCEGHJKOU	84 41% ABCEGHJKOTU	41 11% K	67 33% BCEGHJKOU	89 35% ABCEGHJKOU	335 49% ABCEGHJKOTU	94 45% ABCEGHJKOTU	54 27% BCEIJKO	24 23% BCJKO	36 35% BCEGHJKOU	45 38% ABCEGHJKOU	32 29% BCEGHJKOU	134 36% ABCEGHJKOU
.guru	1601 26% BCEGIJKOU	48 10% K	23 12% K	51 23% BCEJKO	8 8% BCEIJKO	26 25% BCEIJKO	16 16% JKO	23 21% BCEJKO	35 16% BJKO	13 6%	12 5%	355 32% ABCEGHJKOU	27 27% BCEIJKOU	61 30% BCEGHJKOU	32 9% BCEGHJKOU	58 28% ABCEGHJKOTU	88 35% ABCEGHJKOU	336 49% ABCEGHJKOTU	94 45% ABCEGHJKOU	67 33% ABCEGHJKOU	16 15% JK	33 32% BCEIJKOU	41 34% ABCEGHJKOU	24 22% BCEIJKO	114 31% ABCEGHJKOU
.xyz	1354 22% BCEIJKOU	38 8%	16 8% BCEIJKOU	45 20% BCEIJKOU	8 8% BCEIJKOU	25 25% BCEIJKOU	14 14% BK	23 21% BCEIJKOU	26 12% K	16 8%	12 5%	354 32% ABCEGHJKOTU	27 27% BCEGHJKOU	41 20% BCEIJKOU	44 12% BK	45 22% BCEIJKOU	62 25% BCEGHJKOU	261 38% ABCEGHJKOTU	65 31% ABCEGHJKOTU	35 17% BCEJKO	10 10% BCEIJKOU	34 33% BCEIJKOU	19 16% BCJK	17 15% BCJK	117 32% ABCEGHJKOTU
.realtor	1347 22% BCEGIJKOU	35 7% BCEIJKOU	20 10% BCEIJKOU	43 19% BCEIJKOU	8 8% BCEIJKOU	21 21% BCEIJKOU	11 11% BCEIJKOU	20 18% BCEIJKOU	28 13% BK	17 8%	13 5% ABCEGHJKOTU	336 30% BCEGHJKOU	25 25% BCEGHJKOU	55 27% BCEGHJKOU	32 9% BCEGHJKOU	49 24% BCEGHJKOU	65 26% ABCEGHJKOTU	271 39% ABCEGHJKOTU	62 30% ABCEGHJKOTU	40 20% BCEIJKOU	9 9% BCEIJKOU	29 28% BCEIJKOU	31 26% BCEIJKOU	19 17% BEJKO	108 29% ABCEGHJKOTU
.berlin	35 14%	-	-	-	-	-	-	-	-	-	35 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	143 13% JK	-	-	-	11 11% AEGJK	25 25% AEGJK	12 12% AEGJK	22 20% AJK	41 19% AJK	17 8%	15 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	41 8%	41 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	11 4%	-	-	-	-	-	-	-	-	-	11 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 389

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.ovh	170 68%	-	-	-	-	-	-	-	-	-	170 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	328 65%	328 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	149 60%	-	-	-	-	-	-	-	-	-	149 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	643 59% F	-	-	-	56 55%	48 47%	55 55%	66 59%	121 55%	129 64% F	168 67% AEFGI	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	3326 54% LRSY	338 67%	139 70%	129 58% LRSY	58 57% RS	51 50%	57 57% RS	66 59% LRS	139 63% AFLNPRSVY	128 64% AFLNPRSVY	169 68% AFLNPRSVY	534 48% RS	57 57% RS	108 52% R	201 56% LRS	103 50% R	143 57% LRS	259 38%	91 44%	120 60% LRSY	78 74%	52 50% R	65 55% R	59 54% R	182 49% R
.xyz	3285 53% LRSVY	321 64% AFLPRSVY	136 68% AFLNPRSVY	129 58% LRSVY	57 56% LRS	50 49%	54 54% RS	64 57% LRS	137 62% AFLPRSVY	129 64% AFLPRSVY	168 67% AFLNPRSVY	513 46% R	54 54% RS	117 57% LRSVY	194 54% LRSVY	107 52% RS	146 58% LRSVY	269 39%	86 42% AFLPRSVY	125 62% AFLPRSVY	77 73% AFLNPRSVY	45 44% AFLRSVY	75 63% AFLRSVY	59 54% RS	173 47% F
.guru	3106 51% LRS	321 64% AFLNPRSVY	131 66% AFLNPRSVY	123 55% LRS	57 56% RS	45 44%	54 54% RS	65 58% FLRS	130 59% AFLNPRSVY	131 65% AFLNPRSVY	167 67% AFLNPRSVY	519 47% RS	52 52% RS	98 48% AFLNPRSVY	204 57% RS	98 48% RS	121 48% RS	212 31%	67 32% AFLNPRSVY	100 50% AFLNPRSVY	71 68% AFLNPRSVY	48 47% RS	59 50% RS	57 52% RS	176 48% RS
.photography	2999 49% FNRSY	326 65% AFLNPRSVY	133 67% AFLNPRSVY	99 44% FRS	54 53% FNRS	31 30%	52 52% FRS	62 55% FNRSY	126 57% AFLNPRSVY	124 62% AFLNPRSVY	166 66% AFLNPRSVY	518 47% FRS	46 46% FRS	83 40% AFLNPRSVY	197 55% FRS	92 45% FRS	119 47% FRS	224 33%	64 31% DFLNRSVY	110 55% AFLNPRSVY	64 61% AFLNPRSVY	46 45% FRS	54 45% FRS	51 46% FRS	158 43% FRS
.club	2880 47% LQRSY	323 64% AFLNPRSVY	124 62% AFLNPRSVY	97 43% RS	48 48% RS	43 42% S	49 49% QRS	59 53% LQRSVY	131 60% AFLNPRSVY	114 57% AFLNPRSVY	160 64% AFLNPRSVY	463 42% RS	44 44% RS	87 42% AFLNPRSVY	195 54% AFLNPRSVY	86 42% RS	95 38%	225 33%	61 29% DLNPRSVY	107 53% AFLNPRSVY	70 67% AFLNPRSVY	40 39% LQRSVY	63 53% LQRSVY	47 43% RS	149 40% RS
.wang	497 45%	-	-	-	-	-	-	-	-	-	-	497 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	479 43%	-	-	-	-	-	-	-	-	-	-	479 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	472 43%	-	-	-	-	-	-	-	-	-	-	472 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	2581 42% DFLPORSVY	293 58% AFLNPRSVY	115 58% AFLNPRSVY	76 34% S	47 47% DFPORSVY	28 27%	45 45% FRSV	60 54% AFLNPRSVY	114 52% AFLNPRSVY	115 57% AFLNPRSVY	161 64% AFLNPRSVY	432 39% FRSV	43 43% FRSV	83 40% FRSV	185 52% AFLNPRSVY	70 34% S	88 35% S	200 29%	46 22%	78 39% RSV	65 62% RSV	28 27% S	40 34% S	40 36% S	129 35% S
.email	2438 40% DFLRSVY	291 58% AFLNPRSVY	118 59% AFLNPRSVY	70 31% R	47 47% DFLORSVY	27 26%	41 41% FRS	51 46% DFLORSVY	103 47% AFLNPRSVY	110 55% AFLNPRSVY	142 57% AFLNPRSVY	395 36% RS	33 33% R	82 40% FRSV	190 53% AFLNPRSVY	76 37% RS	86 34% RS	159 23%	49 24% FRSV	80 40% AFLNPRSVY	59 56% AFLNPRSVY	29 28% RS	42 35% RS	35 32% R	123 33% RS

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN

14 Mar 2015  
Table 390

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Respondent 3 or 4	3186	123	58	149	27	70	36	54	78	51	59	657	64	133	73	120	166	512	155	120	51	75	75	66	214
	52%	25%	29%	67%	27%	69%	36%	48%	35%	25%	24%	59%	64%	65%	20%	59%	66%	75%	75%	60%	49%	73%	63%	60%	58%
	BCEGIJKO		O	ABCEGHJLNLOUY		ABCEGHJLNLOUY	BKO	BCEIJKO	BJKO		ABCEGHJLNKO	ABCEGHJLNKO	ABCEGHJLNKO		ABCEGHJLNKO	ABCEGHJLNKO	ABCEGHJLNKO	ABCEGHJLNKO	ABCEGHJLNKO	BCEIJKO	ABCEGHJLNLOUY	ABCEGHJLNKO	BCEGIJKO	ABCEGHJLNKO	

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

Q821\_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
1. .email

14 Mar 2015  
Table 391

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2451	76	34	114	21	56	25	41	57	36	40	524	52	87	52	88	128	424	126	85	29	63	63	53	177
	BCEGIJKOU	40%	15%	17%	51%	21%	55%	25%	37%	26%	18%	16%	47%	52%	42%	15%	43%	51%	62%	61%	42%	28%	61%	53%	48%	48%
Very likely		1065	20	7	42	4	28	4	15	24	9	10	225	21	35	13	32	70	232	49	41	11	35	31	18	89
	BCEGIJKO	17%	4%	4%	19%	4%	27%	4%	13%	11%	4%	4%	20%	21%	17%	4%	16%	28%	34%	24%	20%	10%	34%	26%	16%	24%
Somewhat likely		1386	56	27	72	17	28	21	26	33	27	30	299	31	52	39	56	58	192	77	44	18	28	32	35	88
	BCIJKO	23%	11%	14%	32%	17%	27%	21%	23%	15%	13%	12%	27%	31%	25%	11%	27%	23%	28%	37%	22%	17%	27%	27%	32%	24%
BOTTOM 2 BOX (NET)		2438	291	118	70	47	27	41	51	103	110	142	395	33	82	190	76	86	159	49	80	59	29	42	35	123
	DFLRSVY	40%	58%	59%	31%	47%	26%	41%	46%	47%	55%	57%	36%	33%	40%	53%	37%	34%	23%	24%	40%	56%	28%	35%	32%	33%
Somewhat unlikely		923	67	25	23	17	12	17	22	33	43	27	191	18	53	75	35	41	65	32	21	18	11	13	12	52
	DR	15%	13%	13%	10%	17%	12%	17%	20%	15%	21%	11%	17%	18%	26%	21%	17%	16%	9%	15%	10%	17%	11%	11%	11%	14%
Very unlikely		1515	224	93	47	30	15	24	29	70	67	115	204	15	29	115	41	45	94	17	59	41	18	29	23	71
	FLMNQRSY	25%	45%	47%	21%	30%	15%	24%	26%	32%	33%	46%	18%	15%	14%	32%	20%	18%	14%	8%	29%	39%	17%	24%	21%	19%
Not sure		1255	135	48	39	33	19	34	20	60	55	68	191	15	37	116	40	39	104	32	36	17	11	14	22	70
	LQRVW	20%	27%	24%	17%	33%	19%	34%	18%	27%	27%	27%	17%	15%	18%	32%	20%	15%	15%	15%	18%	16%	11%	12%	20%	19%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q821\_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 392

2. .photography

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1754 29%	50 10%	24 12%	79 35%	13 13%	42 41%	17 17%	28 25%	36 16%	22 11%	16 6%	356 32%	36 36%	84 41%	41 11%	67 33%	89 35%	335 49%	94 45%	54 27%	24 23%	36 35%	45 38%	32 29%	134 36%
	BCEGIJKO		K	ABCEGHJKOTU	K	ABCEGHJKOTU	BK	BCEJKO	BK			ABCEGIJKO	BCEGIJKOU	ABCEGHJKOTU	K	BCEGIJKO	ABCEGIJKOU	ABCEGHJKOTU	BCEIJKO	BCJKO	BCEGIJKO	ABCEGHJKOTU	BCEGIJKO	BCEGIJKO	ABCEGHJKOTU
Very likely	568 9%	15 3%	4 2%	26 12%	4 4%	11 11%	3 3%	8 7%	12 5%	5 2%		105 9%	18 18%	22 11%	5 1%	15 7%	34 13%	153 22%	25 12%	19 9%	7 7%	8 8%	14 12%	9 8%	43 12%
	BCGIJKO			BCEGIJKO		BCGJKO		BCJKO	KO			BCGJKO	ABCEGHJKOTU	BCEGIJKO		BCJKO	ABCEGIJKOP		BCEGIJKO	BCGJKO	CKO	BCJKO	BCEGIJKO	BCJKO	BCEGIJKO
Somewhat likely	1186 19%	35 7%	20 10%	53 24%	9 9%	31 30%	14 14%	20 18%	24 11%	17 8%	13 5%	251 23%	18 18%	62 30%	36 10%	52 25%	55 22%	182 26%	69 33%	35 17%	17 16%	28 27%	31 26%	23 21%	91 25%
	BCEIJKO			BCEGIJKO		ABCEGHJKOTU		BK	BCJKO	K		ABCEGIJKO	BJKO	ABCEGHJKOTU	K	ABCEGIJKOT	BCEIJKO	ABCEGHJKOTU	BCEIJKO	BJK	ABCEGHJKOT	BCEGIJKO	BCEIJKO	ABCEGHJKOT	ABCEGHJKOT
BOTTOM 2 BOX (NET)	2999 49%	326 65%	133 67%	99 44%	54 53%	31 30%	52 52%	62 55%	126 57%	124 62%	166 66%	518 47%	46 46%	83 40%	197 55%	92 45%	119 47%	224 33%	64 31%	110 55%	64 61%	46 45%	54 45%	51 46%	158 43%
	FNRSY			FRS	FNRS		FRS	FNRSY	ADFLNPRSY	ADFLNPRSVWY	ADFLNPRSVWY	FRS	FRS	RS	ADFLNRSY	FRS	FRS			DFLNRSY	ADFLNPRSVWY	FRS	FRS	FRS	FRS
Somewhat unlikely	1155 19%	62 12%	25 13%	41 18%	22 22%	16 16%	20 20%	24 21%	29 13%	39 19%	23 9%	280 25%	22 22%	47 23%	78 22%	44 22%	48 19%	109 16%	45 22%	27 13%	16 15%	23 22%	25 21%	17 15%	73 20%
	BCIKRT			BK	BCK		BK	BCK	BK			ABCEGHJKOTU	BCIK	BCIKRT	BCIKT	BCIKT	BK	K	BCIKT		BCIKT	BCK	BCK	BCIK	BCIK
Very unlikely	1844 30%	264 53%	108 54%	58 26%	32 32%	15 15%	32 32%	38 34%	97 44%	85 42%	143 57%	238 21%	24 24%	36 17%	119 33%	48 24%	71 28%	115 17%	19 9%	83 41%	48 46%	23 22%	29 24%	34 31%	85 23%
	FLNPRSY			FNRS	FLNRS		FLNRS	FLNPRSY	ADFLNPRSVWY	ADFLNPRSVWY	ADFLNPRSVWY	RS	S	S	FLNPRSVY	RS	FLNRS	S	ADFLNPRSVWY	ADFLNPRSVWY	S	RS	FLNRS	RS	RS
Not sure	1391 23%	126 25%	43 22%	45 20%	34 34%	29 28%	31 31%	22 20%	58 26%	55 27%	68 27%	236 21%	18 18%	39 19%	120 34%	45 22%	45 18%	128 19%	49 24%	37 18%	17 16%	21 21%	20 17%	27 25%	78 21%
	R	QR			QRTUW	ADFLNPRSVWY	ADFLNPRSVWY	QRUW	NQRTUW	LNQRTUW															
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 393

3. .link

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2210 36%	64 13%	34 17%	108 48%	18 18%	53 52%	22 22%	26 23%	47 21%	30 15%	20 8%	454 41%	40 40%	88 43%	53 15%	90 44%	120 47%	370 54%	126 61%	86 43%	25 24%	62 60%	62 52%	46 42%	166 45%
	BCEGHJKOU		K	ABCEGHJKOU	K	ABCEGHJKOU	BK	BKO	BKO	K		ABCEGHJKOU	BCEGHJKOU	ABCEGHJKOU	K	ABCEGHJKOU	ABCEGHJKOU	ABCEGHJKOU	ABCEGHJKOU	ABCEGHJKOU	BKO	ABCEGHJKOU	BCEGHJKOU	ABCEGHJKOU	
Very likely	834 14%	10 2%	7 4%	40 18%	4 4%	18 18%	2 2%	5 4%	13 6%	6 3%	7 3%	164 15%	13 13%	24 12%	13 4%	29 14%	51 20%	190 28%	48 23%	41 20%	9 9%	26 25%	24 20%	15 14%	75 20%
	BCEGHJKO			BCEGHJKO		BCEGHJKO			B			BCEGHJKO	BCEGHJKO	BCEGHJKO		BCEGHJKO	ABCEGHJKOU	ABCEGHJKOU	ABCEGHJKOU	BGJKO	ABCEGHJKOU	BCEGHJKO	BCEGHJKO	ABCEGHJKOU	
Somewhat likely	1376 22%	54 11%	27 14%	68 30%	14 14%	35 34%	20 20%	21 19%	34 15%	24 12%	13 5%	290 26%	27 27%	64 31%	40 11%	61 30%	69 27%	180 26%	78 38%	45 22%	16 15%	36 35%	38 32%	31 28%	91 25%
	BCEIJKO		K	ABCEHJKOU	K	ABCEHJKOU	BKO	BKO	K	K		ABCEIJKO	BCEIJKO	ABCEGHJKOU	K	ABCEHJKO	BCEIJKO	ABCEIJKO	ABCEGHJKOU	BCJKO	ABCEGHJKOU	BCEGHJKO	BCEIJKO	BCEIJKO	
BOTTOM 2 BOX (NET)	2581 42%	293 58%	115 58%	76 34%	47 47%	28 27%	45 45%	60 54%	114 52%	115 57%	161 64%	432 39%	43 43%	83 40%	185 52%	70 34%	88 35%	200 29%	46 22%	78 39%	65 62%	28 27%	40 34%	40 36%	129 35%
	DFLPQRSVY			S	DFPQRSVY		FRSV	ADLMNORSUVY	ADLMNORSUVY	ADLMNORSUVY		FRSV	FRSV	FRSV	ADLMNORSUVY	S	S			RSV	ADLMNORSUVY		S	S	S
Somewhat unlikely	990 16%	70 14%	21 11%	27 12%	19 19%	11 11%	17 17%	29 26%	27 12%	41 20%	32 13%	225 20%	26 26%	48 23%	71 20%	29 14%	33 13%	97 14%	28 14%	23 11%	22 21%	13 13%	16 13%	16 15%	49 13%
	C			C	C			ABCEFGHIKQRTY	BCDFIKQRTY	BCDFIKQRTY		ABCEFGHIKQRTY	ABCEFGHIKQRTY	ABCEFGHIKQRTY	ABCEFGHIKQRTY					CDFIT					
Very unlikely	1591 26%	223 44%	94 47%	49 22%	28 28%	17 17%	28 28%	31 28%	87 40%	74 37%	129 52%	207 19%	17 17%	35 17%	114 32%	41 20%	55 22%	103 15%	18 9%	55 27%	43 41%	15 15%	24 20%	24 22%	80 22%
	FLMNRSV			RS	LNRSV	S	LNRSV	LNRSV	ADLMNORSUVY	ADLMNORSUVY		RS	S	ADLMNORSUVY		S	RS	S		FLMNRSV		S	S	S	RS
Not sure	1353 22%	145 29%	51 26%	39 17%	36 36%	21 21%	33 33%	26 23%	59 27%	56 28%	69 28%	224 20%	17 17%	35 17%	120 34%	44 22%	45 18%	117 17%	35 17%	37 18%	15 14%	13 13%	17 14%	24 22%	75 20%
	RWV			ADLMNORSUVY	DNORSUVW			ADLMNORSUVY	ADLMNORSUVY	ADLMNORSUVY		ADLMNORSUVY													
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 394

4. .guru

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1601 26% BCEGIJKOU	48 10% K	23 12% K	51 23% BCEJKO	8 8% BCEIJKO	26 25% BCEIJKO	16 16% JKO	23 21% BCEJKO	35 18% BJKO	13 6% BCEIJKO	12 5% BCEIJKOU	355 32% BCEIJKOU	27 27% BCEIJKOU	61 30% BCEIJKOU	32 9% BCEIJKOU	58 28% BCEIJKOU	88 35% BCEIJKOU	336 49% BCEIJKOU	94 45% BCEIJKOU	67 33% BCEIJKOU	16 15% JK	33 32% BCEIJKOU	41 34% BCEIJKOU	24 22% BCEIJKO	114 31% BCEIJKOU
Very likely	514 8% BCEGHJKOPU	12 2% K	4 2% K	11 5% JKO	3 3% BCEIJKO	10 10% BCEIJKO	3 3% BCEIJKO	3 3% BCJKO	13 6% BCEIJKO	3 1% BCEIJKOU	4 2% BCEIJKOU	102 9% BCEIJKOU	11 11% BCJKO	14 7% BCEIJKOU	7 2% BCEIJKOU	9 4% BCEIJKOU	32 13% BCEIJKOU	147 21% BCEIJKOU	26 13% BCEIJKOU	33 16% BCJKO	3 3% BCJKO	7 7% BCEIJKOU	15 13% BCEIJKOU	5 5% BCEIJKOU	37 10% BCEIJKOU
Somewhat likely	1087 18% BCEIJKO	36 7% K	19 10% K	40 18% BCEIJKO	5 5% BEJKO	16 16% BEJKO	13 13% EJK	20 18% BCEIJKO	22 10% K	10 5% BCEIJKOU	8 3% BCEIJKOU	253 23% BEJKO	16 16% BCEIJKOU	47 23% K	25 7% BCEIJKOU	49 24% BCEIJKOU	56 22% BCEIJKOU	189 28% BCEIJKO	68 33% BCEIJKO	34 17% JK	13 12% JK	26 25% BCEIJKO	26 22% BCEIJKO	19 17% BCEIJKO	77 21% BCEIJKO
BOTTOM 2 BOX (NET)	3106 51% LRS	321 64% AFLNRPQSTVWY	131 66% AFLNRPQSTVWY	123 55% LRS	57 56% RS	45 44% RS	54 54% RS	65 58% FLRS	130 59% AFLNRPQSTVWY	131 65% AFLNRPQSTVWY	167 67% AFLNRPQSTVWY	519 47% RS	52 52% RS	98 48% RS	204 57% AFLNRPQSTVWY	98 48% RS	121 48% RS	212 31% RS	67 32% RS	100 50% RS	71 68% AFLNRPQSTVWY	48 47% RS	59 50% RS	57 52% RS	176 48% RS
Somewhat unlikely	1151 19% BIKR	61 12% ABCIKRT	28 14% ABCIKRT	54 24% ABCIKRT	18 18% K	21 21% BK	18 18% K	18 16% K	27 12% BK	38 19% BK	24 10% ABCIKRTXY	271 24% BCIKRT	25 25% ABCIKRT	58 28% ABCIKRT	82 23% ABCIKRT	45 22% BCIKRT	46 18% BK	93 14% BIKR	44 21% BIKR	29 14% K	20 19% K	18 17% K	26 22% BIKR	17 15% BIKR	70 19% BIKR
Very unlikely	1955 32% LNRS	260 52% AFLNRPQSTVWY	103 52% AFLNRPQSTVWY	69 31% LNRS	39 39% FLNPRS	24 24% S	36 36% LNRS	47 42% AFLNRPQSTVWY	103 47% AFLNRPQSTVWY	93 46% AFLNRPQSTVWY	143 57% AFLNRPQSTVWY	248 22% RS	27 27% RS	40 19% S	122 34% FLNPRS	53 26% RS	75 30% LNRS	119 17% S	23 11% FLNPRS	71 35% AFLNRPQSTVWY	51 49% RS	30 29% RS	33 28% RS	40 36% FLNRS	106 29% LNRS
Not sure	1437 23% QRT	133 26% LQRTUW	46 23% AFLNRPQSTVWY	49 22% AFLNRPQSTVWY	36 36% LQRTUW	31 30% LQRTUW	30 30% LQRTUW	24 21% QT	55 25% LQRTUW	57 28% LQRTUW	71 28% LQRTUW	236 21% AFLNRPQSTVWY	21 21% AFLNRPQSTVWY	47 23% AFLNRPQSTVWY	122 34% AFLNRPQSTVWY	48 24% AFLNRPQSTVWY	44 17% AFLNRPQSTVWY	139 20% AFLNRPQSTVWY	46 22% AFLNRPQSTVWY	34 17% AFLNRPQSTVWY	18 17% AFLNRPQSTVWY	22 21% AFLNRPQSTVWY	19 16% AFLNRPQSTVWY	29 26% T	80 22% T
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 395

5. .realtor

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1347 22%	35 7%	20 10%	43 19%	8 8%	21 21%	11 11%	20 18%	28 13%	17 8%	13 5%	336 30%	25 25%	55 27%	32 9%	49 24%	65 26%	271 39%	62 30%	40 20%	9 9%	29 28%	31 26%	19 17%	108 29%
	BCEGIJKOU			BCEIJKOU		BCEIJKOU		BCEIJKOU	BK			ABCEIJKOU	BCEGIJKOU	BCEGIJKOU		BCEGIJKOU	BCEGIJKOU	ABCEIJKOU	BCEIJKOU		BCEGIJKOU	BCEGIJKOU	BEJKO	ABCEIJKOU	
Very likely	397 6%	14 3%	6 3%	8 4%	2 2%	8 8%	1 1%	4 4%	10 5%	3 1%	5 2%	104 9%	6 6%	12 6%	5 1%	13 6%	21 8%	104 15%	10 5%	10 5%	2 2%	4 4%	5 4%	4 4%	36 10%
	BCGJKO					BGJKOU			O			ABCEIJKOU	JO	JKO		BGJKO	BCEGIJKOU		O		JO			ABCEIJKOU	
Somewhat likely	950 15%	21 4%	14 7%	35 16%	6 6%	13 13%	10 10%	16 14%	18 8%	14 7%	8 3%	232 21%	19 19%	43 21%	27 8%	36 18%	44 17%	167 24%	52 25%	30 15%	7 7%	25 24%	26 22%	15 14%	72 19%
	BCEIJKOU			BCEIJKOU		BK		BK BCEJKO	BK			ABCEIJKOU	BCEIJKOU	ABCEIJKOU	BK	BCEIJKOU	BCEIJKOU	ABCEIJKOU	ABCEIJKOU	BCEIJKOU		ABCEIJKOU	BCEGIJKOU	BK	ABCEIJKOU
BOTTOM 2 BOX (NET)	3326 54%	338 67%	139 70%	129 58%	58 57%	51 50%	57 57%	66 59%	139 63%	128 64%	169 68%	534 48%	57 57%	108 52%	201 56%	103 50%	143 57%	259 38%	91 44%	120 60%	78 74%	52 50%	65 55%	59 54%	182 49%
	LRSY			LRSY	RS	R	RS	LRS	AFLNPRSIVY	AFLNPRSIVY	ADFLNPRSIVY	R	RS	R	LRS	R	LRS			LRSY		R	R	R	R
Somewhat unlikely	1247 20%	56 11%	20 10%	64 29%	24 24%	24 24%	21 21%	24 21%	22 10%	33 16%	24 10%	289 26%	24 24%	60 29%	78 22%	47 23%	56 22%	118 17%	62 30%	38 19%	21 20%	21 20%	20 17%	22 20%	79 21%
	BCIKR			ABCIKRTWY	BCIK	BCIK	BCIK	BCIK	K			ABCIKRTWY	BCIK	ABCIKRTWY	BCIK	BCIK	BCIK	BCIK	ABCIKRTWY	BCIK	BCIK	BCIK	K	BCIK	BCIK
Very unlikely	2079 34%	282 56%	119 60%	65 29%	34 34%	27 26%	36 36%	42 38%	117 53%	95 47%	145 58%	245 22%	33 33%	48 23%	123 34%	56 27%	87 34%	141 21%	29 14%	82 41%	57 54%	31 30%	45 38%	37 34%	103 28%
	LNPRSY			LRS	LRS	S	LNRS	LNRS	ADFLNPRSIVY	ADFLNPRSIVY		S	LRS	S	LNRS	RS	LNRS	S	ADFLNPRSIVY	ADFLNPRSIVY	RS	LNRSY	LNRS	LNRS	LRS
Not sure	1471 24%	129 26%	41 21%	51 23%	35 35%	30 29%	32 32%	26 23%	53 24%	56 28%	68 27%	240 22%	18 18%	43 21%	125 35%	52 25%	45 18%	157 23%	54 26%	41 20%	18 17%	22 21%	23 19%	32 29%	80 22%
	LQ	Q			ACIUMNORTWY	QU	CLMNORTWY		QU	QU	QU					Q			Q				QU		
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
6. .club

14 Mar 2015  
Table 396

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1841 30%	44 9%	30 15%	83 37%	16 16%	32 31%	19 19%	32 29%	30 14%	31 15%	22 9%	419 38%	37 37%	78 38%	41 11%	71 35%	113 45%	316 46%	103 50%	53 26%	15 14%	42 41%	33 28%	36 33%	145 39%
	BCEGIJKOU		BK	ABCEGIJKOTU	B	BCEGIJKOU	BKO	BCEIJKOU	B	BK	ABCEGIJKOTUW	BCEGIJKOU	ABCEGIJKOTU	BCKOU	BCEGIJKOU	ABCEGIJKOPTUX	ABCEGIJKOPTUX	ABCEGIJKOPTUX	ABCEGIJKOPTUX	BCEIJKOU	ABCEGIJKOTUW	BCEIJKOU	BCEGIJKOU	ABCEGIJKOTUW	
Very likely	580 9%	10 2%	6 3%	25 11%	3 3%	9 9%	3 3%	7 6%	11 5%	10 5%	4 2%	135 12%	16 16%	17 8%	11 3%	17 8%	44 17%	125 18%	34 16%	16 8%	2 2%	11 11%	7 6%	8 7%	49 13%
	BCEGIJKOU			BCEGIJKOU		BCKOU		BK	BK	BK	ABCEGIJKOTUW	ABCEGIJKOPTUX	BCKOU		BCKOU	ABCEGIJKOPTUX	ABCEGIJKOPTUX	ABCEGIJKOPTUX	ABCEGIJKOPTUX	BCKOU	BCEGIJKOU	BK	BK	ABCEGIJKOTUW	
Somewhat likely	1261 21%	34 7%	24 12%	58 26%	13 13%	23 23%	16 16%	25 22%	19 9%	21 10%	18 7%	284 26%	21 21%	61 30%	30 8%	54 26%	69 27%	191 28%	69 33%	37 18%	13 12%	31 30%	26 22%	28 25%	96 26%
	BCIJKOU		B	ABCEGIJKOU	B	BCIJKO	BKO	BCIJKO			ABCEGIJKOTU	BCIJKO	ABCEGIJKOTU		ABCEGIJKOU	ABCEGIJKOTU	ABCEGIJKOTU	ABCEGIJKOTU	ABCEGIJKOTUW	BIJKO	ABCEGIJKOTU	BCIJKO	BCEIJKOU	ABCEGIJKOTU	
BOTTOM 2 BOX (NET)	2880 47%	323 64%	124 62%	97 43%	48 48%	43 42%	49 49%	59 53%	131 60%	114 57%	160 64%	463 42%	44 44%	87 42%	195 54%	86 42%	95 38%	225 33%	61 29%	107 53%	70 67%	40 39%	63 53%	47 43%	149 40%
	LQRSY			RS	RS	S	QRS	LQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	RS	RS	ADFLMNPQRSVY	RS	RS	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	LQRSVY	RS	RS	
Somewhat unlikely	1092 18%	62 12%	23 12%	41 18%	15 15%	22 22%	18 18%	19 17%	35 16%	33 16%	27 11%	253 23%	23 23%	46 22%	77 39%	39 19%	37 15%	105 15%	42 20%	32 16%	18 17%	22 21%	24 20%	17 15%	62 17%
	BCK			BCK		BCK			ABCIJKORTY			BCK	BCKQR	BCKQR	BCK	BCK			BCK		BCK	BCK			K
Very unlikely	1788 29%	261 52%	101 51%	56 25%	33 33%	21 21%	31 31%	40 36%	96 44%	81 40%	133 53%	210 19%	21 21%	41 20%	118 33%	47 23%	58 23%	120 17%	19 9%	75 37%	52 50%	18 17%	39 33%	30 27%	87 24%
	LNQRSVY			LRS	LNRSV	S	LNRSV	DFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	S	S	S	DFLMNPQRSVY	S	S	S	ADFLMNPQRSVY	ADFLMNPQRSVY	ADFLMNPQRSVY	S	FLNQRSVY	LRS	RS
Not sure	1423 23%	135 27%	46 23%	43 19%	37 37%	27 26%	32 32%	21 19%	59 27%	56 28%	68 27%	228 21%	19 19%	41 20%	122 34%	47 23%	45 18%	146 21%	43 21%	41 20%	20 19%	21 20%	23 19%	27 25%	76 21%
	LQ	ADLQRY							LQ	DLQRY	DLQ														
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 397

7. .xyz

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1354 22%	38 8%	16 8%	45 20%	8 8%	25 25%	14 14%	23 21%	26 12%	16 8%	12 5%	354 32%	27 27%	41 20%	44 12%	45 22%	62 25%	261 38%	65 31%	35 17%	10 10%	34 33%	19 16%	17 15%	117 32%
	BCEIJKOU			BCEIJKOU		BCEIJKOU	BK	BCEIJKOU	K			ABCEIJKOUVWY	BCEIJKOUVWY	BCEIJKOU	BK	BCEIJKOU	BCEIJKOU	ABCEIJKOUVWY	ABCEIJKOUVWY	BCEJK			BCJK	BCJK	ABCEIJKOUVWY
Very likely	415 7%	8 2%	3 2%	12 5%	2 2%	8 8%	3 3%	5 4%	9 4%	3 1%	4 2%	120 11%	9 9%	9 4%	10 3%	15 7%	16 6%	98 14%	17 8%	10 5%	3 3%	5 5%	5 4%	3 3%	38 10%
	BCJKO			BCJK		BCJKO			B			ABCEIJKOUVWY	BCEJKO	B		BCJKO	BCJKO	ABCEIJKOUVWY	BCEJKO	BJK					ABCEIJKOUVWY
Somewhat likely	939 15%	30 6%	13 7%	33 15%	6 6%	17 17%	11 11%	18 16%	17 8%	13 6%	8 3%	234 21%	18 18%	32 16%	34 9%	30 15%	46 18%	163 24%	48 23%	25 12%	7 7%	29 28%	14 12%	14 13%	79 21%
	BCEIJKOU			BCEIJKOU		BCEIJKOU	K	BCEIJKOU	K			ABCEIJKOUVWY	BCEIJKOU	BCEIJKOU	K	BCEIJKOU	BCEIJKOU	ABCEIJKOUVWY	ABCEIJKOUVWY	BCJK			BK	BK	ABCEIJKOUVWY
BOTTOM 2 BOX (NET)	3285 53%	321 64%	136 68%	129 58%	57 56%	50 49%	54 54%	64 57%	137 62%	129 64%	168 67%	513 46%	54 54%	117 57%	194 54%	107 52%	146 58%	269 39%	86 42%	125 62%	77 73%	45 44%	75 63%	59 54%	173 47%
	LRSVY	AFLPRSVY	AFLPRSVY	LRSVY	LRS		RS	LRS	AFLPRSVY	AFLPRSVY	AFLPRSVY	R	RS	LRSVY	LRSY	RS	LRSVY		AFLPRSVY	AFLPRSVY			AFLRSVY	RS	R
Somewhat unlikely	1214 20%	63 13%	21 11%	55 25%	21 21%	26 25%	20 20%	22 20%	30 14%	39 19%	26 10%	268 24%	22 22%	64 31%	73 20%	51 25%	50 20%	120 17%	58 28%	28 14%	19 18%	15 15%	31 26%	19 17%	73 20%
	BCIKT			BCIKRTV	BCK	BCIKT	BCK	CK	BCK			ABCIKRTV	BCK	ABCIKRTV	BCIK	BCIKRTV	BCK	BCK	ABCIKRTV			BCIKRTV			BCK
Very unlikely	2071 34%	258 51%	115 58%	74 33%	36 36%	24 24%	34 34%	42 38%	107 49%	90 45%	142 57%	245 22%	32 32%	53 26%	121 34%	56 27%	96 38%	149 22%	28 14%	97 48%	58 55%	30 29%	44 37%	40 36%	100 27%
	FLNRSY			LRS	LRS	S	LRS	FLNRSY	ADFLNRSY	ADFLNRSY		S	LRS	S	FLNRSY	S	FLNRSY	S	ADFLNRSY	ADFLNRSY	S	FLNRSY	FLNRSY	FLNRSY	S
Not sure	1505 24%	143 28%	48 24%	49 22%	36 36%	27 26%	32 32%	25 22%	57 26%	56 26%	70 28%	243 22%	19 19%	48 23%	120 34%	52 25%	45 18%	157 23%	56 27%	41 20%	18 17%	24 23%	25 21%	34 31%	80 22%
	LQ	ALQRTUY				LMQRTUY			Q	QU	LQU					Q	Q	Q	Q				LMQRTUY		
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q821\_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
8. .berlin

14 Mar 2015  
Table 398

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	35 14%	-	-	-	-	-	-	-	-	-	35 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	9 4%	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	26 10%	-	-	-	-	-	-	-	-	-	26 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	149 60%	-	-	-	-	-	-	-	-	-	149 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	20 8%	-	-	-	-	-	-	-	-	-	20 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	129 52%	-	-	-	-	-	-	-	-	-	129 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	66 26%	-	-	-	-	-	-	-	-	-	66 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821\_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 399

9. .ovh

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	11 4%	-	-	-	-	-	-	-	-	-	11 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	2 1%	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 4%	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	170 68%	-	-	-	-	-	-	-	-	-	170 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	25 10%	-	-	-	-	-	-	-	-	-	25 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	145 58%	-	-	-	-	-	-	-	-	-	145 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	69 28%	-	-	-	-	-	-	-	-	-	69 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q821\_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 400

10. .london

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1086	..	..	..	101	102	100	112	220	201	250	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1086	..	..	..	101	102	100	112	220	201	250	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	143 13% JK	-	-	-	11 11% AEGJK	25 25% AEGJK	12 12% AJK	22 20% AJK	41 19% AJK	17 8% AGJ	15 6% AGJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	39 4% K	-	-	-	2 2% K	6 6% AEJK	1 1% K	5 4% AJK	14 6% AJK	4 2% AGJ	7 3% AGJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	104 10% K	-	-	-	9 9% K	19 19% AEJK	11 11% K	17 15% AJK	27 12% JK	13 6% K	8 3% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	643 59% F	-	-	-	56 55% K	48 47% AEJK	55 55% K	66 59% AJK	121 55% JK	129 64% F	168 67% AEFGI	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	179 16% K	-	-	-	20 20% K	24 24% AIK	24 24% AIK	22 20% K	31 14% K	36 18% K	22 9% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	464 43% FG	-	-	-	36 36% K	24 24% AIK	31 31% K	44 39% F	90 41% F	93 46% FG	146 58% AEFGHIJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	300 28% H	-	-	-	34 34% H	29 28% H	33 33% K	24 21% K	58 26% K	55 27% K	67 27% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1086 100%	-	-	-	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821\_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 401

11. .nyc

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	502	502	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	41 8%	41 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	7 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	34 7%	34 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	328 65%	328 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	56 11%	56 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	272 54%	272 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	133 26%	133 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821\_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 402

12. .wang

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	379 34%	-	-	-	-	-	-	-	-	-	-	379 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	117 11%	-	-	-	-	-	-	-	-	-	-	117 11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	262 24%	-	-	-	-	-	-	-	-	-	-	262 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	497 45%	-	-	-	-	-	-	-	-	-	-	497 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	264 24%	-	-	-	-	-	-	-	-	-	-	264 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	233 21%	-	-	-	-	-	-	-	-	-	-	233 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	234 21%	-	-	-	-	-	-	-	-	-	-	234 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821\_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 403

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	411 37%	-	-	-	-	-	-	-	-	-	-	411 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	152 14%	-	-	-	-	-	-	-	-	-	-	152 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	259 23%	-	-	-	-	-	-	-	-	-	-	259 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	479 43%	-	-	-	-	-	-	-	-	-	-	479 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	249 22%	-	-	-	-	-	-	-	-	-	-	249 22%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	230 21%	-	-	-	-	-	-	-	-	-	-	230 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	220 20%	-	-	-	-	-	-	-	-	-	-	220 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q821\_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following new gTLDs?

14 Mar 2015  
Table 404

14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	413 37%	-	-	-	-	-	-	-	-	-	-	413 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	142 13%	-	-	-	-	-	-	-	-	-	-	142 13%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	271 24%	-	-	-	-	-	-	-	-	-	-	271 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	472 43%	-	-	-	-	-	-	-	-	-	-	472 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	246 22%	-	-	-	-	-	-	-	-	-	-	246 22%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	226 20%	-	-	-	-	-	-	-	-	-	-	226 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	225 20%	-	-	-	-	-	-	-	-	-	-	225 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q823. Which of the following would be most important to you in determining which gTLD to purchase.

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Has a well-known extension	2857 47% BGJK	204 41% K	86 43% K	113 51% BEGJKV	38 38% ABCEGJLMNVY	59 58% ABCEGJLMNVY	33 33% ABCEGJLMNVY	48 43% K	112 51% BEGJKV	75 37% ABCEGJLMNVY	79 32% ABCEGJLMNVY	506 46% GJK	41 41% ABCEGJLMNVY	90 44% K	182 51% BEGJKRV	109 53% ABCEGJLMNVY	135 53% ABCEGJLMNVY	298 43% K	130 63% ABCEGJLMNVY	132 66% ABCEGJLMNVY	61 58% ABCEGJLMNVY	39 38% ABCEGJLMNVY	68 57% ABCEGJLMNVY	57 52% BEGJKV	162 44% K
Reasonable price	2219 36% DPSTWX	191 38% DPSTWX	72 36% TWX	64 29% ADFPORSTWX	47 47% ADFPORSTWX	29 28% DFPSTWX	44 44% DFPSTWX	47 42% TWX	77 35% ADFPORSTWX	91 45% ABCEGJLMNVY	114 46% ABCEGJLMNVY	410 37% DPSTWX	46 46% ADFPORSTWX	95 46% ABCEGJLMNVY	133 37% DPSTWX	57 28% TWX	86 34% TWX	238 35% TWX	58 28% DPSTWX	50 25% DPSTWX	31 30% DPSTWX	44 43% DPSTWX	25 21% DPSTWX	24 22% DPSTWX	146 39% DPSTWX
All of my other preferred gTLDs are unavailable	487 8% LNQST	48 10% AFHLMNQSTVY	24 12% AFHLMNQSTVY	32 14% AFHLMNQSTVY	6 6% AFHLMNQSTVY	4 4% AFHLMNQSTVY	19 19% AFHLMNQSTVY	5 4% AFHLMNQSTVY	14 6% AFHLMNQSTVY	11 5% AFHLMNQSTVY	34 14% AFHLMNQSTVY	74 7% AFHLMNQSTVY	4 4% AFHLMNQSTVY	10 5% AFHLMNQSTVY	26 7% AFHLMNQSTVY	16 8% AFHLMNQSTVY	12 5% AFHLMNQSTVY	62 9% QS	9 4% AFHLMNQSTVY	10 5% AFHLMNQSTVY	10 10% AFHLMNQSTVY	4 4% FHJLMNQSTVY	15 13% FHJLMNQSTVY	13 12% FHJLMNQSTVY	25 7% FHJLMNQSTVY
Has a new extension	415 7% BCGKNOTU	13 3% ADQRY	2 1% R	12 5% C	9 9% BCGKNOTU	7 7% BCGO	1 1% BCGKNOTU	10 9% BCGKNOTU	9 4% C	13 6% BCGO	9 4% ABCEGJLMNVY	105 9% BCGOU	8 8% BCGOU	7 3% BCGKNOTU	9 3% BCGKNOTU	19 9% BCGOTU	19 8% ABCEGJLMNVY	81 12% C	9 4% C	6 3% ABCEGJLMNVY	2 2% ABCEGJLMNVY	15 15% ABCEGJLMNVY	6 5% C	11 10% BCGKNOTU	33 9% BCGKNOTU
Don't plan on purchasing one	31 1% ADQRY	9 2% R	2 1% R	-	-	-	-	2 2% DQRY	4 2% ADNFORSTY	1 1% R	10 1% R	-	-	-	2 1% R	-	-	-	-	-	-	-	-	-	-
Depends on if it fits my needs	16 1% ALO	6 1% ALO	1 1% ALO	-	-	-	-	-	-	-	-	1 1% ALO	-	-	-	-	-	4 1% ALO	-	1 1% ALO	-	1 1% L	1 1% L	-	1 1% L
If it's safe/ Secure	11 1% L	2 1% L	-	1 1% L	1 1% LR	-	1 1% LR	-	1 1% L	-	1 1% L	-	-	3 1% ALORY	-	-	-	-	-	-	-	-	1 1% LR	-	-
Clearly indicates purpose of website	8 1% L	2 1% L	3 2% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% L	-	-	-	1 1% ALR	1 1% ALR
No cost/ Free	6 1% L	1 1% L	-	-	-	-	1 1% ALR	-	1 1% L	-	1 1% L	-	-	1 1% L	-	-	-	-	-	-	-	-	-	1 1% ALR	-
If it's trusted/ trustworthy	4 1% L	1 1% L	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-
Depends on type of website	3 1% L	1 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	1 1% AL	-	-	-	-
Reliability	3 1% L	1 1% L	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL
Recommendation	2 1% L	-	2 1% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to search for/ access	2 1% L	1 1% L	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not familiar with gTLD/ need to research about it	2 1% L	-	-	-	-	1 1% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% ABLR	-
Descriptive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q823. Which of the following would be most important to you in determining which gTLD to purchase.

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Innovative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Relevant extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	14	1	1	1	-	-	1	-	1	-	2	-	-	1	-	1	-	1	-	1	1	-	2	-	-
	*		1%	L			1%		L		1%			L		L		*		L	L		2%		
None	16	5	1	-	-	-	-	-	3	2	2	1	-	-	2	-	-	-	-	-	-	-	-	-	-
	*	1%	1%						1%	1%	1%	*			1%										
Don't know	45	13	3	-	-	2	-	-	1	5	5	3	-	-	4	2	1	1	1	-	-	-	-	2	2
	1%	3%	2%			2%				2%	2%				1%	1%	*	*	*					2%	1%
Declined to answer	12	4	3	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	1%	2%								1%	*	1%										1%		
Sigma	6153	503	201	224	101	102	100	112	221	201	250	1111	100	207	358	204	253	688	207	201	106	103	119	110	371
	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015  
Table 406

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
.berlin	159 64%	-	-	-	-	-	-	-	-	-	159 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.email	3851 63% BCHIJOU	275 55% O	108 54% O	137 61% HJO	58 57% O	65 64% HJO	56 56% O	56 50% O	123 56% O	102 51% O	142 57% O	792 71% BCHIJOU	68 88% O	119 58% O	131 37%	118 58% O	179 71% ABCEGHJKNOPU	512 75% ABCEGHJKNOPU	169 82% ABCEGHJKNOPU	129 64% BCHJOU	55 52% O	73 71% BCEGHJKNOPU	75 63% HJO	75 68% BCHIJOU	234 63% BCHJOU
.xn-55qx5d (Chinese for company)	632 57%	-	-	-	-	-	-	-	-	-	-	632 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	3463 56% BEGHIJKO	247 49% HKO	100 50% HO	138 62% BCEGHJKNOP	45 45% O	57 56% HKO	45 45% O	42 38% O	99 45% O	95 47% O	102 41% ABCEGHJKNOPU	718 65% EGHIKO	59 59% EGHIJKO	118 57% EGHIJKO	120 34%	103 50% HKO	136 54% HKO	456 66% ABCEGHJKNOPU	177 86% ABCEGHJKNOPU	122 61% BCEGHJKNOP	53 50% O	69 67% ABCEGHJKNOPU	74 62% BCEGHJKNOP	73 66% ABCEGHJKNOPU	215 58% BEGHIJKO
.xn-ses554g (Chinese for network address)	624 56%	-	-	-	-	-	-	-	-	-	-	624 56%	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	270 54%	270 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	585 53%	-	-	-	-	-	-	-	-	-	-	585 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
.photography	3223 52% HJOPW	295 59% ABCEGHJKNOPU	110 55% HJOPW	115 52% OP	45 45% O	53 52% OP	45 45% O	46 41% O	108 49% OP	88 44% O	117 47% OP	580 52% HJOP	52 52% OP	126 61% ABCEGHJKNOPU	106 30%	72 35%	130 51% OP	437 64% ABCEGHJKNOPU	176 85% ABCEGHJKNOPU	101 50% OP	58 55% HOP	46 45% O	51 43% O	57 52% OP	209 56% EGHIJKOPW
.club	2999 49% DEHIKOPUW	228 45% HIOPW	93 47% HIOPW	94 42% HOW	36 36% O	41 40% W	43 43% HOW	33 29% W	79 36% W	88 44% HOW	102 41% HOW	668 60% HIOPW	48 48% BDEGHJKNOPUW	113 55% BDEGHJKNOPUW	114 32%	73 36% DEHIKOPUW	130 51% DEHIKOPUW	402 59% ABCEGHJKNOPU	160 77% ABCEGHJKNOPU	101 50% EHIKOPUW	39 37% HOW	46 45% HOW	30 25% W	46 42% W	192 52% DEFGHIKOPUW
.london	495 46% H	-	-	-	42 42% H	38 37% H	44 44% H	29 26% AEFGHJ	125 57% H	80 40% AEFGHJ	137 55% H	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	2612 43% DEFGHIKOPUW	312 62% ABCEGHJKNOPU	117 59% ABCEGHJKNOPU	63 28% DEFGHIKOPUW	22 22% O	32 31% O	30 30% O	27 24% O	68 31% O	64 32% O	77 31% O	558 50% DEFGHIKOPUW	34 34% O	95 46% DEFGHIKOPUW	96 27%	50 25% EHOPW	90 36% EHOPW	364 53% ABCEGHJKNOPU	126 61% ABCEGHJKNOPU	97 48% DEFGHIKOPUW	44 42% DEFGHIKOPUW	25 24% O	28 24% O	30 27% O	163 44% DEFGHIKOPUW
.guru	2551 42% CDEGHJKNOPUW	199 40% DEGHJKNOPUW	66 33% E	64 29% E	19 19% O	36 35% E	30 30% E	27 24% O	67 30% E	56 28% O	68 27% O	556 50% ABCEGHJKNOPU	38 38% EHKO	93 45% CDEGHJKNOPUW	94 26%	55 27% CDEGHJKNOPUW	108 43% ABCEGHJKNOPU	423 62% ABCEGHJKNOPU	158 76% ABCEGHJKNOPU	99 49% ABCEGHJKNOPU	35 33% E	31 30% EHKOP	45 38% EHKOP	30 27% O	154 42% CDEGHJKNOPUW
.xyz	2178 35% BCDEGHJKNOPUW	150 30% PW	46 23% PW	61 27% W	21 21% EPW	34 33% EPW	25 25% O	26 23% O	60 27% W	62 31% PW	69 28% W	562 51% ABCEGHJKNOPU	32 32% W	58 26% W	93 26%	45 22% CDEGHJKNOPUW	78 31% PW	330 48% ABCEGHJKNOPU	110 53% ABCEGHJKNOPU	65 32% CEPW	23 22% O	28 27% O	21 18% O	29 26% O	150 41% ABCEGHJKNOPUW
.ovh	71 28%	-	-	-	-	-	-	-	-	-	71 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



## SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
.govh	179 72%	-	-	-	-	-	-	-	-	-	179 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xyz	3966 65% LRSY ALRSY ALRSTY ALRSY	352 70% LRSY ALRSY ALRSTY ALRSY	154 77% ALRSTY ALRSY ALRSTY ALRSY	162 73% ALRSY ALRSY ALRSTY ALRSY	80 79% AFLRSTY ALRSY ALRSTY ALRSY	68 67% LRS ALRSY ALRSTY ALRSY	75 75% ALRSY ALRSY ALRSTY ALRSY	86 77% ALRSY ALRSY ALRSTY ALRSY	160 73% LRSY ALRSY ALRSTY ALRSY	139 69% LRSY ALRSY ALRSTY ALRSY	181 72% ALRSY ALRSY ALRSTY ALRSY	548 49% LRS ALRSY ALRSTY ALRSY	68 68% LRS ALRSY ALRSTY ALRSY	148 72% ALRSY ALRSY ALRSTY ALRSY	265 74% ALRSY ALRSY ALRSTY ALRSY	159 78% ALRSY ALRSY ALRSTY ALRSY	175 69% LRSY ALRSY ALRSTY ALRSY	357 52% LRSY ALRSY ALRSTY ALRSY	97 47% LRS ALRSY ALRSTY ALRSY	136 68% LRS ALRSY ALRSTY ALRSY	82 78% LRSY ALRSY ALRSTY ALRSY	75 73% LRSY ALRSY ALRSTY ALRSY	98 82% ALRSY ALRSY ALRSTY ALRSY	81 74% ALRSY ALRSY ALRSTY ALRSY	220 59% LRS ALRSY ALRSTY ALRSY	
.guru	3593 58% LRSY ALRSY ALRSTY ALRSY	303 60% LRSY ALRSY ALRSTY ALRSY	134 67% ALRSY ALRSY ALRSTY ALRSY	159 71% ALRSY ALRSY ALRSTY ALRSY	82 81% ALRSY ALRSY ALRSTY ALRSY	66 65% LRSY ALRSY ALRSTY ALRSY	70 70% ALRSY ALRSY ALRSTY ALRSY	85 76% ALRSY ALRSY ALRSTY ALRSY	153 70% ALRSY ALRSY ALRSTY ALRSY	145 72% ALRSY ALRSY ALRSTY ALRSY	182 73% ALRSY ALRSY ALRSTY ALRSY	554 50% LRSY ALRSY ALRSTY ALRSY	62 62% LRSY ALRSY ALRSTY ALRSY	113 55% ALRSY ALRSY ALRSTY ALRSY	264 74% ALRSY ALRSY ALRSTY ALRSY	149 73% ALRSY ALRSY ALRSTY ALRSY	145 57% LRSY ALRSY ALRSTY ALRSY	264 38% S ALRSY ALRSTY ALRSY	49 24% LRSY ALRSY ALRSTY ALRSY	102 51% LRSY ALRSY ALRSTY ALRSY	70 67% ALRSY ALRSY ALRSTY ALRSY	72 70% ALRSY ALRSY ALRSTY ALRSY	74 62% LRSY ALRSY ALRSTY ALRSY	80 73% ALRSY ALRSY ALRSTY ALRSY	216 58% LRSY ALRSY ALRSTY ALRSY	
.realtor	3532 57% BCLRS	190 38% BCLRS	83 42% BCLRS	160 72% BCLRS	79 78% BCLRS	70 69% BCLRS	70 70% BCLRS	85 76% BCLRS	152 69% BCLRS	137 68% BCLRS	173 69% BCLRS	552 50% BCLRS	66 66% BCLRS	111 54% BCLRS	262 73% BCLRS	154 75% BCLRS	163 64% BCLRS	323 47% BCLRS	81 39% BCLRS	104 52% BCLRS	61 61% BCLRS	78 76% BCLRS	91 76% BCLRS	80 73% BCLRS	207 56% BCLRS	
.london	591 54% IK	- - IK	- - IK	- - IK	59 58% IK	64 63% IK	56 56% IK	83 74% IK	95 43% IK	121 60% IK	113 45% IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	- - IK	
.club	3145 51% LRS	274 55% LRS	107 54% LRS	129 58% LRS	65 64% LRS	61 60% LRS	57 57% LRS	79 71% LRS	141 64% LRS	113 56% LRS	148 59% LRS	442 40% LRS	52 52% LRS	93 24% LRS	254 68% LRS	131 64% LRS	123 49% LRS	285 41% LRS	47 23% LRS	100 50% LRS	66 66% LRS	57 55% LRS	89 75% LRS	64 58% LRS	178 48% LRS	
.photography	2921 48% BNRS	207 41% BNRS	90 45% RS	108 48% NRS	56 55% BNRS	49 48% RS	55 55% BNRS	66 59% ALBNRSY	112 51% BNRS	133 56% ALBNRSY	530 48% BNRS	48 48% RS	80 39% ALBNRSY	252 70% ALBNRSY	132 65% ALBNRSY	123 49% NRS	250 36% S	31 15% BNRS	100 50% BNRS	47 45% S	57 55% BNRSY	68 57% ABCNRSY	53 48% RS	161 44% RS		
.wang	525 47%	-	-	-	-	-	-	-	-	-	-	525 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	
.nyc	232 46%	232 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.xn--ses54g (Chinese for network address)	486 44%	-	-	-	-	-	-	-	-	-	-	486 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	
.link	2681 44% LRSVX	255 51% ALDRSTVWX	100 50% DLRSTVWX	85 38% S	56 55% ALMORSVXY	45 44% RS	55 55% ALMORSVXY	70 63% ALBNRSY	121 55% ALMORSVXY	106 53% ALDRNSTVXY	148 59% ALBNRSY	392 35% S	41 41% S	88 43% LRS	238 66% ALDRSTVWX	101 50% DLRSTVWX	117 46% LRSVX	231 34% S	30 14% S	79 39% S	52 50% LRSVX	34 33% S	45 38% S	37 34% S	155 42% LRS	
.xn--55qx5d (Chinese for company)	478 43%	-	-	-	-	-	-	-	-	-	-	478 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	
.email	2293 37% LQRS	227 45% ALMORSVXY	92 46% ALMORSVXY	86 39% LQRS	43 43% LQRSV	37 36% RS	44 44% LQRSV	56 50% ALBNRSY	97 44% ALMORSVXY	99 49% ALDRNSTVXY	108 43% LQRSVX	318 29% S	32 32% S	87 42% LQRS	227 63% ALDRSTVWX	86 42% LQRSV	74 29% S	175 25% S	38 18% S	72 36% LRS	50 48% ALMORSVXY	30 29% S	44 37% RS	35 32% S	136 37% LRS	
.berlin	91 36%	-	-	-	-	-	-	-	-	-	-	91 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_1. Please rate the following gTLDs by how trustworthy you feel they are.  
1. .email

14 Mar 2015  
Table 408

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3851 63%	275 55%	108 54%	137 61%	58 57%	65 64%	56 56%	56 50%	123 56%	102 51%	142 57%	792 71%	68 68%	119 58%	131 37%	118 58%	179 71%	512 75%	169 82%	129 64%	55 52%	73 71%	75 63%	75 68%	234 63%
	BCHIJOU	O	O	HJO	O	HJO	O	O	O	O	O	O	BCEGHJKOP	BCHIJOU	O	O	O	O	O	BCHIJOU	O	O	O	BCHIJOU	BCHIJOU
Very trustworthy	894 15%	31 6%	14 7%	32 14%	5 5%	24 24%	2 2%	4 4%	27 12%	4 2%	14 6%	174 16%	21 21%	32 16%	6 2%	21 10%	43 17%	201 29%	62 30%	33 16%	14 13%	33 32%	21 18%	18 16%	58 16%
	BCEGHJKO	JO	JO	BCEGHJKO	O	O	O	O	BEGHJKO	O	O	O	BCEGHJKOP	BCEGHJKOP	O	GHJO	BCEGHJKOP	O	O	BCEGHJKO	BEGHJKO	O	BCEGHJKO	BCEGHJKO	BCEGHJKO
Somewhat trustworthy	2957 48%	244 49%	94 47%	105 47%	53 52%	41 40%	54 54%	52 46%	96 44%	98 49%	128 51%	618 56%	47 47%	87 42%	125 35%	97 48%	136 54%	311 45%	107 52%	96 48%	41 39%	40 39%	54 45%	57 52%	176 48%
	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O
BOTTOM 2 BOX (NET)	2293 37%	227 45%	92 46%	86 39%	43 43%	37 36%	44 44%	56 50%	97 44%	99 49%	108 43%	318 29%	32 32%	87 42%	227 63%	86 42%	74 29%	175 25%	38 18%	72 36%	50 48%	30 29%	44 37%	35 32%	136 37%
	LQRS	ALMORSTVXY	ALMORSTVXY	LQRS	LQRSV	RS	LQRSV	ALMORSTVXY	ALMORSTVXY	LQRSVX	LQRSVX	S	S	LQRSV	S	LQRSV	S	S	LRS	ALMORSTVXY	S	RS	S	LRS	LRS
Not very trustworthy	1649 27%	149 30%	58 29%	67 30%	29 29%	25 25%	35 35%	34 30%	64 29%	67 33%	27 27%	267 24%	25 25%	67 33%	180 50%	67 33%	52 21%	122 18%	33 16%	48 24%	31 30%	19 18%	27 23%	24 22%	92 25%
	LQRS	LQRSV	QRSV	QRSV	RS	ORSTVXY	QRSV	QRSV	ALORSTVXY	RS	RS	RS	RS	LQRSVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY	ALORSTVXY
Not at all trustworthy	644 10%	78 16%	34 17%	19 9%	14 14%	12 12%	9 9%	22 20%	33 15%	32 16%	41 16%	51 5%	7 7%	20 10%	47 13%	19 9%	22 9%	53 8%	5 2%	24 12%	19 18%	11 11%	17 14%	11 10%	44 12%
	LRS	ADLMNPORS	ADLMNPORS	LS	LRS	LS	S	ADLMNPORS	ADLMQRS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS	ADLMNPORS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_2. Please rate the following gTLDs by how trustworthy you feel they are.  
2. .photography

14 Mar 2015  
Table 409

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3223 52%	295 59%	110 55%	115 52%	45 45%	53 52%	45 45%	46 41%	108 49%	88 44%	117 47%	580 52%	52 52%	126 61%	106 30%	72 35%	130 51%	437 64%	176 85%	101 50%	58 55%	46 45%	51 43%	57 52%	209 56%
	HJOPW AEHJOPQVW	HJOPW	HJOPW	OP	O	OP	O	O	OP	O	OP	HJOP	OP	AEHJOPQVW			OP	AEHJOPQVW	AEHJOPQVW	OP	HOP	O	O	OP	EQHJOPVW
Very trustworthy	470 8%	33 7%	8 4%	11 5%	5 5%	9 9%	1 1%	7 6%	19 9%	3 1%	7 3%	69 6%	6 6%	16 8%	4 1%	9 4%	27 11%	120 17%	33 16%	16 8%	13 12%	7 7%	6 5%	9 8%	32 9%
	CGJKLO	GJKO	O	JO	O	GJKO	GJO	GJKO	GJKO		GJKO	GJKO	JO	GJKO			BCDGLKLOP	AEHJOPQVW	AEHJOPQVW	GJKO	BCDGLKLOP	GJO	O	GJKO	CGJKLO
Somewhat trustworthy	2753 45%	262 52%	102 51%	104 47%	40 40%	44 43%	44 44%	39 35%	89 40%	85 42%	110 44%	511 46%	46 46%	110 53%	102 28%	63 31%	103 41%	317 46%	143 69%	85 42%	45 43%	39 38%	45 38%	48 44%	177 48%
	HOP AEHJOPQVW	HOP	HJOPQVW	HOP	O	OP	OP	OP	OP	OP	OP	HOP	OP	AEHJOPQVW			OP	AEHJOPQVW	AEHJOPQVW	OP	OP	O	OP	OP	HOP
BOTTOM 2 BOX (NET)	2921 48%	207 41%	90 45%	108 48%	56 55%	49 48%	55 55%	66 59%	112 51%	113 56%	133 53%	530 48%	48 48%	80 39%	252 70%	132 65%	123 49%	250 36%	31 15%	100 50%	47 45%	57 55%	68 57%	53 48%	161 44%
	BNRS S	S	RS	NRS	BNRSY	RS	BNRSY	ABCLNRSUY	BNRS	ABCLNRSY	BNRSY	BNRS	RS	S	ABCLNRSUY	ABCLNRSUY	NRS	S	BNRS	S	BNRSY	ABCNRSY	RS	RS	RS
Not very trustworthy	2149 35%	135 27%	57 29%	80 36%	41 41%	38 37%	46 46%	36 32%	73 33%	79 39%	82 33%	445 40%	35 35%	57 28%	205 57%	99 49%	88 35%	186 27%	27 13%	75 37%	30 29%	44 43%	42 35%	38 35%	111 30%
	BNRSY	S	S	BRS	BCNRSY	BRS	ABCLNRSUY	S	S	BCNRSY	S	ABCLNRSUY	S	S	S	ABCLNRSUY	BRS	S	BNRS	S	BCNRSY	S	S	S	S
Not at all trustworthy	772 13%	72 14%	33 17%	28 13%	15 15%	11 11%	9 9%	30 27%	39 18%	34 17%	51 20%	85 8%	13 13%	23 11%	47 13%	33 16%	35 14%	64 9%	4 2%	25 12%	17 16%	13 13%	26 22%	15 14%	50 14%
	LRS	LRS	LRS	LS	LS	S	S	AGLRS	LRS	ABDFGLNRSY	S	S	S	S	LS	LRS	LRS	S	2%	LS	LRS	S	ABDFGLNRSY	LS	LRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_3. Please rate the following gTLDs by how trustworthy you feel they are.  
3. .link

14 Mar 2015  
Table 410

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3463 56%	247 49%	100 50%	138 62%	45 45%	57 56%	45 45%	42 38%	99 45%	95 47%	102 41%	718 65%	59 59%	118 57%	120 34%	103 50%	136 54%	456 66%	177 86%	122 61%	53 50%	69 67%	74 82%	73 66%	215 58%
	BEGHIJKO	HKO	HO	BCEGHJKOP		HKO						ABCEGHJKOPQJW	EGHIKO	EGHIJKO		HKO	HKO	ABCEGHJKOPQJW	ABCEGHJKOPQJW	BCEGHJKOP	O	ABCEGHJKOPQJW	BCEGHJKOP	ABCEGHJKOPQJW	BEGHIJKO
Very trustworthy	587 10%	25 5%	9 5%	24 11%	3 3%	8 8%	1 3%	3 3%	10 5%	7 3%	7 3%	111 10%	10 10%	15 7%	5 1%	14 7%	26 10%	133 19%	48 23%	25 12%	9 9%	25 24%	21 18%	16 15%	32 9%
	BCEGHJKO	O	O	BCEGHJKO		GKO						BCEGHJKO	EGHJKO	GKO		GKO	BCEGHJKO	ABCEGHJKOPQJW	ABCEGHJKOPQJW	BCEGHJKO	GKO	ABCEGHJKOPQJW	ABCEGHJKOPQJW	BCEGHJKOP	BGHJKO
Somewhat trustworthy	2876 47%	222 44%	91 46%	114 51%	42 42%	49 48%	44 44%	39 35%	89 40%	88 44%	95 38%	607 55%	49 49%	103 50%	115 32%	89 44%	110 43%	323 47%	129 62%	97 48%	44 42%	44 43%	53 45%	57 52%	183 49%
	HKO	O	O	HKO		O	O	O	O	O		ABCEGHJKOPQJW	HO	HIKO			O	O	HKO	HKO	O	O	O	HKO	HIKO
BOTTOM 2 BOX (NET)	2681 44%	255 51%	100 50%	85 38%	56 55%	45 44%	55 55%	70 63%	121 55%	106 53%	148 59%	392 35%	41 41%	88 43%	238 66%	101 50%	117 46%	231 34%	30 14%	79 39%	52 50%	34 33%	45 38%	37 34%	155 42%
	LRSVX	ADLRSTVWX	DLRSTVWX	S	ADLRSTVWX	RS	ADLRSTVWX	ADLRSTVWX	ADLRSTVWX	ADLRSTVWX	ADLRSTVWX	S	S	LRS	ADLRSTVWX	DLRSTVWX	LRSVX	S	S	S	LRSVX	S	S	S	LRS
Not very trustworthy	1931 31%	161 32%	60 30%	60 27%	41 41%	31 30%	45 45%	43 38%	74 34%	75 37%	87 35%	328 30%	33 33%	65 32%	197 55%	80 39%	90 36%	159 23%	24 12%	53 26%	34 32%	28 27%	28 24%	29 26%	106 29%
	RS	RS	RS	ADLRSTVWX		S	ADLRSTVWX	DRSTW	RS	DLRSTWY	RSW	RS	RS	RS	RS	ADLRSTVWX	DRSTW	ADLRSTVWX	ADLRSTVWX	S	RS	S	S	S	RS
Not at all trustworthy	750 12%	94 19%	40 20%	25 11%	15 15%	14 14%	10 10%	27 24%	47 21%	31 15%	61 24%	64 6%	8 8%	23 11%	41 11%	21 10%	27 11%	72 10%	6 3%	26 13%	18 17%	6 6%	17 14%	8 7%	49 13%
	LSV	ADLRMOPQJWXY	ADLRMOPQJWXY	LS	LSV	LS	S	ADLRMOPQJWXY	ADLRMOPQJWXY	ADLRMOPQJWXY	LSVX	ADLRMOPQJWXY		S	LS	LS	LS	LS	LS	LS	LS	LRSVX	LSV	LSV	LSV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_4. Please rate the following gTLDs by how trustworthy you feel they are.  
4. .guru

14 Mar 2015  
Table 411

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2551 42%	199 40%	66 33%	64 29%	19 19%	36 35%	30 30%	27 24%	67 30%	56 28%	68 27%	556 50%	38 38%	93 45%	94 26%	55 27%	108 43%	423 62%	158 76%	99 49%	35 33%	31 30%	45 38%	30 27%	154 42%
	CDEGHIKOPVX DEHLKOPX												EHKO	CDEGHIKOPVX			CDEGHIKOPVX	ABCDEFGHIKOPVX	ABCDEFGHIKOPVX		E		EHKOP		CDEGHIKOPVX
Very trustworthy	367 6%	19 4%	3 2%	6 3%	2 2%	4 4%	1 1%	2 2%	10 5%	1 1	5 2%	68 6%	5 5%	14 7%	1 1	9 4%	20 8%	108 16%	25 12%	16 8%	3 3%	6 6%	8 7%	6 5%	25 7%
	BCDGJKO JO					JO			JO		CDGJKO	JO	CDGJKO			JO	BCDEGHKO	ABCDEFGHIKOPVX	BCDEGHKO		O	CJO	CGJKO	CJO	BCDGHKO
Somewhat trustworthy	2184 36%	180 36%	63 32%	58 26%	17 17%	32 31%	29 29%	25 22%	55 26%	63 27%	488 44%	33 33%	79 38%	93 26%	46 23%	88 35%	315 46%	133 64%	83 41%	32 30%	25 24%	37 31%	24 22%	129 35%	
	DEHLKOPVX DEHLKOPVX												E	DEHLKOPVX		DEHLKOPX	ABCDEFGHIKOPVX	ABCDEFGHIKOPVX	CDEGHIKOPVX		E				DEHLKOPVX
BOTTOM 2 BOX (NET)	3593 58%	303 60%	134 67%	159 71%	82 81%	66 65%	70 70%	85 76%	153 70%	145 72%	182 73%	554 50%	62 62%	113 55%	264 74%	149 73%	145 57%	264 38%	49 24%	102 51%	70 67%	72 70%	74 62%	80 73%	216 58%
	LRST LRST		ALNRSTY	ABLNRSTY	ABCDEFGHIKOPVX	LRST	ALNRSTY	ABLNRSTY	ABLNRSTY	ABLNRSTY	ABLNRSTY	RS	LRS	RS	ABLNRSTY	ABLNRSTY	LRS	S	RS	LNRST	ALNRSTY	LRST	ABLNRSTY	LRS	
Not very trustworthy	2440 40%	179 36%	79 40%	105 47%	51 50%	49 48%	54 54%	39 35%	94 43%	84 42%	72 29%	464 42%	43 43%	89 43%	206 58%	111 54%	105 42%	192 28%	43 21%	62 31%	43 41%	56 54%	42 35%	47 43%	131 35%
	KRST RS		KRS	ABHKRSTWY	ABHKRSTWY	BKRSTY	ABCDEFGHIKOPVX	S	KRST	KRST	S	BKRSTY	KRST	KRST	ABCDEFGHIKOPVX	KRST	S	S	S	KRS	ABCDEFGHIKOPVX	S	KRST	RS	
Not at all trustworthy	1153 19%	124 25%	55 28%	54 24%	31 31%	17 17%	16 16%	46 41%	59 27%	61 30%	110 44%	90 8%	19 19%	24 12%	58 16%	38 19%	40 16%	72 10%	6 3%	40 20%	27 26%	16 16%	32 27%	33 30%	85 23%
	LNRS	ALNOQRSV	AFGLNOPRSV	ALNOQRS	AFGLNOPRSV	LS	LS	AFGLNOPRSV	AFGLNOPRSV	AFGLNOPRSV	AFGLNOPRSV	S	LRS	S	LRS	LNRS	LRS	S	LNRS	LNOQRS	LS	ALNOQRSV	AFGLNOPRSV	ALNOQRS	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_5. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015  
Table 412

5. .realtor

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2612 43%	312 62%	117 59%	63 28%	22 22%	32 31%	30 30%	27 24%	68 31%	64 32%	77 31%	558 50%	34 34%	95 46%	96 27%	50 25%	90 36%	364 53%	126 61%	97 48%	44 42%	25 24%	28 24%	30 27%	163 44%
Very trustworthy	344 6% EGHJKOV	45 9% ADEGKJOPVW	17 9% DEGHJKOVW	6 3% O	1 1% GHJOV	4 4% GHJOV	- -	- -	11 5% GHJOV	2 1% O	6 2% O	74 7% DEGHJKOVW	3 3% O	9 4% GHJOV	1 4% GHJOV	8 4% GHJOV	13 5% GHJOV	85 12% DEGHJKOVW	14 7% DEGHJKOVW	10 5% GHJOV	4 4% HOV	- -	2 2% GHJOV	5 5% DEGHJKOVW	24 6% DEGHJKOVW
Somewhat trustworthy	2268 37% DEFHIKOPQVWX	267 53% ADEGKJOPVW	100 50% DEGHJKOVW	57 26% O	21 21% GHJOV	28 27% GHJOV	30 30% P	27 24% P	57 26% P	62 31% P	71 28% P	484 44% P	31 31% P	86 42% P	95 27% P	42 21% P	77 30% P	279 41% P	112 54% P	87 43% P	40 38% P	25 24% P	26 22% P	25 23% P	139 38% P
BOTTOM 2 BOX (NET)	3532 57% BCLRS	190 38% ABCLNRSTUY	83 42% ABCLNRSTUY	160 72% ABCLNRSTUY	79 78% ABCLNRSTUY	70 69% ABCLNRSTUY	70 70% ABCLNRSTUY	85 76% ABCLNRSTUY	152 69% ABCLNRSTUY	137 68% ABCLNRSTUY	173 69% ABCLNRSTUY	552 50% BCS BCLNRST	66 66% BCS	111 54% ABCLNRSTUY	262 73% ABCLNRSTUY	154 75% ABCLNRSTUY	163 64% ABCLNRSTUY	323 47% BS	81 39% BCS	104 52% BCRS	61 58% ABCLNRSTUY	78 76% ABCLNRSTUY	91 76% ABCLNRSTUY	80 73% ABCLNRSTUY	207 56% BCLRS
Not very trustworthy	2478 40% BCKRT	121 24% ABCHKLNRSTUY	51 26% ABCHKLNRSTUY	115 52% BCKRST	47 47% BCKRST	47 46% BCKRST	52 52% BCKRST	44 39% BC	91 41% BCR	87 43% BCKRT	85 34% B	466 42% BCKRST	47 47% BCKRST	84 41% BCR	209 58% ABCHKLNRSTUY	118 58% ABCHKLNRSTUY	121 48% ABCKRSTY	221 32% B	70 34% B	67 38% BC	40 35% BC	57 55% ABCHKLNRSTUY	50 42% BCR	54 49% BCKRSTY	134 36% BC
Not at all trustworthy	1054 17% BLS	69 14% LS	32 16% LS	45 20% BLS	32 32% BLNRS	23 23% BLNRS	18 18% LS	41 37% ABCLNORSTY	61 28% ABCLNORSTY	50 25% ABCLNORSTY	88 35% ABCLNORSTY	86 8% ABCLNORSTY	19 19% LS	27 13% LS	53 15% LS	36 18% LS	42 17% LS	102 15% LS	11 5% LS	37 18% LS	21 20% LS	21 20% LS	41 34% ABCLNORSTY	26 24% BLNRS	73 20% BLNRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_6. Please rate the following gTLDs by how trustworthy you feel they are.  
6. .club

14 Mar 2015  
Table 413

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2999 49%	228 45%	93 47%	94 42%	36 36%	41 40%	43 43%	33 29%	79 36%	88 44%	102 41%	668 60%	48 48%	113 55%	114 32%	73 36%	130 51%	402 59%	160 77%	101 50%	39 37%	46 45%	30 25%	46 42%	192 52%
	DEHIKOPUW	HIOPW	HIOPW	HOW		W	HOW		W	HOW	HOW	HIOPW	BDEFHUKOPUW			DEHIKOPUW	ABCKLNORSTY	ABCKLNORSTY	EHIKOPUW		HOW		W	DEFHIKOPUW	
Very trustworthy	397 6%	19 4%	8 4%	14 6%	3 3%	5 5%	-	3 3%	11 5%	5 2%	4 2%	92 8%	7 7%	16 8%	5 1%	13 6%	19 8%	88 13%	32 15%	9 4%	2 2%	9 9%	2 2%	3 3%	28 8%
	BGJKOW	GO	G	GKO	GO			GKO				ABCKHUKOUW	GKO	BGJKOUW		GKO	BGJKOUW	ABCKLNORSTY	ABCKLNORSTY	GO		BGJKOUW		BGJKOUW	
Somewhat trustworthy	2602 42%	209 42%	85 43%	80 36%	33 33%	36 35%	43 43%	30 27%	68 31%	83 41%	98 39%	576 52%	41 41%	97 47%	109 30%	60 29%	111 44%	314 46%	128 62%	92 46%	37 35%	37 36%	28 24%	43 39%	164 44%
	DEHIOPW	HIOPW	HIOPW	W			HIOPW		HIOPW	HOPW		HOPW	DEHIOPW			HIOPW	DEFHIOPW	ABCKLNORSTY	DEHIOPW		W		W	DEHIOPW	
BOTTOM 2 BOX (NET)	3145 51%	274 55%	107 54%	129 58%	65 64%	61 60%	57 57%	79 71%	141 64%	113 56%	148 59%	442 40%	52 52%	93 45%	244 68%	131 64%	123 49%	285 41%	47 23%	100 50%	66 63%	57 55%	89 75%	64 58%	178 48%
	LRS	LNRS	LRS	ALNORSY	ALNORSTY	LNRSY	LRS	ABCKLNORSTY	ABCKLNORSTY	LNRS	ALNORSTY	S	LRS	S	ABCKLNORSTY	ABCKLNORSTY	LS	S		LRS	ALNORSTY	LRS	ABCKLNORSTY	LNRS	LRS
Not very trustworthy	2257 37%	173 34%	70 35%	99 44%	40 40%	44 43%	48 48%	40 36%	95 43%	75 37%	77 31%	370 33%	40 40%	68 33%	205 57%	100 49%	92 36%	202 29%	43 21%	66 33%	42 40%	48 47%	56 47%	46 42%	118 32%
	KLRSY	S	S	ABCKLNRSY	RS	KLRSY	ABCKLNRSY	S	ABCKLNRSY	RS	S	S	RS	S	ABCKLNORSTY	ABCKLNORSTY	RS	S		RS	ABCKLNRSY	ABCKLNRSY	KRS	S	
Not at all trustworthy	888 14%	101 20%	37 19%	30 13%	25 25%	17 17%	9 9%	39 35%	46 21%	38 19%	71 28%	72 6%	12 12%	25 12%	39 11%	31 15%	31 12%	83 12%	4 2%	34 17%	24 23%	9 9%	33 28%	18 16%	60 16%
	LOS	ADGLNORSY	GLORSV	LS	ADGLNORSY	LS	S	S	ADGLNORSY	GLORSV		S	LS	LS	LS	LS	LS	LS		LOS	ADGLNORSY	S	ADGLNORSTY	LOS	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q826\_7. Please rate the following gTLDs by how trustworthy you feel they are.  
7. .xyz

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2178 35% BCDEGHIKNOPLWXY	150 30% PW	46 23%	61 27% W	21 21% EPW	34 33%	25 25%	26 23%	60 27% W	62 31% PW	69 28% W	562 51% ABCDEFGHIKNOPLWXY	32 32% W	58 28% W	93 26%	45 22%	78 31% PW	330 48% ABCDEFGHIKNOPLWXY	110 53% ABCDEFGHIKNOPLWXY	65 32% CEPW	23 22%	28 27%	21 18%	29 26% ABCDEFGHIKNOPLWXY	150 41% ABCDEFGHIKNOPLWXY
Very trustworthy	274 4% BDJKO	13 3% O	4 2%	3 1%	3 3% O	4 4% O	1 1%	2 2%	9 4% JO	2 1%	4 2%	76 7% ABCDEFGHIKNOPLWXY	3 3% O	6 3% O	2 1%	8 4% O	8 3% O	78 11% ABCDEFGHIKNOPLWXY	13 6% BCDGJKOW	6 3% O	2 2%	3 3% O	1 1%	4 4% O	19 5% BDJKOW
Somewhat trustworthy	1904 31% CEHIOPUW	137 27% EPW	42 21%	58 26%	18 18%	30 29% PW	24 24%	24 21%	51 23% CEPW	60 30% P	65 26%	486 44% ABCDEFGHIKNOPLWXY	29 29% PW	52 25%	91 25% P	37 18%	70 28% PW	252 37% ABCDEFGHIKNOPLWXY	97 47% ABCDEFGHIKNOPLWXY	59 29% EPW	21 20%	25 24%	20 17%	25 23% ABCDEFGHIKNOPLWXY	131 35% ABCDEFGHIKNOPLWXY
BOTTOM 2 BOX (NET)	3966 65% LRSY ALRSY	352 70% ALRSY	154 77% ALRSY	162 73% ALRSY	80 79% AFLRSTY	68 67% LRS ALRSY	75 75% ALRSY	86 77% ALRSY	160 73% ALRSY	139 69% LRSY ALRSY	181 72% ALRSY	548 49% ABCDEFGHIKNOPLWXY	68 68% LRS	148 72% ALRSY	265 74% ALRSY	159 78% ABFJLORSTY	175 69% LRSY	357 52% ABCDEFGHIKNOPLWXY	97 47% ABCDEFGHIKNOPLWXY	136 68% LRS ALRSY	82 78% ALRSY	75 73% LRSY	98 82% ABDFUKLMNORSTY	81 74% ALRSY	220 59% LRS
Not very trustworthy	2552 42% KR	200 40% KR	82 41% KR	104 47% HKRSTY	37 37% KR	48 47% KR	57 57% ABCDEFGHIKNOPLWXY	39 35%	88 40% KR	84 42% KR	74 30%	463 42% ABCDEFGHIKNOPLWXY	42 42% KR	104 50% ABEHKILRSTY	201 56% ABCDEFGHIKNOPLWXY	118 58% ABCDEFGHIKNOPLWXY	106 42% KR	220 32% ABCDEFGHIKNOPLWXY	76 37% ABCDEFGHIKNOPLWXY	74 37% BEHKIRSTY	42 40% KR	52 50% KR	55 46% KR	49 45% KR	137 37% ABCDEFGHIKNOPLWXY
Not at all trustworthy	1414 23% LORS	152 30% AFGLNOPRSY	72 36% ADFGNOPRSY	58 26% LOS	43 43% BEHKLJMNORSTY	20 20% LS	18 18% L	47 42% ABCDEFGHIKNOPLWXY	72 33% AFGLNOPRSY	55 27% LORS	107 43% ABCDEFGHIKNOPLWXY	85 8% ABCDEFGHIKNOPLWXY	26 26% LS	44 21% LS	64 18% LS	41 20% LS	69 27% LORS	137 20% LS	21 10% AFGLNOPRSY	62 31% ADFGNOPRSY	40 38% LS	23 22% AFGLNOPRSY	43 36% LORS	32 29% LORS	83 22% LS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q826\_8. Please rate the following gTLDs by how trustworthy you feel they are.  
8. .berlin

14 Mar 2015  
Table 415

Base: All Qualified Respondents

		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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	159 64%	-	-	-	-	-	-	-	-	-	159 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	19 8%	-	-	-	-	-	-	-	-	-	19 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	140 56%	-	-	-	-	-	-	-	-	-	140 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	91 36%	-	-	-	-	-	-	-	-	-	91 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	53 21%	-	-	-	-	-	-	-	-	-	53 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	38 15%	-	-	-	-	-	-	-	-	-	38 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_9. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015  
Table 416

9. .ovh

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	71 28%	-	-	-	-	-	-	-	-	-	71 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	5 2%	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	66 26%	-	-	-	-	-	-	-	-	-	66 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	179 72%	-	-	-	-	-	-	-	-	-	179 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	85 34%	-	-	-	-	-	-	-	-	-	85 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	94 38%	-	-	-	-	-	-	-	-	-	94 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_10. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015  
Table 417

10. .london

Base: All Qualified Respondents

		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	1086	**	**	**	101	102	100	112	220	201	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1086	**	**	**	101	102	100	112	220	201	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	495 46% H	-	-	-	42 42% H	38 37% H	44 44% H	29 26% AEFGHJ	125 57% H	80 40% AEFGHJ	137 55% H	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very trustworthy	47 4% G	-	-	-	5 5% G	6 6% G	-	2 2% AGHJK	19 9% H	5 2% G	10 4% G	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat trustworthy	448 41% FH	-	-	-	37 37% H	32 31% H	44 44% H	27 24% AFHJ	106 48% H	75 37% AEFGHJ	127 51% H	-	-	-	-	-	-	-	-	-	-	-	-	-	
BOTTOM 2 BOX (NET)	591 54% IK	-	-	-	59 58% IK	64 63% IK	56 56% I	83 74% AEGJUK	95 43% H	121 60% IK	113 45% H	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not very trustworthy	383 35% IK	-	-	-	40 40% K	44 43% IK	45 45% AIK	46 41% IK	63 29% AIK	83 41% AIK	62 25% H	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not at all trustworthy	208 19% GI	-	-	-	19 19% H	20 20% H	11 11% AEFGIJK	37 33% H	32 15% H	38 19% G	51 20% H	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	1086 100%	-	-	-	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_11. Please rate the following gTLDs by how trustworthy you feel they are.  
11. .nyc

14 Mar 2015  
Table 418

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	270 54%	270 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	30 6%	30 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	240 48%	240 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	232 46%	232 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	149 30%	149 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	83 17%	83 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_12. Please rate the following gTLDs by how trustworthy you feel they are.

14 Mar 2015  
Table 419

12. .wang

Base: All Qualified Respondents

		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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	585 53%	-	-	-	-	-	-	-	-	-	-	585 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	80 7%	-	-	-	-	-	-	-	-	-	-	80 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	505 45%	-	-	-	-	-	-	-	-	-	-	505 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	525 47%	-	-	-	-	-	-	-	-	-	-	525 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	444 40%	-	-	-	-	-	-	-	-	-	-	444 40%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	81 7%	-	-	-	-	-	-	-	-	-	-	81 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_13. Please rate the following gTLDs by how trustworthy you feel they are.  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 420

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	624 56%	-	-	-	-	-	-	-	-	-	-	624 56%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	100 9%	-	-	-	-	-	-	-	-	-	-	100 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	524 47%	-	-	-	-	-	-	-	-	-	-	524 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	486 44%	-	-	-	-	-	-	-	-	-	-	486 44%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	395 36%	-	-	-	-	-	-	-	-	-	-	395 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	91 8%	-	-	-	-	-	-	-	-	-	-	91 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_14. Please rate the following gTLDs by how trustworthy you feel they are.  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 421

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	1110	**	**	**	**	**	**	**	**	**	**	1110	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	632 57%	-	-	-	-	-	-	-	-	-	-	632 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	105 9%	-	-	-	-	-	-	-	-	-	-	105 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	527 47%	-	-	-	-	-	-	-	-	-	-	527 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	478 43%	-	-	-	-	-	-	-	-	-	-	478 43%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	386 35%	-	-	-	-	-	-	-	-	-	-	386 35%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	92 8%	-	-	-	-	-	-	-	-	-	-	92 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q830. To the best of your knowledge, why have new gTLDs been created?

14 Mar 2015  
Table 422

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
CONSUMER DEMAND (NET)	2002 33% JORY	193 38% AEGJNORY	100 50% AEGJNORY	90 40% AEGJNORY	27 27% JORY	33 32% JR	25 25% JR	37 33% JR	65 30% JR	37 18% JORY	89 36% AGJNORY	393 35% JORY	35 35% JR	57 28% J	95 27% J	70 34% JR	96 38% EGJNORY	148 22% JORY	73 35% JORY	68 34% JR	33 31% JR	32 31% JR	54 45% AEGJNORTUVVY	50 45% AEGJNORTUVVY	102 28% JR
Availability/Ran out/Shortage of names/domains	950 15% JMNRSWTWY	125 25% AEGJNORY	73 37% JMNRSWTWY	42 19% JMNRSWTWY	16 16% MNRSTY	15 15% MRSTY	15 15% MRSTY	16 14% MRSY	35 16% MNRSTY	20 10% MY	54 22% AJMNRSWTWY	213 19% AJMNRSWTWY	3 3% JMNRSWTWY	16 8% JMNRSWTWY	67 19% JMNRSWTWY	31 15% MNRSTY	50 20% JMNRSWTWY	50 7% JMNRSWTWY	13 6% JMNRSWTWY	15 7% JMNRSWTWY	19 18% JMNRSWTWY	9 9% JMNRSWTWY	10 8% JMNRSWTWY	23 21% JMNRSWTWY	20 5% JMNRSWTWY
It's needed/Growing demand	486 8% JNR	30 6% AEGJNORY	12 6% AEGJNORY	27 12% AEGJNORY	3 3% EJNR	10 10% EJNR	3 3% EJNR	7 7% J	14 6% J	5 2% JNR	21 8% AEGJNORY	123 11% AEGJNORY	20 20% AEGJNORY	6 3% AEGJNORY	24 7% EGJNR	19 9% EGJNR	16 6% EGJNR	32 5% EGJNR	21 10% EGJNR	18 9% JNR	8 8% J	8 8% J	23 19% AEGJNORTUVVY	11 10% EGJNR	24 6% J
Create new/additional domains/websites	367 6% LO	35 7% LO	11 6% LO	12 5% LO	6 6% O	7 7% O	4 4% O	7 6% O	11 5% O	11 5% O	13 5% O	45 4% LO	10 10% LO	18 9% LO	6 2% LO	13 6% LO	22 9% LO	43 6% LO	17 8% LO	19 9% ALO	7 7% O	13 13% AEGJNORY	7 6% O	22 6% O	
Provide/offer variety/choices/options	230 4% BKLOU	8 2% BKLOU	10 5% BKLOU	13 6% BKLOU	2 2% O	5 5% BKLOU	4 4% LOU	5 4% LOU	8 4% LOU	4 2% O	3 1% O	9 1% O	2 2% O	13 6% O	- - O	7 3% LO	10 4% BLOU	25 4% BLOU	23 11% AEGJNORTUVVY	17 8% AEGJNORTUVVY	- - BKLOU	5 5% AEGJNORTUVVY	11 9% AEGJNORTUVVY	10 9% AEGJNORTUVVY	36 10% AEGJNORTUVVY
To customize/add personality/meet specific needs	50 1% J	3 1% J	1 1% J	2 1% J	- - J	- - J	- - J	1 1% J	2 1% J	- - J	2 1% J	9 1% J	2 2% J	5 2% J	1 1% J	3 1% J	3 1% J	3 1% J	5 2% J	3 1% J	- - J	- - J	4 3% J	- - J	1 1% J
Other consumer demand mentions	17 - B	- - A	- - A	1 - A	- - A	- - A	- - A	- - A	- - A	- - A	2 1% B	7 1% A	- - A	- - A	- - A	- - A	- - A	1 - A	- - A	- - A	- - A	1 1% B	2 2% B	1 1% B	2 1% B
PROVIDE STRUCTURE (NET)	949 15% IKL	73 15% KL	30 15% KL	56 25% KL	15 15% L	17 17% KL	20 20% HIKL	11 10% HIKL	22 10% HIKL	27 13% L	21 8% HIKLO	96 9% HIKLO	21 21% HIKLO	62 30% HIKLO	45 13% L	38 19% HIKL	41 16% IKL	135 20% ABHIJLOT	46 22% ABHIJLOT	27 13% L	21 20% HIKL	17 17% KL	32 27% KL	17 15% KL	59 16% IKL
To identify/differentiate between businesses/sites	675 11% IKL	48 10% L	22 11% KL	37 17% ABHIKLO	13 13% KL	11 11% L	14 14% IKL	9 8% IKL	14 6% L	21 10% L	14 6% IKLO	51 5% IKLO	15 15% IKLO	41 20% IKLO	29 8% L	22 11% KL	29 11% KL	111 16% ABHIJLOT	36 17% ABHIJLOT	22 11% KL	18 17% ABHIKLO	12 12% KL	25 21% ABHIKLO	11 10% L	50 14% IKLO
To organize/categorize the internet	134 2% K	14 3% IK	4 2% IK	13 6% IK	2 2% O	2 2% O	1 1% O	- - O	1 - O	2 1% O	1 - O	23 2% O	- - O	13 6% O	5 1% O	5 2% O	7 3% K	15 2% K	5 2% K	5 2% O	2 2% O	1 1% IK	4 3% IK	2 2% O	7 2% O
Too many/large volume of sites	99 2% Y	11 2% ALRTY	7 4% ALRTY	5 2% ALRTY	1 1% Y	3 3% Y	3 3% Y	1 1% Y	5 2% Y	3 1% Y	3 1% Y	12 1% Y	2 2% Y	4 2% Y	9 3% LY	5 2% Y	4 2% Y	8 1% Y	2 1% Y	1 - Y	1 1% Y	3 3% Y	2 2% Y	2 2% Y	2 1% Y
Reduce redundancy/sites with the same name	54 1% R	9 2% ALRY	1 1% O	1 - O	- - O	2 2% JRY	2 2% JRY	1 1% O	3 1% RY	- - O	1 - O	5 - O	2 2% JRY	4 2% JLRY	3 1% AJLRY	5 2% AJLRY	2 1% O	1 - O	6 3% ADJLRY	1 - O	2 2% RY	1 1% O	2 2% RY	- - O	- - O
Other provide structure mentions	38 1% B	- - ABIOR	- - ABIOR	4 2% ABIOR	1 1% B	1 1% B	1 1% B	- - B	- - B	2 1% B	3 1% BO	8 1% BCIOST	2 2% BO	3 1% BO	- - O	2 1% B	1 - O	3 - O	- - O	- - O	- - O	- - O	3 3% ABCIORST	2 2% BIO	2 1% BIO
IMPROVE BUSINESS (NET)	358 6% BLO	15 3% O	9 5% ABKLOPSX	21 9% ABKLOPSX	5 5% O	10 10% BLOPX	6 6% O	12 11% ABKLOPSX	17 8% BLOX	14 7% BLO	12 5% O	35 3% BLOPX	10 10% BLOX	15 7% BLOX	5 1% O	7 3% ABKLOPSX	33 13% BLOX	49 7% BLOX	9 4% O	24 12% ABKLOPSX	5 5% O	11 11% ABKLOPSX	11 9% BLOPX	2 2% BLO	21 6% BLO
To advertise/market/Attract new customers	121 2% BO	2 - O	3 2% O	8 4% BJLOXY	2 2% O	3 3% BO	3 3% BO	8 7% O	4 2% O	1 - O	3 1% O	16 1% O	2 2% O	4 2% BO	- - O	3 1% O	9 4% BJLOXY	27 4% ABJKLOSXY	2 1% O	5 2% BO	4 4% BJOX	4 4% BJOX	4 3% BJO	- - O	4 1% O
Economic interests/Make money/Profits	112 2% LR	8 2% O	2 1% O	2 1% O	3 3% R	6 6% ABKLOPSXY	1 1% LRXS	4 4% ABKLOPSXY	10 5% ABKLOPSXY	9 4% ABKLOPSXY	8 3% LRS	10 1% R	3 3% R	4 2% R	5 1% O	2 1% ABKLOPSXY	12 5% ABKLOPSXY	5 1% ABKLOPSXY	1 - O	4 2% LRXS	1 1% O	4 4% LRXS	2 2% O	- - O	6 2% O

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



Q830. To the best of your knowledge, why have new gTLDs been created?

14 Mar 2015  
Table 422

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Competition/To compete	81 1% LO	4 1% LO	3 2% LO	12 5% ABCEGHKLOPQRY	-	1 1% LO	-	-	1 1% LO	2 1% LO	1 1% LO	4 2% LO	2 2% LO	4 2% LO	-	1 1% LO	11 4% LO	6 1% LO	4 2% LO	10 5% ABCEGHKLOPQRY	-	4 4% ABCEGHKLOPQRY	4 3% BIKLOPQR	1 1% LO	6 2% LO
For business purposes (Unspec.)	50 1% LO	1 1% LO	1 1% LO	-	-	-	2 2% BDKO	-	2 1% LO	2 1% LO	-	6 1% ABDKLO	3 3% BO	3 1% BO	-	1 1% LO	3 1% O	11 2% ABKLO	2 1% ABDKLO	6 3% ABDKLO	1 1% LO	-	1 1% LO	1 1% LO	4 1% LO
Other improve business mentions	7 1% LO	-	-	-	-	-	-	-	-	-	-	4 1% A	1 1% AB	-	-	-	-	1 1% LO	-	-	-	-	-	-	1 1% LO
MISCELLANEOUS (NET)	338 6% BEKOY	18 4% O	5 3% EKO	14 6% EKO	-	7 7% EKO	7 7% EKO	4 4% O	16 7% BCEKOY	8 4% EO	5 2% EO	50 5% EO	7 7% EKO	20 10% ABCEHJKLOY	3 1% ABCEHJKLOY	18 9% EKO	14 6% ABCEHJKLOY	72 10% ABCEHJKLOY	11 5% EO	18 9% ABCEHJKLOY	5 5% EO	10 10% BCEHJKLOY	9 8% CEKOY	5 5% EO	12 3% O
To be unique/different	81 1% LY	6 1% Y	2 1% LO	2 1% LO	-	3 3% KLOQY	1 1% LO	1 1% LO	4 2% KLY	1 1% LO	-	6 1% KLOQY	3 3% KLOQY	12 6% ABCEHJKLOY	1 1% LO	3 1% Y	1 1% LO	21 3% ABJKLOQY	2 1% LO	8 4% ABCEHJKLOY	-	2 2% KY	1 1% LO	1 1% LO	-
Information/more information	67 1% BO	1 1% LO	1 1% LO	5 2% BKOSY	-	-	1 1% LO	1 1% LO	2 1% LO	2 1% LO	-	12 1% O	-	2 1% LO	-	3 1% BO	2 1% LO	20 3% ABCKLOSY	-	3 1% BO	2 2% BKOSY	3 3% BKOSY	4 3% ABCKLOSY	2 2% BKO	1 1% LO
Cheaper/More affordable	61 1% L	4 1% LO	1 1% ABJLOR	6 3% LO	-	-	3 3% AJLO	-	2 1% LO	-	2 1% LO	4 1% LO	1 1% LO	1 1% LO	2 1% LO	7 3% ABCHUKLOR	6 2% AJL	1 1% LO	3 1% LO	5 2% AJLO	-	2 2% JL	2 2% L	-	4 1% LO
Keep up with the market/trend	38 1% LO	1 1% LO	-	1 1% LO	-	1 1% LO	-	1 1% LO	2 1% LO	1 1% LO	1 1% LO	8 1% LO	1 1% LO	2 1% LO	-	-	-	7 1% LO	6 3% ABCKLOPQR	2 1% LO	1 1% LO	-	-	-	3 1% LO
Other mentions	95 2% O	6 1% O	1 1% LO	-	-	3 3% DO	2 2% DO	1 1% LO	6 3% DO	4 2% DO	2 1% LO	21 2% DO	2 2% DO	3 1% LO	-	6 3% DO	5 2% DO	18 3% ADO	1 1% LO	1 1% LO	2 2% DO	3 3% DO	2 2% O	2 2% DO	4 1% LO
INNOVATION/DEVELOPMENT (NET)	243 4% BCIJKOU	1 1% LO	1 1% LO	5 2% BI	2 2% BI	3 3% BIK	1 1% LO	2 2% BI	-	1 1% LO	1 1% LO	80 7% ABCEGHKLOQY	6 6% BCIJKOU	9 4% BCIJKOU	4 1% BCIJKOU	11 5% BCIJKOU	7 3% BIK	38 6% ABCEHJKLOY	24 12% ABCEGHKLOQY	21 10% ABCEGHKLOQY	-	4 4% BCIJKU	6 5% BCIJKOU	2 2% BI	14 4% BCIJKOU
Progress/Improved development/Make it better	118 2% BCIJK	-	-	1 1% LO	1 1% LO	1 1% LO	1 1% LO	-	-	-	-	45 4% ABCEHJKLOY	4 4% BCDHJKOU	2 1% LO	3 1% LO	9 4% ABCEHJKLOY	5 2% BCIJK	17 2% BCIJK	12 6% ABCEGHKLOQY	7 3% BCDHJKOU	-	2 2% BCIJK	1 1% LO	2 2% BIK	5 1% LO
Innovation	68 1% B	1 1% LO	1 1% LO	3 1% LO	-	1 1% LO	-	-	-	1 1% LO	1 1% LO	22 2% ABIOPO	-	4 2% BIOPO	1 1% LO	-	2 1% LO	9 1% LO	7 3% ABCKLOPQR	7 3% ABCHUKLOPQR	-	-	2 2% B	-	6 2% B
Good/Improved technology	46 1% LO	-	-	1 1% LO	1 1% LO	1 1% LO	-	2 2% BIKOQ	-	-	-	13 1% BO	2 2% BCIJKOQ	2 1% LO	-	1 1% LO	-	10 3% ABO	6 3% ABCEHJKLOQY	5 2% ABCEHJKLOQY	-	-	1 1% LO	-	1 1% LO
Good/Improve quality	13 1% LO	-	-	-	-	-	-	-	-	-	-	1 1% LO	-	1 1% LO	-	1 1% LO	-	4 1% A	-	1 1% LO	-	2 2% ABCEHJKLOQY	1 1% LO	-	2 1% LO
Other innovation/development mentions	5 1% LO	-	-	-	-	-	-	-	-	-	-	2 1% LO	-	-	-	-	-	-	-	1 1% LO	-	1 1% LO	1 1% LO	-	-
ACCESSIBILITY (NET)	221 4% BCJK	5 1% LO	2 1% LO	13 6% BCEGHJKLO	1 1% LO	3 3% K	1 1% LO	1 1% LO	5 2% LO	2 1% LO	1 1% LO	31 3% BK	2 2% ABCEHJKLO	13 6% ABCEHJKLO	9 3% K	9 4% BCJK	12 5% BCJK	44 6% ABCEGHKLOQY	16 8% ABCEGHKLOQY	11 5% BCHJKL	9 9% ABCEGHKLOQY	3 3% K	8 7% BCEGHJKLO	2 2% BCJK	18 5% BCJK
Easy/Easy to use/access the web	83 1% B	1 1% LO	-	4 2% BIQ	1 1% LO	1 1% LO	-	1 1% LO	-	-	1 1% LO	12 1% LO	-	5 2% BCIJK	6 2% BQ	1 1% LO	-	22 3% ABCEHJKLOQY	3 1% LO	3 1% LO	3 3% BCIJKQ	3 3% BCIJKQ	2 2% BQ	-	14 4% ABCEHJKLOQY

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q830. To the best of your knowledge, why have new gTLDs been created?

14 Mar 2015  
Table 422

Base: All Qualified Respondents

Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Improve search function/Making searching easier	76 1% L	4 1%	1 1%	8 4% ABCHUKLOPY	-	1 1%	-	-	3 1%	1	-	4	2 2% KLP	5 2% KLPY	2 1%	-	5 2% KLP	14 2% ABCEGHUKLOPRYTY	10 5%	2 1%	6 6% ABCEGHUKLOPYTY	-	5 4% ABCEGHUKLOPYTY	1 1%	2 1%
Convenience	32 1%	-	1 1%	-	-	1 1% B	-	-	-	1	-	7 1%	-	-	-	8 4% ABCEGHUKLOPNOR	5 2% ABCEGHUKLOPNOR	3	2 1% B	1	-	-	1 1% B	-	2 1%
Other accessibility mentions	36 1%	-	-	1	-	1 1% B	1 1% B	-	2 1% B	-	-	8 1%	-	3 1% B	1	-	2 1% B	8 1% AB	1	6 3% ABCDUKLOPY	-	-	-	1 1% B	1
IMPROVE CREDIBILITY (NET)	209 3% BCHKLO	8 2% K	1 1%	17 8% ABCHUKLOUTY	2 2% K	8 8% ABCHUKLOUTY	4 4% CHKU	-	4 2% K	4 2% K	-	23 2% K	6 6% BCHIKLOU	18 9% ABCEGHUKLOPYTY	13 4% CHKU	10 5% BCHIKLOU	3 1%	37 5% ABCHUKLOU	14 7% ABCHUKLOUTY	5 2% K	-	5 5% BCHKOU	5 4% CHKU	5 5% CHKOU	17 5% BCHKLOU
Improve security/Make it safer	120 2% BK	4 1%	1 1%	11 5% ABCHUKLOPYTY	2 2% K	7 7% ABCHUKLOPYTY	3 3% K	-	3 1%	1	-	17 2% K	2 2% K	7 3% BCHJKQT	7 2% K	3 1%	2 1%	19 3% BK	5 2% K	1	-	2 1% K	5 4% BCHJKLOUTY	3 3% K	15 4% ABCHUKLOUTY
More reliable/trustworthy	34 1%	1	-	3 1% LY	-	1 1%	-	-	1	1	-	3	2 2% BCKLOQY	2 1%	3 1%	4 2% ABCKLOQY	-	9 1% ABLY	2 1%	1	-	1 1%	-	-	-
Improve reputation/be more known	24 1% L	1	-	2 1% L	-	-	1 1% L	-	-	-	-	-	3 3% ABCUKLOPRY	4 2% ABCUKLOPRY	-	-	1	3 1% L	3 1% ABLO	3 1% ABLO	-	1 1% L	-	1 1% L	1
Other improve credibility mentions	34 1%	2	-	2 1%	-	-	-	-	-	2 1%	-	4	-	5 2% ABCIKLOTY	3 1%	3 1%	-	6 1% ABCIKLOTY	4 2% ABCIKLOTY	-	-	1 1%	-	1 1%	1
IMPROVE EFFICIENCY (NET)	201 3% KL	23 5% KLNO	8 4% KLN	11 5% JKLNO	3 3%	2 2%	1 1%	3 3%	15 7% AGJUKLMNORSW	3 1%	2 1%	13 1%	1 1%	2 1%	7 2%	7 3% KL	19 8% AFJUKLMNORSW	22 3% KL	6 3% AGJUKLMNO	12 6% KLN	5 5% KLN	5 5% AGJUKLMNO	8 7% KLN	5 5% JKLNO	18 5% JKLNO
Lack of space/To create more space	124 2% LN	20 4% AJUKLMNOR	7 4% KLN	7 3% LN	3 3% LN	1 1%	1 1%	3 3% LN	12 5% AJUKLMNORSW	2 1%	2 1%	2	-	-	4 1% L	3 1% L	12 5% AJUKLMNORSW	11 2% L	3 1% AKLMNOR	8 4% KLN	4 4% KLN	5 4% KLMNO	3 3% LN	7 2% LN	
For use/to use/usability	45 1%	1	-	3 1%	-	1 1%	-	-	1	1	-	5	-	1	3 1%	3 1% B	3 1%	5 1%	1	4 2% ABCKL	-	1 1% BK	2 2% BK	2 2% BK	8 2% ABCKLR
Other improve efficiency mentions	33 1%	2	1 1%	1	-	-	-	-	2 1%	-	-	6 1%	1 1%	1	-	1	4 2% AKO	6 1%	2 1%	-	1 1%	-	2 2% KO	-	3 1%
None	127 2%	9 2%	3 2%	1	2 2%	1 1%	-	1 1%	3 1%	10 5% ABCEGHUKLOPYTY	1	36 3% ADKNQSW	2 2%	1	13 4% ADKNQSWX	3 1%	1	25 4% ADKNQSWX	1	2 1% DKNQSWX	4 4% DKNQSWX	1 1%	-	-	7 2%
Don't know	1678 27% DMNQRSTW	165 33% ADMNQRSTW	51 26% DMNRSW	27 12% ACDMNQRSTW	41 41% DSW	24 24% ACDMNQRSTW	37 37% DMNQRSTW	38 34% ADMNQRSTW	75 34% ADMNQRSTW	99 49% ADMNQRSTW	84 34% ADMNQRSTW	347 31% ADMNQRSTW	13 13%	30 15% ADKNQSW	161 45% ADKNQSWX	45 22% DSW	47 19% W	115 17% W	29 14% DW	39 19% DMNQRSTW	32 30% DMNQRSTW	30 29% DMNQRSTW	11 9% DMNQRSW	31 28% DMNQRSTW	107 29% DMNQRSTW
Declined to answer	364 6% DJNPTW	34 7% DJNQRSTW	9 5% DW	2 1% DJNQRSTW	8 8% DW	5 5% W	4 4% DJNQRSTW	11 10% DJNPTW	15 7% DJNPTW	5 2% DJNPTW	46 18% DJNPTW	66 6% DJNQRSTW	10 10%	3 1%	13 4% DW	5 2% DW	10 4% DW	76 11% DW	6 3% DW	5 2% DW	2 2% DW	3 3% DW	-	2 2% DJNPTW	24 6% DJNPTW
Sigma	6873 112%	561 112%	230 115%	270 121%	108 107%	120 118%	108 108%	120 107%	243 110%	214 106%	269 108%	1196 108%	117 117%	234 114%	372 104%	228 112%	292 115%	776 113%	246 119%	241 120%	120 114%	127 123%	152 128%	124 113%	405 109%

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

Q836. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 423

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1826	35*	20**	94*	16**	47*	11**	35*	33*	13**	19**	413	52*	70*	32*	72*	93*	318	103	59*	20**	46*	54*	40*	131
Weighted Base	1826	35*	20**	94*	16**	47*	11**	35*	33*	13**	19**	413	52*	70*	32*	72*	93*	318	103	59*	20**	46*	54*	40*	131
.nyc	8 100%	8 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	65 93%	-	-	-	-	-	-	-	-	-	-	65 93%	-	-	-	-	-	-	-	-	-	-	-	-	-
.email	971 92%	15 94%	7 78%	48 92%	15 100%	30 88%	8 100%	18 86%	15 75%	6 100%	12 100%	204 94%	28 88%	27 96%	14 78%	35 88%	58 98%	176 93%	54 98%	26 96%	10 83%	31 94%	28 93%	23 92%	83 89%
.link	667 92%	6 75%	3 100%	53 98% PX	5 100%	17 89%	1 100%	6 100%	7 78%	5 100%	3 100%	136 93%	22 81%	30 97%	14 82%	29 85%	27 90%	102 96% PX	49 94%	27 90%	9 90%	18 95%	24 92%	28 85%	46 90%
.xn-55qx5d (Chinese for company)	50 91%	-	-	-	-	-	-	-	-	-	-	50 91%	-	-	-	-	-	-	-	-	-	-	-	-	-
.club	304 90%	1 100%	3 100%	15 100%	5 100%	7 70%	-	2 100%	6 100%	-	3 100%	88 89%	10 83%	12 92%	4 80%	17 89%	22 100%	50 93%	19 90%	7 78%	1 50%	10 100%	1 100%	3 100%	18 86%
.photography	224 90%	-	2 67%	5 100%	3 100%	10 77%	-	7 100%	4 100%	2 100%	-	44 86%	7 88%	7 88%	3 75%	9 100%	16 94%	49 89%	16 94%	5 83%	3 75%	6 100%	5 100%	6 100%	15 100%
.guru	253 89%	3 60%	1 100%	5 83%	2 100%	4 100%	1 100%	-	5 100%	-	1 50%	35 90%	9 90%	11 73%	4 80%	8 100%	8 100%	74 94%	20 95%	17 81%	3 75%	3 100%	17 94%	4 100%	18 78%
.wang	60 86%	-	-	-	-	-	-	-	-	-	-	60 86%	-	-	-	-	-	-	-	-	-	-	-	-	-
.xyz	111 85%	-	1 100%	2 100%	-	2 100%	1 100%	1 100%	-	-	1 100%	36 84%	5 71%	3 75%	3 75%	4 50%	3 100%	18 95%	9 90%	6 100%	-	3 100%	-	1 100%	12 86%
.london	22 85%	-	-	-	2 100%	2 50%	-	3 100%	12 100%	1 50%	2 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	121 83%	10 100%	6 100%	2 100%	1 100%	2 100%	-	1 50%	1 100%	-	-	30 86%	4 100%	5 71%	2 100%	1 20%	5 100%	28 78%	5 83%	3 100%	1 100%	-	2 67%	1 100%	11 79%
.berlin	4 80%	-	-	-	-	-	-	-	-	-	4 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836. What has your experience been like with websites with the following new gTLDs?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 424

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1826	35*	20**	94*	16**	47*	11**	35*	33*	13**	19**	413	52*	70*	32*	72*	93*	318	103	59*	20**	46*	54*	40*	131
Weighted Base	1826	35*	20**	94*	16**	47*	11**	35*	33*	13**	19**	413	52*	70*	32*	72*	93*	318	103	59*	20**	46*	54*	40*	131
.berlin	1 20%	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	25 17%	-	-	-	-	-	-	1 50%	-	-	-	5 14%	-	2 29%	-	4 80%	-	8 22%	1 17%	-	-	-	1 33%	-	3 21%
.london	4 15%	-	-	-	-	2 50%	-	-	-	1 50%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xyz	19 15%	-	-	-	-	-	-	-	-	-	-	7 16%	2 29%	1 25%	1 25%	4 50%	-	1 5%	1 10%	-	-	-	-	-	2 14%
.wang	10 14%	-	-	-	-	-	-	-	-	-	-	10 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
.guru	31 11%	2 40%	-	1 17%	-	-	-	-	-	-	1 50%	4 10%	1 10%	4 27%	1 20%	-	-	5 6%	1 5%	4 19%	1 25%	-	1 6%	-	5 22%
.photography	25 10%	1 100%	1 33%	-	-	3 23%	-	-	-	-	-	7 14%	1 13%	1 13%	1 25%	-	1 6%	6 11%	1 6%	1 17%	1 25%	-	-	-	-
.club	33 10%	-	-	-	-	3 30%	1 100%	-	-	-	-	11 11%	2 17%	1 8%	1 20%	2 11%	-	4 7%	2 10%	2 22%	1 50%	-	-	-	3 14%
.xn-55qx5d (Chinese for company)	5 9%	-	-	-	-	-	-	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
.link	59 8%	2 25%	-	1 2%	-	2 11%	-	-	2 22%	-	-	11 7%	5 19%	1 3%	3 18%	5 15% DR	3 10%	4 4%	3 6%	3 10%	1 10%	1 5%	2 8%	5 15% DR	5 10%
.email	81 8%	1 6%	2 22%	4 8%	-	4 12% Q	-	3 14%	5 25%	-	-	14 6%	4 13% QS	1 4%	4 22%	5 13% QS	1 2%	13 7%	1 2%	1 4%	2 17%	2 6%	2 7%	2 8%	10 11% QS
.xn-ses554g (Chinese for network address)	5 7%	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_1. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 425

1. .email

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1052	16**	9**	52*	15**	34*	8**	21**	20**	6**	12**	218	32*	28**	18**	40*	59*	189	55*	27**	12**	33*	30*	25**	93*
Weighted Base	1052	16**	9**	52*	15**	34*	8**	21**	20**	6**	12**	218	32*	28**	18**	40*	59*	189	55*	27**	12**	33*	30*	25**	93*
TOP 2 BOX (NET)	971 92%	15 94%	7 78%	48 92%	15 100%	30 88%	8 100%	18 86%	15 75%	6 100%	12 100%	204 94%	28 88%	27 96%	14 78%	35 88%	58 98%	176 93%	54 98%	26 96%	10 83%	31 94%	28 93%	23 92%	83 89%
Very positive	403 38% P	5 31%	3 33%	19 37%	1 7%	13 38%	-	6 29%	6 30%	2 33%	-	75 34%	15 47% P	9 32%	1 6%	9 23%	21 36%	88 47% ALP	26 47% P	19 70%	8 67%	10 30%	13 43%	14 56%	40 43% P
Somewhat positive	568 54% R	10 63%	4 44%	29 56%	14 93%	17 50%	8 100%	12 57%	9 45%	4 67%	12 100%	129 59% MRY	13 41%	18 64%	13 72%	26 65% MRY	37 63% MRY	88 47%	28 51%	7 26%	2 17%	21 64%	15 50%	9 36%	43 46%
BOTTOM 2 BOX (NET)	81 8%	1 6%	2 22%	4 8%	-	4 12% Q	-	3 14%	5 25%	-	-	14 6%	4 13% QS	1 4%	4 22%	5 13% QS	1 2%	13 7%	1 2%	1 4%	2 17%	2 6%	2 7%	2 8%	10 11% QS
Somewhat negative	64 6%	-	2 22%	3 6%	-	3 9% S	-	3 14%	4 20%	-	-	10 5%	-	1 4%	4 22%	5 13% MQS	1 2%	11 6%	-	1 4%	1 8%	2 6%	2 7%	2 8%	9 10% S
Very negative	17 2%	1 6%	-	1 2%	-	1 3%	-	-	1 5%	-	-	4 2%	4 13% ALPQRSVY	-	-	-	-	2 1%	1 2%	-	1 8%	-	-	-	1 1%
Sigma	1052 100%	16 100%	9 100%	52 100%	15 100%	34 100%	8 100%	21 100%	20 100%	6 100%	12 100%	218 100%	32 100%	28 100%	18 100%	40 100%	59 100%	189 100%	55 100%	27 100%	12 100%	33 100%	30 100%	25 100%	93 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_2. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 426

2. .photography

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	249	1**	3**	5**	3**	13**	-**	7**	4**	2**	-**	51*	8**	8**	4**	9**	17**	55*	17**	6**	4**	6**	5**	6**	15**
Weighted Base	249	1**	3**	5**	3**	13**	-**	7**	4**	2**	-**	51*	8**	8**	4**	9**	17**	55*	17**	6**	4**	6**	5**	6**	15**
TOP 2 BOX (NET)	224 90%	-	2 67%	5 100%	3 100%	10 77%	-	7 100%	4 100%	2 100%	-	44 86%	7 88%	7 88%	3 75%	9 100%	16 94%	49 89%	16 94%	5 83%	3 75%	6 100%	5 100%	6 100%	15 100%
Very positive	95 38%	-	2 67%	1 20%	3 33%	2 23%	-	-	2 50%	2 100%	-	16 31%	1 13%	-	-	2 22%	5 29%	25 45%	11 65%	4 67%	2 50%	1 17%	3 60%	1 17%	13 87%
Somewhat positive	129 52%	-	-	4 80%	2 67%	7 54%	-	7 100%	2 50%	-	-	28 55%	6 75%	7 88%	3 75%	7 78%	11 65%	24 44%	5 29%	1 17%	1 25%	5 83%	2 40%	5 83%	2 13%
BOTTOM 2 BOX (NET)	25 10%	1 100%	1 33%	-	-	3 23%	-	-	-	-	-	7 14%	1 13%	1 13%	1 25%	-	1 6%	6 11%	1 6%	1 17%	1 25%	-	-	-	-
Somewhat negative	15 6%	-	1 33%	-	-	3 23%	-	-	-	-	-	4 8%	1 13%	1 13%	1 25%	-	-	2 4%	1 6%	1 17%	-	-	-	-	-
Very negative	10 4%	1 100%	-	-	-	-	-	-	-	-	-	3 6%	-	-	-	-	1 6%	4 7%	-	-	1 25%	-	-	-	-
Sigma	249 100%	1 100%	3 100%	5 100%	3 100%	13 100%	-	7 100%	4 100%	2 100%	-	51 100%	8 100%	8 100%	4 100%	9 100%	17 100%	55 100%	17 100%	6 100%	4 100%	6 100%	5 100%	6 100%	15 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_3. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 427

3. .link

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	726	8**	3**	54*	5**	19**	1**	6**	9**	5**	3**	147	27**	31*	17**	34*	30*	106	52*	30*	10**	19**	26**	33*	51*
Weighted Base	726	8**	3**	54*	5**	19**	1**	6**	9**	5**	3**	147	27**	31*	17**	34*	30*	106	52*	30*	10**	19**	26**	33*	51*
TOP 2 BOX (NET)	667 92%	6 75%	3 100%	53 98% PX	5 100%	17 89%	1 100%	6 100%	7 78%	5 100%	3 100%	136 93%	22 81%	30 97%	14 82%	29 85%	27 90%	102 96% PX	49 94%	27 90%	9 90%	18 95%	24 92%	28 85%	46 90%
Very positive	212 29% P	-	2 67%	12 22%	1 20%	2 11%	-	2 33%	4 44%	1 20%	-	46 31% P	4 15%	8 26%	1 6%	3 9%	8 27%	38 36% P	15 29% P	14 47% ADP	3 30%	5 26%	8 31%	14 42% P	21 41% DP
Somewhat positive	455 63% TX	6 75%	1 33%	41 76% ATX	4 80%	15 79%	1 100%	4 67%	3 33%	4 80%	3 100%	90 61%	18 67%	22 71% TX	13 76%	26 76% TX	19 63%	64 60%	34 65% X	13 43%	6 60%	13 68%	16 62%	14 42%	25 49%
BOTTOM 2 BOX (NET)	59 8%	2 25%	-	1 2%	-	2 11%	-	-	2 22%	-	-	11 7%	5 19%	1 3%	3 18%	5 15% DR	3 10%	4 4%	3 6%	3 10%	1 10%	1 5%	2 8%	5 15% DR	5 10%
Somewhat negative	50 7% R	2 25%	-	1 2%	-	2 11%	-	-	1 11%	-	-	9 6%	4 15%	1 3%	3 18%	5 15% DR	3 10% R	2 2%	3 6%	3 10% R	1 10%	-	-	5 15% DR	5 10% R
Very negative	9 1%	-	-	-	-	-	-	-	1 11%	-	-	2 1%	1 4%	-	-	-	-	2 2%	-	-	-	1 5%	2 8%	-	-
Sigma	726 100%	8 100%	3 100%	54 100%	5 100%	19 100%	1 100%	6 100%	9 100%	5 100%	3 100%	147 100%	27 100%	31 100%	17 100%	34 100%	30 100%	106 100%	52 100%	30 100%	10 100%	19 100%	26 100%	33 100%	51 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_4. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 428

4. .guru

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	284	5**	1**	6**	2**	4**	1**	-**	5**	-**	2**	39*	10**	15**	5**	8**	8**	79*	21**	21**	4**	3**	18**	4**	23**
Weighted Base	284	5**	1**	6**	2**	4**	1**	-**	5**	-**	2**	39*	10**	15**	5**	8**	8**	79*	21**	21**	4**	3**	18**	4**	23**
TOP 2 BOX (NET)	253 89%	3 60%	1 100%	5 83%	2 100%	4 100%	1 100%	-	5 100%	-	1 50%	35 90%	9 90%	11 73%	4 80%	8 100%	8 100%	74 94%	20 95%	17 81%	3 75%	3 100%	17 94%	4 100%	18 78%
Very positive	91 32%	-	-	-	2 100%	-	1 100%	-	1 20%	-	-	13 33%	4 40%	-	-	1 13%	3 38%	29 37%	12 57%	9 43%	1 25%	1 33%	1 6%	3 75%	10 43%
Somewhat positive	162 57%	3 60%	1 100%	5 83%	-	4 100%	-	-	4 80%	-	1 50%	22 56%	5 50%	11 73%	4 80%	7 88%	5 63%	45 57%	8 38%	8 38%	2 50%	2 67%	16 89%	1 25%	8 35%
BOTTOM 2 BOX (NET)	31 11%	2 40%	-	1 17%	-	-	-	-	-	-	1 50%	4 10%	1 10%	4 27%	1 20%	-	-	5 6%	1 5%	4 19%	1 25%	-	1 6%	-	5 22%
Somewhat negative	20 7%	1 20%	-	1 17%	-	-	-	-	-	-	-	2 5%	-	3 20%	-	-	-	3 4%	1 5%	4 19%	1 25%	-	-	-	4 17%
Very negative	11 4%	1 20%	-	-	-	-	-	-	-	-	1 50%	2 5%	1 10%	1 7%	1 20%	-	-	2 3%	-	-	-	-	1 6%	-	1 4%
Sigma	284 100%	5 100%	1 100%	6 100%	2 100%	4 100%	1 100%	-	5 100%	-	2 100%	39 100%	10 100%	15 100%	5 100%	8 100%	8 100%	79 100%	21 100%	21 100%	4 100%	3 100%	18 100%	4 100%	23 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q836\_5. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 429

5. .realtor

Base: All Qualified Respondents

	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	146	10**	6**	2**	1**	2**	-**	2**	1**	-**	-**	35*	4**	7**	2**	5**	5**	36*	6**	3**	1**	-**	3**	1**	14**
Weighted Base	146	10**	6**	2**	1**	2**	-**	2**	1**	-**	-**	35*	4**	7**	2**	5**	5**	36*	6**	3**	1**	-**	3**	1**	14**
TOP 2 BOX (NET)	121 83%	10 100%	6 100%	2 100%	1 100%	2 100%	-	1 50%	1 100%	-	-	30 86%	4 100%	5 71%	2 100%	1 20%	5 100%	28 78%	5 83%	3 100%	1 100%	-	2 67%	1 100%	11 79%
Very positive	51 35%	2 20%	1 17%	-	1 100%	1 50%	-	-	1 100%	-	-	14 40%	1 25%	2 29%	-	-	2 40%	11 31%	4 67%	3 100%	-	-	-	1 100%	7 50%
Somewhat positive	70 48%	8 80%	5 83%	2 100%	-	1 50%	-	1 50%	-	-	-	16 46%	3 75%	3 43%	2 100%	1 20%	3 60%	17 47%	1 17%	-	1 100%	-	2 67%	-	4 29%
BOTTOM 2 BOX (NET)	25 17%	-	-	-	-	-	-	1 50%	-	-	-	5 14%	-	2 29%	-	4 80%	-	8 22%	1 17%	-	-	-	1 33%	-	3 21%
Somewhat negative	17 12%	-	-	-	-	-	-	-	-	-	-	3 9%	-	1 14%	-	4 80%	-	6 17%	1 17%	-	-	-	-	-	2 14%
Very negative	8 5%	-	-	-	-	-	-	1 50%	-	-	-	2 6%	-	1 14%	-	-	-	2 6%	-	-	-	-	1 33%	-	1 7%
Sigma	146 100%	10 100%	6 100%	2 100%	1 100%	2 100%	-	2 100%	1 100%	-	-	35 100%	4 100%	7 100%	2 100%	5 100%	5 100%	36 100%	6 100%	3 100%	1 100%	-	3 100%	1 100%	14 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_6. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 430

6. .club

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	337	1**	3**	15**	5**	10**	1**	2**	6**	-**	3**	99*	12**	13**	5**	19**	22**	54*	21**	9**	2**	10**	1**	3**	21**
Weighted Base	337	1**	3**	15**	5**	10**	1**	2**	6**	-**	3**	99*	12**	13**	5**	19**	22**	54*	21**	9**	2**	10**	1**	3**	21**
TOP 2 BOX (NET)	304 90%	1 100%	3 100%	15 100%	5 100%	7 70%	-	2 100%	6 100%	-	3 100%	88 89%	10 83%	12 92%	4 80%	17 89%	22 100%	50 93%	19 90%	7 78%	1 50%	10 100%	1 100%	3 100%	18 86%
Very positive	94 28%	-	-	3 20%	1 20%	3 30%	-	1 50%	1 17%	-	1 33%	25 25%	3 25%	4 31%	-	3 16%	6 27%	18 33%	8 38%	3 33%	-	2 20%	-	1 33%	11 52%
Somewhat positive	210 62%	1 100%	3 100%	12 80%	4 80%	4 40%	-	1 50%	5 83%	-	2 67%	63 64%	7 58%	8 62%	4 80%	14 74%	16 73%	32 59%	11 52%	4 44%	1 50%	8 80%	1 100%	2 67%	7 33%
BOTTOM 2 BOX (NET)	33 10%	-	-	-	-	3 30%	1 100%	-	-	-	-	11 11%	2 17%	1 8%	1 20%	2 11%	-	4 7%	2 10%	2 22%	1 50%	-	-	-	3 14%
Somewhat negative	27 8%	-	-	-	-	3 30%	-	-	-	-	-	9 9%	1 8%	-	1 20%	2 11%	-	3 6%	2 10%	2 22%	1 50%	-	-	-	3 14%
Very negative	6 2%	-	-	-	-	-	1 100%	-	-	-	-	2 2%	1 8%	1 8%	-	-	-	1 2%	-	-	-	-	-	-	-
Sigma	337 100%	1 100%	3 100%	15 100%	5 100%	10 100%	1 100%	2 100%	6 100%	-	3 100%	99 100%	12 100%	13 100%	5 100%	19 100%	22 100%	54 100%	21 100%	9 100%	2 100%	10 100%	1 100%	3 100%	21 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_7. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 431

7. .xyz

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	130	-**	1**	2**	-**	2**	1**	1**	-**	-**	1**	43*	7**	4**	4**	8**	3**	19**	10**	6**	-**	3**	-**	1**	14**
Weighted Base	130	-**	1**	2**	-**	2**	1**	1**	-**	-**	1**	43*	7**	4**	4**	8**	3**	19**	10**	6**	-**	3**	-**	1**	14**
TOP 2 BOX (NET)	111 85%	-	1 100%	2 100%	-	2 100%	1 100%	1 100%	-	-	1 100%	36 84%	5 71%	3 75%	3 75%	4 50%	3 100%	18 95%	9 90%	6 100%	-	3 100%	-	1 100%	12 86%
Very positive	31 24%	-	-	-	-	1 50%	-	-	-	-	-	10 23%	1 14%	-	-	-	1 33%	6 32%	2 20%	4 67%	-	-	-	1 100%	5 36%
Somewhat positive	80 62%	-	1 100%	2 100%	-	1 50%	1 100%	1 100%	-	-	1 100%	26 60%	4 57%	3 75%	3 75%	4 50%	2 67%	12 63%	7 70%	2 33%	-	3 100%	-	-	7 50%
BOTTOM 2 BOX (NET)	19 15%	-	-	-	-	-	-	-	-	-	-	7 16%	2 29%	1 25%	1 25%	4 50%	-	1 5%	1 10%	-	-	-	-	-	2 14%
Somewhat negative	14 11%	-	-	-	-	-	-	-	-	-	-	5 12%	1 14%	1 25%	1 25%	4 50%	-	-	-	-	-	-	-	-	2 14%
Very negative	5 4%	-	-	-	-	-	-	-	-	-	-	2 5%	1 14%	-	-	-	-	1 5%	1 10%	-	-	-	-	-	-
Sigma	130 100%	-	1 100%	2 100%	-	2 100%	1 100%	1 100%	-	-	1 100%	43 100%	7 100%	4 100%	4 100%	8 100%	3 100%	19 100%	10 100%	6 100%	-	3 100%	-	1 100%	14 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_8. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 432

8. .berlin

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5**	**	**	**	**	**	**	**	**	**	5**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	5**	**	**	**	**	**	**	**	**	**	5**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	4 80%	-	-	-	-	-	-	-	-	-	4 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	2 40%	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	2 40%	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 20%	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	1 20%	-	-	-	-	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5 100%	-	-	-	-	-	-	-	-	-	5 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q836\_9. What has your experience been like with websites with the following new gTLDs?  
9. .ovh

14 Mar 2015  
Table 433

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q836\_10. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 434

10. .london

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	26**	**	**	**	2**	4**	**	3**	12**	2**	3**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	26**	**	**	**	2**	4**	**	3**	12**	2**	3**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	22 85%	-	-	-	2 100%	2 50%	-	3 100%	12 100%	1 50%	2 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	9 35%	-	-	-	1 50%	1 25%	-	1 33%	4 33%	1 50%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	13 50%	-	-	-	1 50%	1 25%	-	2 67%	8 67%	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 15%	-	-	-	-	2 50%	-	-	-	1 50%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	4 15%	-	-	-	-	2 50%	-	-	-	1 50%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 100%	-	-	-	2 100%	4 100%	-	3 100%	12 100%	2 100%	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q836\_11. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 435

11. .nyc

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	8**	8**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	8**	8**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	8 100%	8 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	1 13%	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	7 88%	7 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	8 100%	8 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q836\_12. What has your experience been like with websites with the following new gTLDs?

14 Mar 2015  
Table 436

12. .wang

Base: All Qualified Respondents

	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)
Unweighted Base	70*	**	**	**	**	**	**	**	**	**	**	70*	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	70*	**	**	**	**	**	**	**	**	**	**	70*	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	60 86%	-	-	-	-	-	-	-	-	-	-	60 86%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	26 37%	-	-	-	-	-	-	-	-	-	-	26 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	34 49%	-	-	-	-	-	-	-	-	-	-	34 49%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 14%	-	-	-	-	-	-	-	-	-	-	10 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	8 11%	-	-	-	-	-	-	-	-	-	-	8 11%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	2 3%	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	70 100%	-	-	-	-	-	-	-	-	-	-	70 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q836\_13. What has your experience been like with websites with the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 437

Base: All Qualified Respondents

	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	70*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	70*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	70*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	70*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	65 93%	-	-	-	-	-	-	-	-	-	-	65 93%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	25 36%	-	-	-	-	-	-	-	-	-	-	25 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	40 57%	-	-	-	-	-	-	-	-	-	-	40 57%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 7%	-	-	-	-	-	-	-	-	-	-	5 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	3 4%	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	2 3%	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	70 100%	-	-	-	-	-	-	-	-	-	-	70 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q836\_14. What has your experience been like with websites with the following new gTLDs?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 438

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	55*	**	**	**	**	**	**	**	**	**	**	55*	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	55*	**	**	**	**	**	**	**	**	**	**	55*	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	50 91%	-	-	-	-	-	-	-	-	-	-	50 91%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very positive	26 47%	-	-	-	-	-	-	-	-	-	-	26 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat positive	24 44%	-	-	-	-	-	-	-	-	-	-	24 44%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 9%	-	-	-	-	-	-	-	-	-	-	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat negative	2 4%	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very negative	3 5%	-	-	-	-	-	-	-	-	-	-	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	55 100%	-	-	-	-	-	-	-	-	-	-	55 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
Weighted Base	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
BRAND/QUALITY (NET)	65 16%	-	-	2 11%	-	5 38%	-	-	1 17%	-	-	9 12%	3 20%	1 11%	1 100%	2 22%	4 19%	15 17%	5 19%	3 16%	1 13%	1 10%	1 8%	1 7%	10 25%
Good quality brand/product	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	1 3%
Honest/trustworthy	37 9%	-	-	2 11%	-	4 31%	-	-	1 17%	-	-	4 5%	1 7%	-	-	2 22%	-	11 13%	15 15%	2 11%	1 13%	1 10%	-	1 7%	3 8%
It's a legitimate/credible site/domain	4 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 11%	-	1 11%	-	1 1%	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	4 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	2 10%	-	-	1 5%	-	-	-	-	-
Well established/Been around for a long time	2 *	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	17 4%	-	-	-	-	-	-	-	-	-	-	3 4%	2 13%	-	1 100%	-	-	3 3%	2 8%	-	-	-	1 8%	-	5 13% A
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 3%
CONTENT (NET)	30 7%	-	-	1 5%	-	1 8%	-	-	-	-	-	5 7%	3 20%	1 11%	-	1 11%	3 14%	6 7%	2 8%	2 11%	-	1 10%	-	3 21%	1 3%
INFORMATION (SUB-NET)	26 6%	-	-	1 5%	-	1 8%	-	-	-	-	-	3 4%	3 20%	1 11%	-	1 11%	2 10%	6 7%	1 4%	2 11%	-	1 10%	-	3 21%	1 3%
Accurate/Authentic information	5 1%	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	1 1%	-	1 5%	-	-	-	-	1 3%
Comprehensive/Can search all information in one place	6 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 11%	-	1 1%	-	-	-	1 10%	-	2 14%	-
Good/Helpful information	2 *	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 1%	-	-	-	-	-	-	-
Information/Informative	10 2%	-	-	-	-	-	-	-	-	-	-	2 3%	1 7%	1 11%	-	-	1 5%	2 2%	1 4%	1 5%	-	-	-	1 7%	-

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Weighted Base	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
Other information mentions	3 1%	-	-	-	-	1 8%	-	-	-	-	-	-	1 7%	-	-	-	-	1 1%	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	6 1%	-	-	-	-	-	-	-	-	-	-	3 4%	-	1 11%	-	-	1 5%	-	1 4%	-	-	-	-	-	-
Good/Like the content	4 1%	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	1 5%	-	1 4%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	2 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	1 11%	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	56 14% L	-	-	2 11%	-	1 8%	-	1 17%	2 33%	1 50%	-	3 4%	4 27%	2 22%	-	1 11%	2 10%	16 18% L	4 15%	3 16%	2 25%	2 20%	1 8%	-	9 23% L
Accessible/Easy to access/find	16 4%	-	-	1 5%	-	-	-	-	1 17%	-	-	1 1%	-	2 22%	-	-	-	5 6%	-	1 5%	1 13%	-	-	-	4 10% L
Easy to use/navigate	25 6% L	-	-	1 5%	-	-	-	1 17%	1 17%	1 50%	-	1 1%	3 20%	-	-	1 11%	1 5%	7 8%	1 4%	2 11%	1 13%	1 10%	-	-	3 8%
Practical/Useful/Helpful	11 3%	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	1 5%	3 3%	3 12%	-	-	1 10%	-	-	2 5%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	7 2%	-	-	-	-	1 8%	-	1 17%	-	-	-	1 1%	-	-	-	-	-	2 2%	-	-	-	-	1 8%	-	1 3%
PERFORMANCE (NET)	71 18% R	-	-	8 42%	-	4 31%	-	-	2 33%	1 50%	-	13 17% R	1 7%	1 11%	-	3 33%	3 14%	6 7%	3 12%	7 37%	1 13%	-	3 23%	5 36%	10 25% R
Fast/Good speed	21 5%	-	-	2 11%	-	-	-	-	1 17%	-	-	1 1%	-	-	-	-	1 5%	4 5%	2 8%	5 26%	-	-	1 8%	3 21%	1 3%
Good results/search results	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	22 5% R	-	-	4 21%	-	1 8%	-	-	-	-	-	5 7%	-	-	-	2 22%	2 10%	1 1%	1 4%	1 5%	1 13%	-	-	1 7%	3 8%

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Weighted Base	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
Reliable	15 4%	-	-	2 11%	-	3 23%	-	-	-	1 50%	-	1 1%	1 7%	1 11%	-	-	-	-	-	-	-	-	1 8%	2 14%	3 8%
Worked/Effective	11 3%	-	-	-	-	-	-	-	1 17%	-	-	3 4%	-	-	-	1 11%	-	1 1%	-	1 5%	-	-	1 8%	-	3 8%
Other performance mentions	2	-	-	-	-	-	-	-	-	-	-	2 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	33 8%	-	1 33%	2 11%	-	2 15%	-	-	-	-	-	5 7%	-	1 11%	-	1 11%	-	8 9%	2 8%	2 11%	-	1 10%	4 31%	1 7%	3 8%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	1 4%	-	-	-	-	-	-
Safe/Good security	29 7%	-	1 33%	1 5%	-	2 15%	-	-	-	-	-	4 5%	-	1 11%	-	1 11%	-	7 8%	1 4%	2 11%	-	1 10%	4 31%	1 7%	3 8%
Virus/Malware protected	1	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	5 1%	-	-	1 5%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	3 3%	-	-	-	-	-	-	-
Good service/customer service/support	5 1%	-	-	1 5%	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	3 3%	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	60 15%	-	1 33%	4 21%	1 100%	-	-	2 33%	-	-	-	11 15%	1 7%	-	-	-	5 24%	16 18%	3 12%	2 11%	1 13%	1 10%	2 15%	2 14%	8 20%
Descriptive/Indicates what it stands for	4 1%	-	-	-	1 100%	-	-	-	-	-	-	2 3%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Different/Unique	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 11%	-	-	-	-	-
Everything/Good/Like site	31 8%	-	-	3 16%	-	-	-	1 17%	-	-	-	5 7%	1 7%	-	-	-	2 10%	11 13%	-	-	1 13%	1 10%	2 15%	1 7%	3 8%
Interesting websites	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-

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It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	1 7%	-	-	-	-	-	-	-	-	-	-	-	1 3%
It's professional	3 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 3%
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	4 1%	-	-	-	-	-	-	1 17%	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	1 7%	-
Organized/Not cluttered	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	11 3%	-	1 33%	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	3 14%	2 2%	1 4%	-	-	-	-	-	3 8%
USAGE (NET)	91 23% RY	2 40%	1 33%	3 16%	-	2 15%	-	2 33%	-	-	-	24 32% ARY	4 27%	3 33%	-	2 22%	8 38%	9 10%	10 38%	2 11%	2 25%	6 60%	3 23%	4 29%	4 10%
COUNTRIES (SUB-NET)	2	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	2*	-	-	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110%	-	214%	-
Business/Work website usage	31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110%	-	214%	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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1. .email

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	46 11% R	1 20%	-	2 11%	-	1 8%	-	1 17%	-	-	-	17 23% ARY	1 7%	3 33%	-	-	6 29%	1 1%	2 8%	1 5%	1 13%	3 30%	1 8%	2 14%	3 8%
Always use it/The one I use most/frequently	28 7% R	1 20%	-	2 11%	-	-	-	1 17%	-	-	-	10 13% ARY	1 7%	1 11%	-	-	5 24%	-	1 4%	1 5%	-	3 30%	1 8%	1 7%	-
Familiar with website/Have visited/used before/in the past	19 5%	-	-	-	-	1 8%	-	-	-	-	-	8 11% AR	-	2 22%	-	-	1 5%	1 1%	1 4%	-	1 13%	-	-	1 7%	3 8%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	45 11%	1 20%	1 33%	-	-	1 8%	-	1 17%	-	-	-	9 12%	3 20%	-	-	2 22%	3 14%	8 9%	8 31%	1 5%	1 13%	3 30%	1 8%	1 7%	1 3%
Allows for searching/browsing	1	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	35 9%	1 20%	1 33%	-	-	1 8%	-	1 17%	-	-	-	8 11%	1 7%	-	-	2 22%	3 14%	8 9%	5 19%	1 5%	1 13%	1 10%	-	-	1 3%
Personal usage site	2	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	8 2%	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	3 12%	-	-	2 20%	1 8%	1 7%	-
MISCELLANEOUS (NET)	39 10%	1 20%	-	1 5%	-	3 23%	-	1 17%	-	-	-	12 16% Y	1 7%	-	-	1 11%	3 14%	6 7%	1 4%	3 16%	-	2 20%	2 15%	1 7%	1 3%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_1. What made your experience with .email very positive?

14 Mar 2015  
Table 439

Base: Very Positive Experience

1. .email

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	403	5**	3**	19**	1**	13**	-**	6**	6**	2**	-**	75*	15**	9**	1**	9**	21**	88*	26**	19**	8**	10**	13**	14**	40*
Convenient	8 2%	-	-	-	-	-	-	-	-	-	-	3 4%	1 7%	-	-	-	2 10%	1 1%	1 4%	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	16 4%	1 20%	-	1 5%	-	2 15%	-	1 17%	-	-	-	2 3%	-	-	-	-	-	1 1%	-	3 16%	-	2 20%	2 15%	1 7%	-
Positive/Just was	10 2%	-	-	-	-	-	-	-	-	-	-	4 5%	-	-	-	1 11%	1 5%	4 5%	-	-	-	-	-	-	-
Negative experience mentions	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	4 1%	-	-	-	-	1 8%	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 3%
None	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Don't know	7 2%	-	-	-	-	1 8%	-	-	1 17%	-	-	2 3%	-	-	-	-	-	2 2%	-	-	1 13%	-	-	-	-
Declined to answer	23 6%	2 40%	-	1 5%	-	-	-	-	-	-	-	2 3%	-	-	-	-	1 5%	14 16% AL	-	-	-	-	-	1 7%	2 5%
Sigma	499 124%	5 100%	3 100%	25 132%	1 100%	20 154%	-	7 117%	6 100%	2 100%	-	90 120%	19 127%	10 111%	1 100%	12 133%	30 143%	104 118%	31 119%	24 126%	9 113%	15 150%	16 123%	20 143%	49 123%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?

14 Mar 2015  
Table 440

Base: Very Positive Experience

2. .photography

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
BRAND/QUALITY (NET)	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	4 31%
Good quality brand/product	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%
Honest/trustworthy	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	2 15%
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	16 17%	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	2 40%	3 12%	4 36%	2 50%	-	1 100%	2 67%	-	1 8%
INFORMATION (SUB-NET)	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 12%	2 18%	1 25%	-	1 100%	2 67%	-	-
Accurate/Authentic information	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-
Good/Helpful information	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	1 33%	-	-
Information/Informative	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	1 25%	-	1 100%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

14 Mar 2015  
Table 440

Base: Very Positive Experience

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Other information mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	7 7%	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	2 40%	-	2 18%	1 25%	-	-	-	-	1 8%
Good/Like the content	4 4%	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	2 18%	1 25%	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 40%	-	-	-	-	-	-	-	1 8%
FUNCTIONALITY (NET)	15 16%	-	1 50%	-	-	1 33%	-	-	1 50%	-	-	4 25%	-	-	-	-	1 20%	2 8%	-	-	1 50%	1 100%	-	-	3 23%
Accessible/Easy to access/find	2 2%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-
Easy to use/navigate	7 7%	-	1 50%	-	-	-	-	-	1 50%	-	-	3 19%	-	-	-	-	-	1 4%	-	-	-	1 100%	-	-	-
Practical/Useful/Helpful	3 3%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	1 20%	-	-	-	-	-	-	-	1 8%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	2 15%
PERFORMANCE (NET)	5 5%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	1 4%	1 9%	-	-	-	-	-	1 8%
Fast/Good speed	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%	1 9%	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 2%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
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14 Mar 2015  
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	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Reliable	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18%
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	218%	-	-	-	-	-	323%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	218%	-	-	-	-	-	323%
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-
Good service/customer service/support	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2627%	-	-	-	1100%	267%	-	-	-	-	-	213%	-	-	-	-	120%	1040%	655%	-	150%	-	133%	-	215%
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	11%	-	-	-	1100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	1112%	-	-	-	-	133%	-	-	-	-	-	16%	-	-	-	-	120%	624%	-	-	-	-	133%	-	18%
Interesting websites	77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	655%	-	150%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
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14 Mar 2015  
Table 440

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	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	2 2%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	5 5%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	1 8%
USAGE (NET)	14 15%	-	-	-	-	-	-	-	-	-	-	5 31%	1 100%	-	-	1 50%	-	4 16%	2 18%	-	-	-	-	-	1 8%
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
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14 Mar 2015  
Table 440

Base: Very Positive Experience

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	4 4%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	1 4%	1 9%	-	-	-	-	-	-
Business/Work website usage	1 1%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

14 Mar 2015  
Table 440

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	3 3%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	1 4%	1 9%	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 3%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	3 3%	-	-	-	-	-	-	-	-	-	-	2 13%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	6 6%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	1 50%	-	2 8%	1 9%	-	-	-	-	-	1 8%
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	2 8%	1 9%	-	-	-	-	-	1 8%
MISCELLANEOUS (NET)	10 11%	-	-	1 100%	-	-	-	-	-	-	-	2 13%	-	-	-	1 50%	1 20%	2 8%	-	1 25%	-	-	-	-	2 15%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_2. What made your experience with .photography very positive?  
2. .photography

14 Mar 2015  
Table 440

Base: Very Positive Experience

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	95*	-**	2**	1**	1**	3**	-**	-**	2**	2**	-**	16**	1**	-**	-**	2**	5**	25**	11**	4**	2**	1**	3**	1**	13**
Convenient	1 1%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	5 5%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 8%	-	1 25%	-	-	-	-	1 8%
Positive/Just was	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	1 20%	-	-	-	-	-	-	-	1 8%
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 1%	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	2 2%	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	9 9%	-	1 50%	-	-	-	-	-	1 50%	-	-	2 13%	-	-	-	-	-	2 8%	1 9%	-	-	-	-	1 100%	1 8%
Sigma	109 115%	-	2 100%	1 100%	1 100%	3 100%	-	-	2 100%	2 100%	-	17 106%	1 100%	-	-	2 100%	5 100%	27 108%	16 145%	4 100%	2 100%	2 200%	3 100%	1 100%	18 138%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_3. What made your experience with .link very positive?

14 Mar 2015  
Table 441

Base: Very Positive Experience

3. .link

	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	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
BRAND/QUALITY (NET)	30 14%	-	-	2 17%	-	-	-	-	-	1 100%	-	5 11%	1 25%	1 13%	1 100%	-	1 13%	8 21%	1 7%	1 7%	1 33%	-	1 13%	2 14%	4 19%
Good quality brand/product	2 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	1 5%
Honest/trustworthy	13 6%	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	5 13%	1 7%	1 7%	1 33%	-	-	1 7%	2 10%
It's a legitimate/credible site/domain	4 2%	-	-	-	-	-	-	-	-	-	-	1 2%	-	1 13%	-	-	-	2 5%	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	3 1%	-	-	2 17%	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	12 6%	-	-	-	-	-	-	-	-	1 100%	-	3 7%	1 25%	-	1 100%	-	-	1 3%	1 7%	1 7%	-	-	1 13%	1 7%	1 5%
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	32 15%	-	-	-	-	-	-	-	1 25%	-	-	6 13%	1 25%	2 25%	-	-	1 13%	5 13%	4 27%	3 21%	-	1 20%	4 50%	3 21%	1 5%
INFORMATION (SUB-NET)	27 13%	-	-	-	-	-	-	-	1 25%	-	-	4 9%	1 25%	2 25%	-	-	1 13%	4 11%	2 13%	3 21%	-	1 20%	4 50%	3 21%	1 5%
Accurate/Authentic information	3 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	1 7%	-	-	1 13%	-	-
Comprehensive/Can search all information in one place	9 4%	-	-	-	-	-	-	-	1 25%	-	-	-	-	1 13%	-	-	-	1 3%	-	1 7%	-	1 20%	1 13%	3 21%	-
Good/Helpful information	7 3%	-	-	-	-	-	-	-	-	-	-	-	1 25%	1 13%	-	-	1 13%	3 8%	-	-	-	-	1 13%	-	-
Information/Informative	9 4%	-	-	-	-	-	-	-	-	-	-	3 7%	-	-	-	-	-	-	2 13%	1 7%	-	-	2 25%	-	1 5%

Proportions/Means: All Columns Tested (5% risk level)  
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Q840\_3. What made your experience with .link very positive?

14 Mar 2015  
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Base: Very Positive Experience

3. .link

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	6 3%	-	-	-	-	-	-	-	-	-	-	2 4%	-	-	-	-	-	1 3%	2 13%	-	-	-	1 13%	-	-
Good/Like the content	4 2%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 3%	1 7%	-	-	-	1 13%	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-
Other miscellaneous content mentions	1	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	30 14%	-	-	-	-	1 50%	-	1 50%	1 25%	-	-	3 7%	-	2 25%	-	-	-	8 21%	2 13%	1 7%	-	-	2 25%	3 21%	6 29%
Accessible/Easy to access/find	8 4%	-	-	-	-	1 50%	-	-	-	-	-	-	-	2 25%	-	-	-	2 5%	-	-	-	-	-	1 7%	2 10%
Easy to use/navigate	9 4%	-	-	-	-	-	-	1 50%	1 25%	-	-	2 4%	-	-	-	-	-	3 8%	1 7%	-	-	-	-	-	1 5%
Practical/Useful/Helpful	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 7%	-	-	-	-	-	2 10%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	10 5%	-	-	-	-	-	-	1 50%	-	-	-	1 2%	-	-	-	-	-	2 5%	-	1 7%	-	-	2 25%	2 14%	1 5%
PERFORMANCE (NET)	30 14%	-	1 50%	2 17%	-	-	-	1 50%	-	-	-	7 15%	-	1 13%	-	1 33%	1 13%	4 11%	2 13%	4 29%	-	-	1 13%	2 14%	3 14%
Fast/Good speed	8 4%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	3 8%	1 7%	2 14%	-	-	-	-	1 5%
Good results/search results	1	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	11 5%	-	1 50%	-	-	-	-	-	-	-	-	3 7%	-	-	-	-	-	1 3%	1 7%	1 7%	-	-	1 13%	1 7%	2 10%

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Reliable	6 3%	-	-	2 17%	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 13%	-	-	1 7%	-	-	-	1 7%	-
Worked/Effective	4 2%	-	-	-	-	-	-	1 50%	-	-	-	1 2%	-	1 13%	-	1 33%	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	15 7%	-	-	1 8%	-	-	-	-	-	-	-	3 7%	-	-	-	-	-	2 5%	1 7%	1 7%	-	2 40%	-	3 21%	2 10%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 20%	-	-	-
Safe/Good security	13 6%	-	-	1 8%	-	-	-	-	-	-	-	3 7%	-	-	-	-	-	2 5%	1 7%	1 7%	-	1 20%	-	2 14%	2 10%
Virus/Malware protected	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 7%	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	3 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	1 13%	-	-
Good service/customer service/support	3 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 3%	-	-	-	-	1 13%	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	42 20%	-	1 50%	3 25%	1 100%	-	-	-	-	-	-	8 17%	1 25%	1 13%	-	-	2 25%	12 32%	4 27%	-	1 33%	2 40%	-	-	6 29%
Descriptive/Indicates what it stands for	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 7%	-	-	-	-	-	-
Different/Unique	3 1%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 20%	-	-	-
Everything/Good/Like site	21 10%	-	1 50%	1 8%	-	-	-	-	-	-	-	4 9%	-	-	-	-	1 13%	8 21% A	1 7%	-	1 33%	1 20%	-	-	3 14%
Interesting websites	5 2%	-	-	-	-	-	-	-	-	-	-	-	1 25%	1 13%	-	-	-	-	2 13%	-	-	-	-	-	1 5%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_3. What made your experience with .link very positive?

14 Mar 2015  
Table 441

Base: Very Positive Experience

3. .link

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
It indicates seriousness/that it's important	1*	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15%
It's professional	21%	-	-	-	-	-	-	-	-	-	-	24% A	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	1*	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	63%	-	-	18%	-	-	-	-	-	-	-	12%	-	-	-	-	13%	25%	-	-	-	-	-	-	15%
USAGE (NET)	209%	-	-	-	-	-	-	-	-	-	-	613%	125%	338%	-	-	-	13%	13%	321%	-	120%	-	214%	15%
COUNTRIES (SUB-NET)	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	31%	-	-	-	-	-	-	-	-	-	-	-	-	113%	-	-	-	-	17%	-	-	-	-	-	17%
Business/Work website usage	21%	-	-	-	-	-	-	-	-	-	-	-	-	113%	-	-	-	-	17%	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	147%	-	-	-	-	-	-	-	-	-	-	613%	-	225%	-	-	-	13%	17%	17%	-	120%	-	17%	15%
Always use it/The one I use most/frequently	52%	-	-	-	-	-	-	-	-	-	-	-	-	225%	-	-	-	13%	-	-	-	120%	-	17%	-
Familiar with website/Have visited/used before/in the past	94%	-	-	-	-	-	-	-	-	-	-	613% AR	-	-	-	-	-	-	17%	17%	-	-	-	-	15%
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	31%	-	-	-	-	-	-	-	-	-	-	-	125%	-	-	-	-	-	-	17%	-	-	-	17%	-
Allows for searching/browsing	1	-	-	-	-	-	-	-	-	-	-	-	125%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-	-
MISCELLANEOUS (NET)	3014%	-	150%	650%	-	-	-	-	-	-	-	817%	-	-	-	133%	338%	25%	17%	214%	-	120%	225%	17%	210%

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	212	-**	2**	12**	1**	2**	-**	2**	4**	1**	-**	46*	4**	8**	1**	3**	8**	38*	15**	14**	3**	5**	8**	14**	21**
Convenient	42%	-	-	-	-	-	-	-	-	-	-	24%	-	-	-	-	113%	-	17%	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	136%	-	150%	542%	-	-	-	-	-	-	-	12%	-	-	-	-	-	13%	-	214%	-	-	225%	-	15%
Positive/Just was	94%	-	-	18%	-	-	-	-	-	-	-	49%	-	-	-	-	113%	13%	-	-	-	-	-	17%	15%
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	42%	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	133%	113%	-	-	-	-	120%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	42%	-	-	-	-	150%	-	-	125%	-	-	-	-	-	-	-	-	13%	-	-	133%	-	-	-	-
Declined to answer	115%	-	-	-	-	-	-	-	125%	-	-	37%	125%	-	-	133%	-	25%	17%	-	-	-	-	17%	15%
Sigma	255120%	-	3150%	14117%	1100%	2100%	-	3150%	4100%	1100%	-	52113%	5125%	10125%	1100%	3100%	8100%	46121%	19127%	16114%	3100%	7140%	13163%	18129%	26124%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_4. What made your experience with .guru very positive?

14 Mar 2015  
Table 442

Base: Very Positive Experience

4. .guru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Weighted Base	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
BRAND/QUALITY (NET)	16 18%	-	-	-	-	-	-	-	-	-	-	3 23%	-	-	-	-	1 33%	8 28%	1 8%	1 11%	-	-	-	-	2 20%
Good quality brand/product	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%
Honest/trustworthy	10 11%	-	-	-	-	-	-	-	-	-	-	2 15%	-	-	-	-	-	7 24%	-	-	-	-	-	-	1 10%
It's a legitimate/credible site/domain	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	5 5%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	2 7%	1 8%	1 11%	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	17 19%	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	1 100%	1 33%	5 17%	4 33%	3 33%	-	1 100%	-	-	-
INFORMATION (SUB-NET)	13 14%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	5 17%	3 25%	3 33%	-	1 100%	-	-	-
Accurate/Authentic information	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 22%	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	5 5%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	1 3%	2 17%	-	-	1 100%	-	-	-
Information/Informative	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 10%	1 8%	1 11%	-	-	-	-	-

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Weighted Base	91*	..	..	..	2**	..	1**	..	1**	..	..	13**	4**	..	..	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Other information mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	5 5%	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	1 100%	1 33%	-	1 8%	-	-	-	-	-	-
Good/Like the content	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	4 4%	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	1 100%	1 33%	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	11 12%	-	-	-	-	-	-	-	-	-	-	1 8%	1 25%	-	-	-	-	4 14%	2 17%	-	-	-	-	-	3 30%
Accessible/Easy to access/find	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 10%
Easy to use/navigate	4 4%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	2 7%	1 8%	-	-	-	-	-	-
Practical/Useful/Helpful	4 4%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	1 3%	1 8%	-	-	-	-	-	1 10%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 10%
PERFORMANCE (NET)	10 11%	-	-	-	-	-	1 100%	-	1 100%	-	-	2 15%	-	-	-	-	-	4 14%	1 8%	-	-	-	-	1 33%	-
Fast/Good speed	4 4%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	1 3%	1 8%	-	-	-	-	1 33%	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	3 3%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	2 7%	-	-	-	-	-	-	-

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4. .guru

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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Reliable	3 3%	-	-	-	-	-	1 100%	-	1 100%	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 7%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	1 3%	1 8%	1 11%	-	-	-	-	2 20%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 7%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	1 3%	1 8%	1 11%	-	-	-	-	2 20%
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	18 20%	-	-	-	1 50%	-	-	-	-	-	-	3 23%	-	-	-	-	-	4 14%	4 33%	2 22%	-	-	-	1 33%	3 30%
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 10%
Different/Unique	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Everything/Good/Like site	6 7%	-	-	-	-	-	-	-	-	-	-	3 23%	-	-	-	-	-	1 3%	1 8%	-	-	-	-	-	1 10%
Interesting websites	2 2%	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_4. What made your experience with .guru very positive?

14 Mar 2015  
Table 442

Base: Very Positive Experience

4. .guru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	1 8%	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 7%	1 8%	2 22%	-	-	-	1 33%	2 20%
USAGE (NET)	8 9%	-	-	-	-	-	-	-	-	-	-	1 8%	1 25%	-	-	-	-	2 7%	2 17%	-	1 100%	-	1 100%	-	-
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 17%	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	91*	..*	..*	..*	2**	..*	1**	..*	1**	..*	..*	13**	4**	..*	..*	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	2 7%	-	-	-	-	1 100%	-	-
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 100%	-	-
MISCELLANEOUS (NET)	7 8%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	1 33%	2 7%	1 8%	2 22%	-	-	-	-	-

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	(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)
Weighted Base	91*	-**	-**	-**	2**	-**	1**	-**	1**	-**	-**	13**	4**	-**	-**	1**	3**	29**	12**	9**	1**	1**	1**	3**	10**
Convenient	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 22%	-	-	-	-	-	-
Positive/Just was	4 4%	-	-	-	-	-	-	-	-	-	-	1 8%	-	-	-	-	1 33%	2 7%	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	8 9%	-	-	-	1 50%	-	-	-	-	-	-	2 15%	-	-	-	-	-	3 10%	-	1 11%	-	-	-	1 33%	-
Sigma	108 119%	-	-	-	2 100%	-	1 100%	-	2 200%	-	-	14 108%	5 125%	-	-	1 100%	3 100%	37 128%	16 133%	10 111%	1 100%	1 100%	1 100%	3 100%	11 110%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_5. What made your experience with .realtor very positive?

14 Mar 2015  
Table 443

Base: Very Positive Experience

5. .realtor

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
BRAND/QUALITY (NET)	9 18%	1 50%	-	-	-	-	-	-	-	-	-	1 7%	-	1 50%	-	-	-	3 27%	-	-	-	-	-	-	3 43%
Good quality brand/product	2 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	1 14%
Honest/trustworthy	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 18%	-	-	-	-	-	-	2 29%
It's a legitimate/credible site/domain	3 6%	1 50%	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	1 9%	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	5 10%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 50%	1 9%	1 25%	1 33%	-	-	-	-	-
INFORMATION (SUB-NET)	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	1 25%	1 33%	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	1 25%	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-

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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	2 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	6 12%	-	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	-	1 9%	-	-	-	-	-	-	2 29%
Accessible/Easy to access/find	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	1 14%
Easy to use/navigate	3 6%	-	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 14%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	2 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 4%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	1 9%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q840\_5. What made your experience with .realtor very positive?

14 Mar 2015  
Table 443

Base: Very Positive Experience

5. .realtor

	Country																								
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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	6 12%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	1 25%	1 33%	-	-	-	-	2 29%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	6 12%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	1 25%	1 33%	-	-	-	-	2 29%
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Good service/customer service/support	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	8 16%	1 50%	-	-	1 100%	-	-	-	-	-	-	1 7%	-	-	-	-	-	3 27%	1 25%	-	-	-	-	-	1 14%
Descriptive/Indicates what it stands for	1 2%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-	-
Everything/Good/Like site	5 10%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	2 18%	1 25%	-	-	-	-	-	1 14%
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 2%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 10%	-	-	-	-	-	-	-	-	-	-	2 14%	1 100%	1 50%	-	-	-	-	1 25%	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	24%	-	-	-	-	-	-	-	-	-	-	-	-	150%	-	-	-	-	125%	-	-	-	-	-	-
Business/Work website usage	12%	-	-	-	-	-	-	-	-	-	-	-	-	150%	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ izations mentions	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	2 4%	-	-	-	-	-	-	-	-	-	-	2 14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	1 2%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	1 2%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	7 14%	1 50%	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	1 50%	1 9%	-	1 33%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	51*	2**	1**	-**	1**	1**	-**	-**	1**	-**	-**	14**	1**	2**	-**	-**	2**	11**	4**	3**	-**	-**	-**	1**	7**
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	1 2%	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	4 8%	-	-	-	-	-	-	-	-	-	-	3 21%	-	-	-	-	1 50%	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%	-	1 33%	-	-	-	-	-
None	1 2%	-	-	-	-	-	-	-	-	-	-	1 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	5 10%	-	-	-	-	1 100%	-	-	1 100%	-	-	1 7%	-	-	-	-	-	1 9%	-	-	-	-	-	1 100%	-
Sigma	55 108%	3 150%	1 100%	-	1 100%	1 100%	-	-	1 100%	-	-	14 100%	1 100%	2 100%	-	-	2 100%	13 118%	4 100%	3 100%	-	-	-	1 100%	8 114%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_6. What made your experience with .club very positive?

14 Mar 2015  
Table 444

Base: Very Positive Experience

6. .club

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
BRAND/QUALITY (NET)	12 13%	-	-	-	-	1 33%	-	-	-	-	-	1 4%	-	2 50%	-	-	1 17%	3 17%	2 25%	-	-	-	-	-	2 18%
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 17%	2 25%	-	-	-	-	-	2 18%
It's a legitimate/credible site/domain	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	2 50%	-	-	-	1 6%	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	1 1%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	2 2%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	1 17%	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	6 6%	-	-	-	-	-	-	-	-	-	-	2 8%	1 33%	-	-	-	-	-	-	1 33%	-	1 50%	-	-	1 9%
INFORMATION (SUB-NET)	4 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	1 33%	-	1 50%	-	-	1 9%
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	4 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	1 33%	-	1 50%	-	-	1 9%

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	2 2%	-	-	-	-	-	-	-	-	-	-	1 4%	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	9 10%	-	-	-	-	-	-	-	1 100%	-	-	4 16%	-	-	-	-	-	1 6%	1 13%	-	-	-	-	-	2 18%
Accessible/Easy to access/find	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%
Easy to use/navigate	4 4%	-	-	-	-	-	-	-	1 100%	-	-	2 8%	-	-	-	-	-	1 6%	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 9%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	3 3%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	1 13%	-	-	-	-	-	-
PERFORMANCE (NET)	12 13%	-	-	2 67%	-	-	-	1 100%	-	-	-	6 24%	-	-	-	-	1 17%	1 6%	1 13%	-	-	-	-	-	-
Fast/Good speed	4 4%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	1 13%	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	3 3%	-	-	1 33%	-	-	-	1 100%	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
Reliable	3 3%	-	-	1 33%	-	-	-	-	-	-	-	1 4%	-	-	-	-	1 17%	-	-	-	-	-	-	-	-
Worked/Effective	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-	-
SECURITY (NET)	9 10%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	1 6%	1 13%	1 33%	-	-	-	-	3 27%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	9 10%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	1 6%	1 13%	1 33%	-	-	-	-	3 27%
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	23 24%	-	-	1 33%	1 100%	2 67%	-	-	-	-	-	2 8%	-	1 25%	-	1 33%	1 17%	7 39%	1 13%	1 33%	-	-	-	-	5 45%
Descriptive/Indicates what it stands for	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	-	-	-
Different/Unique	2 2%	-	-	-	-	1 33%	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	11 12%	-	-	1 33%	-	1 33%	-	-	-	-	-	1 4%	-	-	-	1 33%	-	4 22%	-	-	-	-	-	-	3 27%
Interesting websites	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	1 33%	-	-	-	-	1 9%

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Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	5 5%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	2 11%	1 13%	-	-	-	-	-	1 9%
USAGE (NET)	13 14%	-	-	-	-	1 33%	-	-	-	-	-	6 24%	1 33%	1 25%	-	-	2 33%	2 11%	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	3 3%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	2 33%	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	6 6%	-	-	-	-	-	-	-	-	-	-	4 16%	-	1 25%	-	-	-	1 6%	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	5 5%	-	-	-	-	-	-	-	-	-	-	3 12%	-	1 25%	-	-	-	1 6%	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	4 4%	-	-	-	-	1 33%	-	-	-	-	-	-	1 33%	-	-	-	1 17%	1 6%	-	-	-	-	-	-	-
Allows for searching/browsing	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 1%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	1 6%	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	12 13%	-	-	-	-	-	-	-	-	-	1 100%	3 12%	1 33%	-	-	1 33%	1 17%	2 11%	2 25%	-	-	1 50%	-	-	-

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Weighted Base	94*	-**	-**	3**	1**	3**	-**	1**	1**	-**	1**	25**	3**	4**	-**	3**	6**	18**	8**	3**	-**	2**	-**	1**	11**
Convenient	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	3 3%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	1 6%	13%	-	-	-	-	-	-
Positive/Just was	5 5%	-	-	-	-	-	-	-	-	-	1 100%	1 4%	-	-	-	1 33%	17%	1 6%	-	-	-	-	-	-	-
Negative experience mentions	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	2 2%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	5 5%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	1 33%	-	1 6%	-	-	-	-	-	1 100%	-
Sigma	104 111%	-	-	3 100%	1 100%	4 133%	-	1 100%	1 100%	-	1 100%	29 116%	3 100%	4 100%	-	3 100%	7 117%	20 111%	8 100%	3 100%	-	2 100%	-	1 100%	13 118%

Proportions/Mean: All Columns Tested (5% risk level)  
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Unweighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
BRAND/QUALITY (NET)	7 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 50%	-	1 25%	-	-	-	-	3 60%
Good quality brand/product	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 20%
Honest/trustworthy	5 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 50%	-	-	-	-	-	-	2 40%
It's a legitimate/credible site/domain	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	1 25%	-	-	-	-	-
INFORMATION (SUB-NET)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-

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Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150%	-	-	-	-	-	-
Good/Like the content	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150%	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	516%	-	-	-	-	-	-	-	-	-	-	330%	-	-	-	-	-	117%	-	-	-	-	-	-	120%
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	26%	-	-	-	-	-	-	-	-	-	-	220%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117%	-	-	-	-	-	-	120%
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	13%	-	-	-	-	-	-	-	-	-	-	110%	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	516%	-	-	-	-	-	-	-	-	-	-	440%	-	-	-	-	-	-	150%	-	-	-	-	-	-
Fast/Good speed	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	150%	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	26%	-	-	-	-	-	-	-	-	-	-	220%	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
Reliable	26%	-	-	-	-	-	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	413%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117%	150%	125%	-	-	-	-	120%
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	413%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117%	150%	125%	-	-	-	-	120%
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	516%	-	-	-	-	1100%	-	-	-	-	-	330%	-	-	-	-	-	-	-	125%	-	-	-	-	-
Descriptive/Indicates what it stands for	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	125%	-	-	-	-	-
Different/Unique	13%	-	-	-	-	1100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	13%	-	-	-	-	-	-	-	-	-	-	110%	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	26%	-	-	-	-	-	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	413%	-	-	-	-	-	-	-	-	-	-	10%	100%	-	-	-	-	17%	-	25%	-	-	-	-	-
COUNTRIES (SUB-NET)	26%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	-	-	-	-	25%	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	1 3%	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	3 10%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	1 17%	-	1 25%	-	-	-	-	-
Allows for searching/browsing	1 3%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	-
Email usage	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_7. What made your experience with .xyz very positive?

14 Mar 2015  
Table 445

7. .xyz

Base: Very Positive Experience

	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)
Weighted Base	31*	-**	-**	-**	-**	1**	-**	-**	-**	-**	-**	10**	1**	-**	-**	-**	1**	6**	2**	4**	-**	-**	-**	1**	5**
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 17%	-	-	-	-	-	-	-
Declined to answer	3 10%	-	-	-	-	-	-	-	-	-	-	1 10%	-	-	-	-	-	1 17%	-	-	-	-	-	1 100%	-
Sigma	38 123%	-	-	-	-	1 100%	-	-	-	-	-	12 120%	1 100%	-	-	-	1 100%	8 133%	3 150%	6 150%	-	-	-	1 100%	5 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q840\_8. What made your experience with .berlin very positive?

14 Mar 2015  
Table 446

Base: Very Positive Experience

8. .berlin

	Country																								
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	(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	2**	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	2**	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_8. What made your experience with .berlin very positive?

14 Mar 2015  
Table 446

Base: Very Positive Experience

8. .berlin

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	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)
Weighted Base	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q840\_8. What made your experience with .berlin very positive?

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	(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)
Weighted Base	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	2**	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_8. What made your experience with .berlin very positive?

14 Mar 2015  
Table 446

Base: Very Positive Experience

8. .berlin

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	(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)
Weighted Base	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	2**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	1 50%	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	2**	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4 200%	-	-	-	-	-	-	-	-	-	4 200%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Unweighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_9. What made your experience with .ovh very positive?

14 Mar 2015  
Table 447

Base: Very Positive Experience

9. .ovh

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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Q840\_10. What made your experience with .london very positive?

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Base: Very Positive Experience

10. .london

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Unweighted Base	9**	..	..	..	1**	1**	..	1**	4**	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	9**	..	..	..	1**	1**	..	1**	4**	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 22%	-	-	-	-	-	-	-	2 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	1 11%	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	1 11%	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(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)
Weighted Base	9**	..**	..**	..**	1**	1**	..**	1**	4**	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 11%	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 11%	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	5 56%	-	-	-	-	1 100%	-	-	2 50%	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	1 11%	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	2 22%	-	-	-	-	-	-	-	1 25%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	2 22%	-	-	-	-	-	-	-	1 25%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	1 11%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	9**	..**	..**	..**	1**	1**	..**	1**	4**	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Reliable	1 11%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	3 33%	-	-	-	1 100%	-	-	-	1 25%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	1 11%	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	1 11%	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	9**	-**	-**	-**	1**	1**	-**	1**	4**	1**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	111%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	111%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	111%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	9**	..	..	..	1**	1**	..	1**	4**	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	111%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	9**	..**	..**	..**	1**	1**	..**	1**	4**	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	9**	..	..	..	1**	1**	..	1**	4**	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 11%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	13 144%	-	-	-	1 100%	1 100%	-	1 100%	5 125%	1 100%	4 400%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_11. What made your experience with .nyc very positive?

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Base: Very Positive Experience

11. .nyc

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1**	1**	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1**	1**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**	_**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_11. What made your experience with .nyc very positive?

14 Mar 2015  
Table 449

Base: Very Positive Experience

11. .nyc

	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)
Weighted Base	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	1**	1**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ- izations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_11. What made your experience with .nyc very positive?

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Base: Very Positive Experience

11. .nyc

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	(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)
Weighted Base	1**	1**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1 100%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_12. What made your experience with .wang very positive?  
12. .wang

14 Mar 2015  
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Base: Very Positive Experience

	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	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Weighted Base	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	5 19%	-	-	-	-	-	-	-	-	-	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restricitons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	5 19%	-	-	-	-	-	-	-	-	-	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_12. What made your experience with .wang very positive?  
12. .wang

14 Mar 2015  
Table 450

Base: Very Positive Experience

	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)
Weighted Base	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	4 15%	-	-	-	-	-	-	-	-	-	-	4 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_12. What made your experience with .wang very positive?

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12. .wang

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Q840\_12. What made your experience with .wang very positive?  
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	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 19%	-	-	-	-	-	-	-	-	-	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_12. What made your experience with .wang very positive?

14 Mar 2015  
Table 450

Base: Very Positive Experience

12. .wang

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	26**	**	**	**	**	**	**	**	**	**	**	26**	**	**	**	**	**	**	**	**	**	**	**	**	**
Convenient	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	30 115%	-	-	-	-	-	-	-	-	-	-	30 115%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 451

Base: Very Positive Experience

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	25**	..	..	..	..	..	..	..	..	..	..	25**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	25**	..	..	..	..	..	..	..	..	..	..	25**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	6 24%	-	-	-	-	-	-	-	-	-	-	6 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
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14 Mar 2015  
Table 451

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	Country																								
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	(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)
Weighted Base	25**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	25**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 451

Base: Very Positive Experience

	Country																								
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	(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)
Weighted Base	25**	**	**	**	**	**	**	**	**	**	**	25**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	4 16%	-	-	-	-	-	-	-	-	-	-	4 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
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	Country																								
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	(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)
Weighted Base	25**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	25**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic websiite	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 20%	-	-	-	-	-	-	-	-	-	-	5 20%	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
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Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
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Base: Very Positive Experience

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	Nigeria	South Africa	Egypt	Colombia	Argentina	Brazil
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Weighted Base	25**	..	..	..	..	..	..	..	..	..	..	25**	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	25**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	25**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_13. What made your experience with .xn-ses554g (Chinese for network address) very positive?  
13. .xn-ses554g (Chinese for network address)

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	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	25**	..	..	..	..	..	..	..	..	..	..	25**	..	..	..	..	..	..	..	..	..	..	..	..	..
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/needs/Always find what I need/want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	28112%	-	-	-	-	-	-	-	-	-	-	28112%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q840\_14. What made your experience with .xn-55qx5d (Chinese for company) very positive?

14 Mar 2015  
Table 452

Base: Very Positive Experience

14. .xn-55qx5d (Chinese for company)

	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	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND/QUALITY (NET)	6 23%	-	-	-	-	-	-	-	-	-	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality brand/product	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honest/trustworthy	3 12%	-	-	-	-	-	-	-	-	-	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's a legitimate/credible site/domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/One of the first website extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reputable	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Well established/Been around for a long time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Well known/Popular/Most commonly used domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Big/Large website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand/quality mentions	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
INFORMATION (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accurate/Authentic information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Comprehensive/Can search all information in one place	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Helpful information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information/Informative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
Other information mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Good/Like the content	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
News related websites (All news mentions, i.e. balance, up to date news, etc...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous content mentions	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Accessible/Easy to access/find	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to use/navigate	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Practical/Useful/Helpful	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Has the latest standards/formats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy/Simple to purchase	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No restrictions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other functionality mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERFORMANCE (NET)	415%	-	-	-	-	-	-	-	-	-	-	415%	-	-	-	-	-	-	-	-	-	-	-	-	-
Fast/Good speed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good results/search results	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
No problems/Good experience with website	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	26**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Reliable	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Worked/Effective	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other performance mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SECURITY (NET)	415%	-	-	-	-	-	-	-	-	-	-	415%	-	-	-	-	-	-	-	-	-	-	-	-	-
No/Less spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private/Privacy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe/Good security	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Virus/Malware protected	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other security mentions	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
SERVICE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good service/customer service/support	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other service mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	415%	-	-	-	-	-	-	-	-	-	-	415%	-	-	-	-	-	-	-	-	-	-	-	-	-
Descriptive/Indicates what it stands for	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Different/Unique	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Everything/Good/Like site	312%	-	-	-	-	-	-	-	-	-	-	312%	-	-	-	-	-	-	-	-	-	-	-	-	-
Interesting websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It indicates seriousness/that it's important	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's memorable/Easy to remember	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
It's professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a lot of ads/pop ups	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OK/Fine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organized/Not cluttered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Generic website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New/Newer websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USAGE (NET)	5 19%	-	-	-	-	-	-	-	-	-	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
COUNTRIES (SUB-NET)	4 15%	-	-	-	-	-	-	-	-	-	-	4 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazilian/Portuguese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canadian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China based website	4 15%	-	-	-	-	-	-	-	-	-	-	4 15%	-	-	-	-	-	-	-	-	-	-	-	-	-
Country specific (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
German based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
India based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	26**	..	..	..	..	..	..	..	..	..	..	26**	..	..	..	..	..	..	..	..	..	..	..	..	..
Indonesian based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
International/Used worldwide/Global	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's my country's extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nigeria based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Russia based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnamese based website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZATIONS (SUB-NET)	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Work website usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Institutions websites/extensions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Networking companies usually use in extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Organization website/extension	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to a company/good/large companies	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-
Used for non-profit organizations/purposes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organizations mentions	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Always use it/The one I use most/frequently	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Familiar with website/Have visited/used before/in the past	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS USAGE (SUB-NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Allows for searching/browsing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diversity/Multi-purpose website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Email usage	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal usage site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level domain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	28%	-	-	-	-	-	-	-	-	-	-	28%	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted Base	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	26**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Convenient	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meets my expectations/n eeds/Always find what I need/want	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive/Just was	1 4%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Negative experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alternative to .com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 8%	-	-	-	-	-	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	35 135%	-	-	-	-	-	-	-	-	-	-	35 135%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_1. What made your experience with .email very negative?

14 Mar 2015  
Table 453

Base: Very Negative Experience

1. .email

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	17**	1**	-**	1**	-**	1**	-**	-**	1**	-**	-**	4**	4**	-**	-**	-**	-**	2**	1**	-**	1**	-**	-**	-**	1**
Weighted Base	17**	1**	-**	1**	-**	1**	-**	-**	1**	-**	-**	4**	4**	-**	-**	-**	-**	2**	1**	-**	1**	-**	-**	-**	1**
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	2 12%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	1 50%	-	-	-	-	-	-	-
A lot of junk mail/spam	1 6%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	1 100%
Contains viruses	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%
Not safe/secure	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_1. What made your experience with .email very negative?

14 Mar 2015  
Table 453

Base: Very Negative Experience

1. .email

	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)
Weighted Base	17**	1**	-**	1**	-**	1**	-**	-**	1**	-**	-**	4**	4**	-**	-**	-**	-**	2**	1**	-**	1**	-**	-**	-**	1**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	5 29%	-	-	-	-	-	-	-	-	-	-	2 50%	2 50%	-	-	-	-	1 50%	-	-	-	-	-	-	-
Positive experience mentions	3 18%	-	-	-	-	-	-	-	-	-	-	1 25%	1 25%	-	-	-	-	1 50%	-	-	-	-	-	-	-
Other mentions	2 12%	-	-	-	-	-	-	-	-	-	-	1 25%	1 25%	-	-	-	-	-	-	-	-	-	-	-	-
None	1 6%	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 12%	-	-	-	-	1 100%	-	-	-	-	-	1 25%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	5 29%	1 100%	-	1 100%	-	-	-	-	1 100%	-	-	1 25%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Sigma	17 100%	1 100%	-	1 100%	-	1 100%	-	-	1 100%	-	-	4 100%	4 100%	-	-	-	-	2 100%	1 100%	-	1 100%	-	-	-	1 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_2. What made your experience with .photography very negative?  
2. .photography

Base: Very Negative Experience

	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	10**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**	1**	4**	-**	-**	1**	-**	-**	-**	-**
Weighted Base	10**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**	1**	4**	-**	-**	1**	-**	-**	-**	-**
BRAND IMAGE (NET)	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
Baseless domain name	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
SAFETY (NET)	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_2. What made your experience with .photography very negative?  
2. .photography

14 Mar 2015  
Table 454

Base: Very Negative Experience

	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)
Weighted Base	10**	1**	-**	-**	-**	-**	-**	-**	-**	-**	-**	3**	-**	-**	-**	-**	1**	4**	-**	-**	1**	-**	-**	-**	-**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 10%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 10%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-	-	-	-	-
Don't know	1 10%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	4 40%	1 100%	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	1 100%	-	-	-	1 100%	-	-	-	-
Sigma	10 100%	1 100%	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	1 100%	4 100%	-	-	1 100%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q845\_3. What made your experience with .link very negative?

14 Mar 2015  
Table 455

Base: Very Negative Experience

3. .link

	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	9**	**	**	**	**	**	**	**	1**	**	**	2**	1**	**	**	**	**	2**	**	**	**	1**	2**	**	**
Weighted Base	9**	**	**	**	**	**	**	**	1**	**	**	2**	1**	**	**	**	**	2**	**	**	**	1**	2**	**	**
BRAND IMAGE (NET)	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	1 50%	-	-
Baseless domain name	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Not well known/familiar	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 22%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-
Irrelevant websites	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_3. What made your experience with .link very negative?

14 Mar 2015  
Table 455

Base: Very Negative Experience

3. .link

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	9**	..	..	..	..	..	..	..	1**	..	..	2**	1**	..	..	..	..	2**	..	..	..	1**	2**	..	..
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	1 11%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-
Positive experience mentions	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 11%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	3 33%	-	-	-	-	-	-	-	1 100%	-	-	-	1 100%	-	-	-	-	1 50%	-	-	-	-	-	-	-
Sigma	9 100%	-	-	-	-	-	-	-	1 100%	-	-	2 100%	1 100%	-	-	-	-	2 100%	-	-	-	1 100%	2 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_4. What made your experience with .guru very negative?

14 Mar 2015  
Table 456

Base: Very Negative Experience

4. .guru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	11**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	2**	1**	1**	1**	-**	-**	2**	-**	-**	-**	-**	1**	-**	1**
Weighted Base	11**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	2**	1**	1**	1**	-**	-**	2**	-**	-**	-**	-**	1**	-**	1**
BRAND IMAGE (NET)	2 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	1 100%	-	-
Baseless domain name	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Not well known/familiar	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 18%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	2 18%	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_4. What made your experience with .guru very negative?

14 Mar 2015  
Table 456

Base: Very Negative Experience

4. .guru

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	11**	1**	-**	-**	-**	-**	-**	-**	-**	-**	1**	2**	1**	1**	1**	-**	-**	2**	-**	-**	-**	-**	1**	-**	1**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 18%	-	-	-	-	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	2 18%	-	-	-	-	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	1 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-
Don't know	3 27%	-	-	-	-	-	-	-	-	-	-	1 50%	-	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%
Declined to answer	1 9%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	11 100%	1 100%	-	-	-	-	-	-	-	-	1 100%	2 100%	1 100%	1 100%	1 100%	-	-	2 100%	-	-	-	-	1 100%	-	1 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_5. What made your experience with .realtor very negative?  
5. .realtor

14 Mar 2015  
Table 457

Base: Very Negative Experience

	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	8**	**	**	**	**	**	**	1**	**	**	**	2**	**	1**	**	**	**	2**	**	**	**	**	1**	**	1**
Weighted Base	8**	**	**	**	**	**	**	1**	**	**	**	2**	**	1**	**	**	**	2**	**	**	**	**	1**	**	1**
BRAND IMAGE (NET)	2 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	1 100%	-	-
Baseless domain name	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Not well known/familiar	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	2 25%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	1 50%	-	-	-	-	-	-	-
Irrelevant websites	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_5. What made your experience with .realtor very negative?  
5. .realtor

14 Mar 2015  
Table 457

Base: Very Negative Experience

	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)
Weighted Base	8**	..	..	..	..	..	..	1**	..	..	..	2**	..	1**	..	..	..	2**	..	..	..	1**	..	1**	
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site appeal mentions	1 13%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	3 38%	-	-	-	-	-	-	-	-	-	-	1 50%	-	1 100%	-	-	-	-	-	-	-	-	-	-	
Declined to answer	1 13%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	8 100%	-	-	-	-	-	-	1 100%	-	-	-	2 100%	-	1 100%	-	-	-	2 100%	-	-	-	-	1 100%	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_6. What made your experience with .club very negative?

14 Mar 2015  
Table 458

Base: Very Negative Experience

6. .club

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6**	..	..	..	..	..	1**	..	..	..	..	2**	1**	1**	..	..	..	1**	..	..	..	..	..	..	..
Weighted Base	6**	..	..	..	..	..	1**	..	..	..	..	2**	1**	1**	..	..	..	1**	..	..	..	..	..	..	..
BRAND IMAGE (NET)	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
Baseless domain name	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_6. What made your experience with .club very negative?

14 Mar 2015  
Table 458

Base: Very Negative Experience

6. .club

	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)
Weighted Base	6**	-**	-**	-**	-**	-**	1**	-**	-**	-**	-**	2**	1**	1**	-**	-**	-**	1**	-**	-**	-**	-**	-**	-**	-**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 33%	-	-	-	-	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	2 33%	-	-	-	-	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2 33%	-	-	-	-	-	-	-	-	-	-	1 50%	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	1 17%	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6 100%	-	-	-	-	-	1 100%	-	-	-	-	2 100%	1 100%	1 100%	-	-	-	1 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q845\_7. What made your experience with .xyz very negative?

14 Mar 2015  
Table 459

Base: Very Negative Experience

7. .xyz

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5**	..	..	..	..	..	..	..	..	..	..	2**	1**	..	..	..	..	1**	1**	..	..	..	..	..	..
Weighted Base	5**	..	..	..	..	..	..	..	..	..	..	2**	1**	..	..	..	..	1**	1**	..	..	..	..	..	..
BRAND IMAGE (NET)	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	1 100%	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 100%	1 100%	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_7. What made your experience with .xyz very negative?  
7. .xyz

14 Mar 2015  
Table 459

Base: Very Negative Experience

	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)
Weighted Base	5**	_*	_*	_*	_*	_*	_*	_*	_*	_*	_*	2**	1**	_*	_*	_*	_*	1**	1**	_*	_*	_*	_*	_*	_*
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 40%	-	-	-	-	-	-	-	-	-	-	1 50%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 20%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 20%	-	-	-	-	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 20%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6 120%	-	-	-	-	-	-	-	-	-	-	2 100%	1 100%	-	-	-	-	1 100%	2 200%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_8. What made your experience with .berlin very negative?  
8. .berlin

14 Mar 2015  
Table 460

Base: Very Negative Experience

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_8. What made your experience with .berlin very negative?  
8. .berlin

Base: Very Negative Experience

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											

Q845\_9. What made your experience with .ovh very negative?

14 Mar 2015  
Table 461

Base: Very Negative Experience

9. .ovh

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_9. What made your experience with .ovh very negative?  
9. .ovh

14 Mar 2015  
Table 461

Base: Very Negative Experience

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											

Q845\_10. What made your experience with .london very negative?

14 Mar 2015  
Table 462

Base: Very Negative Experience

10. .london

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_10. What made your experience with .london very negative?  
10. .london

Base: Very Negative Experience

	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)		
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..		
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used. ** very small base (under 30) ineligible for sig testing																											



Q845\_11. What made your experience with .nyc very negative?

14 Mar 2015  
Table 463

Base: Very Negative Experience

11. .nyc

	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	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_11. What made your experience with .nyc very negative?  
11. .nyc

Base: Very Negative Experience

	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)
Weighted Base	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_12. What made your experience with .wang very negative?  
12. .wang

14 Mar 2015  
Table 464

Base: Very Negative Experience

	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	2**	..	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	2**	..	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_12. What made your experience with .wang very negative?  
12. .wang

14 Mar 2015  
Table 464

Base: Very Negative Experience

	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)
Weighted Base	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	2**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_13. What made your experience with .xn-ses554g (Chinese for network address) very negative?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 465

Base: Very Negative Experience

	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	2**	..	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	2**	..	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_13. What made your experience with .xn-ses554g (Chinese for network address) very negative?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 465

Base: Very Negative Experience

	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)
Weighted Base	2**	..	..	..	..	..	..	..	..	..	..	2**	..	..	..	..	..	..	..	..	..	..	..	..	..
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 50%	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2 100%	-	-	-	-	-	-	-	-	-	-	2 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_14. What made your experience with .xn-55qx5d (Chinese for company) very negative?

14 Mar 2015  
Table 466

Base: Very Negative Experience

14. .xn-55qx5d (Chinese for company)

	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	3**	..	..	..	..	..	..	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	3**	..	..	..	..	..	..	..	..	..	..	3**	..	..	..	..	..	..	..	..	..	..	..	..	..
BRAND IMAGE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baseless domain name	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not well known/familiar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other brand image mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONTENT (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A lot of junk mail/spam	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inappropriate content	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not informative/Inaccurate information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other content mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Contains viruses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not safe/secure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE APPEAL (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Irrelevant websites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q845\_14. What made your experience with .xn-55qx5d (Chinese for company) very negative?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 466

Base: Very Negative Experience

	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)
Weighted Base	3**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	3**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
It's rare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't like it/Bad website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site appeal mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	2 67%	-	-	-	-	-	-	-	-	-	-	2 67%	-	-	-	-	-	-	-	-	-	-	-	-	-
Positive experience mentions	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Other mentions	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1 33%	-	-	-	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3 100%	-	-	-	-	-	-	-	-	-	-	3 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q848. How would you describe your satisfaction with the new gTLDs?

14 Mar 2015  
Table 467

Base: Registrants

	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*
Weighted Base	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*
TOP 2 BOX (NET)	1368	28	13	59	17	13	15	22	20	8	26	310	34	53	35	64	81	245	89	46	21	37
	58%	38%	28%	66%	53%	50%	60%	46%	42%	33%	33%	68%	79%	58%	26%	59%	57%	75%	70%	48%	47%	63%
BCIKOT					CO			O	O					BCKO		BCIKO	BCKO			CO	O	BCKO
Very satisfied	382	7	2	12	3	3	-	4	10	2	1	84	10	12	2	7	20	99	27	13	4	9
	16%	10%	4%	13%	9%	12%	-	8%	21%	8%	1%	18%	23%	13%	1%	6%	14%	30%	21%	14%	9%	15%
CKOP		KO	KO	KO	KO			O	CKOP			CKOP	BCKOPW	KO		O	KO		BCHKOPW	KO	KO	KO
Somewhat satisfied	986	21	11	47	14	10	15	18	10	6	25	226	24	41	33	57	61	146	62	33	17	28
	42%	29%	23%	52%	44%	38%	60%	38%	21%	25%	32%	49%	56%	45%	24%	53%	43%	45%	49%	34%	38%	47%
BCIOY					IO									BCIOY			BCIOY	BCIKOXY	BCIKOTXY		BCIOXY	BCIKOXY
BOTTOM 2 BOX (NET)	358	10	8	17	3	7	2	14	14	4	11	58	8	20	15	20	27	43	12	9	5	6
	15%	14%	17%	19%	9%	27%	8%	29%	29%	17%	14%	13%	19%	22%	11%	19%	19%	13%	9%	9%	11%	10%
				S										LORST		S	ST					
Somewhat dissatisfied	279	6	6	9	3	5	2	13	12	2	7	52	6	14	15	20	23	28	10	5	3	4
	12%	8%	13%	10%	9%	19%	8%	27%	25%	8%	9%	11%	14%	15%	11%	19%	16%	9%	8%	5%	7%	7%
	RT													T		ALRSTV	RST					
Very dissatisfied	79	4	2	8	-	2	-	1	2	2	4	6	2	6	-	-	4	15	2	4	2	2
	3%	5%	4%	9%	-	8%	-	2%	4%	8%	5%	1%	5%	7%	-	-	3%	5%	2%	4%	4%	3%
LO		LOP	OP	ALOPQ					OP		LOP		OP	LOP				LOP		OP	OP	O
No experience with them	643	35	26	14	12	6	8	12	14	12	41	90	1	18	85	24	35	39	26	41	19	16
	27%	48%	55%	16%	38%	23%	32%	25%	29%	50%	53%	20%	2%	20%	63%	22%	24%	24%	20%	43%	42%	27%
DLMR				M	DLMNRS			MR	MR			MR		M		MR	MR	MR	MR	ADLMNPQRWY	ADLMNPQRWY	MR
Sigma	2369	73	47	90	32	26	25	48	48	24	78	458	43	91	135	108	143	327	127	96	45	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q850. If you wanted more information about one of the new gTLDs, where would you go?

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
An Internet search engine	4668 76% BCEIJKO	325 65% O	135 68% O	185 83% ABCELUKOY	68 67% BCEIJKO	84 82% BCEIJKO	76 76% BO	93 83% BCELUKOY	151 69% O	134 67% O	174 70% O	866 78% BCEIJKO	74 74% O	172 83% ABCELUKOY	203 57% BCEIJKO	163 80% ABCELUKOY	225 89% ABCELUKOY	550 80% ABCELUKOY	180 87% ABCELUKOY	183 91% ABCELUKOY	84 80% BCEIJKO	88 85% ABCELUKOY	96 81% BCEIJKO	88 80% BCEIJKO	271 73% BO
An Internet encyclopedia	1859 30% BCFGIJKOY	83 17% J	45 23% J	67 30% BFGIJKO	26 26% BJ	17 17% BJ	19 19% BCFGIJKOY	42 38% BCFGIJKOY	47 21% J	24 12% J	55 22% J	427 38% BCFGIJKOY	36 36% BCFGIJKOY	67 33% BCFGIJKOY	72 20% J	54 26% BJ	96 38% ABCELUKOY	272 40% ABCELUKOY	81 39% ABCELUKOY	73 36% BFGIJKO	33 31% BFGIJKO	51 50% ABCELUKOY	41 34% BCFGIJKOY	38 35% BCFGIJKOY	93 25% BJ
My Internet service provider	1487 24% BCGHUKQV	59 12% J	29 15% BCGHUKQV	58 26% ABCELUKOY	19 19% ABCELUKOY	34 33% ABCELUKOY	14 14% ABCELUKOY	11 10% ABCELUKOY	30 14% ABCELUKOY	35 17% B	43 17% B	319 29% ABCELUKOY	44 44% ABCELUKOY	64 31% ABCELUKOY	77 22% BCHI	59 29% BCGHUKQV	43 17% B	208 30% ABCELUKOY	89 43% ABCELUKOY	38 19% BH	23 22% BH	16 16% ABCELUKOY	44 37% ABCELUKOY	35 32% BCGHUKQV	96 26% BCGHUKQV
Friend/Colleague/Family members	33 1% L	11 2% ACILNOPRTY	-	1	-	-	3 3% ACILNOPRTY	3 3% ACILNOPRTY	-	2 1% L	1	1	-	-	-	-	2 1% L	2	2 1% L	-	1 1% L	-	2 2% LOR	1 1% L	1
Google	21	2	2	1	-	-	-	-	1	-	-	-	1	3	-	-	-	4	-	1	2	-	-	-	4
		L	L	L					L			L	L	ALO				L		L	AKLOPQS				ALO
Computer/web/IT specialist/expert	21	3	1	1	1	-	-	-	1	1	-	-	1	2	-	-	2	-	-	1	1	-	3	1	2
		LR	L	L	LR				L	L		LR	LR			LR			L	LR		AKLOPRS	LR		L
Domain provider/DNS reseller	7	2	-	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		L		L			ALR	ALR		L										L					
Books/Magazines/Newspaper	5	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-
			1																						
Register.com/ search	5	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-	-	-	-
			L								L														
Whois search	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-
																	L			AL					
GoDaddy search	4	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-
			AL	AL										AL											
Not interested/Would not look for information	4	3	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		ALR			ALR																				
Baidu	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-
												A													
Domain.com	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-
																				AL					
Knowledgeable people/people who use domains	2	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AL			ABLR																			
Domain.org	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AL														

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q850. If you wanted more information about one of the new gTLDs, where would you go?

14 Mar 2015  
Table 468

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Network solutions	1	-	1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blogs/Forums	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ABLR	-
ICANN	1	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	1	-	-	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Registro.br	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specialized websites/tools	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nic/Nic.br	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ask.com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yahoo.com	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12	1	1% L	-	-	-	-	-	-	2 1% AL	-	-	-	2 1% AL	-	-	-	1	2 1% AL	1 L	-	1 L	-	-	1
Not sure	688 11%	117 23%	38 19%	7 3%	16 16%	4 4%	12 12%	7 6%	43 20%	44 22%	52 21%	105 9%	3 3%	11 5%	108 30%	17 8%	10 4%	29 4%	4 2%	7 3%	9 9%	3 3%	3 3%	7 6%	32 9%
Nowhere	1	-	-	-	-	-	-	1 1% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-
Sigma	8833 144%	610 122%	256 128%	322 144%	131 130%	140 137%	125 125%	158 141%	274 125%	243 121%	328 131%	1721 155%	159 159%	322 156%	460 128%	294 144%	379 150%	1072 156%	358 173%	309 154%	153 146%	159 154%	189 159%	171 155%	500 135%

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

Base: All Qualified Respondents

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 470

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Overwhelming	3755 61%	332 66%	146 73%	140 63%	68 67%	78 76%	82 82%	80 71%	158 72%	137 68%	208 83%	506 46%	62 62%	113 55%	271 76%	150 74%	175 69%	287 42%	126 61%	105 52%	66 63%	50 49%	81 68%	81 74%	253 68%
	LRTV	ALNRTV	ADLNRTSTV	LRTV	LNRTV	ABCDLNRTSTV	ADLNRTSTV	ALNRTV	ADLNRTSTV	ALNRTV	ADLNRTSTV			LR	LR	ADLNRTSTV	ADLNRTSTV	ALNRTV	LRV	R	LRV		LNRTV	ADLNRTSTV	ALNRTV
Extreme	3732 61%	358 71%	161 81%	98 44%	67 66%	74 73%	62 62%	79 71%	168 76%	149 74%	190 76%	552 50%	75 75%	121 59%	263 73%	157 77%	172 68%	256 37%	114 55%	110 55%	66 63%	51 50%	81 68%	85 77%	223 60%
	DLRV	ADLNRTSTV	ADLNRTSTV		DLRV	ADLNRTSTV	DLR	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV		R	ADLNRTSTV	DLR	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	DR	DR	DLR	R	DLRSTV	ADLNRTSTV	DLR
Confusing	3674 60%	292 58%	122 61%	165 74%	60 59%	75 74%	60 60%	71 63%	138 63%	119 59%	153 61%	626 56%	62 62%	129 63%	182 51%	110 54%	159 63%	385 56%	115 56%	126 63%	73 70%	64 62%	74 62%	78 71%	236 64%
	LOR	O	O					O	O	O	O		O	O			O			O	ABLOPRS	O	O	ABJLOPRS	LOPR
For people like me	3339 54%	354 71%	135 68%	115 52%	68 67%	62 61%	61 61%	68 61%	143 65%	145 72%	188 75%	520 47%	50 50%	99 48%	272 76%	116 57%	135 53%	232 34%	66 32%	100 50%	53 50%	46 45%	64 54%	63 57%	184 50%
	LRSV	ADLNRTSTV	ADLNRTSTV	RS	LNRSVY	LNRSVY	LNRSVY	LNRSVY	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV		RS	RS		LRSV	RS			RS	RS	RS	RS	LRS	RS
Exciting	3333 54%	336 67%	144 72%	125 56%	68 67%	63 62%	61 61%	78 70%	149 68%	131 65%	195 78%	499 45%	50 50%	101 49%	259 72%	145 71%	177 70%	198 29%	46 22%	75 37%	50 48%	45 44%	72 61%	79 72%	187 51%
	LRSTV	ADLNRTSTV	ADLNRTSTV	LRSTV	ALNRTSTV	LNRTSTV	LRSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	RST	RST	RST	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV		RS	RS	RS	RS	LNRTSTV	ADLNRTSTV	RST
Unconventional	3108 51%	287 57%	117 59%	117 52%	40 40%	77 75%	53 53%	47 42%	136 62%	92 46%	152 61%	500 45%	69 69%	90 44%	251 70%	90 44%	137 54%	298 43%	104 50%	102 51%	57 54%	35 34%	42 35%	44 40%	171 46%
	ELNRVWX	ADLNRTSTV	ADLNRTSTV	ELRVWX			VW		ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	VW					ADLNRTSTV		VW	ERVWX					VW
Trustworthy	3078 50%	319 64%	121 61%	99 44%	57 56%	56 55%	58 58%	73 65%	143 65%	123 61%	169 68%	449 40%	51 51%	87 42%	248 69%	121 59%	137 54%	229 33%	52 25%	90 45%	56 53%	50 49%	61 51%	64 58%	165 45%
	LNRSY	ADLNRTSTV	ADLNRTSTV	RS	DLNRSY	LNRS	DLNRSY	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	RS	LRS	RS		ADLNRTSTV	DLNRSY		RS	LRS	RS	RS	LRS	DLNRSY	RS
Cutting edge	2959 48%	286 57%	128 64%	80 36%	47 47%	53 52%	49 49%	57 51%	143 65%	112 56%	130 52%	515 46%	54 54%	74 36%	202 56%	96 47%	86 34%	280 41%	47 23%	85 42%	54 51%	48 47%	59 50%	60 55%	214 58%
	DNQRS	ADLNRTSTV	ADLNRTSTV	S	QS	DNQRS	DNQRS	DNQRS	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	DNQRS	DNQRS	S	ADLNRTSTV	DNQRS			S	DNQRS	QS	QS	DNQRS	DNQRS	ADLNRTSTV
Technical	2544 41%	251 50%	103 52%	71 32%	46 46%	54 53%	38 38%	57 51%	125 57%	95 47%	156 62%	395 36%	39 39%	76 37%	195 54%	98 48%	107 42%	190 28%	53 26%	77 38%	44 42%	41 40%	46 39%	47 43%	140 38%
	DLRS	ADLNRTSTV	ADLNRTSTV		DLRS	ADLNRTSTV	RS	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV		RS	RS		DLNRSY			RS	DLRS	RS	RS	RS	RS	RS
Interesting	2454 40%	237 47%	97 49%	75 34%	44 44%	51 50%	39 39%	47 42%	115 52%	112 56%	144 58%	438 39%	42 42%	71 34%	221 62%	71 35%	94 37%	158 23%	27 13%	66 33%	33 31%	38 37%	48 40%	52 47%	134 36%
	DRST	ADLNRTSTV	ADLNRTSTV	RS	RS	ADLNRTSTV	RS	RS	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV		RS	RS		RS	RS	S	RS	RS	RS	RS	RS	DNPRSTUY	RS
Practical	2440 40%	234 47%	82 41%	71 32%	54 53%	58 57%	43 43%	49 44%	110 50%	107 53%	141 56%	387 35%	47 47%	77 37%	190 53%	68 33%	106 42%	196 29%	42 20%	71 35%	32 30%	43 42%	50 42%	46 42%	136 37%
	DLRS	ADLNRTSTV	RS	S			RS	DRSU	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	RS	DLPRSU	RS		S	DLRSU	S		S	S	RS	RS	RS	RS
Helpful	2432 40%	227 45%	95 48%	99 44%	49 49%	54 53%	49 49%	55 49%	119 54%	102 51%	142 57%	348 31%	43 43%	78 38%	201 56%	88 43%	96 38%	166 24%	32 15%	68 34%	39 37%	37 36%	53 45%	53 48%	139 38%
	LRS	ALRSTY	ALQRSTY	LRST	LRSTY	ALNRTSTV	LRSTY	ALQRSTY	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	RS	LRS	RS		LRS	LRS	S		RS	RS	RS	LRS	LRSTY	LRS
Informative	2309 38%	200 40%	78 39%	72 32%	43 43%	50 49%	40 40%	57 51%	97 44%	96 48%	133 53%	354 32%	47 47%	84 41%	203 57%	95 47%	93 37%	155 23%	34 16%	65 32%	35 33%	44 43%	45 38%	47 43%	142 38%
	LRS	LRS	LRS	RS	LRS	ADLNRTSTV	RS	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	RS	DLRSTU	LRS		ADLNRTSTV	RS			RS	LRS	LRS	LRS	LRS	LRS
Useful	2296 37%	201 40%	90 45%	66 30%	51 50%	50 49%	38 38%	55 49%	106 48%	111 55%	131 52%	323 29%	41 41%	79 38%	196 55%	82 40%	101 40%	182 26%	30 14%	64 32%	34 32%	42 41%	42 35%	43 39%	138 37%
	DLRS	DLRST	ADLNRTSTV	S	ADLNRTSTV	ADLNRTSTV	RS	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	S	DLRS	LRS		DLRS	DLRS	S		S	S	DLRS	RS	LRS	LRS
Innovative	2242 36%	226 45%	100 50%	69 31%	36 36%	44 43%	38 38%	48 43%	115 52%	88 44%	142 57%	288 26%	47 47%	69 33%	206 58%	105 51%	94 37%	156 23%	30 14%	58 29%	35 33%	34 33%	49 41%	40 36%	125 34%
	LRST	ADLNRTSTV	ADLNRTSTV	RS	LRS	DLRST	LRS	DLRST	ADLNRTSTV	ADLNRTSTV	ADLNRTSTV	S	ADLNRTSTV	LRS		ADLNRTSTV	LRS			RS	RS	LRST	LRS	LRS	LRS

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 471

1. Innovative

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		3902 64%	276 55%	100 50%	154 69%	65 64%	58 57%	62 62%	64 57%	105 48%	113 56%	108 43%	822 74%	53 53%	137 67%	152 42%	99 49%	159 63%	531 77%	177 86%	143 71%	70 67%	69 67%	70 59%	70 64%	245 66%
	BCIJKMOP	KO	BCFGHIJKOP	CIKOP	KO	IKOP	KO	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	BCIJKMOP	KO	CIKOP	BCIJKMOP	
Describes very well		1019 17%	34 7%	11 6%	42 19%	14 14%	9 9%	6 6%	10 9%	14 6%	14 7%	13 5%	207 19%	15 15%	33 16%	14 4%	19 9%	46 18%	219 32%	65 31%	74 37%	23 22%	16 16%	25 21%	22 20%	74 20%
	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCIUKO	O	O	O	BCFGHIJKOP	BCGIJKO	BCGIJKO	BCGIJKO	BCGIJKO	BCGIJKO	BCGIJKO	BCGIJKO	BCGIJKO	O	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP	BCFGHIJKOP
Describes somewhat well		2883 47%	242 48%	89 45%	112 50%	51 50%	49 48%	56 56%	54 48%	91 41%	99 49%	95 38%	615 55%	38 38%	104 50%	138 39%	80 39%	113 45%	312 45%	112 54%	69 34%	47 45%	53 51%	45 38%	48 44%	171 46%
	KOPTW	KOPTW	T KMOPTW	KOT	T	IKMOPRTW	T	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW	KOPTW
BOTTOM 2 BOX (NET)		2242 36%	226 45%	100 50%	69 31%	36 36%	44 43%	38 38%	48 43%	115 52%	88 44%	142 57%	288 26%	47 47%	69 33%	206 58%	105 51%	94 37%	156 23%	30 14%	58 29%	35 33%	34 33%	49 41%	40 36%	125 34%
	LRST	ADLNRSTUVY	ADLNRSTUVY	RS	LRS	DLRST	LRS	DLRST	ADLNRSTUVY	ADLNRSTY	ADLNRSTUVY	ADLNRSTUVY	S	ADLNRSTUVY	LRS	ADLNRSTUVY	LRS	S	23%	14%	S	RS	RS	LRST	LRS	LRS
Does not describe very well		1505 24%	128 25%	61 31%	49 22%	26 26%	26 25%	32 32%	30 27%	62 28%	60 30%	88 35%	236 21%	28 28%	54 26%	152 42%	80 39%	48 19%	103 15%	24 12%	40 20%	23 22%	22 22%	26 22%	30 27%	77 21%
	LQRS	QRS	ADLORSTY	RS	RS	RS	LQRSTY	RS	LQRSTY	LQRSTY	LQRSTY	LQRSTY	RS	RS	RS	RS	RS	S	S	15%	12%	S	S	RS	RS	RS
Does not describe at all		737 12%	98 20%	39 20%	20 9%	10 18%	18 18%	6 6%	18 16%	53 24%	28 14%	54 22%	52 5%	19 19%	15 7%	54 15%	25 12%	46 18%	53 8%	6 3%	18 9%	12 11%	12 12%	23 19%	10 9%	48 13%
	LNRS	ADLNRSTXY	ADLNRSTXY	LS	LS	DGLNRST	GLNRS	GLNRS	GLNRS	GLNRS	GLNRS	GLNRS	ADGLNRSTX	ADGLNRSTX	S	DGLNRST	LRS	ADGLNRSTX	LS	LS	LS	LS	LS	ADGLNRSTX	LS	LNRS
Sigma		6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q856\_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 472

2. Cutting edge

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	3185 52%	216 43%	72 36%	143 64%	54 53%	49 48%	51 51%	55 49%	77 35%	89 44%	120 48%	595 54%	46 46%	132 64%	156 44%	108 53%	167 66%	407 59%	160 77%	116 58%	51 49%	55 53%	60 50%	50 45%	156 42%	
	BCIJOY	I		ABCEGLKLOP	CIY	CI	CI	CI			CI	BCIJOY	ABCEGLKLOP	ABCEGLKLOP	BCIJOY	ABCEGLKLOP	ABCEGLKLOP	ABCEGLKLOP	BCIJOY	BCIJOY	CI	CIY	CI	CI		
Describes very well	760 12%	30 6%	12 6%	38 17%	8 8%	12 12%	2 2%	15 13%	19 9%	16 8%	19 8%	126 11%	18 18%	36 17%	12 3%	12 6%	62 25%	129 19%	54 26%	50 25%	10 10%	12 12%	13 11%	13 12%	42 11%	
	BCGKOP			ABCEGLKLOP	O	BGO		BCGKOP	GO	GO	GO	BCGKOP	BCCEGLKLOP	ABCEGLKLOP			ABCEGLKLOP	ABCEGLKLOP	ABCEGLKLOP	ABCEGLKLOP	GO	BGO	GO	BGO	BCGKOP	
Describes somewhat well	2425 39%	186 37%	60 30%	105 47%	46 46%	37 36%	49 49%	40 36%	58 26%	73 36%	101 40%	469 42%	28 28%	96 47%	144 40%	96 47%	105 42%	278 40%	106 51%	66 33%	41 39%	43 42%	47 39%	37 34%	114 31%	
	CIMY	I		ABCHIMTYX	CIMTY		ABCHIMTYX			I	CIMY	ABCHIMTYX	ABCHIMTYX		CIMY	ABCHIMTYX	CIMY	CIMY			I	CIMY				
BOTTOM 2 BOX (NET)	2959 48%	286 57%	128 64%	80 36%	47 47%	53 52%	49 49%	57 51%	143 65%	112 56%	130 52%	515 46%	54 54%	74 36%	202 56%	96 47%	86 34%	280 41%	47 23%	85 42%	54 51%	48 47%	59 50%	60 55%	214 58%	
	DNQRS	ADLNPRSTX	ADCEGLKLOPSTX	S	QS	DNQRS	DNQRS	DNQRS	ADLNPRSTX	ADLNPRSTX	DNQRS	DNQRS	DNQRS	S	ADLNPRSTX	DNQRS	S	S	S	S	DNQRS	QS	DNQS	DNQRST	ADCEGLKLOPSTX	
Does not describe very well	2018 33%	165 33%	75 38%	57 26%	34 34%	29 28%	40 40%	34 30%	75 34%	72 36%	79 32%	432 39%	25 25%	55 27%	154 43%	75 37%	48 19%	203 30%	40 19%	60 30%	35 33%	30 29%	35 29%	43 39%	123 33%	
	DQS	DQS	DMNQRS		QS		DMNQRS	QS	QS	DNQS	QS	ADLNPRSTX		Q	DMNQRS		QS	QS	QS	QS	QS	Q	QS	DMNQRS	DQS	
Does not describe at all	941 15%	121 24%	53 27%	23 10%	13 13%	24 24%	9 9%	23 21%	68 31%	40 20%	51 20%	83 7%	29 29%	19 9%	48 13%	21 10%	38 15%	77 11%	7 3%	25 12%	19 18%	18 17%	24 20%	17 15%	91 25%	
	DLNPRS	ADCEGLKLOPSTX	ADCEGLKLOPSTX	S	S	ADLNPRSTX	S	DGLNPRS	DGLNPRSTX	ADGLNPRSTX		S	ADCEGLKLOPSTX	S	LS	S	LS	LS		LS	LNRS	LNS	DGLNPRS	LS	ADCEGLKLOPSTX	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 473

3. Extreme

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2412 39%	144 29% C	39 20%	125 56%	34 34% CP	28 27%	38 38%	33 29% C	52 24%	52 26%	60 24%	558 50%	25 25%	85 41%	95 27%	47 23%	81 32% CIKP	431 63%	93 45%	91 45%	39 37%	52 50%	38 32% C	25 23%	147 40%
Describes very well	535 9% BCFGJUKOP	23 5% O	6 3% BCFGJUKOP	30 13% ABCEFGHUKOP	4 4% ABCEFGHUKOP	2 2% ABCEFGHUKOP	1 1% ABCEFGHUKOP	7 6% GO	11 5% O	6 3% GO	9 4% BCFGJUKOP	101 9% BCFGJUKOP	7 7% GO	20 10% BCFGJUKOP	2 2% GO	9 4% CFGJO	19 8% CFGJO	142 21% GO	14 7% GO	37 18% ABCEFGHUKOP	15 14% ABCEFGHUKOP	12 12% BCEFGJUKOP	9 8% GO	7 6% GO	37 10% BCFGJUKOP
Describes somewhat well	1877 31% BCJUKMOPQX	121 24% C	33 17% ABCEFGHUKOP	95 43% ABCEFGHUKOP	30 30% CIPX	26 25% ABCEFGHUKOP	37 37% BCJUKMOPQX	26 23% BCJUKMOPQX	41 19% BCJUKMOPQX	46 23% BCJUKMOPQX	51 20% BCJUKMOPQX	457 41% BCJUKMOPQX	18 18% BCIKMPX	65 32% BCIKMPX	88 25% C	38 19% C	62 25% C	289 42% ABCEFGHUKOP	79 38% ABCEFGHUKOP	54 27% CIPX	24 23% ABCEFGHUKOP	40 39% ABCEFGHUKOP	29 24% ABCEFGHUKOP	18 16% CIKMPX	110 30% CIKMPX
BOTTOM 2 BOX (NET)	3732 61% DLRV	358 71% ADLNRSVTY	161 81% ABCEFGHUKOP	98 44% ABCEFGHUKOP	67 66% DLRV	74 73% ADLNRSVTY	62 62% DLR	79 71% ADLNRSVTY	168 76% ADLNRSVTY	149 74% ADLNRSVTY	190 76% ADLNRSVTY	552 50% R	75 75% ADLNRSVTY	121 59% DLR	263 73% ADLNRSVTY	157 77% ADLNRSVTY	172 68% ADLNRSVTY	256 37% ADLNRSVTY	114 55% DR	110 55% DR	66 63% DLR	51 50% R	81 68% DLRSTV	85 77% ADGLNRSTVY	223 60% DLR
Does not describe very well	2380 39% DIQR	192 38% R	80 40% R	70 31% DR	44 44% DIQR	47 46% ABCEFGHUKOP	52 52% ABCEFGHUKOP	42 38% R	71 32% R	94 47% ABDIKQRTY	90 36% R	459 41% R	35 35% R	98 48% ABDIKQRTY	192 54% ABDIKQRTY	109 53% ABDIKQRTY	83 33% R	172 25% ABDIKQRTY	83 40% R	71 35% R	40 38% R	37 36% R	43 36% R	48 44% DIQR	128 35% R
Does not describe at all	1352 22% DGLNRSV	166 33% ABCEFGHUKOP	81 41% ABCEFGHUKOP	28 13% L	23 23% DGLNRSV	27 26% DGLNRSV	10 10% ADGLNRSTV	37 33% ADGLNRSTV	97 44% ADGLNRSTV	55 27% DGLNRSV	100 40% ADGLNRSTV	93 8% ADGLNRSTV	40 40% ADGLNRSTV	23 11% DGLNRSV	71 20% DGLNRSV	48 24% DGLNRSV	89 35% ADGLNRSTV	84 12% L	31 15% L	39 19% GLNR	26 25% DGLNRSV	14 14% ADGLNRSTV	38 32% ADGLNRSTV	37 34% ADGLNRSTV	95 26% DGLNRSV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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



Q856\_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 474

4. Trustworthy

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		3066	183	79	124	44	46	42	39	77	78	81	661	49	119	110	83	116	458	155	111	49	53	58	46	205
	BCHUJKOP	50%	36%	40%	56%	44%	45%	42%	35%	35%	39%	32%	60%	BHIKO	49%	58%	41%	46%	67%	75%	55%	47%	51%	49%	42%	55%
Describes very well		694	19	11	19	4	11	3	7	12	6	5	139	15	27	5	8	36	170	39	42	13	17	20	16	50
	BCEGUJKOP	11%	4%	6%	9%	4%	11%	3%	6%	5%	3%	2%	13%	15%	13%	1%	4%	14%	25%	19%	21%	12%	17%	17%	15%	14%
Describes somewhat well		2372	164	68	105	40	35	39	32	65	72	76	522	34	92	105	75	80	288	116	69	36	36	38	30	155
	BHIKOQX	39%	33%	34%	47%	40%	34%	39%	29%	30%	36%	30%	47%	34%	45%	29%	37%	32%	42%	56%	34%	34%	35%	32%	27%	42%
BOTTOM 2 BOX (NET)		3078	319	121	99	57	56	58	73	143	123	169	449	51	87	248	121	137	229	52	90	56	50	61	64	165
	LNRSY	50%	64%	61%	44%	56%	55%	58%	65%	65%	61%	68%	40%	RS	42%	69%	59%	54%	33%	25%	45%	53%	49%	51%	58%	45%
Does not describe very well		2142	198	71	74	41	35	48	47	82	84	99	376	29	65	184	98	82	167	42	59	34	37	35	47	108
	RSY	35%	39%	36%	33%	41%	34%	48%	42%	37%	42%	40%	34%	29%	32%	51%	48%	32%	24%	20%	29%	32%	36%	29%	43%	29%
Does not describe at all		936	121	50	25	16	21	10	26	61	39	70	73	22	22	64	23	55	62	10	31	22	13	26	17	57
	LRS	15%	24%	25%	11%	16%	21%	10%	23%	28%	19%	28%	7%	22%	11%	18%	11%	22%	9%	5%	15%	21%	13%	22%	15%	15%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?  
5. Unconventional

14 Mar 2015  
Table 475

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3036 49%	215 43%	83 42%	106 48%	61 60%	25 25%	47 47%	65 58%	84 38%	109 54%	98 39%	610 55%	31 31%	116 56%	107 30%	114 56%	116 46%	389 57%	103 50%	99 49%	48 46%	68 66%	77 65%	66 60%	199 54%
	BCFIKMO	FMO	FO	FIMO	ABCDFIKMOQ	FMO	BCFIKMOQ	FO	BCFIKMO	FO	BCFIKMOQ	FO	ABCDFIKMOQ	ABCDFIKMOQ	BCFIKMOQ	FMO	ABCDFIKMOQ	FIKMO	FIKMO	FMO	ABCDFIKMOQ	ABCDFIKMOQ	ABCDFIKMOQ	ABCDFIKMOQ	BCFIKMO
Describes very well	754 12%	44 9%	23 12%	18 8%	14 14%	4 4%	8 8%	13 12%	19 9%	19 9%	10 4%	130 12%	10 10%	26 13%	9 3%	24 12%	42 17%	129 19%	25 12%	38 19%	15 14%	24 23%	24 20%	20 18%	66 18%
	BFKO	KO	FKO	O	FKO		O	FKO	KO	KO		FKO	KO	FKO		FKO	ABDFGIJKLO	ABCDFGIJKLO	FKO	ABCDFGIJKLO	FKO	ABCDFGIJKLO	ABCDFGIJKLO	BDFGIJKLO	ABCDFGIJKLO
Describes somewhat well	2282 37%	171 34%	60 30%	88 39%	47 47%	21 21%	39 39%	52 46%	65 30%	90 45%	88 35%	480 43%	21 21%	90 44%	98 27%	90 44%	74 29%	260 38%	78 38%	61 30%	33 31%	44 43%	53 45%	46 42%	133 36%
	CFIMOQT	FMO		CFIMOQ	ABCDFIKMOQ		FMO	ABCDFIKMOQ	ABCDFIKMOQ		FMO	ABCDFIKMOQ	ABCDFIKMOQ	ABCDFIKMOQ	ABCDFIKMOQ		CFIMOQ	FMO			CFIMOQ	BCFIMOQ	CFIMOQ	CFIMOQ	FMO
BOTTOM 2 BOX (NET)	3108 51%	287 57%	117 59%	117 52%	40 40%	77 75%	53 53%	47 42%	136 62%	92 46%	152 61%	500 45%	69 69%	90 44%	251 70%	90 44%	137 54%	298 43%	104 50%	102 51%	57 54%	35 34%	42 35%	44 40%	171 46%
	ELNRVWX	AELGNPRVWX	AELGNPRVWX	ELRVWX			VW		AELGNPRVWX	V	AELGNPRVWX	VW	AELGNPRVWX		AELGNPRVWX		ELHNPRIWX		VW	VW	ERVWX				VW
Does not describe very well	2065 34%	157 31%	70 35%	81 36%	30 30%	47 46%	42 42%	29 26%	71 32%	63 31%	89 36%	389 35%	34 34%	71 34%	190 53%	72 35%	82 32%	196 29%	83 40%	60 30%	36 34%	23 22%	21 18%	31 28%	98 26%
	RVWY	W	VWY	RVWY	W	AELGNPRVWX	BHRTVWXY	W	RVWY	RVWY	W	RVWY	RVWY	W	VWY	VWY	W	W	ABHRTVWXY	W	W				W
Does not describe at all	1043 17%	130 26%	47 24%	36 16%	10 10%	30 29%	11 11%	18 16%	65 30%	29 14%	63 25%	111 10%	35 35%	19 9%	61 17%	18 9%	55 22%	102 15%	21 10%	42 21%	21 20%	12 12%	21 18%	13 12%	73 20%
	LNPS	AELGNPRVWX	AELGNPRVWX	LNP		AELGNPRVWX		L	AELGNPRVWX	AELGNPRVWX		AELGNPRVWX	AELGNPRVWX		LNPS		AELGNPRVWX	LNP		ELGNPRVWX	ELNPS		LNP		ELGNPRV
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 476

6. Practical

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3704 60%	268 53%	118 59%	152 68%	47 47%	44 43%	57 57%	63 56%	110 50%	94 47%	109 44%	723 65%	53 53%	129 63%	168 47%	136 67%	147 58%	491 71%	165 80%	130 65%	73 70%	60 58%	69 58%	64 58%	234 63%
	BEFIJKO	K	EFJKO	ABEFJUMMOQ			K					ABEFJUMMOQ	BEFIJKO		BEFIJKO	EFJKO			BEFIJKO	BEFIJKO	FKO		FKO		FKO
Describes very well	885 14%	39 8%	18 9%	36 16%	8 8%	11 11%	7 7%	9 8%	25 11%	10 5%	13 5%	142 13%	15 15%	33 16%	13 4%	20 10%	37 15%	188 27%	56 27%	54 27%	27 26%	18 17%	20 17%	22 20%	64 17%
	BCGJKO	O	O	BCEGHJKO		O			JKO			BJKO	BCGHJKO		O	BJKO			BCDGHJUMOPVWX	ACDGHJUMOPVWX	ACDGHJUMOPVWX	BCEGHJKO	BCGHJKO	BCEGHJUKLOP	BCEGHJUKLOP
Describes somewhat well	2819 46%	229 46%	100 50%	116 52%	39 39%	33 32%	50 50%	54 48%	85 39%	84 42%	96 38%	581 52%	38 38%	96 47%	155 43%	116 57%	110 43%	303 44%	109 53%	76 38%	46 44%	42 41%	49 41%	42 38%	170 46%
	FIKT	F	FIKTX	EFJUMORTX			FKT	F				ABJUMORTVWX			F			F	BEJUMORTVWX						F
BOTTOM 2 BOX (NET)	2440 40%	234 47%	82 41%	71 32%	54 53%	58 57%	43 43%	49 44%	110 50%	107 53%	141 56%	387 35%	47 47%	77 37%	190 53%	68 33%	106 42%	196 29%	42 20%	71 35%	32 30%	43 42%	50 42%	46 42%	136 37%
	DLRS	ADLNPRSTUY	RS	S	ACDLPNPRSTUY	ACDLPNPRSTUY	RS	DRSU	ADLNPRSTUY	ACDLPNPRSTUY	ACDLPNPRSTUY	RS	DLPRSU	RS	ADLNPRSTUY	S	DLRSU	S	S	S	S	RS	RS	RS	RS
Does not describe very well	1667 27%	142 28%	43 22%	51 23%	42 42%	37 36%	38 38%	26 23%	60 27%	68 34%	89 36%	327 29%	26 26%	57 28%	137 38%	49 24%	70 28%	136 20%	33 16%	49 24%	21 20%	28 27%	26 22%	35 32%	77 21%
	RSY	RSY			ACDLPNPRSTUY	ACDLPNPRSTUY			RS	ACDLPNPRSTUY	ACDLPNPRSTUY	CDRSUY			RS	RSY			S	S	S			CRSY	
Does not describe at all	773 13%	92 18%	39 20%	20 9%	12 12%	21 21%	5 5%	23 21%	50 23%	39 19%	52 21%	60 5%	21 21%	20 10%	53 15%	19 9%	36 14%	60 9%	9 4%	22 11%	11 10%	15 15%	24 20%	11 10%	59 16%
	GLRS	ADGLNPRSTX	ADGLNPRSTX	L	LS				ADGLNPRSTX	ADGLNPRSTX	ADGLNPRSTX	ADGLNPRSTX		ADGLNPRSTX	LS	DGLRS	LS	GLRS	LS	LS	LS	GLS	ADGLNPRSTX	L	ADGLNPRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 477

7. Technical

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3600 59%	251 50% K	97 49% A	152 68% BCEFHJKOPQ	55 54% K	48 47% K	62 62% BCFIKO	55 49% K	95 43% K	106 53% K	94 38% K	715 64% ABCEFHJKOPQ	61 61% BCFIKO	130 63% BCFHJKOP	163 46% K	106 52% K	146 58% BKO	497 72% K	154 74% K	124 62% BCFHJKOP	61 58% IKO	62 60% IKO	73 61% BCFIKO	63 57% IKO	230 62% BCFHJKOP
Describes very well	891 15% BEHIJKO	41 8% KO	25 13% KO	34 15% BEHIJKO	7 7% KO	13 13% KO	10 10% KO	8 7% KO	19 9% KO	18 9% KO	3 3% BEHIJKO	164 15% BEHIJKOP	21 21% BEHIJKOP	29 14% BKO	14 4% K	21 10% KO	43 17% BEHIJKOP	193 28% BEHJLKNOPQSTV	39 19% BEHJLKNOPQSTV	55 27% KO	14 13% KO	15 15% BKO	23 19% BEHIJKOP	20 18% BEHIJKOP	57 15% BEHIJKO
Describes somewhat well	2709 44% CFIKT	210 42% K	72 36% ABCEFHJKOPQSTV	118 53% IKT	48 48% IKT	35 34% CFIKT	52 52% CFIKT	47 42% K	76 35% K	88 44% K	86 34% ABCEFHJKOPQSTV	551 50% ABCEFHJKOPQSTV	40 40% CFIKT	101 49% CFIKT	149 42% K	85 42% K	103 41% CIKT	304 44% ABCEFHJKOPQSTV	115 56% ABCEFHJKOPQSTV	69 34% K	47 45% K	47 46% K	50 42% K	43 39% CFIKT	173 47% CFIKT
BOTTOM 2 BOX (NET)	2544 41% DLRS	251 50% ADGLNPRSTV	103 52% ADGLNPRSTV	71 32% DLRS	46 46% DLRS	54 53% ADGLNPRSTV	38 38% RS	57 51% ADLNPRSTV	125 57% ADGLNPRSTV	95 47% DLNRSY	156 62% ADGLNPRSTV	395 36% RS	39 39% RS	76 37% RS	195 54% ADLNPRSTV	98 48% DLNRSTV	107 42% DLRS	190 28% DLRS	53 26% DLRS	77 38% RS	44 42% RS	41 40% RS	46 39% RS	47 43% RS	140 38% RS
Does not describe very well	1773 29% MRSY	155 31% MRSY	60 30% MRY	54 24% MRY	33 33% MRY	34 33% MRY	33 34% MRSY	38 34% DMRSY	74 34% DMRSY	68 34% DMRSY	96 38% ADGLNPRSTV	331 30% MRSY	19 19% MRSY	60 29% R	143 40% R	75 37% R	65 26% R	132 19% R	47 23% R	54 27% R	28 27% R	30 29% R	30 25% R	31 28% R	83 22% R
Does not describe at all	771 13% DGLNRS	96 19% ADGLNPRSTV	43 22% ADGLNPRSTV	17 8% S	13 13% LS	20 20% ADGLNPRS	5 5% DGLNRS	19 17% ADGLNPRSTV	51 23% ADGLNPRSTV	27 13% GLRS	60 24% ADGLNPRSTV	64 6% ADGLNPRST	20 20% ADGLNPRST	16 8% S	52 15% DGLNRS	23 11% LS	42 17% ADGLNRS	58 8% LS	6 3% LS	23 11% LS	16 15% DGLNRS	11 11% LS	16 13% GLS	16 15% DGLRS	57 15% DGLNRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q856\_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 478

8. Confusing

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2470	210	78	58	41	27	40	41	82	82	97	484	38	77	176	94	94	302	92	75	32	39	45	32	134
	40% DFUX	42% DFUX	39% DF	26% DF	41% DF	26% DF	40% DF	37% D	41% DFX	39% DF	44% ADFUXY	38% D	37% D	37% D	49% DFUXY	46% DFUXY	37% D	44% ADFUXY	44% DFUX	37% D	30% D	38% D	38% D	29% D	36% D
Describes very well	606	61	21	7	13	3	5	7	29	21	28	93	11	18	32	24	22	90	17	23	11	10	9	11	40
	10% DF	12% DFGL	11% DF	3% DF	13% DF	3% DF	5% DF	6% DFGL	13% DF	10% DF	11% DF	8% D	11% DF	9% D	9% DF	12% DF	9% D	13% ADFGHLO	8% D	11% DF	10% DF	10% DF	8% DF	10% DF	11% DF
Describes somewhat well	1864	149	57	51	28	24	35	34	53	61	69	391	27	59	144	70	72	212	75	52	21	29	36	21	94
	30% DIUXY	30% UX	29% DF	23% DF	28% DF	24% DF	35% DIUX	30% DIUX	24% X	30% X	28% ABDFIKGTUXY	35% ABDFIKGTUXY	27% X	29% X	40% DIUXY	34% DIUXY	28% DUX	31% DFIKTUXY	36% DFIKTUXY	26% DF	20% DF	28% DF	30% DF	19% DF	25% DF
BOTTOM 2 BOX (NET)	3674	292	122	165	60	75	60	71	138	119	153	626	62	129	182	110	159	385	115	126	73	64	74	78	236
	60% LOR	58% O	61% O	74% O	59% O	74% O	60% O	63% O	63% O	59% O	61% O	56% O	62% O	63% O	51% O	54% O	63% O	56% O	56% O	63% O	70% O	62% O	62% O	71% O	64% LOPR
Does not describe very well	2270	156	66	105	37	45	44	40	61	77	86	454	31	97	137	76	74	239	82	66	39	38	42	49	129
	37% BIQ	31% BIQ	33% BIQ	47% BIQ	37% BIQ	44% BIQ	44% BIQ	36% BIQ	28% IQ	38% IQ	34% ABCIOQRTY	41% ABCIOQRTY	31% ABCIOQRTY	47% ABCIOQRTY	38% BIQ	37% I	29% I	35% BIQ	40% BIQ	33% BIQ	37% BIQ	37% BIQ	35% BCIMQRT	45% BCIMQRT	35% BCIMQRT
Does not describe at all	1404	136	56	60	23	30	16	31	77	42	67	172	31	32	45	34	85	146	33	60	34	26	32	29	107
	23% LNOPS	27% AGLNOPRS	28% GLNOPRS	27% GLNOPRS	23% O	29% GLNOPRS	16% GLNOPRS	28% ABEGLNOPRS	35% O	21% GLNOPRS	27% GLNOPRS	15% GLNOPRS	31% GLNOPRS	16% GLNOPRS	13% GLNOPRS	17% GLNOPRS	34% AEGJLNOPRS	21% LO	16% LO	30% AGJLNOPRS	32% AGJLNOPRS	25% LNO	27% LNOPS	26% LNOPS	29% AGJLNOPRS
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 479

9. Overwhelming

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	2389	170	54	83	33	24	18	32	62	64	42	604	38	93	87	54	78	400	81	96	39	53	38	29	117	
	BCFGHKOPQXY	FGKO	K	CFGIKOPX	GK			K	K	GK			FGKOP	BCFGHKOPQXY		K	GK		CFGIKOPX	ABCEFGHKOPQXY	FGKO		GK	K	GKO	
Describes very well	559	39	9	16	6	6	2	3	16	19	3	127	11	19	7	6	22	134	12	39	11	10	10	8	24	
	CGHKOP	GKOP	K	KOP	KO	KO			KOP	GHKOP		ABCGHKOPSY	CGHKOP	GHKOP			GHKOP		KO	CGHKOP	GHKOP	GKOP	KO	KO	KO	
Describes somewhat well	1830	131	45	67	27	18	16	29	46	45	39	477	27	74	80	48	56	266	69	57	28	43	28	21	93	
	CFGJIKOPQXY	GK		FGIKOQX	K			K	21%	22%	16%	43%	27%	36%	22%	24%	22%	39%	33%	28%	27%	42%	24%	19%	25%	
BOTTOM 2 BOX (NET)	3755	332	146	140	68	78	82	80	158	137	208	506	62	113	271	150	175	287	126	105	66	50	81	81	253	
	LRTV	ALNRTV	ADLNIRSTV	LRTV	LNRTV	ADLNOPIRSTV	ADLNOPIRSTV	ALNRTV	ADLNIRSTV	ALNRTV			LR	LR	ADLNIRSTV	ADLNIRSTV	ALNRTV		LRV		LRV		LNRTV	ADLNIRSTV	ALNRTV	
Does not describe very well	2324	176	72	90	43	44	55	37	65	91	91	411	36	87	193	108	78	197	100	71	38	31	43	42	125	
	QBR	R	R	IQR	IQR				30%	45%	36%	37%	36%	42%	54%	53%	31%	29%	48%	35%	36%	30%	36%	38%	34%	
Does not describe at all	1431	156	74	50	25	34	27	43	93	46	117	95	26	26	78	42	97	90	26	34	28	19	38	39	128	
	LNRST	ADLNOPIRSTV	ADLNOPIRSTV	LNRS	LNRS	ADLNOPIRSTV	LNRS	ADLNOPIRSTV	ADLNOPIRSTV	LNRS			LNRS	LNRS	LNRS	LNRS		L		L	LNRS	L	ALNOPIRSTV	ADLNOPIRSTV	ADLNOPIRSTV	
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 480

10. Useful

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		3848	301	110	157	50	52	62	57	114	90	119	787	59	127	162	122	152	505	177	137	71	61	77	67	232
	CEFHJUKO	63%	60%	55%	70%	50%	51%	62%	51%	52%	45%	48%	71%	59%	62%	45%	60%	60%	74%	86%	68%	68%	59%	65%	61%	63%
Describes very well		985	42	21	44	7	7	5	10	22	8	11	173	18	32	7	23	44	203	68	70	24	15	28	25	78
	BCEFGHJUKO	16%	8%	11%	20%	0	0	5%	9%	10%	4%	4%	16%	18%	16%	2%	11%	17%	30%	33%	35%	23%	15%	24%	23%	21%
Describes somewhat well		2863	259	89	113	43	45	57	47	92	82	108	614	41	95	155	99	108	302	109	67	47	46	49	42	154
	TY	47%	52%	45%	51%	43%	44%	57%	42%	42%	41%	43%	55%	41%	46%	43%	49%	43%	44%	53%	33%	45%	45%	41%	38%	42%
BOTTOM 2 BOX (NET)		2296	201	90	66	51	50	38	55	106	111	131	323	41	79	196	82	101	182	30	64	34	42	42	43	138
	DLRS	37%	40%	45%	30%	50%	49%	38%	49%	48%	55%	52%	29%	41%	38%	55%	40%	40%	26%	14%	32%	32%	41%	35%	39%	37%
Does not describe very well		1584	124	58	48	39	29	32	36	56	77	72	272	26	59	142	65	66	130	23	41	19	30	23	34	83
	RS	26%	25%	29%	22%	39%	28%	32%	32%	25%	38%	29%	25%	26%	29%	40%	32%	26%	19%	11%	20%	18%	29%	19%	31%	22%
Does not describe at all		712	77	32	18	12	21	6	19	50	34	59	51	15	20	54	17	35	52	7	23	15	12	19	9	55
	LRS	12%	15%	16%	8%	12%	21%	6%	17%	23%	17%	24%	5%	15%	10%	15%	8%	14%	8%	3%	11%	14%	12%	16%	8%	15%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 481

11. For people like me

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2805 46%	148 29%	65 33%	108 48%	33 33%	40 39%	39 39%	44 39%	77 35%	56 28%	62 25%	590 53%	50 50%	107 52%	86 24%	88 43%	118 47%	455 66%	141 68%	101 50%	52 50%	57 55%	55 46%	47 43%	186 50%
	BCEIJKO		O BCEIJKO			JKO	KO	BJKO	KO			ABCEFGHIJKOP	BCEIJKO	BCEFGHIJKO		BCJKO	BCEIJKO	ABCEFGHIJKOP		BCEIJKO	BCEIJKO	ABCEFGHIJKO	BCEIJKO	BJKO	BCEFGHIJKO
Describes very well	674 11%	14 3%	10 5%	25 11%	5 5%	10 10%	1 1%	5 4%	16 7%	5 2%	6 2%	120 11%	18 18%	25 12%	7 2%	11 5%	33 13%	175 25%	34 16%	48 24%	18 17%	15 15%	16 13%	15 14%	42 11%
	BOGHJKOP		O BOGHJKOP			BGJKO		BGJKO				BOGHJKOP	ABCEGHJKLOP	BCEGHJKOP		O	BCEGHJKOP	ABCEFGHIJKLOP		ABCEFGHIJKLOP	ABCEGHJKOP	BCEGHJKOP	BCEGHJKOP	BCEGHJKOP	BOGHJKOP
Describes somewhat well	2131 35%	134 27%	55 28%	83 37%	28 28%	30 29%	38 38%	39 35%	61 28%	51 25%	56 22%	470 42%	32 32%	82 40%	79 22%	77 38%	85 34%	280 41%	107 52%	53 26%	34 32%	42 41%	39 33%	32 29%	144 39%
	BCIJKOT		BCIJKOT			BJKOT	KO					ABCEFGHIJKOTX	O BCEIJKOT			BCIJKOT	BKO	ABCEIJKOTX	ABCEFGHIJKOTX		KO	BCIJKOT	KO		BCEIJKOT
BOTTOM 2 BOX (NET)	3339 54%	354 71%	135 68%	115 52%	68 67%	62 61%	61 61%	68 61%	143 65%	145 72%	188 75%	520 47%	50 50%	99 48%	272 76%	116 57%	135 53%	232 34%	66 32%	100 50%	53 50%	46 45%	64 54%	63 57%	184 50%
	LRSV		RS			LNRSVY	LNRSVY	LNRSVY				RS	RS	RS		LRSV	RS			RS	RS	RS	RS	LRS	RS
Does not describe very well	2130 35%	201 40%	74 37%	85 38%	42 42%	36 35%	47 47%	41 37%	69 31%	83 41%	102 41%	400 36%	28 28%	72 35%	186 52%	82 40%	74 29%	163 24%	51 25%	61 30%	32 30%	29 28%	32 27%	36 33%	104 28%
	RSY		RSY	QRSWY	MORSWY			RS				QRSWY		RS											
Does not describe at all	1209 20%	153 30%	61 31%	30 13%	26 26%	26 25%	14 14%	27 24%	74 34%	62 31%	86 34%	120 11%	22 22%	27 13%	86 24%	34 17%	61 24%	69 10%	15 7%	39 19%	21 20%	17 17%	32 27%	27 25%	80 22%
	DLNRS			S DGLNRS	DGLNRS			DLNRS					LNRS		S	ADGLNPRS	LRS DGLNRS			LRS	LRS	S	ADGLNPRS	DLNRS	DLNRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q856\_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 482

12. Interesting

Base: All Qualified Respondents

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
TOP 2 BOX (NET)	3690 60%	285 53%	103 52%	148 66%	57 56%	51 50%	61 61%	65 58%	105 48%	89 44%	106 42%	672 61%	58 58%	135 66%	137 38%	133 65%	159 63%	529 77%	180 87%	135 67%	72 69%	65 63%	71 60%	58 53%	236 64%	
	BCFIJKO	JKO	O ABCFIJKO		JKO	O	IJKO	JKO	O			BCFIJKO	JKO	BCFIJKO		BCFIJKO	BCFIJKO			ABCFIJKO	BCFIJKO	IJKO	IJKO	O	BCFIJKO	
Describes very well	884 14%	29 6%	16 8%	34 15%	9 9%	6 6%	2 2%	11 10%	17 8%	10 5%	13 5%	136 12%	17 17%	32 16%	10 3%	20 10%	50 20%	200 29%	64 31%	63 31%	19 18%	23 22%	24 20%	17 15%	62 17%	
	BCFGIJKLO	O	GO	BCFGIJKO	GO			GO	GO			BGJKO	BCFGIJKO	BCFGIJKO		GO	ABCFIJKO			BCFGIJKO	BCFGIJKO	BCFGIJKLO		BCFGIJKO	BCFGIJKLO	
Describes somewhat well	2806 46%	236 47%	87 44%	114 51%	48 48%	45 44%	59 59%	54 48%	88 40%	79 39%	93 37%	536 48%	41 41%	103 50%	127 35%	113 55%	109 43%	329 48%	116 56%	72 36%	53 50%	42 41%	47 39%	41 37%	174 47%	
	KOT	KOT		IJKOTWX	O				KOT			IJKOTX		IJKOTX			ABCDKOTWX			IJKOTX	ABCFIJKLOTWXY	KOT			KOT	
BOTTOM 2 BOX (NET)	2454 40%	237 47%	97 49%	75 34%	44 44%	51 50%	39 39%	47 42%	115 52%	112 56%	144 58%	438 39%	42 42%	71 34%	221 62%	71 35%	94 37%	158 23%	27 13%	66 33%	33 31%	38 37%	48 40%	52 47%	134 36%	
	DRST	ADLNPRSTUY	ADLNPRSTUY	RS	RS	ADLNPRSTUY	RS	RS	ADLNPRSTUY			ADLNPRSTUY	RS	RS		RS	RS	S	S	RS	S	RS	RS	DNPRSTUY	RS	
Does not describe very well	1670 27%	138 27%	57 29%	48 22%	30 30%	31 30%	34 34%	30 27%	60 27%	75 37%	81 32%	363 33%	24 24%	52 25%	158 44%	56 27%	60 24%	114 17%	18 9%	43 21%	20 19%	27 26%	27 23%	40 36%	84 23%	
	RSY	RS	RS	S	RS	RS	DORSTUY	RS	RS	ADLNPRSTUY	DORSTUY	ADLNPRSTUY	RS	RS		RS	RS	S	S	S	S	RS	S	ADNORSTUY	RS	
Does not describe at all	784 13%	99 20%	40 20%	27 12%	14 14%	20 20%	5 5%	17 15%	55 25%	37 18%	63 25%	75 7%	18 18%	19 9%	63 18%	15 7%	34 13%	44 6%	9 4%	23 11%	13 12%	11 11%	21 18%	12 11%	50 14%	
	GLPRS	ADLNPRSTUY	ADLNPRSTUY	GLRS	GLRS	AGLNPRS		GLPRS	AGLNPRSTUY	AGLNPRS	AGLNPRS		GLNPRS		S	AGLNPRS		GLPRS		LRS	LRS	S	GLNPRS	S	GLPRS	
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 483

13. Exciting

Base: All Qualified Respondents

		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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2811 46%	166 33% K	56 28%	98 44%	33 33% K	39 38% KO	39 39% KO	34 30%	71 32% K	70 35% K	55 22%	611 55%	50 50%	105 51%	99 28%	59 29%	76 30% K	489 71%	161 78%	126 63%	55 52%	58 56%	47 39% CKO	31 28%	183 49%
Describes very well	677 11%	16 3%	9 5% K	20 9% BJKO	8 8% BKO	6 6% K	3 3%	8 7% KO	13 6% KO	6 3%	3 1%	124 11%	14 14%	19 9%	9 3%	15 7%	23 9% BJKO	182 26% BGJKO	40 19%	53 26%	18 17%	14 14%	12 10% BGJKO	12 11% BCGJKO	50 14% BCFGJKOP
Describes somewhat well	2134 35%	150 30% KPQX	47 24%	78 35% CHKOPOX	25 25%	33 32% KPQX	36 36% CHKOPOX	26 23%	58 26%	64 32% KPQX	52 21%	487 44%	36 36% CHKOPOX	86 42% BCECFHUKPOX	90 25%	44 22%	53 21%	307 45%	121 58%	73 36% CEHKOPOX	37 35% CKOPOX	44 43% BCECFHUKPOX	35 29% X	19 17% CEHKOPOX	133 36%
BOTTOM 2 BOX (NET)	3333 54%	336 67%	144 72%	125 56%	68 67%	63 62%	61 61%	78 70%	149 68%	131 65%	195 78%	499 45%	50 50%	101 49%	259 72%	145 71%	177 70%	198 29%	46 22%	75 37% RS	50 48% RS	45 44% RS	72 61% LNRSTV	79 72% ADLMNRSTUV	187 51% RST
Does not describe very well	2146 35%	180 36% RSTV	81 41% MRSTUV	82 37% RST	45 45% AMRSTUV	42 41% RSTV	49 49% ADLMNRSTUV	47 42% MRSTUV	75 34% RST	81 40% MRSTUV	96 38% RSTV	409 37% RSTV	28 28% S	77 37% RST	184 51% GLNRST	92 45% AGLNRSTV	87 34% RST	140 20%	37 18%	48 24% S	30 29% RS	32 31% RS	43 36% RST	51 46% ABILMRSTUV	110 30% RS
Does not describe at all	1187 19%	156 31%	63 32%	43 19% LNRS	23 23% GLNRST	21 21% LNRS	12 12% S	31 28%	74 34% AGLNRSTV	50 25% AGLNRSTV	99 40% ADLMNRSTUV	90 8%	22 22% LNRS	24 12% S	75 21% GLNRST	53 26% AGLNRSTV	90 36% RST	58 8%	9 4%	27 13% LRS	20 19% LRS	13 13% S	29 24% GLNRSTV	28 25% GLNRSTV	77 21% GLNRST
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 484

14. Helpful

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	3712 60%	275 55%	105 53%	124 56%	52 51%	48 47%	51 51%	57 51%	101 46%	99 49%	108 43%	762 69%	57 57%	128 62%	157 44%	116 57%	157 62%	521 76%	175 85%	133 66%	66 63%	66 64%	66 55%	57 52%	231 62%
	BCFHJKO	IKO		IKO								ABCDEFGHIJKLOP	KO	FJKO		IKO	CFHIJKO	ABCDEFGHIJKLOP	ABCDEFGHIJKLOP	BCDEFGHIJKOX	FJKO	FJKO	KO		BCDEFGHIJKOX
Describes very well	914 15%	37 7%	21 11%	27 12%	7 7%	7 7%	2 2%	10 9%	20 9%	8 4%	13 5%	164 15%	23 23%	30 15%	11 3%	17 8%	38 15%	198 29%	61 29%	64 32%	25 24%	15 15%	22 18%	20 18%	74 20%
	BEFGJKOP	GO	GJKO	BGJKO				GO	GJO			BEFGJKOP	ABCDEFGHIJKLOP	BGJKOP		GO	BEFGJKOP	ABCDEFGHIJKLOP	ABCDEFGHIJKLOP	ABCDEFGHIJKLOP	BGJKO	BCDEFGHIJKOP	BEFGHIJKOP	ABCDEFGHIJKLOP	
Describes somewhat well	2798 46%	238 47%	84 42%	97 43%	45 45%	41 40%	49 49%	47 42%	81 37%	91 45%	95 38%	598 54%	34 34%	98 48%	146 41%	99 49%	119 47%	323 47%	114 55%	69 34%	41 39%	51 50%	44 37%	37 34%	157 42%
	IKMTX	IKMTWX					IMTX			TX		ABCDEFGHIJKLOP		IKMTX		IKMTWX	IKMTX	IKMTWX	ABCDEFGHIJKLOP			IKMTX			
BOTTOM 2 BOX (NET)	2432 40%	227 45%	95 48%	99 44%	49 49%	54 53%	49 49%	55 49%	119 54%	102 51%	142 57%	348 31%	43 43%	78 38%	201 56%	88 43%	96 38%	166 24%	32 15%	68 34%	39 37%	37 36%	53 45%	53 48%	139 38%
	LRS	ALRSTY	ALORSTY	LRST	LRSTY	ALNORSTY	LRSTY	ALORSTY	ABCDEFGHIJKLOP	ALNORSTY	ABCDEFGHIJKLOP	ABCDEFGHIJKLOP	RS	LRS	RS	LRS	LRS	S	RS	RS	RS	RS	LRS	LRSTY	LRS
Does not describe very well	1645 27%	140 28%	60 30%	71 32%	36 36%	31 30%	42 42%	33 29%	62 28%	69 34%	77 31%	284 26%	25 25%	57 28%	150 42%	69 34%	56 22%	109 16%	25 12%	43 21%	23 22%	26 25%	31 26%	37 34%	89 24%
	RS	RS	RST	QRSTY	ALORSTY	ABCDEFGHIJKLOP	ABCDEFGHIJKLOP	RS	RS	ALORSTY	QRST	RS	RS	RS	ABCDEFGHIJKLOP	ALORSTY	RS	RS	S	S	RS	RS	QRSTY	RS	
Does not describe at all	787 13%	87 17%	35 18%	28 13%	13 13%	23 23%	7 7%	22 20%	57 26%	33 16%	65 26%	64 6%	18 18%	21 10%	51 14%	19 9%	40 16%	57 8%	7 3%	25 12%	16 15%	11 11%	22 18%	16 15%	50 14%
	LRS	AGLNPRS	AGLNPRS	LS	LS	AGLNPRS		AGLNPRS	ABCDEFGHIJKLOP	GLPRS	ABCDEFGHIJKLOP	GLPRS		LS	LRS	S	GLPRS	LS	LS	LS	LRS	LS	GLNPRS	LRS	LRS
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q856\_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14 Mar 2015  
Table 485

15. Informative

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		3835	302	122	151	58	52	60	55	123	105	117	756	53	122	155	109	160	532	173	136	70	59	74	63	228
	FHIJKOP	62%	60%	61%	68%	57% O	51%	60% KO	49%	56% KO	52% O	47%	68%	53%	59% KO	43%	53% O	63% FHIJKOP	77% FHIJKOP	84% FHIJKOP	68% FHIJKOP	67% FHIJKOP	57% O	62% HKO	57% O	62% HJKO
Describes very well		1020	45	22	34	7	11	7	12	26	16	14	175	19	37	11	18	57	207	67	69	25	18	32	21	70
	BCEGJKOP	17% O	9% KO	11% BEGJKOP	15% BEGJKOP	7% O	11% O	7% O	12% KO	12% KO	8% O	6% BEGJKOP	16% BEGJKOP	19% BCEGJKOP	18% BCEGJKOP	3% O	9% O	23% BCEGJKOP	30% BCEGJKOP	32% BCEGJKOP	34% BCEGJKOP	24% BCEGJKOP	17% BCEGJKOP	27% BCEGJKOP	19% BCEGJKOP	19% BCEGJKOP
Describes somewhat well		2815	257	100	117	51	41	53	43	97	89	103	581	34	85	144	91	103	325	106	67	45	41	42	42	158
	MOTW	46% FHIJKOP	51% HMOOTWIX	50% FHIJKOP	52% FHIJKOP	50% MTW	40% HMOOTWIX	53% HMOOTWIX	38% HMOOTWIX	44% T	44% T	41% HMOOTWIX	52% HMOOTWIX	34% HMOOTWIX	41% HMOOTWIX	40% HMOOTWIX	45% T	41% MOTW	47% MOTW	51% HMOOTWIX	33% HMOOTWIX	43% HMOOTWIX	40% HMOOTWIX	35% HMOOTWIX	38% HMOOTWIX	43% HMOOTWIX
BOTTOM 2 BOX (NET)		2309	200	78	72	43	50	40	57	97	96	133	354	47	84	203	95	93	155	34	65	35	44	45	47	142
	LRS	38% LRS	40% LRS	39% LRS	32% RS	43% LRS	49% LRS	40% RS	51% ADLRLST	44% ADLRLST	48% ADLRLST	53% ADLRLST	32% RS	47% DLRLSTU	41% LRS	57% ADLRLSTU	47% ADLRLSTU	37% RS	23% RS	16% RS	32% RS	33% RS	43% LRS	38% RS	43% LRS	38% LRS
Does not describe very well		1581	125	40	47	31	26	34	33	46	63	79	301	28	66	152	74	55	109	24	45	23	30	29	33	88
	RS	26% RS	25% RS	20% S	21% S	31% CRS	25% RS	34% CDIQRSTY	29% RS	46% S	31% CDIQRSTY	32% CDIQRSTY	27% CRS	28% RS	32% ACDIQRSTY	42% CRS	36% ACDIQRSTY	22% RS	16% RS	12% RS	22% RS	22% S	29% RS	24% RS	30% CRS	24% RS
Does not describe at all		728	75	38	25	12	24	6	24	51	33	54	53	19	18	51	21	38	46	10	20	12	14	16	14	54
	LRS	12% AGLNRS	15% AGLNRS	19% ADGLNPST	11% LRS	12% LS	24% AGLNRS	6% ADGLNPST	21% AGLNRS	23% AGLNRS	16% AGLNRS	22% AGLNRS	5% AGLNRPST	19% AGLNRPST	9% L	14% GLRS	10% LS	15% GLNRS	7% LS	5% LS	10% LS	11% LS	14% LRS	13% LRS	13% LRS	15% GLNRS
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_1. Do you expect there to be restrictions on purchasing the following new gTLDs?  
1. .email

14 Mar 2015  
Table 486

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1247 20% GJQ	102 20% GJQ	37 19% GQ	46 21% GJQ	16 16% T	16 16% T	9 9% T	17 15% GQ	39 18% GQ	25 12% GQ	44 18% GQ	216 19% GJQ	27 27% GHJKOPQS	64 31% AEFGHIJKLMNOP	63 18% GQ	35 17% Q	23 9% AEFGHIJKLMNOP	198 29% AEFGHIJKLMNOP	35 17% Q	53 26% AEFGHIJKLMNOP	32 30% GQ	21 20% GQ	22 18% GQ	22 20% GQ	85 23% GJQ
Some purchase restrictions should be required	2939 48% HRTX	239 48% T	104 52% HRTX	106 48% T	44 44% T	47 46% T	64 64% T	42 38% T	101 46% T	101 50% HTX	115 46% T	528 48% HT	50 50% T	105 51% HTX	208 58% AEFGHIJKLMNOP	92 45% HRTUVX	134 53% HRTUVX	301 44% HRTUVX	104 50% HTX	73 36% HTX	43 41% HTX	42 41% HTX	60 50% HT	42 38% HRTUVX	194 52% HRTUVX
No purchase restrictions should be required	1958 32% NORY	161 32% NOY	59 30% N	71 32% NO	41 41% GMINORY	39 38% MNORY	27 27% AEFGHIJKLMNOP	53 47% MNORY	80 36% MNORY	75 37% MNORY	91 36% MNORY	366 33% MNORY	23 23% MNORY	37 18% MNORY	87 24% MNORY	77 38% AMNORY	96 38% AMNORY	188 27% N	68 33% NOY	75 37% MNORY	30 29% N	40 39% MNORY	37 31% N	46 42% ACGMNORUY	91 25% ACGMNORUY
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_2. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015  
Table 487

2. .photography

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1130	83	48	46	17	13	10	23	47	31	51	169	29	54	58	27	24	165	36	41	27	13	20	20	78
	18% GLQ	17% Q	24% ABFGJLQPOV	21% GLPQ	17% H	13% HT	10% GQ	21% GQ	21% GLPQ	15% HT	20% GLPQ	15% Q	29% ABFGJLQPOV	26% ABFGJLQPOV	16% Q	13% H	9% EHT	24% ABFGJLQPOV	17% Q	20% GQ	26% BFGJLQPOV	13% H	17% Q	18% Q	21% GLPQ
Some purchase restrictions should be required	3064	262	101	104	41	53	65	39	99	102	123	541	44	109	213	99	133	331	108	79	53	44	62	47	212
	50% HT	52% EHT	51% HT	47% H	41% H	52% HT	65% ACGKMNORUY	35% ACGKMNORUY	45% HT	51% HT	49% HT	49% HT	44% EHT	53% ACGKMNORUY	59% ACGKMNORUY	49% H	53% EHT	48% HT	52% HT	39% H	50% H	43% H	52% HT	43% ACGKMNORUY	57% ACGKMNORUY
No purchase restrictions should be required	1950	157	51	73	43	36	25	50	74	68	76	400	27	43	87	78	96	191	63	81	25	46	37	43	80
	32% NORY	31% NOY	26% NOY	33% NOY	43% ACGKMNORUY	35% NOY	25% ACGKMNORUY	45% ACGKMNORUY	34% NOY	34% NOY	30% NY	36% ACGNORUY	27% ACGNORUY	21% ACGNORUY	24% ACGNORUY	38% ACGNORUY	38% ACGNORUY	28% NY	30% NY	40% ACGKMNORUY	24% ACGKMNORUY	45% ACGKMNORUY	31% NY	39% CGNORUY	22% CGNORUY
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_3. Do you expect there to be restrictions on purchasing the following new gTLDs?  
3. .link

14 Mar 2015  
Table 488

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1115 18% BGJQ	70 14% GQ	34 17% GQ	45 20% BGJQ	18 18% GQ	16 16% GQ	8 8% GQ	15 13% GQ	37 17% GQ	21 10% GQ	51 20% BGJQ	191 17% GJQ	25 25% BGHJQ	57 28% BGHJQ	58 16% GQ	36 18% GJQ	23 9% GJQ	168 24% ABGCHJULOPQS	36 17% GJQ	43 21% BGJQ	28 27% ABGCHJULOO	18 17% GQ	20 17% Q	18 16% Q	79 21% BGJQ
Some purchase restrictions should be required	2988 49% ETV	240 48% ET	94 47% ET	106 48% E	36 36% E	48 47% E	65 65% E	45 40% E	97 44% EHTV	105 52% EHTV	108 43% EHTV	546 49% ETV	43 43% EHIKTVX	112 54% EHIKTVX	208 58% EHIKTVX	99 49% ET	135 53% EHIKTVX	327 48% ET	104 50% ETV	77 38% ETV	49 47% ETV	39 38% ETV	61 51% ETV	45 41% AEHIKTVX	199 54% AEHIKTVX
No purchase restrictions should be required	2041 33% NORY	192 38% AGNORUY	72 36% NORY	72 32% N	47 47% AGNORUY	38 37% NOY	27 27% AGNORUY	52 46% AGNORUY	86 39% GNORUY	75 37% NORY	91 36% NORY	373 34% NORY	32 32% N	37 18% N	92 26% N	69 34% NOY	95 38% NORUY	192 28% N	67 32% N	81 40% AGNORUY	28 27% AGNORUY	46 45% AGNORUY	38 32% N	47 43% AGNORUY	92 25% AGNORUY
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_4. Do you expect there to be restrictions on purchasing the following new gTLDs?  
4. .guru

14 Mar 2015  
Table 489

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1105	83	33	34	19	13	7	25	41	33	52	172	32	48	54	30	25	171	34	44	28	10	22	20	75
	18% GLQV	17% GQ	17% GQ	15% G	19% GQ	13% G	7% GQV	22% GQV	19% GQV	16% GQ	21% GLQV	15% GQ	32% ABDGFGLQPOV	23% ABDGFGLQPOV	15% G	15% G	10% ABDGFGLQPOV	25% ABDGFGLQPOV	16% GQ	22% GLOQV	27% ABDGFGLQPOV	10% GQ	18% GQ	18% GQ	20% GLQV
Some purchase restrictions should be required	2969	236	100	109	35	49	66	42	93	99	108	523	39	116	210	99	135	324	107	79	47	37	64	46	206
	48% EHTV	47% EV	50% EHTV	49% EHTV	35% GQ	48% G	66% GQV	38% GQV	42% GQV	49% EHTV	43% EHTV	47% ETV	39% ABEHLKMTVX	56% ABEHLKMTVX	59% ABEHLKMTVX	49% EV	53% EHLKMTVX	47% ETV	52% EHMTV	39% EHMTV	45% EHMTV	36% EHMTV	54% EHMTV	42% EHMTV	56% ABEHLKMTVX
No purchase restrictions should be required	2070	183	67	80	47	40	27	45	86	69	90	415	29	42	94	75	93	192	66	78	30	56	33	44	89
	34% NORY	36% NORY	34% NY	36% NORY	47% ACQUNNORWY	39% NORY	27% GNORWY	40% GNORWY	39% GNORWY	34% NOY	36% NORY	37% AGNORWY	29% GNORWY	20% GNORWY	26% NORY	37% NORY	37% NORY	28% N	32% NY	39% GNORWY	29% GNORWY	54% GNORWY	28% GNORWY	40% GNORWY	24% GNORWY
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q866\_5. Do you expect there to be restrictions on purchasing the following new gTLDs?  
5. .realtor

14 Mar 2015  
Table 490

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1198	137	62	44	18	10	7	18	48	31	45	167	31	54	54	32	28	161	35	47	34	11	19	22	83
	19% FGLOQV	27% ACDGNORUWY	31% ABCEHLMPTUVX	20% FGQV	18% G	10% G	7% G	16% FG	22% FGLOQV	15% G	18% GO	15% ACDGNORUWY	31% AFGNKLPQDSW	26% AFGNKLPQDSW	15% G	16% G	11% AFGLQDSW	23% G	17% FGJLOQV	23% ABCEHLMPTUVX	32% G	11% G	16% G	20% FGQ	22% FGJLOQV
Some purchase restrictions should be required	2992	232	92	104	40	51	66	43	95	100	117	537	38	108	215	97	132	330	108	83	49	36	73	43	203
	49% HMTVX	46% V	46% V	47% V	40% V	50% ACDGNORUWY	66% V	38% V	43% V	50% V	47% HMTVX	48% HMTVX	38% EHMTVX	52% EHMTVX	60% ACDGNORUWY	48% V	52% EHMTVX	48% V	52% EHMTVX	41% V	47% V	35% V	61% ABCEHLMPTUVX	39% ABCEHLMRTVX	55% ABCEHLMRTVX
No purchase restrictions should be required	1954	133	46	75	43	41	27	51	77	70	88	406	31	44	89	75	93	196	64	71	22	56	27	45	84
	32% BCNOUWY	26% CNOUWY	23% CNOUWY	34% ABCNORUWY	43% BCGNORUWY	40% BCGNORUWY	27% ABCEGNORUWY	46% BCNOUWY	35% BCNOUWY	35% BCNOUWY	35% BCNOUWY	37% ABCNORUWY	31% BCNOUWY	21% BCNOUWY	25% BCNOUWY	37% BCNOUWY	37% BCNOUWY	29% NY	31% NY	35% BCNOUWY	21% G	54% G	23% G	41% ABCGNORUWY	24% ABCGNORUWY
Sigma	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_6. Do you expect there to be restrictions on purchasing the following new gTLDs?  
6. .club

14 Mar 2015  
Table 491

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1113 18% GLQ	94 19% GQ	40 20% GQ	39 17% Q	15 15% Q	12 12% Q	10 10% Q	21 19% Q	42 19% GQ	28 14% Q	50 20% GQ	174 16% Q	28 28% ABDEFGHLOPQVW	54 26% ABDEFGHLOPQVW	57 16% Q	33 16% Q	22 9% ABFGHLOPQVW	162 24% ABFGHLOPQVW	37 18% Q	38 19% GQ	28 27% ABFGHLOPQVW	15 15% Q	18 15% Q	19 17% Q	77 21% FGJLQ
Some purchase restrictions should be required	3059 50% HTV	241 48% HTV	99 50% HV	108 48% V	45 45% HV	52 51% HV	65 65% ABCEFGHLOPQVW	42 38% Q	96 44% HTV	100 50% HTV	117 47% HTV	565 51% HITV	45 45% HITV	111 54% HITV	212 59% ABCEFGHLOPQVW	96 47% HTV	129 51% HTV	344 50% HTV	106 51% HTV	80 40% EHIKTVX	48 46% EHIKTVX	37 36% EHIKTVX	69 58% ABHIKTVX	48 44% ABHIKTVX	204 55% ABHIKTVX
No purchase restrictions should be required	1972 32% NORY	167 33% NORY	61 31% N	76 34% NORY	41 41% GMNORWY	38 37% NORY	25 25% ABCEFGHLOPQVW	49 44% GNORY	82 37% GNORY	73 36% GNORY	83 33% NORY	371 33% NORY	27 27% NORY	41 20% GNORY	89 25% GNORY	75 37% ACOLMNOHILWY	102 40% ACOLMNOHILWY	181 26% ACOLMNOHILWY	64 31% N	83 41% ABCEFGHLOPQVW	29 28% ABCEFGHLOPQVW	51 50% ABCEFGHLOPQVW	32 27% GNORY	43 39% GNORY	89 24% GNORY
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_7. Do you expect there to be restrictions on purchasing the following new gTLDs?  
7. .xyz

14 Mar 2015  
Table 492

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Strict purchase restrictions should be required	1076 18% GQ	73 15% Q	33 17% Q	40 18% GQ	19 19% GQ	12 12% Q	9 9% Q	19 17% Q	36 16% Q	27 13% Q	52 21% BFGJQ	175 16% Q	30 30% Q	51 25% Q	58 16% Q	33 16% Q	19 8% Q	159 23% Q	32 15% Q	42 21% BGJQ	24 23% BFGJQ	13 13% Q	22 18% GQ	19 17% Q	79 21% Q
Some purchase restrictions should be required	2823 46% HTV	217 43% T	79 40% HTV	107 48% HTV	37 37% TV	48 47% TV	63 63% Q	38 34% Q	93 42% T	102 51% Q	100 40% Q	520 47% EHKTV	37 37% Q	105 51% Q	207 58% Q	92 45% TV	129 51% Q	304 44% HTV	102 49% Q	63 31% Q	39 37% Q	34 33% Q	68 57% Q	44 40% Q	195 53% Q
No purchase restrictions should be required	2245 37% NORWY	212 42% ADGNORWY	88 44% ADGNORWY	76 34% NOY	45 45% GNORWY	42 41% NOWY	28 28% Q	55 49% Q	91 41% Q	72 36% Q	98 39% Q	415 37% Q	33 33% Q	50 24% Q	93 26% Q	79 39% Q	105 42% Q	224 33% NOY	73 35% NOWY	96 48% ADGNORWY	42 40% NOWY	56 54% Q	29 24% Q	47 43% GNORWY	96 26% Q
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q866\_8. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015  
Table 493

8. .berlin

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	55 22%	-	-	-	-	-	-	-	-	-	55 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	124 50%	-	-	-	-	-	-	-	-	-	124 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	71 28%	-	-	-	-	-	-	-	-	-	71 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_9. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015  
Table 494

9. .ovh

Base: All Qualified Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	250	**	**	**	**	**	**	**	**	**	250	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Strict purchase restrictions should be required	47 19%	-	-	-	-	-	-	-	-	-	47 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	109 44%	-	-	-	-	-	-	-	-	-	109 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	94 38%	-	-	-	-	-	-	-	-	-	94 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_10. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015  
Table 495

10. .london

Base: All Qualified Respondents

		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	1086	-**	-**	-**	101	102	100	112	220	201	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1086	-**	-**	-**	101	102	100	112	220	201	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	191 18% G	-	-	-	19 19% G	13 13% G	7 7% G	21 19% G	53 24% AFGJ	29 14% G	49 20% G	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some purchase restrictions should be required	545 50% EH	-	-	-	40 40% G	52 51% AEFHJK	70 70% G	43 38% G	99 45% EH	108 54% EH	133 53% EH	-	-	-	-	-	-	-	-	-	-	-	-	-	
No purchase restrictions should be required	350 32% G	-	-	-	42 42% AGK	37 36% G	23 23% G	48 43% AGIK	68 31% G	64 32% G	68 27% G	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	1086 100%	-	-	-	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_11. Do you expect there to be restrictions on purchasing the following new gTLDs?

14 Mar 2015  
Table 496

11. .nyc

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	107 21%	107 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	248 49%	248 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	147 29%	147 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_12. Do you expect there to be restrictions on purchasing the following new gTLDs?  
12. .wang

14 Mar 2015  
Table 497

Base: All Qualified Respondents

		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	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	182 16%	-	-	-	-	-	-	-	-	-	-	182 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	523 47%	-	-	-	-	-	-	-	-	-	-	523 47%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	405 36%	-	-	-	-	-	-	-	-	-	-	405 36%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q866\_13. Do you expect there to be restrictions on purchasing the following new gTLDs?  
13. .xn-ses554g (Chinese for network address)

14 Mar 2015  
Table 498

Base: All Qualified Respondents

		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	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	206 19%	-	-	-	-	-	-	-	-	-	-	206 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	530 48%	-	-	-	-	-	-	-	-	-	-	530 48%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	374 34%	-	-	-	-	-	-	-	-	-	-	374 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_14. Do you expect there to be restrictions on purchasing the following new gTLDs?  
14. .xn-55qx5d (Chinese for company)

14 Mar 2015  
Table 499

Base: All Qualified Respondents

		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	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	1110	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	216 19%	-	-	-	-	-	-	-	-	-	-	216 19%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	504 45%	-	-	-	-	-	-	-	-	-	-	504 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	390 35%	-	-	-	-	-	-	-	-	-	-	390 35%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q900. How would you describe the processing of registering a domain?

14 Mar 2015  
Table 500

Base: Registrants

	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	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*	49*	44*	153
Weighted Base	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*	49*	44*	153
TOP 2 BOX (NET)	1240	56	25	56	24	10	14	32	31	13	58	230	16	36	24	30	74	174	68	65	33	40	25	20	86
	52% MNOP	77% ACLMNOPQRSXY	53% OP LMNOP	62% ALMNOQRSX	75% ALMNOQRSX	38% ALMNOQRSX	56% ALMNOQRSX	67% MNOP	65% MNOP	54% ACLMNOPQRSXY	74% OP	50% OP	37% O	40% O	18% OP	28% OP MNOP	52% OP MNOP	53% NOP	54% NOP	68% ALMNOQRSX	73% ALMNOQRSX	68% ALMNOQRSX	51% OP	45% OP MNOP	56% MNOP
Very easy	322	18	7	12	4	4	-	2	8	3	10	57	5	8	4	4	9	64	27	19	11	8	1	4	33
	14% OPQW	25% AHLNOQWXX	15% OPW	13% OPW	13% O	15% O	-	4% HOPQW	17% HOPQW	13% OPW	13% OPQW	12% OPQW	12% O	9% O	3% O	4% O	6% AHLNOQW	20% AHLNOQW	21% AHLNOQW	20% HNOPQW	24% AHLNOQW	14% OPW	2% AHLNOQW	9% AHLNOQW	22% AHLNOQW
Somewhat easy	918	38	18	44	20	6	14	30	23	10	48	173	11	28	20	26	65	110	41	46	22	32	24	16	53
	39% OPR	52% ALMNOQRSY	38% O	44% ALMNOQRSY	63% ALMNOQRSY	23% ALMNOQRSY	56% ALMNOQRSY	63% ALMNOQRSY	48% MNOP	42% ACLMNOPQRSXY	62% OP	38% OP	26% O	31% O	15% MNOPRS	24% MNOPRS	45% MNOPRS	34% O	32% O	48% MNOPRSY	49% MNOPRS	54% ALMNOQRSY	49% MNOPRS	36% MNOPRS	35% O
BOTTOM 2 BOX (NET)	1129	17	22	34	8	16	11	16	17	11	20	228	27	55	111	78	69	153	59	31	12	19	24	24	67
	48% BEHKTUV	23% BKU	47% BKU	38% B	25% B	62% B	44% B	33% B	35% B	46% B	26% BDEHKTUV	50% ABDEHKRTUVY	63% ABDEHKRTUVY	60% ABDEHKRTUVY	82% ABDEHKRTUVY	72% BEKTUV	48% BEKTUV	47% BEKTUV	46% BEKTUV	32% BEKTUV	27% BEKTUV	32% BEKTUV	49% BEKTUV	55% BEKTUV	44% BEKTUV
Somewhat difficult	963	15	19	25	7	16	11	15	15	10	19	215	24	49	79	69	54	128	49	27	10	18	19	21	49
	41% BDEKTUV	21% B	40% B	28% B	22% B	62% B	44% B	31% B	31% B	42% B	24% ABDEHKRTUVY	47% ABDEHKRTUVY	56% ABDEHKRTUVY	54% ABDEHKRTUVY	59% ABDEHKRTUVY	64% BK BDKTU	38% BK BDKTU	39% BK BDKTU	39% BKU	28% BKU	22% BKU	31% BKU	39% B	48% BDEKTUV	32% BDEKTUV
Very difficult	166	2	3	9	1	-	-	1	2	1	1	13	3	6	32	9	15	25	10	4	2	1	5	3	18
	7% KL	3% KL	6% KL	10% KL	3% KL	-	-	2% KL	4% KL	4% KL	1% KL	3% KL	7% KL	7% KL	24% KL	8% KL	15% BKLV	8% KL	8% KL	4% KL	4% KL	2% KL	10% KL	7% ABHKLTV	12% ABHKLTV
Sigma	2369	73	47	90	32	26	25	48	48	24	78	458	43	91	135	108	143	327	127	96	45	59	49	44	153
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q905. What, if anything, would you change about the domain name purchase process?

14 Mar 2015  
Table 501

Base: Registrants

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*	49*	44*	153
Weighted Base	2369	73*	47*	90*	32*	26**	25**	48*	48*	24**	78*	458	43*	91*	135	108	143	327	127	96*	45*	59*	49*	44*	153
Price	1313 55% BOPY	29 40%	24 51%	50 56% BY	19 59%	12 46%	17 68%	38 79%	26 54%	13 54%	40 51%	263 57% BOPY	25 58%	58 64% BOPY	61 45%	49 45%	82 57% BOY	187 57% BOPY	89 70%	56 58% BY	26 58%	40 68% BOPY	24 49%	22 50%	63 41%
Make it less complicated	1181 50% BDEKO	19 26%	19 40% EK	25 28%	6 19%	11 42%	8 32%	20 42% EK	19 40% K	6 25%	15 19%	301 66% BDEKO	25 58% BDEKO	61 67% BOPY	54 40% BEK	71 66%	61 43% BDEK	158 48% BDEK	91 72% BOPY	49 51% BDEK	23 51% BDEK	27 46% BDEK	20 41% EK	24 55% BDEK	68 44% BDEK
Make it quicker	1152 49% BCEIKOPQU	20 27%	16 34%	40 44% BK	10 31%	12 46%	6 24%	20 42% K	15 31%	7 29%	16 21%	291 64% BCEIKOPQU	30 70% BCEIKOPQU	51 56% BCEIKOPQU	45 33% K	40 37% K	58 41% K	171 52% BCEIKOPQU	86 68% BOPY	47 49% BIKO	15 33%	41 69% BOPY	23 47% BK	21 48% BK	71 46% BKO
Make it easier to register in multiple TLDs	836 35% BIKO	13 18%	11 23%	36 40% BIKO	9 28% O	7 27%	7 28%	14 29% O	9 19%	4 17%	17 22%	173 38% BIKO	24 56% BCEIKOPQU	37 41% BCEIKOPQU	16 12%	42 39% BIKO	44 31% BO	153 47% BOPY	66 52% BOPY	33 34% BO	15 33% O	18 31% O	25 51% ABCEHIKOPQU	17 39% BIKO	46 30% O
Verification of identity	5 1% L	-	-	1% L	-	-	-	-	-	1% 4%	-	-	-	1% L	-	-	-	-	-	1% L	-	-	-	-	1% L
More trustworthy	4 1% ALR	-	-	1% AL	-	1% 4%	-	-	-	-	-	-	-	-	-	1% L	-	-	1% L	-	-	-	-	-	-
Make it free	3 1% ALR	1% ALR	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-	1% ALR	-
More/better regulations	2 1% ALR	1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% A
Other	9 1% L	1% L	-	-	-	1% 4%	-	-	-	-	-	-	-	2% AL	-	-	-	2% L	-	1% L	1% L	1% L	-	-	-
Nothing	200 8% LMRS	21 29%	10 21%	7 8% RS	5 16% LMNPRS	1 4%	3 12%	2 4% ADCEHLMNPQRSTV	10 21%	5 21%	18 23% ADCEHLMNPQRSTV	18 4%	-	3 3% ADCEHLMNPQRSTV	33 24%	5 5%	9 6%	10 3%	2 2%	6 6% LMRS	5 11% LMRS	3 5% ALMNPQRS	8 16% ALMNPQRS	2 5% LMRS	14 9% LMRS
Don't know	3 1% ALR	-	1% ALR	-	-	-	-	-	-	-	1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	1% L
Sigma	4708 199%	105 144%	81 172%	160 178%	49 153%	45 173%	41 164%	94 196%	79 165%	36 150%	107 137%	1046 228%	104 242%	214 235%	209 155%	208 193%	254 178%	681 208%	335 264%	193 201%	85 189%	130 220%	100 204%	87 198%	265 173%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q911. How much do you trust the entities that offer domain names to do each of the following?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 502

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Take precautions regarding who gets a domain name	4475 73% BCHUJKOPX	332 66% J	126 63% J	174 78% BCHUJKOPX	72 71% J	77 75% CJX	68 68% J	72 64% J	143 65% J	97 48% J	168 67% J	839 76% ABCHUJKOPX	76 76% CJOX	157 76% BCHUJKOPX	234 65% J	136 67% J	202 80% ABCHUJKOPWX	587 85% ABCHUJKOPWX	178 86% ABCHUJKOPWX	155 77% BCHUJKOPX	80 76% BCIJOX	73 71% J	82 69% J	69 63% J	278 75% BCHUJKOPX
Give consumers what they think they're getting	4365 71% BIJMNO	327 65% JO	132 66% JO	186 83% ABCHUJKOPWX	69 68% JO	72 71% JO	71 71% JO	77 69% JO	138 63% JO	105 52% JMO	173 69% ABCIJMNOLXY	854 77% ABCIJMNOLXY	58 58% O	127 62% O	161 45% BIJMNOX	152 75% BIJMNOX	188 74% BIJMNOX	567 83% ABCHUJKOPWX	185 89% ABCHUJKOPWX	161 80% ABCHUJKMNOLWXY	69 66% JO	76 74% JMNO	83 70% JO	70 64% O	264 71% IJMNO
Screen individuals/companies who register for certain special domain names	4357 71% BCEHUKOPWX	321 64% JX	122 61% J	168 75% BCEHUKOPWX	60 59% J	70 69% JX	68 68% JX	68 61% J	129 59% J	94 47% J	157 63% JX	842 76% ABCEHUKOPWX	72 72% IJOX	157 76% BCEHUKOPWX	216 60% J	132 65% JX	195 77% ABCEHUKOPWX	574 84% ABCEHUKOPWX	178 86% ABCEHUKOPWX	166 83% ABCEHUKOPWX	78 74% BCEHUKOPWX	80 78% BCEHUKOPWX	71 60% J	56 51% J	283 76% ABCEHUKOPWX

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q911. How much do you trust the entities that offer domain names to do each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 503

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Screen individuals/companies who register for certain special domain names	1787 29% LQRSTY	181 36% ADLNQRSTUY	78 39% ADLNQRSTUY	55 25% RS	41 41% ADLNQRSTUY	32 31% RST	32 32% RST	44 39% ADLNQRSTUY	91 41% ADLNQRSTUY	107 53% ADLNQRSTUY	93 37% ADLNQRSTUY	268 24% RST	28 28% RST	49 24% RS	142 40% ADLNQRSTUY	72 35% ADLNQRSTUY	58 23% RS	113 16% ADLNQRSTUY	29 14% ADLNQRSTUY	35 17% ADLNQRSTUY	27 26% RS	23 22% ADLNQRSTUY	48 40% ADLNQRSTUY	54 49% ABDFGKLMNQRSTUY	87 24% RS
Give consumers what they think they're getting	1779 29% DLRST	175 35% ADLPQRST	68 34% DLRST	37 17% DRST	32 32% DRST	30 29% DRS	29 29% DRS	35 31% DRST	82 37% ADLPQRST	96 48% ADLPQRST	77 31% DLRST	256 23% DRS	42 42% ADLPQRST	79 38% ADLPQRST	197 55% ADLPQRST	52 25% DRS	65 26% DRS	120 17% S	22 11% ADLPQRST	40 20% S	36 34% DLRST	27 26% DRS	36 30% DRST	40 36% DLPQRST	106 29% DLRST
Take precautions regarding who gets a domain name	1669 27% LQRS	170 34% ADLNQRSTUY	74 37% ADFLMNQRSTUY	49 22% RS	29 29% RS	25 25% RS	32 32% QRS	40 36% ADLNQRSTY	77 35% ADLNQRSTUY	104 52% ADLNQRSTY	82 33% ADLNQRSTY	271 24% RS	24 24% RS	49 24% RS	124 35% ADLNQRSTY	68 33% ADLNQRSTY	51 20% R	100 15% ADLNQRSTY	29 14% ADLNQRSTY	46 23% RS	25 24% RS	30 29% RS	37 31% QRS	41 37% ADFLMNQRSTUY	92 25% RS

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q911\_1. How much do you trust the entities that offer domain names to do each of the following?

14 Mar 2015  
Table 504

Base: All Qualified Respondents

1. Take precautions regarding who gets 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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4475 73%	332 66%	126 63%	174 78%	72 71%	77 75%	68 68%	72 64%	143 65%	97 48%	168 67%	839 76%	76 76%	157 76%	234 65%	136 67%	202 80%	587 85%	178 86%	155 77%	80 76%	73 71%	82 69%	69 63%	278 75%
	BCHUKOPX	J	J	BCHUKOPX	J	CJX	J	J	J	J	J	ABCHUKOPX	CJOX	BCHUKOPX	J	J	ABCHUKOPX	ABCHUKOPX	ABCHUKOPX	BCHUKOPX	BCJUX	J	J	J	BCHUKOPX
Very trustworthy	1218 20%	75 15%	27 14%	59 26%	13 13%	19 19%	7 7%	8 7%	35 16%	9 4%	46 18%	137 12%	26 26%	57 28%	34 9%	22 11%	54 21%	248 36%	64 31%	78 39%	33 31%	33 32%	15 13%	16 15%	103 28%
	BCGHULOPW	GHJO	J	ABCEGHULOPW	J	GHJO	J	GHJO	J	J	GHJLOP	J	BCGHULOPW	ABCEGHULOPW	J	J	BCGHULOPW	ABCEGHULOPW	ABCEGHULOPW	ABCEGHULOPW	ABCEGHULOPW	J	J	J	ABCEGHULOPW
Somewhat trustworthy	3257 53%	257 51%	99 50%	115 52%	59 58%	58 57%	61 61%	64 57%	108 49%	88 44%	122 49%	702 63%	50 50%	100 49%	200 56%	114 56%	148 58%	339 49%	114 55%	77 38%	47 45%	40 39%	67 56%	53 48%	175 47%
	JRTVY	TV	T	TV	JTVY	JTV	LJKNRTUVY	JTV	T	J	J	ABCHUKOPX	T	JRTVUY	JTVY	LJKNRTUVY	JTVY	TV	JTV	JTV	JTV	JTV	JTV	JTV	T
BOTTOM 2 BOX (NET)	1669 27%	170 34%	74 37%	49 22%	29 29%	25 32%	32 32%	40 36%	77 35%	104 52%	82 33%	271 24%	24 24%	49 24%	124 35%	68 33%	51 20%	100 15%	29 14%	46 23%	25 24%	30 29%	37 31%	41 37%	92 25%
	LQRS	ADLNQRSTUY	ADFLMNQRSTUY	RS	RS	RS	QRS	ADLNQRSTUY	ADLNQRSTUY	ADLNQRSTUY	ADLNQRSTUY	RS	RS	RS	ADLNQRSTUY	ADLNQRSTUY	R	15%	14%	RS	RS	RS	QRS	ADFLMNQRSTUY	RS
Not very trustworthy	1282 21%	111 22%	49 25%	36 16%	20 20%	21 21%	29 29%	28 25%	49 22%	75 37%	61 24%	249 22%	20 20%	38 18%	102 28%	57 28%	42 17%	80 12%	20 10%	36 18%	19 18%	20 19%	26 22%	31 28%	63 17%
	RS	RS	DQRSY	S	RS	RS	ADLNQRSTUY	RS	RS	DQRSY	DQRSY	RS	RS	RS	ADLNQRSTUY	ADLNQRSTUY	RS	RS	RS	RS	S	RS	RS	DNQRSTY	RS
Not at all trustworthy	387 6%	59 12%	25 13%	13 6%	9 9%	4 4%	3 3%	12 11%	28 13%	29 14%	21 8%	22 2%	4 4%	11 5%	22 6%	11 5%	9 4%	20 3%	9 4%	10 5%	6 6%	10 10%	11 9%	10 9%	29 8%
	LR	ADFLMNQRSTUY	ADFLMNQRSTUY	LR	LQR	J	GLQRS	ADFLMNQRSTUY	ADFLMNQRSTUY	ADFLMNQRSTUY	LQR	J	J	L	LR	L	J	3%	L	L	L	LQR	LQR	LQR	LQR
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q911\_2. How much do you trust the entities that offer domain names to do each of the following?  
2. Give consumers what they think they're getting

14 Mar 2015  
Table 505

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4365 71% BIJMNO	327 65% JO	132 66% JO	186 83% ABCDEFGHIJKL	69 68% JO	72 71% JO	71 71% JO	77 69% JO	138 63% JO	105 52% JMO	173 69% ABCDEFGHIJKL	854 77% ABCDEFGHIJKL	58 58% O	127 62% O	161 45% BUIJMN	152 75% BUIJMN	188 74% BUIJMN	567 83% ABCDEFGHIJKL	185 89% ABCDEFGHIJKL	161 80% JO	69 66% JMNO	76 74% JMNO	83 70% JO	70 64% O	264 71% IJMNO
Very trustworthy	991 16% BCGHIJLOX	56 11% JO	16 8% JO	48 22% ABCDEFGHIJKL	10 10% JO	19 19% BCGHIJLOX	5 5% O	8 7% JO	19 9% JO	5 2% CGHIJO	38 15% CGHIJO	122 11% JO	15 15% GJO	40 19% BCGHIJLOPX	5 1% GJO	25 12% GJO	48 19% BCGHIJLOX	223 32% ABCDEFGHIJKL	74 36% ABCDEFGHIJKL	63 31% CGHIJO	18 17% CGJO	16 16% CGJO	15 13% JO	10 9% JO	93 25% ABCDEFGHIJKL
Somewhat trustworthy	3374 55% MNORY	271 54% MNOY	116 58% MNORY	138 62% ABCDEFGHIJKL	59 58% MNOY	53 52% ABCDEFGHIJKL	66 66% ABCDEFGHIJKL	69 62% ABCDEFGHIJKL	119 54% NO	100 50% NO	135 54% NO	732 66% ABCDEFGHIJKL	43 43% NO	87 42% NO	156 44% ABCDEFGHIJKL	127 62% MNOY	140 55% MNOY	344 50% NO	111 54% NO	98 49% MNOY	51 49% MNOY	60 58% MNOY	68 57% MNOY	60 55% NO	171 46% NO
BOTTOM 2 BOX (NET)	1779 29% DLRST	175 35% ADLPQRST	68 34% DLRST	37 17% DRST	32 32% DRS	30 29% DRS	29 29% DRS	35 31% DRST	82 37% ADLPQRST	96 48% DLRST	77 31% DLRST	256 23% DRS	42 42% ADLPQRST	79 38% ADLPQRST	197 55% DRS	52 25% DRS	65 26% S	120 17% S	22 11% S	40 20% S	36 34% DLRST	27 26% DRS	36 30% DRST	40 36% DLPQRST	106 29% DLRST
Not very trustworthy	1385 23% DRST	119 24% DRSTV	44 22% DRS	30 13% S	24 24% DRS	24 24% DRS	29 29% DRSTV	24 21% RS	58 26% DRSTV	74 37% DRSTV	63 25% DRSTV	231 21% DRS	36 36% ABCDEFGHIJKL	64 31% ABCDEFGHIJKL	158 44% RS	42 21% DRS	54 21% DRS	91 13% S	14 7% S	33 16% S	30 29% DRSTV	15 15% S	26 22% DRS	28 25% DRSV	74 20% DRS
Not at all trustworthy	394 6% DGLR	56 11% ADGKLPRST	24 12% ADGKLPRST	7 3% GL	8 8% GL	6 6% GL	- DGLQRST	11 10% ADGKLPRST	24 11% ADGKLPRST	22 11% ADGKLPRST	14 6% GL	25 2% GL	6 6% GL	15 7% ADGKLPRST	39 11% ADGKLPRST	10 5% GL	11 4% G	29 4% GL	8 4% G	7 3% GL	6 6% ADGKLPRST	12 12% DGL	10 8% DGLPQRST	12 11% DGLQRST	32 9% DGLQRST
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q911\_3. How much do you trust the entities that offer domain names to do each of the following?  
3. Screen individuals/companies who register for certain special domain names

14 Mar 2015  
Table 506

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	4357 71% BCEHLKOPWJX	321 64% JX	122 61% J	168 75% BCEHLKOPWJX	60 59% J	70 69% JX	68 68% JX	68 61% J	129 59% J	94 47% JX	157 63% ABCEHLKOPWJX	842 76% IJOX	72 72% BCEHLKOPWJX	157 76% J	216 60% JX	132 65% JX	195 77% ABCEHLKOPWJX	574 84% ABCEHLKOPWJX	178 86% ABCEHLKOPWJX	166 83% ABCEHLKOPWJX	78 74% BCEHLKOPWJX	80 78% BCEHLKOPWJX	71 60% J	56 51% ABCEHLKOPWJX	283 76% ABCEHLKOPWJX
Very trustworthy	1154 19% BGHIJLOPX	65 13% GJOP	28 14% GJOP	49 22% BCEHLKOPWJX	12 12% GJO	16 16% GJOP	3 3% J	10 9% J	26 12% GJO	7 3% J	41 16% GJOPX	159 14% GJOP	22 22% BGHIJLOPX	67 33% ABCEHLKOPWJX	16 4% J	14 7% J	72 28% ABCEHLKOPWJX	233 34% ABCEHLKOPWJX	67 32% ABCEHLKOPWJX	76 38% BCEHLKOPWJX	25 24% BCEHLKOPWJX	21 20% BGHIJLOPX	15 13% GJO	9 8% ABCEHLKOPWJX	101 27% ABCEHLKOPWJX
Somewhat trustworthy	3203 52% JNTX	256 51% JNTX	94 47% JNTX	119 53% JN	48 48% JN	54 53% JN	65 65% JN	58 52% JN	103 47% JN	87 43% JN	116 46% JN	683 62% JN	50 50% JN	90 44% JN	200 56% JN	118 58% JN	123 49% JN	341 50% JN	111 54% JN	90 45% JN	53 50% JN	59 57% JN	56 47% JN	47 43% JN	182 49% JN
BOTTOM 2 BOX (NET)	1787 29% LQRSTY	181 36% ADLNORSTUY	78 39% ADLNORSTUY	55 25% RS	41 41% ADLNORSTUY	32 31% RST	32 32% RST	44 39% ADLNORSTUY	91 41% ADLNORSTUY	107 53% ADLNORSTUY	93 37% ADLNORSTUY	268 24% RST	28 28% RST	49 24% RS	142 40% ADLNORSTUY	72 35% ADLNORSTUY	58 23% RS	113 16% RS	29 14% RS	35 17% RS	27 26% RS	23 22% ADLNORSTUY	48 40% ABDFGLNOPRSTUY	54 49% RS	87 24% RS
Not very trustworthy	1388 23% RSTY	125 25% RSTY	51 26% RSTY	42 19% RS	31 31% DNORSTUY	26 25% RSTY	27 27% RSTY	28 25% RSTY	67 30% ADLNORSTUY	81 40% ADLNORSTUY	67 27% DNORSTUY	247 22% RSTY	21 21% RS	39 19% RS	118 33% ADLNORSTUY	61 30% ADLNORSTUY	48 19% RS	90 13% RS	19 9% RS	25 12% RS	22 21% RS	17 17% ADLNORSTUY	37 31% ABDGLNOPRSTUY	38 35% ABDGLNOPRSTUY	161 61% S
Not at all trustworthy	399 6% LR	56 11% ADLNOPRSTUY	27 14% ADLNOPRSTUY	13 6% L	10 10% LQR	6 6% L	5 5% L	16 14% ADLNOPRSTUY	24 11% ALNFORST	26 13% ADLNOPRSTUY	26 10% ALNORST	21 2% L	7 7% L	10 5% L	24 7% LR	11 5% L	10 4% L	23 3% L	10 5% L	10 5% L	5 5% L	6 6% L	11 9% LQR	16 15% ADFGLNOPRSTUY	26 7% LR
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Internet service providers	2528 41% BCEGHJKO	87 17% BCEGHJKO	42 21% ABCEGHJKOU	110 49% ABCEGHJKOU	24 24% BCEGHJKO	42 41% BCEGHJKO	16 16% BCEGHJKO	22 20% BCEGHJKO	51 23% BCEGHJKO	60 30% BCEGHJKO	64 26% BCEGHJKO	551 50% ABCEGHJKOU	50 50% BCEGHJKO	96 47% BCEGHJKO	109 30% BCEGHJKO	85 42% BCEGHJKO	125 49% BCEGHJKO	410 60% ABCEGHJKOU	134 65% ABCEGHJKOU	105 52% ABCEGHJKOU	38 36% BCEGHJKO	46 45% BCEGHJKO	54 45% BCEGHJKO	43 39% BCEGHJKO	164 44% BCEGHJKO
Software companies	2382 39% BCEGHJKO	74 15% BCEGHJKO	33 17% ABCEGHJKOU	128 57% ABCEGHJKOU	19 19% BCEGHJKO	35 34% BCEGHJKO	15 15% BCEGHJKO	26 23% BCEGHJKO	43 20% BCEGHJKO	38 19% BCEGHJKO	62 25% BCEGHJKO	480 43% ABCEGHJKOU	52 52% BCEGHJKO	98 48% BCEGHJKO	74 21% BCEGHJKO	80 39% BCEGHJKO	130 51% BCEGHJKO	404 59% ABCEGHJKOU	126 61% ABCEGHJKOU	104 52% ABCEGHJKOU	35 33% BCEGHJKO	53 51% BCEGHJKO	54 45% BCEGHJKO	44 40% BCEGHJKO	175 47% BCEGHJKO
Computer hardware companies	2281 37% BCEGHJKO	76 15% BCEGHJKO	25 13% ABCEGHJKOU	116 52% ABCEGHJKOU	15 15% BCEGHJKO	34 33% BCEGHJKO	15 15% BCEGHJKO	30 27% BCEGHJKO	40 18% BCEGHJKO	32 16% BCEGHJKO	58 23% BCEGHJKO	521 47% ABCEGHJKOU	43 43% BCEGHJKO	86 42% BCEGHJKO	91 25% BCEGHJKO	69 34% BCEGHJKO	101 40% BCEGHJKO	369 54% ABCEGHJKOU	117 57% ABCEGHJKOU	107 53% ABCEGHJKOU	38 36% BCEGHJKO	47 46% BCEGHJKO	47 39% BCEGHJKO	37 34% BCEGHJKO	167 45% BCEGHJKO
E-commerce companies	1930 31% BCEGHJKO	54 11% BCEGHJKO	23 12% ABCEGHJKOU	85 38% ABCEGHJKOU	20 20% BCEGHJKO	31 30% BCEGHJKO	15 15% BCEGHJKO	19 17% BCEGHJKO	34 15% BCEGHJKO	31 15% BCEGHJKO	49 20% BCEGHJKO	421 38% ABCEGHJKOU	41 41% BCEGHJKO	77 37% BCEGHJKO	57 16% BCEGHJKO	59 29% BCEGHJKO	69 27% BCEGHJKO	366 53% ABCEGHJKOU	104 50% ABCEGHJKOU	100 50% ABCEGHJKOU	24 23% BCEGHJKO	37 36% BCEGHJKO	29 24% BCEGHJKO	33 30% BCEGHJKO	152 41% BCEGHJKO
Web based marketing companies	1743 28% BCGHJKOW	65 13% BCEGHJKO	29 15% ABCEGHJKOU	81 36% ABCEGHJKOU	20 20% BCEGHJKO	27 26% BCEGHJKO	12 12% BCEGHJKO	17 15% BCEGHJKO	37 17% BCEGHJKO	22 11% BCEGHJKO	49 20% BCEGHJKO	368 33% ABCEGHJKOU	25 25% BCEGHJKO	70 34% BCEGHJKO	49 14% BCEGHJKO	48 24% BCEGHJKO	77 30% BCEGHJKO	316 46% ABCEGHJKOU	108 52% ABCEGHJKOU	81 40% ABCEGHJKOU	36 34% BCEGHJKO	38 37% BCEGHJKO	23 19% BCEGHJKO	27 25% BCEGHJKO	118 32% BCEGHJKO

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 508

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Web based marketing companies	1559 25% LRST	129 26% RS	59 30% DLRST	45 20% S	26 26% S	35 34% ADGLRST	21 21% S	39 35% ADGLRSTV	77 35% ADGLNFORSTUY	78 39% ADGLNFORSTUY	78 31% ADLRST	255 23% RS	45 45% ADGLNFORSTUY	52 25% RS	95 27% RST	52 25% RS	67 26% RS	122 18% S	17 8% S	38 19% S	25 24% S	23 22% S	40 34% ADGLRST	36 33% DLRST	105 28% DLRST
E-commerce companies	1342 22% DLRST	141 28% ADGLRSTY	59 30% ADGLRSTY	36 16% S	22 22% RST	36 35% ADGLNFORSTUY	16 16% S	36 32% ADGLNFORSTUY	75 34% ADGLRSTY	56 28% ADGLNFORSTUY	77 31% ADGLNFORSTUY	176 16% S	24 24% LRST	44 21% RST	99 28% ADGLRSTY	47 23% LRST	63 25% DLRST	97 14% S	19 9% S	26 13% S	22 21% S	33 32% ADGLRSTY	35 29% ADGLRSTY	33 30% ADGLRSTY	70 19% RS
Computer hardware companies	1146 19% DLRST	156 31% ADGLRSTY	68 34% ADGLRSTY	26 12% S	25 25% DLRSTY	21 21% DLRS	15 15% DLRST	24 21% ADGLNFORSTUY	66 30% ADGLNFORSTUY	54 27% ADGLRSTY	63 25% ADGLNFORSTUY	127 11% DLRSTY	24 24% S	34 17% LS	83 23% ADLPRSTY	33 16% S	43 17% LS	91 13% S	19 9% S	25 12% S	16 15% DLRSTY	25 24% DLRSTY	25 21% DLRSTY	26 24% DLRSTY	57 15% LS
Software companies	1061 17% DLQRS	153 30% ADGLRSTY	68 34% ADGLRSTY	18 8% DRS	19 19% DGLNFORSTUY	23 23% DGLNFORSTUY	11 11% DS	19 17% ADGLNFORSTUY	64 29% ADGLNFORSTUY	52 26% ADGLNFORSTUY	55 22% ADGLNFORSTUY	148 13% DS	20 20% DQRS	28 14% S	77 22% ADGLNFORSTUY	25 12% S	29 11% S	81 12% S	14 7% S	28 14% DS	19 18% DS	16 16% DS	15 13% DGLNFORSTUY	25 23% DGLNFORSTUY	54 15% DS
Internet service providers	1034 17% DLRST	139 28% ADGLRSTY	69 35% ADGLRSTY	21 9% S	16 16% S	22 22% DLRST	15 15% S	23 21% DLRST	67 30% ADGLNFORSTUY	46 23% ADLPRSTY	60 24% ADLNPORSTY	124 11% S	16 16% S	33 16% DLRS	78 22% ADLPRSTY	28 14% S	37 15% S	70 10% S	13 6% S	21 10% S	17 16% S	17 17% S	23 19% DLRST	23 21% DLRST	56 15% DLRS

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q916\_1. How much do you trust the Domain Name industry compared to these other industries?

14 Mar 2015  
Table 509

1. Internet service providers

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2528 41%	87 17%	42 21%	110 49%	24 24%	42 41%	16 16%	22 20%	51 23%	60 30%	64 26%	551 50%	50 50%	96 47%	109 30%	85 42%	125 49%	410 60%	134 65%	105 52%	38 36%	46 45%	54 45%	43 39%	164 44%
BCEGHJKO				ABCEGHJKO		BCEGHJKO			BCG		B	ABCEGHJKOPUX	BCEGHJKO	BCEGHJKO	BCGHI	BCEGHJKO			ABCEGHJKOPUX	BCGHIK	BCEGHJKO	BCEGHJKO	BCEGHJKO	BCEGHJKO	BCEGHJKO
Trust much more	815 13%	23 5%	8 4%	38 17%	2 2%	10 10%	2 2%	6 5%	16 7%	16 8%	13 5%	148 13%	23 23%	30 15%	18 5%	17 8%	42 17%	181 26%	54 26%	54 27%	16 15%	18 17%	18 15%	11 10%	51 14%
BCEGHJKOP				BCEGHJKOP		BCEG			EG			BCEGHJKOP	ABCEGHJKOPUX	BCEGHJKOP		EG	BCEGHJKOP			ABCEGHJKOPUX	BCEGHJKOP	BCEGHJKOP	BCEGHJKO	BCEGHJKO	BCEGHJKO
Trust somewhat more	1713 28%	64 13%	34 17%	72 32%	22 22%	32 31%	14 14%	16 14%	35 16%	44 22%	51 20%	403 36%	27 27%	66 32%	91 25%	68 33%	83 33%	229 33%	80 39%	51 25%	22 21%	28 27%	36 30%	32 29%	113 31%
BCGHIK				BCGHIJKO		B	BCGHIK			B		ABCEGHJKOPUX	BCGHI	BCGHJKU	BCGHI	BCEGHJKO	BCEGHJKO	ABCEGHJKOTU	ABCEGHJKOTUY	BCGHI	B	BCGHI	BCGHIK	BCGHI	BCGHJK
Trust the same	2582 42%	276 55%	89 45%	92 41%	61 60%	38 37%	69 69%	67 60%	102 46%	95 47%	126 50%	435 39%	34 34%	77 37%	171 48%	91 45%	91 36%	207 30%	60 29%	75 37%	50 48%	40 39%	42 35%	44 40%	150 41%
LQRS			RS	RS					LMQRS	LMNQRSTW	ADLMNQRSTW				ALMNQRSTW	RS				LMQRS				RS	RS
BOTTOM 2 BOX (NET)	1034 17%	139 28%	69 35%	21 9%	16 16%	22 22%	15 15%	23 21%	67 30%	46 23%	60 24%	124 11%	16 16%	33 16%	78 22%	28 14%	37 15%	70 10%	13 6%	21 10%	17 16%	17 17%	23 19%	23 21%	56 15%
DLRST					S	DLRST		S	DLRST	ADLPORSTY	ADLPORSTY		S	DLRS	ADLPORSTY		S	S			S	S	DLRST	DLRST	DLRS
Trust somewhat less	788 13%	103 21%	45 23%	16 7%	13 13%	16 16%	14 14%	19 17%	45 20%	31 15%	45 18%	106 10%	11 11%	31 15%	67 19%	23 11%	26 10%	47 7%	8 4%	14 7%	12 11%	14 14%	18 15%	20 18%	44 12%
DLRST					RS	DLRST		RST	DLRST	ADLPORSTY	DLRST	ADLPORSTY	RS	S	DLRST	ADLPORSTY	RS	S			S	RS	DRST	DLQRST	RS
Trust much less	246 4%	36 7%	24 12%	5 2%	3 3%	6 6%	1 1%	4 4%	22 10%	15 7%	18 6%	2 2%	5 5%	2 1%	11 3%	5 2%	11 4%	23 3%	5 2%	7 3%	5 5%	3 3%	5 4%	3 3%	12 3%
LN						LN					DGLN		LN				LN	L			LN		L		
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q916\_2. How much do you trust the Domain Name industry compared to these other industries?  
2. Web based marketing companies

14 Mar 2015  
Table 510

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		1743	65	29	81	20	27	12	17	37	22	49	368	25	70	49	48	77	316	108	81	36	38	23	27	118
	BCGHUKOW	28%	13%	15%	36%	J	26%	12%	15%	17%	11%	20%	33%	25%	34%	14%	24%	30%	46%	52%	40%	34%	37%	19%	25%	32%
Trust much more		473	15	3	26	5	5	1	5	6	3	8	79	5	28	2	9	26	135	26	25	11	7	4	5	34
	BCGIJKO	8%	3%	2%	12%	O	5%	1%	4%	3%	1%	3%	7%	5%	14%	1%	4%	10%	20%	13%	12%	10%	7%	3%	5%	9%
Trust somewhat more		1270	50	26	55	15	22	11	12	31	19	41	289	20	42	47	39	51	181	82	56	25	31	19	22	84
	BCGHIJO	21%	10%	13%	25%	O	22%	11%	11%	14%	9%	16%	26%	20%	20%	13%	19%	20%	26%	40%	28%	24%	30%	16%	20%	23%
Trust the same		2842	308	112	97	55	40	67	56	106	101	123	487	30	84	214	104	109	249	82	82	44	42	56	47	147
	MRY	46%	61%	56%	43%	54%	39%	67%	50%	48%	50%	49%	44%	30%	41%	60%	51%	43%	36%	40%	41%	42%	41%	47%	43%	40%
BOTTOM 2 BOX (NET)		1559	129	59	45	26	35	21	39	77	78	78	255	45	52	95	52	67	122	17	38	25	23	40	36	105
	LRST	25%	26%	30%	20%	26%	34%	21%	35%	35%	39%	31%	23%	45%	25%	27%	25%	26%	18%	8%	19%	24%	22%	34%	33%	28%
Trust somewhat less		1182	94	37	36	20	25	17	27	60	47	55	217	32	47	78	43	52	88	12	29	15	15	30	30	76
	RS	19%	19%	19%	16%	20%	25%	17%	24%	27%	23%	22%	20%	32%	23%	22%	21%	21%	13%	6%	14%	14%	15%	25%	27%	21%
Trust much less		377	35	22	9	6	10	4	12	17	31	23	38	13	5	17	9	15	34	5	9	10	8	10	6	29
	LNS	6%	7%	11%	4%	6%	10%	4%	11%	8%	15%	9%	3%	13%	2%	5%	4%	6%	5%	2%	4%	10%	8%	8%	5%	8%
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q916\_3. How much do you trust the Domain Name industry compared to these other industries?  
3. E-commerce companies

14 Mar 2015  
Table 511

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	1930 31%	54 11%	23 12%	85 38%	20 20%	31 30%	15 15%	19 17%	34 15%	31 15%	49 20%	421 38%	41 41%	77 37%	57 16%	59 29%	69 27%	366 53%	104 50%	100 50%	24 23%	37 36%	29 24%	33 30%	152 41%
BCEGHJKO				BCEGHJKO	B	BCEGHJKO					BCEGHJKO	BCEGHJKO	BCEGHJKO	BCEGHJKO	B	BCEGHJKO	BCEGHJKO				BC	BCEGHJKO	BCIJO	BCEGHJKO	
Trust much more	552 9%	15 3%	7 4%	26 12%	3 12%	8 8%	-	3 3%	11 5%	6 3%	8 3%	86 8%	15 15%	25 12%	7 2%	12 6%	21 8%	155 23%	28 14%	43 21%	4 4%	9 9%	8 7%	8 7%	44 12%
BCEGHJKO				BCEGHJKO		BGO			GO			BCEGHJKO	BCEGHJKO	BCEGHJKO		GO	BCEGHJKO		BCEGHJKO			BGJKO	GO	BGO	BCEGHJKO
Trust somewhat more	1378 22%	39 8%	16 8%	59 26%	17 17%	23 23%	15 15%	16 14%	23 10%	25 12%	41 16%	335 30%	26 26%	52 25%	50 14%	47 23%	48 19%	211 31%	76 37%	57 28%	20 19%	28 27%	21 18%	25 23%	108 29%
BCHJKO				BCEGHJKO	BC	BCIJO	B		BC		BC	BCEGHJKO	BCHJKO	BCEGHJKO	BC	BCIJO	BCI	BCEGHJKO	BCEGHJKO	BCEGHJKO	BCI	BCEGHJKO	BC	BCIJO	BCEGHJKO
Trust the same	2872 47%	307 61%	118 59%	102 46%	59 58%	35 34%	69 69%	57 51%	111 50%	114 57%	124 50%	513 46%	35 35%	85 41%	202 56%	98 48%	121 48%	224 33%	84 41%	75 37%	59 56%	33 32%	55 46%	44 40%	148 40%
FMRTVY				ADGLNRSTY	ADGLNRSTY		FMRTVY	FMRTVY	ADGLNRSTY	FMRTVY	FMRTVY			ADGLNRSTY	FMRTVY	FMRTVY	FMRTVY				FMNRSTYXY				
BOTTOM 2 BOX (NET)	1342 22%	141 28%	59 30%	36 16%	22 22%	36 35%	16 16%	36 32%	75 34%	56 28%	77 31%	176 16%	24 24%	44 21%	99 28%	47 23%	63 25%	97 14%	19 9%	26 13%	22 21%	33 32%	35 29%	33 30%	70 19%
DLRST		ADGLRSTY	ADGLRSTY		RST	ADGLNRSTY		ADGLNRSTY	ADGLNRSTY	ADGLNRSTY	ADGLNRSTY		LRST	RST	ADGLRSTY	LRST	DLRST				S	ADGLNRSTY	ADGLRSTY	ADGLRSTY	RS
Trust somewhat less	1029 17%	99 20%	42 21%	28 13%	16 16%	21 21%	15 15%	29 26%	56 25%	42 21%	51 20%	150 14%	18 18%	40 19%	79 22%	36 18%	44 17%	73 11%	13 6%	22 11%	16 15%	30 29%	29 24%	27 25%	53 14%
LRST		DLRSTY	DLRSTY	S	S	LRST	S	ADLRSTY	ADGLORSTY	DLRSTY	DLRSTY	S	RS	LRST	ADLRSTY	RS	RS				S	BCEGJNRSTY	ADLRSTY	ADLRSTY	S
Trust much less	313 5%	42 8%	17 9%	8 4%	6 6%	15 15%	1 1%	7 6%	19 9%	14 7%	26 10%	26 2%	6 6%	4 2%	20 6%	11 5%	19 8%	24 3%	6 3%	4 2%	6 6%	3 3%	6 5%	6 5%	17 5%
LNRT		ADGLNRSTY	ADGLNRSTY		L			GLN	ADGLNRSTY	GLNRSTY	ADGLNRSTY		L		LNT	L	GLNRSTY				L				L
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q916\_4. How much do you trust the Domain Name industry compared to these other industries?

14 Mar 2015  
Table 512

4. Software companies

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2382 39%	74 15%	33 17%	128 57%	19 19%	35 34%	15 15%	26 23%	43 20%	38 19%	62 25%	480 43%	52 52%	98 48%	74 21%	80 39%	130 51%	404 59%	126 61%	104 52%	35 33%	53 51%	54 45%	44 40%	175 47%
BCEGHUKLO						BCEGJIO		B			B	ABCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO	B	BCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO	BCEGHUKLO	ABCEGHUKLO	BCEGHUKLO	BCEGHUKLO	BCEGHUKLO	ABCEGHUKLO
Trust much more	745 12%	16 3%	10 5%	38 17%	1 1%	9 9%	-	4 4%	11 5%	7 3%	12 5%	103 9%	20 20%	39 19%	8 2%	17 8%	54 21%	179 26%	54 26%	47 23%	11 10%	21 20%	20 17%	10 9%	54 15%
BCEGHUKLO			G	ABCEGHUKLO		BEGO		G			G	BCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO		BEGJO	ABCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO	BEGHUKLO	ABCEGHUKLO	BCEGHUKLO	BEGJO	BCEGHUKLO	ABCEGHUKLO
Trust somewhat more	1637 27%	58 12%	23 12%	90 40%	18 18%	26 25%	15 15%	22 20%	32 15%	31 15%	50 20%	377 34%	32 32%	59 29%	66 18%	63 31%	76 30%	225 33%	72 35%	57 28%	24 23%	32 31%	34 29%	34 31%	121 33%
BCEGHUKLO						BCIJ		B			BC	ABCEGHUKLO	BCEGHUKLO	BCEGHUKLO	BC	BCEGHUKLO	BCEGHUKLO	ABCEGHUKLO	ABCEGHUKLO	BCEGHUKLO	BC	BCEGHUKLO	BCGJIO	BCEGHUKLO	ABCEGHUKLO
Trust the same	2701 44%	275 55%	99 50%	77 35%	63 62%	44 43%	74 74%	67 60%	113 51%	111 55%	133 53%	482 43%	28 28%	80 39%	207 58%	99 49%	94 37%	202 29%	67 32%	69 34%	51 49%	34 33%	50 42%	41 37%	141 38%
DMORSTVY				DMORSTVY		MR			ADJLNORPST	ADJLNORPST	ADJLNORPST	ADJLNORPST	DMRSTV	R	ADJLNORPST	DMORSTVY		R		DMORSTV		MR			R
BOTTOM 2 BOX (NET)	1061 17%	153 30%	68 34%	18 8%	19 17%	23 23%	11 11%	19 17%	64 29%	52 26%	55 22%	148 13%	20 20%	28 14%	77 22%	25 12%	29 11%	81 12%	14 7%	28 14%	19 18%	16 16%	15 13%	25 23%	54 15%
DLQRS					DRS	DGLNORPST		DS			DS	ABCEGHUKLO	ADJLNORPST	ADJLNORPST	S	ADJLNORPST		S		S	DS	DS		DGLNORPSTVY	DS
Trust somewhat less	795 13%	111 22%	53 27%	13 6%	14 14%	13 13%	9 9%	17 15%	48 22%	36 18%	36 14%	121 11%	16 16%	26 13%	65 18%	19 9%	20 8%	55 8%	9 4%	24 12%	12 11%	10 10%	8 7%	20 18%	40 11%
DLQRSWY					DS	DS		DQRSW	ADJLNORPST	ADJLNORPST	DQRSW	DRS	DQRSW	DRS	ADJLNORPST	S				DS	S			DLPQRSWY	DS
Trust much less	266 4%	42 8%	15 8%	5 2%	5 5%	10 10%	2 2%	2 2%	16 7%	16 8%	19 8%	27 2%	4 4%	2 1%	12 3%	6 3%	9 4%	26 4%	5 2%	4 2%	7 7%	6 6%	7 6%	5 5%	14 4%
LN					N	ADJLNORPST			ADJLNORPST	ADJLNORPST								N		DLNT		LN	LN		N
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q916\_5. How much do you trust the Domain Name industry compared to these other industries?

14 Mar 2015  
Table 513

5. Computer hardware companies

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)	2281 37%	76 15%	25 13%	116 52%	15 15%	34 33%	15 15%	30 27%	40 18%	32 16%	58 23%	521 47%	43 43%	86 42%	91 25%	69 34%	101 40%	369 54%	117 57%	107 53%	38 36%	47 46%	47 39%	37 34%	167 45%
BCEGHUKO						BCEGJ		BCEGJ			BC	BCEGHUKO	BCEGHUKO	BCEGHUKO	BCEGJ	BCEGHUKO	BCEGHUKO			BCEGHUKO	BCEGHUKO	BCEGHUKO	BCEGHUKO	BCEGJJK	BCEGHUKO
Trust much more	680 11%	20 4%	11 6%	33 15%	3 3%	9 9%	1 1%	6 5%	9 4%	7 3%	11 4%	121 11%	9 9%	27 13%	8 2%	16 8%	28 11%	162 24%	49 24%	52 26%	13 12%	11 11%	14 12%	13 12%	47 13%
BCEGJJKO			O	BCEGHUKO		BGO						BCEGHUKO	BGO	BCEGHUKO		BGO	BCEGHUKO			BCEGHUKO	BEGJIKO	BCEGHUKO	BCEGHUKO	BCEGHUKO	BCEGHUKO
Trust somewhat more	1601 26%	56 11%	14 7%	83 37%	12 12%	25 25%	14 14%	24 21%	31 14%	25 12%	47 19%	400 36%	34 34%	59 29%	83 23%	53 26%	73 29%	207 30%	68 33%	55 27%	25 24%	36 35%	33 28%	24 22%	120 32%
BCEGJJK						BCEJ		BCJ		C	BC	BCEGHUKO	BCEGJJK	BCEGJ	BCEGJ	BCEGJ	BCEGJ	BCEGHUKO	BCEGHUKO	BCEGJ	BCEJ	BCEGHUKO	BCEGHUKO	BCJ	BCEGHUKO
Trust the same	2717 44%	270 54%	107 54%	81 36%	61 60%	47 46%	70 70%	58 52%	114 52%	115 57%	129 52%	462 42%	33 33%	86 42%	184 51%	102 50%	109 43%	227 33%	71 34%	69 34%	51 49%	31 30%	47 39%	47 43%	146 39%
DMRSTV						RSTV		DLMRSTV	ADLMRSTV	ADLMRSTV	ADLMRSTV	RSV		RV	ADLMRSTV	DLMRSTV	RV								
BOTTOM 2 BOX (NET)	1146 19%	156 31%	68 34%	26 12%	25 25%	21 21%	15 15%	24 21%	66 30%	54 27%	63 25%	127 11%	24 24%	34 17%	83 23%	33 16%	43 17%	91 13%	19 9%	25 12%	16 15%	25 24%	25 21%	26 24%	57 15%
DLRST						DLRST		DLRST	ADLMRSTV	ADLMRSTV	ADLMRSTV	DLRST		LS	ADLPSTV	S	LS								
Trust somewhat less	839 14%	111 22%	44 22%	18 8%	20 20%	10 10%	14 14%	21 19%	51 23%	38 19%	40 16%	109 10%	13 13%	28 14%	67 19%	24 12%	31 12%	61 9%	13 6%	22 11%	9 9%	17 17%	14 12%	20 18%	44 12%
DLRS						DLRSTV		S	DLRSU	ADLMRSTV	ADLPSTV	DLRS		S	ADLPSTV		S					DLRS		DLRSU	S
Trust much less	307 5%	45 9%	24 12%	8 4%	5 5%	11 11%	1 1%	3 3%	15 7%	16 8%	23 9%	18 2%	11 11%	6 3%	16 4%	9 4%	12 5%	30 4%	6 3%	3 1%	7 7%	8 8%	11 9%	6 5%	13 4%
LT						L			GLT	GLNRSTV	ADLMRSTV				L	L	L				GLT		ADGLNRSTV	LT	L
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Laptop computer	4533 74% BOPQV	340 68% OQ	145 73% OPQ	183 82% ABCEGJLQPOVXY	70 69% Q	89 87% ABCEGJLQPOVXY	71 71% OQ	89 79% BOPQV	169 77% BOPQV	146 73% OPQ	175 70% OQ	827 75% BOPQV	78 78% BOPQV	173 84% ABCEGJLQPOVXY	211 59% ABCEGJLQPOVXY	127 62% ABCEGJLQPOVXY	136 54% ABCEGJLQPOVXY	566 82% ABCEGJLQPOVXY	178 86% ABCEGJLQPOVXY	176 88% ABCEGJLQPOVXY	87 83% ABCEGJLQPOVXY	65 63% BEKOPOQVXY	97 82% BEKOPOQVXY	76 69% Q	259 70% OQ
Desktop computer	4414 72% BCDFHIJOST	333 66% O	123 62% O	138 62% O	68 67% O	60 59% O	71 71% O	70 63% O	131 60% O	129 64% O	181 72% CDFIOS	948 85% ABCEGJLQPOVXY	66 66% CDFIOS	150 73% CDFIOS	193 54% ABCEGJLQPOVXY	170 83% ABCEGJLQPOVXY	212 84% ABCEGJLQPOVXY	486 71% CDFIOS	127 61% ABCEGJLQPOVXY	131 65% O	68 65% O	88 85% ABCEGJLQPOVXY	96 81% ABCEGJLQPOVXY	92 84% ABCEGJLQPOVXY	283 76% ABCEGJLQPOVXY
Smartphone	4221 69% BCHJIKOV	260 52% O	107 54% BCHJIKOV	166 74% ABCHJIKOV	79 78% ABCHJIKOV	86 84% ABCHJIKOV	89 89% ABCHJIKOV	66 59% O	137 62% BJKO	97 48% O	121 48% O	896 81% ABCHJIKOV	75 75% BCHJIKOV	150 73% BCHJIKOV	161 45% ABCHJIKOV	161 79% ABCHJIKOV	190 75% ABCHJIKOV	490 71% BCHJIKOV	147 71% BCHJIKOV	171 85% ABCHJIKOV	90 86% ABCHJIKOV	53 51% BCHJIKOV	88 74% BCJKOV	78 71% BCJKOV	263 71% BCHJIKOV
Tablet	2673 44% KOVX	218 43% KOVX	89 45% KOVX	127 57% ABCEGJLQPOVXY	43 43% KO	51 50% JKOPSVX	43 43% KO	42 38% O	109 50% HJKOPSVXY	74 37% O	76 30% O	543 49% ABCEGJLQPOVXY	38 38% O	125 61% ABCEGJLQPOVXY	79 22% O	76 37% O	143 57% ABCEGJLQPOVXY	292 43% KOVX	79 38% O	94 47% JKOVX	44 42% KO	33 32% O	72 61% ABCEGJLQPOVXY	35 32% O	148 40% KO
Notebook	12 * L	-	-	-	-	-	-	-	-	-	1 L	-	-	-	9 3% ABCEGJLQPOVXY	-	-	-	-	-	-	-	-	-	2 1% L
Game system (i.e. PSP, Wii, Xbox 360, etc.)	10 * L	-	3 2% ABLR	1 2% L	-	-	2 2% L	-	1 L	-	-	-	-	1 L	1 L	-	-	-	-	1 L	-	-	-	-	-
Regular mobile phone (Not Smartphone)	9 * L	1 * L	-	-	-	-	-	1 1% AL	-	1 L	-	-	-	-	1 L	-	1 L	1 L	-	1 L	-	1 1% AL	-	-	1 L
Ipod	2 * AL	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-	-	-
Smart TV	2 * AL	1 * AL	-	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 * A	-	1 1% A	-	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 1% ABR	-	-
Declined to answer	1 * AL	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	15881 258%	1153 230%	470 235%	615 276%	260 257%	286 280%	276 276%	268 239%	547 249%	447 222%	555 222%	3215 290%	257 257%	600 291%	655 183%	534 262%	683 270%	1835 267%	531 257%	574 286%	289 275%	240 233%	354 297%	281 255%	956 258%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1005. What is your experience with URL shorteners?

14 Mar 2015  
Table 515

Base: All Qualified Respondents

		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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
USE THEM (NET)		2270	154	60	99	29	40	26	25	62	50	34	385	53	106	93	93	99	293	111	130	50	59	45	41	133
	BCGHIJKO	37%	31% K	30% K	44% ABCDEFGHIJ	29% K	39% GHIJKO	26% K	22% K	28% K	25% K	14% HJKO	35% ABCDEFGHIJKO	53% ABCDEFGHIJKO	51% K	26% K	46% BCGHIJKO	39% ABCDEFGHIJKO	43% ABCDEFGHIJKO	54% ABCDEFGHIJKO	65% ABCDEFGHIJKO	48% ABCDEFGHIJKO	57% ABCDEFGHIJKO	38% HJKO	37% HJKO	36% HJKO
I use them frequently		592	37	10	31	7	9	4	3	14	13	4	91	22	21	14	28	21	99	35	42	18	17	8	10	34
	CHKO	10%	7% KO	5% K	14% ABCDEFGHIJKLO	7% K	9% KO	4% K	3% K	6% K	6% K	2% HKO	8% ABCDEFGHIJKO	22% CHKO	10% K	4% ABCDEFGHIJKLO	14% HKO	8% ABCDEFGHIJKO	14% ABCDEFGHIJKO	17% ABCDEFGHIJKO	21% ABCDEFGHIJKO	17% ABCDEFGHIJKO	17% ABCDEFGHIJKO	7% K	9% HKO	9% HKO
I use them, but not frequently		1678	117	50	68	22	31	22	22	48	37	30	294	31	85	79	65	78	194	76	88	32	42	37	31	99
	BJKO	27%	23% K	25% K	30% BHIJKO	22% K	30% JK	22% K	20% K	22% K	18% K	12% JK	26% ABCDEFGHIJKO	31% BJKO	41% K	22% K	32% BHIJKO	31% BHIJKO	28% JKO	37% ABCDEFGHIJKO	44% ABCDEFGHIJKO	30% JK	41% ABCDEFGHIJKO	31% HJKO	28% JK	27% JK
NEVER USES THEM (NET)		3874	348	140	124	72	62	74	87	158	151	216	725	47	100	265	111	154	394	96	71	55	44	74	69	237
	DMNPRSTUV	63%	69% ADMNPRSTUV	70% ADMNPRSTUV	56% TV	71% DMNPRSTUV	61% NSTV	74% ADMNPRSTUV	78% ADMNPRSTUV	72% ADMNPRSTUV	75% ADMNPRSTUV	86% DMNPRSTUV	65% DMNPRSTUV	47% T	49% ADMNPRSTUV	74% T	54% T	61% MNSTV	57% NSTV	46% T	35% ADMNPRSTUV	52% ADMNPRSTUV	43% ADMNPRSTUV	62% MNSTV	63% MNSTV	64% DMNPRSTUV
I have heard of them but never used them		2146	126	60	90	32	46	37	49	78	63	62	421	29	71	113	80	107	262	70	42	26	34	43	43	162
	BKTU	35%	25% BKTU	30% T	40% BCKOTU	32% T	45% ABCKJOMTU	37% BKT	44% ABCKJOMTU	35% BKT	31% T	25% ABCKOTU	38% ABCKOTU	29% BKT	34% BKT	32% BT	39% BKTU	42% ABCKJOMTU	38% BCKOTU	34% BKT	21% ADMNPRSTUV	25% ADMNPRSTUV	33% ADMNPRSTUV	36% BKT	39% BKTU	44% ABCDEFGHIJKOTU
I have never heard of them or used them		1728	222	80	34	40	16	37	38	80	88	154	304	18	29	152	31	47	132	26	29	29	10	31	26	75
	DFMNPORSTVY	28%	44% ADMNPRSTUV	40% ADMNPRSTUV	15% ADMNPRSTUV	40% ADMNPRSTUV	16% ADMNPRSTUV	37% ADMNPRSTUV	34% DFMNPORSTVY	36% ADMNPRSTUV	44% ADMNPRSTUV	62% ADMNPRSTUV	27% DFMNPORSTVY	18% ADMNPRSTUV	14% ADMNPRSTUV	42% ADMNPRSTUV	15% ADMNPRSTUV	19% ADMNPRSTUV	19% SV	13% ADMNPRSTUV	14% DFMNPORSTVY	28% DFMNPORSTVY	10% DFMNPORSTVY	26% DNPSTV	24% NSTV	20% SV
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1010. Why haven't you used URL shorteners?

14 Mar 2015  
Table 516

Base: Not Used URL Shorteners

	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	3874	348	140	124	72*	62*	74*	87*	158	151	216	725	47*	100	265	111	154	394	96*	71*	55*	44*	74*	69*	237
Weighted Base	3874	348	140	124	72*	62*	74*	87*	158	151	216	725	47*	100	265	111	154	394	96*	71*	55*	44*	74*	69*	237
Never needed to	1677 43% BNS	115 33% N	52 37% N	50 40% N	33 46% BN	36 58% ABCDGILMNOSUW	28 38% N	48 55% ABCDGILMNOSUW	69 44% BN	57 38% N	106 49% BCJNSW	316 44% BN	17 36% N	21 21% N	107 40% BCJNOSUW	58 52% ABCDGILMNOSUW	92 60% BNS	176 45% BNS	32 33% BCJNOSUW	38 54% N	19 35% N	21 48% N	26 35% N	36 52% BCJNSW	124 52% ABCDGILMNOSUW
I have never heard of them	1364 35% DNPQRSY	194 56% ADFLMNPORSYV	72 51% ADFLMNPORSYV	28 23% ADFLMNPORSYV	35 49% DFNPQRSY	15 24% DFNPQRSY	30 41% NPQRS	30 34% ADFLMNPORSYV	68 43% ADFLMNPORSYV	65 43% ADFLMNPORSYV	94 44% DNPQRSY	248 34% DNPQRSY	11 23% ADFLMNPORSYV	13 13% ADFLMNPORSYV	118 45% ADFLMNPORSYV	24 22% ADFLMNPORSYV	35 23% ADFLMNPORSYV	88 22% N	18 19% NS	23 32% DFMNPORSYV	25 45% DFMNPORSYV	10 23% DNPQRSY	29 39% DNPQRSY	28 41% DFNPQRSY	63 27% N
Confused about which website I'm going to	826 21% BCEIKTY	37 11% E	15 11% E	36 29% ABCELMKOTUXY	1 1% E	10 16% E	13 18% E	16 18% BE	18 11% E	27 18% BE	26 12% E	180 25% ABCEIKTUXY	15 32% BCEIKTUXY	53 53% ABCEIKTUXY	51 19% BCEIK	40 36% BCEIK	34 22% BCEIK	122 31% ABCEIKTUXY	47 49% ABCEIKTUXY	8 11% E	6 11% E	10 23% BCE	14 19% BE	9 13% E	38 16% E
Don't trust them	303 8% BK	15 4% N	11 8% BKO	13 10% N	5 7% N	3 5% N	5 7% ABIKLOS	12 14% N	8 5% N	10 7% N	9 4% N	53 17% ABFJKLOS	8 17% ABIKLOS	14 14% ABIKLOS	13 5% BK	11 10% BK	12 8% ABIKLOS	49 12% ABIKLOS	4 4% ABFJKLOS	11 15% ABFJKLOS	5 9% N	2 5% BK	8 11% N	6 9% N	16 7% N
Don't like them	258 7% G	16 5% N	7 5% N	8 6% G	2 3% ABEGJLKPTU	8 13% N	-	4 5% N	12 8% G	6 4% N	10 5% N	44 6% G	12 26% ABCEGJLKPTU	20 14% ABCEGJLKPTU	16 6% G	4 4% N	11 7% G	35 9% BG	10 10% BGJ	2 3% N	1 2% N	4 9% G	3 4% N	3 4% N	20 8% G
Don't know how to use them	15	2 1%	1 1%	1 1%	-	-	1 1% R	-	-	1 1% AL	-	2	-	3 3% ABIKLOOR	-	-	-	-	2 2% AKLOR	-	-	-	-	-	2 1% AKLOY
Have used URL shorteners before	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	1 2% AKLOY	-	-	-	-
Might have used/not sure	2	2 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7	2 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% L	1 1% L	1	1 1% L	-	-	1 2% AKLOY	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A
Declined to answer	3	-	2 1% ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Sigma	4461 115%	384 110%	160 114%	136 110%	76 106%	72 116%	77 104%	110 126%	176 111%	166 110%	245 113%	843 116%	63 134%	124 124%	305 115%	138 124%	185 120%	473 120%	114 119%	82 115%	57 104%	48 109%	80 108%	82 119%	265 112%

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

Q1015. Why do you use URL shorteners?

14 Mar 2015  
Table 517

Base: Have Used URL Shorteners

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2270	154	60*	99*	29**	40*	26**	25**	62*	50*	34*	385	53*	106	93*	93*	99*	293	111	130	50*	59*	45*	41*	133
Weighted Base	2270	154	60*	99*	29**	40*	26**	25**	62*	50*	34*	385	53*	106	93*	93*	99*	293	111	130	50*	59*	45*	41*	133
They are convenient	1446 64% FISX	97 63% FISX	41 68% FISX	54 55% FISX	21 72% FISX	18 45% FISX	16 62% FISX	20 80% FISX	26 42% FISX	32 64% FISX	21 62% FISX	267 69% FISX	38 72% FISX	65 61% FISX	70 75% FISX	71 76% FISX	69 70% FISX	188 64% FISX	54 49% FISX	76 58% FISX	30 60% FISX	38 64% FISX	24 53% FISX	18 44% FISX	92 69% FISX
They save me time	1285 57% OPY	86 56% OPY	28 47% OPY	61 62% OPY	14 48% OPY	29 73% OPY	11 42% OPY	14 56% OPY	38 61% OPY	23 46% OPY	15 44% OPY	235 61% OPY	40 75% OPY	63 59% OPY	32 34% OPY	42 45% OPY	47 47% OPY	191 65% OPY	80 72% OPY	79 61% OPY	26 52% OPY	34 58% OPY	24 53% OPY	23 56% OPY	50 38% OPY
It's the latest thing	471 21% BCDUJKOTY	9 6% BCDUJKOTY	3 3% BCDUJKOTY	11 11% BCDUJKOTY	3 10% BCDUJKOTY	4 10% BCDUJKOTY	4 15% BCDUJKOTY	1 4% BCDUJKOTY	6 10% BCDUJKOTY	2 4% BCDUJKOTY	2 6% BCDUJKOTY	136 35% BCDUJKOTY	14 26% BCDUJKOTY	28 26% BCDUJKOTY	8 9% BCDUJKOTY	17 18% BCDUJKOTY	19 19% BCDUJKOTY	92 31% BCDUJKOTY	27 24% BCDUJKOTY	17 13% BCDUJKOTY	6 12% BCDUJKOTY	21 36% BCDUJKOTY	11 24% BCDUJKOTY	13 32% BCDUJKOTY	18 14% BCDUJKOTY
To shorten address/save space/use where there are character limits	25 1% ALQRY	3 2% ALQRY	3 5% ALQRY	2 2% ALQRY	- - ALQRY	- - ALQRY	1 4% ALQRY	- - ALQRY	1 2% ALQRY	1 2% ALQRY	- - ALQRY	2 1% ALQRY	- - ALQRY	1 1% ALQRY	2 2% ALQRY	1 1% ALQRY	- - ALQRY	1 1% ALQRY	4 4% ALQRY	2 2% ALQRY	1 2% ALQRY	- - ALQRY	- - ALQRY	- - ALQRY	- - ALQRY
For social media such as Twitter/Facebook	17 1% ALR	4 3% ALR	3 5% ALR	- - ALR	- - ALR	- - ALR	1 4% ALR	- - ALR	- - ALR	- - ALR	1 3% ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	1 1% ALR	- - ALR	1 1% ALR	1 1% ALR	- - ALR	2 4% ALR	- - ALR	- - ALR	1 2% ALR	1 1% ALR
Some sites require/provide it that way	12 1% LR	1 1% LR	1 2% LR	2 2% LR	1 3% LR	1 3% LR	- - LR	- - LR	2 4% LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	1 1% LR	1 1% LR	- - LR	- - LR	- - LR	- - LR	- - LR	- - LR	1 2% LR	1 1% LR
As a link/to click/share/post the link	12 1% ALR	4 3% ALR	1 2% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	2 3% ALR	- - ALR	1 3% ALR	- - ALR	- - ALR	2 2% ALR	- - ALR	- - ALR	2 2% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR
Generates earnings/income	9 - AL	- - AL	- - AL	2 2% AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	2 2% AL	- - AL	- - AL	- - AL	1 1% AL	- - AL	- - AL	1 2% AL	2 3% AL	- - AL	1 2% AL	- - AL
For confidentiality/to keep hidden/protect affiliate links	8 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	3 3% AL	2 2% AL	2 2% AL	- - AL	- - AL	- - AL	- - AL	1 1% AL
For advertising	4 - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 2% ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR
Use out of need/am required to	4 - ALR	1 1% ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 3% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR
Looks better/more professional	3 - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	1 2% ALR	- - ALR	- - ALR
Easy to remember	3 - ALR	- - ALR	1 2% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR
To try it/for fun	2 - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 1% ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	- - ALR	1 2% ALR	- - ALR
For trusted sites/correspondence	2 - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Used passively/seldom	2 - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1015. Why do you use URL shorteners?

14 Mar 2015  
Table 517

Base: Have Used URL Shorteners

	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)
Weighted Base	2270	154	60*	99*	29**	40*	26**	25**	62*	50*	34*	385	53*	106	93*	93*	99*	293	111	130	50*	59*	45*	41*	133
Do not use URL shorteners	1*	-	-	-	-	-	-	-	-	12% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	11*	21% L	-	-	-	-	-	-	12% L	-	13% AL	-	-	11% L	11% L	11% L	-	21% L	-	-	-	-	-	-	22% L
Don't know	6*	-	-	-	-	-	-	-	12% ALR	-	-	-	-	-	-	11% L	-	-	-	11% L	-	-	-	-	32% ALR
Declined to answer	2*	11% A	-	-	-	-	-	-	-	-	13% ALRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3325 146%	211 137%	80 133%	133 134%	39 134%	52 130%	33 127%	35 140%	75 121%	61 122%	43 126%	642 167%	93 175%	164 155%	113 122%	136 146%	140 141%	479 163%	169 152%	179 138%	66 132%	95 161%	60 133%	58 141%	169 127%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1020. What is your experience with QR codes?

14 Mar 2015  
Table 518

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
USE THEM (NET)	2649 43%	120 24%	52 26%	98 44%	37 37%	26 25%	41 41%	27 24%	70 32%	55 27%	77 31%	789 71%	53 53%	71 34%	229 64%	114 56%	112 44%	274 40%	88 43%	70 35%	40 38%	20 19%	35 29%	32 29%	119 32%
I use them frequently	552 9%	8 2%	4 2%	13 6%	5 5%	3 3%	7 7%	5 4%	8 4%	2 1%	5 2%	280 25%	13 13%	4 2%	20 6%	23 11%	21 8%	68 10%	17 8%	14 7%	5 5%	2 2%	-	3 3%	22 6%
I use them, but not frequently	2097 34%	112 22%	48 24%	85 38%	32 32%	23 23%	34 34%	22 20%	62 28%	53 26%	72 29%	509 46%	40 40%	67 33%	209 58%	91 45%	91 36%	206 30%	71 34%	56 28%	35 33%	18 17%	35 29%	29 26%	97 26%
NEVER USES THEM (NET)	3495 57%	382 76%	148 74%	125 56%	64 63%	76 75%	59 59%	85 76%	150 68%	146 73%	173 69%	321 29%	47 47%	135 66%	129 36%	90 44%	141 56%	413 60%	119 57%	131 65%	65 62%	83 81%	84 71%	78 71%	251 68%
I have heard of them but never used them	2269 37%	225 45%	94 47%	80 36%	46 46%	51 50%	46 46%	52 46%	97 44%	84 42%	125 50%	239 22%	28 28%	85 41%	88 25%	81 40%	107 42%	271 39%	81 39%	77 38%	44 42%	28 27%	37 31%	41 37%	162 44%
I have never heard of them or used them	1226 20%	157 31%	54 27%	45 20%	18 18%	25 25%	13 13%	33 29%	53 24%	62 31%	48 19%	82 7%	19 19%	50 24%	41 11%	9 4%	34 13%	142 21%	38 18%	54 27%	21 20%	55 53%	47 39%	37 34%	89 24%
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1025. Why haven't you used QR codes?

14 Mar 2015  
Table 519

Base: Not Used QR Codes

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	3495	382	148	125	64*	76*	59*	85*	150	146	173	321	47*	135	129	90*	141	413	119	131	65*	83*	84*	78*	251
Weighted Base	3495	382	148	125	64*	76*	59*	85*	150	146	173	321	47*	135	129	90*	141	413	119	131	65*	83*	84*	78*	251
Never needed to	1987 57% BNSVW	199 52% NV	80 54% NVW	73 58% NVW	43 67% BLNSVW	48 63% NSVW	38 64% NSVW	54 64% NSVW	83 55% NVW	81 55% NVW	124 72% ABCDLNSTVWXY	169 53% NVW	29 62% NVW	50 37% ABCDLNSTVWXY	91 71% ABCDLNSTVWXY	69 77% ABCDLNSTVWXY	106 75% ABCDLNSTVWXY	235 57% NVW	57 48% V	72 55% NVW	41 63% NVW	28 34% NVW	34 40% NVW	40 51% NV	143 57% NVW
I have never heard of them or seen them	918 26% HKLOPQ	126 33% AEHKLOPQ	44 30% EHKLOPQ	33 26% KLOPQ	10 16% P	18 24% KLP	12 20% P	14 16% P	39 26% KLOPQ	42 29% EHKLOPQ	21 12% P	37 12% P	14 30% KLOPQ	43 32% EHKLOPQ	20 16% P	4 4% P	22 16% P	136 33% AEHKLOPQ	38 32% EHKLOPQ	40 31% EHKLOPQ	13 20% P	47 57% AEFGHKLNPQRSTV	41 49% AEFGHKLNPQRSTV	29 37% AEFGHKLNPQRSTV	75 30% EHKLOPQ
Don't like them	390 11% BT	30 8% BT	12 8% BT	10 8% BT	6 9% BT	9 12% BT	12 20% BT	10 12% BT	18 12% BT	13 9% BT	28 16% ABCDQTVWXY	55 17% ABCDQTVWXY	12 26% ABCDQTVWXY	21 16% BQTV	16 12% BT	14 16% BT	11 8% BT	43 10% BCQTVX	19 16% BCQTVX	4 3% BT	6 9% BT	4 5% BT	6 7% BT	5 6% BT	26 10% BT
Don't trust them	358 10% BCQ	20 5% BCQ	8 5% BCQ	10 8% BCQ	4 6% BCQ	8 11% BCQ	3 5% BCQ	15 18% BCQ	10 7% BCQ	11 8% BCQ	16 9% ABCDQTVWXY	92 29% ABCDQTVWXY	10 21% ABCDQTVWXY	18 13% BCQV	9 7% BQ	11 12% BQ	7 5% BQ	40 10% B	9 8% B	15 11% B	12 8% B	4 5% B	5 6% B	5 6% B	20 8% B
Don't own smartphone/device required	95 3% LRY	26 7% LRY	15 10% LRY	4 3% LRT	1 2% LRT	- - LRY	- - LRY	2 2% LRSTWY	7 5% LRSTWY	6 4% LRSTY	13 8% AFGLNPQRSTVWXY	1 - LRSTY	- - LRSTY	3 2% L	4 3% LRT	1 1% LRT	2 1% LRT	3 1% LRT	- - LRT	- - LT	2 3% LT	1 1% LT	- - LT	2 3% L	2 1% L
Hard to use/don't know how to use them	36 1% R	4 1% R	2 1% R	2 2% R	- - R	- - R	- - R	- - R	3 2% R	1 1% R	1 1% R	2 1% R	1 2% R	2 1% R	1 1% R	- - R	- - R	1 5% AEFGHKLNPQRSTV	6 5% ALQR	4 3% QR	2 3% QR	- - QR	1 1% QR	1 1% QR	2 1% QR
Never thought about it/Just didn't	12 - LRY	1 - LRY	1 1% LRY	- - LRY	- - LRY	- - LRY	1 2% LRY	- - LRY	- - LRY	1 1% LRY	- - LRY	- - LRY	- - LRY	5 4% ABDKLQRTY	- - LRY	- - LRY	- - LRY	- - LRY	1 1% ABDKLQRTY	- - LRY	- - LRY	2 2% ABKLRY	- - LRY	- - LRY	- - LRY
Couldn't get it to work	7 - LRY	1 - LRY	1 1% LRY	- - LRY	- - LRY	- - LRY	- - LRY	- - LRY	1 1% LRY	1 1% LRY	- - LRY	1 1% LRY	- - LRY	- - LRY	1 1% LRY	- - LRY	1 1% LRY	- - LRY	- - LRY	- - LRY	- - LRY	- - LRY	- - LRY	- - LRY	- - LRY
I have used QR codes	5 - ARY	1 - ARY	- - ARY	- - ARY	1 2% ARY	- - ARY	- - ARY	- - ARY	- - ARY	- - ARY	1 1% ARY	1 1% ARY	- - ARY	- - ARY	- - ARY	- - ARY	- - ARY	- - ARY	1 1% ARY	- - ARY	- - ARY	- - ARY	- - ARY	- - ARY	- - ARY
Not interested/Don't want to/Prefer another method	4 - A	- - A	- - A	1 1% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	1 1% ABLR	- - A	1 1% ABLR	1 1% ABLR	
Too busy/haven't had time	2 - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	1 1% A	- - A	- - A	1 1% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	
No internet access on smartphone/device	2 - A	- - A	1 1% A	- - A	- - A	- - A	- - A	- - A	1 1% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	
Can get a virus/Trojan/worm from it	1 - A	- - A	- - A	1 1% A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	
Other	9 - AR	1 - AR	1 1% AR	- - AR	- - AR	- - AR	- - AR	- - AR	- - AR	2 1% AR	- - AR	1 1% AR	- - AR	1 1% AR	- - AR	- - AR	- - AR	- - AR	- - AR	- - AR	1 2% AR	1 1% AR	- - AR	1 1% AR	- - AR
None	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	
Don't know	4 - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	1 1% ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	2 1% ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	- - ABLR	

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

Q1025. Why haven't you used QR codes?

14 Mar 2015  
Table 519

Base: Not Used QR Codes

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base		3495	382	148	125	64*	76*	59*	85*	150	146	173	321	47*	135	129	90*	141	413	119	131	65*	83*	84*	78*	251
Declined to answer		1	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		3831 110%	409 107%	166 112%	134 107%	65 102%	83 109%	66 112%	95 112%	163 109%	158 108%	204 118%	359 112%	66 140%	146 108%	142 110%	99 110%	150 106%	458 111%	131 110%	135 103%	73 112%	88 106%	87 104%	84 108%	270 108%

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



Q1030. Why do you use QR codes?

14 Mar 2015  
Table 520

Base: Used QR Codes

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2649	120	52*	98*	37*	26**	41*	27**	70*	55*	77*	789	53*	71*	229	114	112	274	88*	70*	40*	20**	35*	32*	119
Weighted Base	2649	120	52*	98*	37*	26**	41*	27**	70*	55*	77*	789	53*	71*	229	114	112	274	88*	70*	40*	20**	35*	32*	119
They are convenient	1773 67% DJNSWX	75 63% DS	29 56% S	48 49% S	21 57% S	14 54% S	25 61% S	19 70% S	43 61% S	29 53% DS	50 65% DS	610 77% DSW	37 70% DSW	39 55% S	179 78% DJNSWX	79 69% DJNSWX	73 65% DS	177 65% DS	33 38% S	45 64% S	31 78% S	5 25% S	17 49% S	16 50% DS	79 66% DS
They save me time	1341 51% BOP	39 33% BOP	24 46% BOP	53 54% BOP	17 46% BOP	17 65% BOP	21 51% B	16 59% B	33 47% B	25 45% B	37 48% B	423 54% ABOP	32 60% BOP	38 54% BOP	86 38% BOP	43 38% BOP	51 46% B	162 59% ABOPQY	61 69% ABOPQY	42 60% BOPY	20 50% B	10 50% B	20 57% BOP	18 56% BO	53 45% BO
It's the latest thing	915 35% BGIKOP	27 23% O	15 29% KO	31 32% KO	9 24% O	8 31% O	7 17% O	4 15% O	16 23% O	16 29% KO	9 12% ABOCDGKOPUXY	356 45% BEGIKOPUXY	25 47% BEGIKOPUXY	32 45% BEGIKOPUXY	16 7% KO	27 24% BGIKOPU	43 38% BGIKOPU	133 49% ABOCDGKOPUXY	46 52% ABOCDGKOPUXY	25 36% GKO	8 20% O	11 55% O	10 29% KO	8 25% O	33 28% KO
No choice/No other options available	23 1% LR	3 3% ADILNORSTY	3 6% S	-	-	-	-	-	-	1 2% R	1 1% R	4 1% LO	1 2% R	-	3 1% R	2 2% R	1 1% L	-	-	-	1 3% R	1 5% R	1 3% R	1 3% R	-
Informative/Access to needed information	16 1% L	3 3% ALO	3 6% AKLNORSTY	1 1% L	1 3% LO	-	1 2% LO	-	1 1% L	1 2% LO	-	-	-	-	-	1 1% L	1 1% L	3 1% L	-	-	-	-	-	-	-
Curiosity/To try/test it out	12 4% ALOR	3 3% ALOR	-	1 1% ALOR	1 3% ALOR	-	-	-	-	1 2% LOR	3 4% ALOPQR	1 4% ALOPQR	-	-	-	-	-	-	-	-	-	1 5% ALOR	-	-	1 1% ALOR
Security/Hides identity	4 1% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	2 3% ALOR	-	1 1% L	-	-	1 1% AL	-	-	-	-	-	-
Practicality	3 1% AL	-	-	-	-	-	-	-	1 1% ALR	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL
Registration/Verification of a product	3 1% AL	1 1% AL	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-
For promotions	3 1% AL	-	-	1 1% A	-	-	1 2% ALOR	-	-	-	-	1 4% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	-
Use at work/for my job	3 1% AL	-	-	1 1% AL	-	-	-	-	-	-	2 3% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't use QR codes	3 1% AL	1 1% AL	-	-	-	1 4% AL	-	-	1 1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's Interesting	2 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	1 1% ALR	-	-	-	-	-
Availability	2 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% ALR	-	-	-	1 3% ALOR	-
Compact/Don't have to type out a long website URL	2 1% AL	-	1 2% ALO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL	-	-	-	-	-	-	-
For coupons/sweepstakes	2 1% ALR	2 2% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1030. Why do you use QR codes?

14 Mar 2015  
Table 520

Base: Used QR Codes

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	2649	120	52*	98*	37*	26**	41*	27**	70*	55*	77*	789	53*	71*	229	114	112	274	88*	70*	40*	20**	35*	32*	119
Benefits/Many benefits	2 <sup>*</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% AL	-	1 <sup>*</sup>	-	-	-	-	-	-	-
Certain Applications/Web pages only provide two dimensional connection	2 <sup>*</sup>	-	-	-	-	-	-	-	-	-	-	2 <sup>*</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-
It's Fun	2 <sup>*</sup>	-	-	-	-	-	-	-	-	-	1% AL	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-
Other	9 <sup>*</sup>	3% ALO	-	-	-	-	-	1% 4%	1% L	-	-	-	-	1% L	-	1% L	-	2% 1% L	-	-	-	-	-	-	-
None	2 <sup>*</sup>	1% AL	-	-	-	-	-	-	-	-	-	-	-	-	1 <sup>*</sup>	-	-	-	-	-	-	-	-	-	-
Don't know	1 <sup>*</sup>	-	-	-	1% 3% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Declined to answer	2 <sup>*</sup>	-	-	-	-	-	-	-	1% ALR	-	-	-	-	-	-	1% AL	-	-	-	-	-	-	-	-	-
Sigma	4127 156%	158 132%	75 144%	136 139%	50 135%	40 154%	55 134%	40 148%	98 140%	73 133%	104 135%	1397 177%	95 179%	112 158%	285 124%	157 138%	170 152%	480 175%	141 160%	114 163%	60 150%	28 140%	48 137%	44 138%	167 140%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

Q1035. Which of these is the safest way to access a specific website?

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Typing the domain name into a browser	1886 31% FJLOP	209 42% AFJLOPQ	75 38% AFJLOPQ	71 32% FJLOP	32 32% FJO	17 17% FJLOP	37 37% AFJLOPQ	44 39% FJLOP	73 33% FJLOP	41 20% O	101 40% AFJLMOPQ	262 24% O	27 27% O	76 37% FJLOPQ	37 10% O	45 22% O	69 27% FO	209 30% FJLOP	71 34% FJLOP	102 51% FJLOP	32 30% FO	29 28% O	48 40% AFJLMOPQ	45 41% AFJLMOPQ	134 36% AFJLOPQ
Finding via an Internet search engine	1877 31% BKY	95 19% BK	58 29% BK	79 35% BKLY	33 33% BKY	49 48% BK	30 30% BK	31 28% BK	59 27% BK	85 42% BK	45 18% BK	318 29% BKY	29 29% BK	56 27% BK	141 39% ABCHLMNRTY	87 43% ABCHLMNRTY	77 30% BKY	211 31% BKY	79 38% ABIKLNRTY	58 29% BK	36 34% BKY	58 56% BKY	44 37% BKY	36 33% BKY	83 22% BKY
Accessing via a bookmark	591 10% DGHT	37 7% G	15 8% G	12 5% G	9 9% G	7 7% G	2 2% G	3 3% G	13 6% G	12 6% G	24 10% GHT	115 10% DGHT	8 8% G	17 8% G	89 25% DGHIJT	24 12% DGHIJT	44 17% DGHIJT	59 9% GHT	18 9% GH	8 4% G	7 7% G	5 5% G	9 8% G	11 10% GHT	43 12% BDGHIJTV
Accessing via a QR code	584 10% BCIJKVW	12 2% BCIJKVW	5 3% ABCELUKPTVWX	31 14% ABCELUKPTVWX	5 5% BCIK	11 11% BCELUKPTVW	14 14% BCK	10 9% BCK	10 5% B	11 5% B	8 3% ABCELUKPTVWX	168 15% ABCELUKPTVWX	19 19% BCIKVW	22 11% BCIKVW	34 9% BC	14 7% BCELUKTVW	31 12% ABCELUKPTVW	87 13% BCK	19 9% B	13 6% B	8 8% BC	4 4% B	5 4% B	7 6% B	36 10% BCIK
Using an app	554 9% BKOQVX	33 7% BKOQVX	12 6% BKOQVX	25 11% BKOQVX	15 15% ABCELUKPTVWX	6 6% KOV	6 6% KOV	11 10% KOV	27 12% BCKOQVX	15 7% BCKOQVX	11 4% ABCKOQSTVXY	133 12% ABCKOQSTVXY	8 8% KOV	19 9% KOV	17 5% KOV	17 8% ABCELUKPTVWX	14 6% ABCELUKPTVWX	99 14% ABCELUKPTVWX	15 7% KOV	14 7% KOV	11 10% KOV	3 3% KOV	9 8% KOV	4 4% KOV	30 8% KOV
Not sure	652 11% DRSTW	116 23% ADELMNOPSTVWX	35 18% ADELMNOPSTVWX	5 2% D	7 7% D	12 12% DRSTW	11 11% DRSTW	13 12% DRSTW	38 17% ADELMNOPSTVWX	37 18% ADELMNOPSTVWX	61 24% ADELMNOPSTVWX	114 10% DRSTW	9 9% DRST	16 8% DRST	40 11% DRSTW	17 8% DRST	18 7% DRS	22 3% DRSTW	5 2% DRSTW	6 3% DRSTW	11 10% DRSTW	4 4% DRSTW	4 3% DRSTW	7 6% DRSTW	44 12% DRSTW
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1040. How often do you remember the address of the website you want to visit so you can type it directly into the browser?

14 Mar 2015  
Table 522

Base: All Qualified Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
TOP 2 BOX (NET)		2315	194	67	101	48	44	36	45	80	49	101	329	45	118	17	56	83	334	93	123	39	47	61	46	159
		38% JLOP	39% JLOP	34% JO	45% ACJLOPQ	48% ACJLOPQ	43% JLOP	36% JO	40% JLOP	36% JLO	24% O	40% JLOP	30% O	45% JLOPQ	57% ABCDEFGHJKLMNOPQ	5%	27% O	33% O	49% ABCGJKLMNOPQ	45% ACJLOPQ	61% ABCDEFGHJKLMNOPQ	37% JO	46% CJLOPQ	51% ABCGJKLMNOPQ	42% JLOP	43% ACJLOPQ
Always		430	30	11	18	8	11	4	7	16	6	4	28	8	29	2	13	6	120	13	34	6	11	6	5	34
		7% JKLOQ	6% KLOQ	6% KLO	8% JKLOQ	8% KLOQ	11% JKLOQ	4% O	6% KLO	7% JKLOQ	3% O	2% O	3% O	8% KLOQ	14% ABCDEFGHJKLMNOPQ	1%	6% KLOQ	2%	17% KLOQ	6% KLOQ	17% KO JKLOQ	6% KO JKLOQ	11% O	5% O	5% O	9% JKLOQ
Often		1885	164	56	83	40	33	32	38	64	43	97	301	37	89	15	43	77	214	80	89	33	36	55	41	125
		31% JLOP	33% JLOP	28% O	37% ACJLOP	40% CJLOP	32% JOP	32% JOP	34% JOP	29% O	21% O	39% ACJLOPQR	37% O	37% JLOP	43% ABCJLOPQRUY	4%	21% O	30% JOP	31% JOP	39% ACJLOPQR	44% ABCFGJKLMNOPQ	31% OP	35% JOP	46% ABCFGJKLMNOPQ	37% JLOP	34% JLOP
Sometimes		2323	200	78	80	41	32	44	39	86	78	107	485	42	57	89	86	94	232	79	69	42	45	37	43	138
		38% NOR	40% NOR	39% NO	36% O	41% NO	31% NOR	44% NOR	35% O	39% NO	39% NO	43% FNORW	44% ADFNORTWY	42% NO	28% NORW	25% NORW	42% NO	37% NO	34% O	38% NO	34% NO	40% NOR	44% NOR	31% NO	39% NO	37% NO
BOTTOM 2 BOX (NET)		1506	108	55	42	12	26	20	28	54	74	42	296	13	31	252	62	76	121	35	9	24	11	21	21	73
		25% DEKMNRSTVY	22% ENTV	28% DEKMNRSTWY	19% T	12% T	25% EMNTV	20% T	25% EMNTV	25% EKMNRVT	37% T	17% T	27% T	13% T	15% T	70% ABCDEMNRSSTWY	30% ABCDEMNRSSTWY	30% T	18% T	17% T	4% ETV	23% T	11% T	18% T	19% T	20% TV
Rarely		1175	85	40	33	7	25	19	27	40	51	34	273	9	28	122	58	63	96	32	8	19	9	18	18	61
		19% EKMNRVT	17% EMTV	20% EMRTV	15% ET	7% DEKMNRSTVY	25% EMTV	19% DEKMNRSTVY	24% EMTV	18% ADEKMNRSTWY	25% T	14% ADEKMNRSTWY	25% T	9% T	14% T	34% ABCDEMNRSSTWY	28% ABCDEMNRSSTWY	25% T	14% ET	15% ET	4% ETV	18% ETV	9% T	15% T	16% ET	16% ET
Never		331	23	15	9	5	1	1	1	14	23	8	23	4	3	130	4	13	25	3	1	5	2	3	3	12
		5% FGHLNPRST	5% LNST	8% FGHLNPRSTVY	4% T	5% T	1% T	1% T	1% T	6% FGHLNPRST	11% T	3% T	2% T	4% T	1% T	36% ABCDEFGHJKLMNOPQ	2% LNST	5% LNST	4% LT	1% T	1% T	5% T	2% T	3% T	3% T	3% T
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1045. What was your preferred way of finding websites 2-3 years ago?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Use a search engine	4237 69% BNWY	311 62% BNWY	141 71% BNWY	148 66% BNWY	65 64% ABCDLNMRWY	86 84% BLNRWY	77 77% BNWY	83 74% BNWY	158 72% ABDELNMRWY	156 78% BNWY	180 72% BNWY	748 67% BNY	68 68% BNWY	118 57% ABDELNMRWY	279 78% BLNRWY	152 75% ABDELNMRWY	192 76% BNWY	458 67% N	142 69% N	139 69% N	81 77% BDENLRWY	84 82% ABCDLNMRWY	70 59% N	74 67% FGHJLOPQRV	227 61% AFJLOPRV
Type the domain name directly into my browser and see if it comes up	1373 22% FJLO	167 33% FJLO	46 23% FO	56 25% FJOV	28 28% FJOV	10 10% FO	18 18% FO	20 18% FO	49 22% FO	31 15% FO	52 21% FO	218 20% FO	22 22% FO	65 32% AFGHJLKPQRUV	44 12% FO	39 19% FO	51 20% FO	139 20% FJLOV	54 26% FJLOV	54 27% FJLORV	20 19% ACDFGHJLMNOPQRUV	15 15% ACDFGHJLMNOPQRUV	42 35% FGHJLOPQRV	33 30% FGHJLOPQRV	100 27% AFJLOPRV
Use an app	302 5% BQT	13 3% BQT	6 3% Q	9 4% Q	1 1% Q	4 4% QT	5 5% QT	6 5% QT	6 3% QT	11 5% QT	13 5% QT	79 7% ABCEIOPOSTU	6 6% QTU	13 6% BEQTU	12 3% QTU	5 2% BCGKWX	3 1% BCGKWX	59 9% ABCEIOPOSTU	7 3% BCGKWX	2 1% BCGKWX	1 1% BCGKWX	3 3% QTU	7 6% ABCEIOPOSTU	3 3% ABCEIOPOSTU	28 8% ABCEIOPOSTU
Use a QR code	192 3% BCK	3 1% BCK	1 1% BCGJKWX	10 4% ABCEIOPOSTU	7 7% ABCEIOPOSTU	2 2% B	- - B	3 3% B	4 2% B	2 1% B	1 - ABCEIOPOSTU	64 6% BCK	3 3% BK	9 4% BCGJKWX	20 6% ABCEIOPOSTU	8 4% BCGKWX	5 2% BCGKWX	29 4% BCGJKWX	4 2% BCGKWX	4 2% BCGKWX	1 1% ADLOPRS	1 1% ADLOPRS	- - BCK	- - BCK	11 3% BK
Use Bookmarks/Favorites/ Saved It	16 - L	3 1% L	2 1% AL	- - L	- - L	- - L	- - L	- - L	2 1% L	1 - L	1 - L	- - L	- - L	1 - L	- - L	- - L	1 - L	1 - L	- - L	1 - L	2 2% ADLOPRS	- - L	- - L	- - L	1 - L
Use Google	5 - L	1 - L	1 1% L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 1% ALR	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	2 1% AL
Didn't have internet	3 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 - L	- - L	- - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	1 - L
Make it my home page	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
Create a shortcut	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
Other	2 - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
None	6 - L	- - L	3 2% ABLORY	- - L	- - L	- - L	- - L	- - L	1 - L	- - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 - L	- - L	- - L	- - L	- - L	- - L
Don't know	5 - L	1 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	2 1% ALR	- - L	- - L	- - L	2 1% AL	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
Declined to answer	2 - L	2 - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

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

Q1050. What is your preferred way of finding websites now?

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Use a search engine	3904 64% RS	318 63% RS	131 66% RS	150 67% NRSTWXY	68 67% RS	71 70% NRSTWX	71 71% MNRSTWXY	74 66% RS	143 65% RS	144 72% ABLMNRSTWXY	181 72% ABLMNRSTWXY	692 62% RS	57 57% ABLMNRSTWXY	118 57% ABLMNRSTWXY	277 77% MNRSTWXY	140 69% ABLMNRSTWXY	186 74% ABLMNRSTWXY	366 53% ABLMNRSTWXY	107 52% ABLMNRSTWXY	115 57% MNRSTWXY	74 70% ABLMNRSTWXY	76 74% ABLMNRSTWXY	66 55% ABLMNRSTWXY	61 55% ABLMNRSTWXY	218 59% ABLMNRSTWXY
Type the domain name directly into my browser and see if it comes up	1396 23% LOPQU	141 28% ADFGHULOPQU	52 26% DLOPQU	40 18% O	23 23% O	18 18% O	19 19% O	20 18% O	51 23% O	40 20% O	58 23% OQ	216 19% O	22 22% O	55 27% DLOPQU	46 13% DLOPQU	34 17% DLOPQU	41 16% DLOPQU	166 24% LOPQU	74 36% ABLMNRSTWXY	68 34% ABLMNRSTWXY	15 14% ABLMNRSTWXY	21 20% ABLMNRSTWXY	39 33% ADFGHULOPQRUV	38 35% ADFGHUKLMOPQRUV	99 27% DLOPQU
Use an app	503 8% KOQTV	31 6% KOQTV	10 5% KOV	19 9% KOV	4 4% KOV	10 10% KOV	5 5% BCEKOQTV	13 12% BCEKOQTV	16 7% K	13 6% K	8 3% ABCKOQTV	110 10% BCEKOQTV	13 13% BCEKOQTV	17 8% KV	16 4% CKOQTV	21 10% CKOQTV	12 5% ABLMNRSTWXY	95 14% ABLMNRSTWXY	14 7% ABLMNRSTWXY	9 4% ABLMNRSTWXY	8 8% ABLMNRSTWXY	2 2% CKOQTV	13 11% CKOQTV	9 8% KV	35 9% KOQTV
Use a QR code	298 5% BCJKW	4 1% BCJKW	3 2% BCJKW	13 6% BCJKW	5 5% BJK	3 3% K	4 4% BK	5 4% BJK	6 3% BK	2 1% ABLMNRSTWXY	- - ABLMNRSTWXY	89 8% BCJKWX	8 8% BCJKWX	13 6% BCJKW	17 5% BCJK	9 4% BJK	12 5% BJK	57 8% ABLMNRSTWXY	12 6% BCJKW	8 4% BK	8 8% BCJKWX	3 3% K	1 1% K	2 2% K	14 4% BK
Use Bookmarks/Favorites/ Saved It	26 - AL	5 1% AL	2 1% AL	1 - AL	1 1% AL	- - AL	1 1% AL	- - AL	2 1% AL	2 1% AL	2 1% AL	2 - AL	- - AL	2 1% AL	- - AL	- - AL	- - AL	2 - AL	2 - AL	- - AL	- - AL	1 1% AL	- - AL	- - AL	1 - AL
Use Google	4 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	3 1% ABLR
Create a shortcut	2 - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Make it my home page	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Didn't have internet	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Other	3 - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
None	3 - AL	- - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Don't know	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Declined to answer	3 - AL	1 - AL	1 1% AL	- - AL	- - AL	- - AL	- - AL	- - AL	1 - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL	- - AL
Sigma	6144 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1100. Which types of abusive Internet behavior, if any, are you aware of?

14 Mar 2015  
Table 525

Base: All Qualified Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Spamming - The use of electronic messaging systems to send unsolicited messages.	4853	444	180	184	88	76	87	92	181	137	194	872	82	180	264	98	227	483	158	175	90	79	99	97	286
	JOPR	AFJKLOPRSVY	ADGHLKOPRSY	JOPR	AFJKLOPRSVY	AFJKLOPRSVY	AFJKLOPRSVY	JPR	JOPR	P	JPR	JPR	JPR	AFJKLOPRSVY	P	AFJKLOPRSVY	P	AFJKLOPRSVY	P	AFJKLOPRSVY	FJOPR	P	JOPR	AFJKLOPRSVY	JPR
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	4670	441	170	183	85	69	81	86	167	149	186	855	74	172	198	91	224	495	168	158	80	75	90	84	289
	FOPR	AFJKLOPRSVY	AFJKLOPRSVY	AFJKOPR	FKOPR	OP	FOP	OP	OP	OP	OP	FOPR	OP	AFJKLOPRVY	P	AFJKLOPRSVY	OP	FOPR	FOPR	FOP	OP	OP	OP	OP	FOPR
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	4558	426	171	150	85	72	74	53	168	148	199	878	67	143	267	170	184	471	151	142	89	78	84	73	215
	DHRY	ADGHLKOPRSY	ADGHLKOPRSY	HY	ADGHLKOPRSY	HY	HY	DHRY	HY	ADHLMNRTYV	ADHLMNRTYV	ADHLMNRTYV	H	HY	HRY	ADGHLKOPRSY	ADGHLKOPRSY	HY	HY	HY	ADGHLKOPRSY	HY	HY	HY	H
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	4116	394	155	136	79	70	63	60	156	137	182	702	77	153	229	163	204	394	122	119	85	60	75	76	225
	HLRSTY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	HR	ADHLMNRTYV	DHLMRSTYV	HR	ADHLMNRTYV	ADHLMNRTYV	HR	ADGHLKOPRSY	ADGHLKOPRSY	HR	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	HR	ADGHLKOPRSY
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	2455	176	84	85	26	40	41	31	67	69	45	609	59	93	81	47	114	302	97	98	49	56	38	46	102
	BEHIKOPY	KOPY	EHIKOPY	EKOPY	EKOPY	EKOPY	EHIKOPY	K	KO	KOP	ADGHLKOPRSY	ADGHLKOPRSY	ADGHLKOPRSY	BEHIKOPWY	ADGHLKOPRSY	BEHIKOPWY	BEHIKOPWY	ADGHLKOPWY	ADGHLKOPWY	ADGHLKOPWY	ADGHLKOPWY	ADGHLKOPWY	KO	EHIKOPY	K
None of the above	376	31	10	5	6	8	6	9	16	27	36	42	2	5	51	10	3	40	12	10	7	3	9	3	25
	DLNQ	DLNQ	Q	2%	Q	DLNQ	Q	Q	DLNQ	ADGHLKOPRSY	ADGHLKOPRSY	Q	Q	2%	ADGHLKOPRSY	Q	1%	DLQ	Q	Q	Q	Q	DLNQ	Q	DLNQ
Sigma	21028	1912	770	743	369	335	352	331	755	667	842	3958	361	746	1090	579	956	2185	708	702	400	351	395	379	1142
	342%	381%	385%	333%	365%	328%	352%	296%	343%	332%	337%	357%	361%	362%	304%	284%	378%	318%	342%	349%	381%	341%	332%	345%	309%

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

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?  
SUMMARY TABLE OF ORGANIZED GROUPS

14 Mar 2015  
Table 526

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Malware	3114 67%	295 67%	124 73%	132 72%	62 73%	41 59%	50 62%	56 65%	113 68%	97 65%	142 76%	598 70%	49 66%	114 66%	146 74%	73 80%	154 69%	330 67%	87 52%	76 48%	57 71%	41 55%	56 62%	40 48%	181 63%
	STVX	STVX	FSTVX	STVXY	STVX		T	STX	STX	STX	ASTVXY	STX	STX	STX	AFGSTVWXY	STVX	STVX			STVX					STX
Stolen credentials	2691 65%	258 65%	117 75%	91 67%	54 68%	42 60%	40 63%	40 67%	109 70%	89 65%	139 76%	459 65%	44 57%	90 59%	162 71%	126 77%	140 69%	265 67%	57 47%	53 45%	58 68%	30 50%	46 61%	40 53%	142 63%
	STVX	STVX	ABFLNSTVWXY	STVX	STVX	T	ST	ST	NSTVX	ST	ABFLNSTVWXY	STVX		ST	MNSTVX	ABFLNSTVWXY	STVX	STVX		STVX					ST
Cyber squatting	1575 64%	107 61%	54 64%	65 76%	22 85%	17 43%	25 61%	20 65%	47 70%	48 70%	33 73%	387 64%	38 64%	58 62%	56 69%	35 74%	75 66%	216 72%	48 49%	50 51%	34 69%	30 54%	23 61%	22 48%	65 64%
	FSTX	F	FS	ABFLNSTVX					FSTX	FSTX	FSTVX	FSTX	F	F	FSTX	FSTVX	FSTX	ABFLSTVX			FSTX				FS
Phishing	2876 63%	266 62%	112 65%	96 64%	59 69%	39 54%	43 58%	32 60%	115 68%	95 64%	158 79%	558 64%	36 54%	87 61%	191 72%	142 84%	113 61%	307 65%	69 46%	64 45%	62 70%	33 42%	48 57%	26 36%	125 58%
	STVX	STVX	STVX	STVX	MSTVX	X	X	VX	FMSTVXY	STVX	STVX	STVX	X	STVX	ABFLNSTVWXY	STVX	STVX	STVX		FMSTVX					STVX
Spamming	3035 63%	281 63%	132 73%	125 68%	60 68%	48 63%	49 56%	46 50%	126 70%	91 66%	152 78%	564 65%	47 57%	105 58%	182 69%	85 87%	125 55%	315 65%	75 47%	75 43%	62 69%	31 39%	53 54%	45 46%	161 56%
	HQSTVXY	HQSTVX	ABFLNSTVWXY	HQSTVWXY	HQSTVWXY	STVX	TV		ABFLNSTVWXY	HQSTVWXY	ABFLNSTVWXY	HQSTVWXY	TV	STV	ABFLNSTVWXY	STV	TV	HQSTVWXY		HQSTVWXY					TV

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q1105. What do you think are the source(s) for each type of abusive Internet behavior?

14 Mar 2015  
Table 527

SUMMARY TABLE OF INDIVIDUALS

Base: Aware Of Abusive Internet Behavior

	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Stolen credentials	2411 59% GKRWWX	274 70% X	110 71% X	79 58% X	40 51% X	34 49% X	29 46% X	33 55% X	92 59% VX	86 63% X	90 49% X	432 62% X	46 60% X	78 51% X	140 61% X	86 53% X	140 69% X	199 51% X	70 57% X	64 54% X	51 60% X	26 43% X	34 45% X	32 42% X	146 65% X
Phishing	2630 58% EFKNPT	293 69% X	124 73% X	89 59% X	36 42% X	32 44% X	36 49% X	34 64% X	104 62% X	83 56% X	87 44% X	547 62% X	41 61% X	69 48% X	147 55% X	79 46% X	126 68% X	254 54% X	84 56% X	63 44% X	51 57% X	39 50% X	42 50% X	36 49% X	134 62% X
Cyber squatting	1410 57% PRTVX	124 70% X	60 71% X	41 48% X	15 58% X	20 50% X	21 51% X	20 65% X	39 58% X	45 65% X	22 49% X	398 65% X	27 46% X	51 55% X	48 59% X	18 38% X	70 61% X	157 52% X	50 52% X	39 40% X	25 51% X	23 41% X	17 45% X	19 41% X	61 60% X
Spamming	2774 57% DEGKP	288 65% X	120 67% X	91 49% X	37 42% X	38 50% X	39 45% X	55 60% X	112 62% X	69 50% X	74 38% X	533 61% X	50 61% X	94 52% X	145 55% X	37 38% X	169 74% X	267 55% X	86 54% X	93 53% X	52 58% X	41 52% X	50 51% X	48 49% X	186 65% X
Malware	2586 55% ENPTW	289 66% X	117 69% X	102 56% X	36 42% X	39 57% X	40 49% X	44 51% X	95 57% X	84 56% X	100 54% X	496 58% X	39 53% X	75 44% X	105 53% X	36 40% X	150 67% X	256 52% X	86 51% X	70 44% X	43 54% X	32 43% X	39 43% X	39 46% X	174 60% X

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1105\_1. What do you think are the source(s) for each type of abusive Internet behavior?

14 Mar 2015  
Table 528

1. Phishing

Base: Aware Of Abusive Internet Behavior

	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	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Weighted Base	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
ORGANIZED GROUPS (NET)	2876 63%	266 62%	112 65%	96 64%	59 69%	39 54%	43 58%	32 60%	115 68%	95 64%	158 79%	558 84%	36 54%	87 61%	191 72%	142 84%	113 61%	307 65%	69 46%	64 45%	62 70%	33 42%	48 57%	26 36%	125 58%
Organized groups from outside my country	2370 52%	246 58%	108 63%	76 51%	50 59%	23 32%	41 55%	24 45%	108 64%	87 59%	147 74%	396 45%	28 42%	71 50%	163 61%	124 73%	86 47%	252 54%	58 38%	44 31%	51 57%	30 38%	36 43%	21 29%	100 47%
Organized groups from within my country	2185 48%	227 53%	90 53%	69 46%	45 53%	35 49%	34 46%	28 53%	82 49%	65 44%	115 58%	485 55%	27 40%	46 32%	152 57%	89 52%	106 58%	204 43%	43 28%	44 31%	47 53%	8 10%	26 31%	17 23%	101 47%
INDIVIDUALS (NET)	2630 58%	293 69%	124 73%	89 59%	36 42%	32 44%	36 49%	34 64%	104 62%	83 56%	87 44%	547 62%	41 61%	69 48%	147 55%	79 46%	126 68%	254 54%	84 56%	63 44%	51 57%	39 50%	42 50%	36 49%	134 62%
Individuals from outside my country	2160 47%	272 64%	113 66%	67 45%	30 35%	25 35%	33 45%	31 58%	98 58%	78 53%	84 42%	429 49%	25 37%	56 39%	118 44%	68 40%	91 49%	195 41%	65 43%	44 31%	43 48%	36 46%	32 38%	27 37%	100 47%
Individuals from my country	2026 44%	253 59%	99 58%	68 45%	31 36%	26 36%	30 41%	23 43%	76 45%	59 40%	76 38%	410 47%	31 46%	44 31%	124 46%	53 31%	116 63%	190 40%	58 38%	45 32%	36 40%	16 21%	25 30%	26 36%	111 52%
Don't know	770 17%	90 21%	27 16%	10 7%	17 20%	18 25%	22 30%	7 13%	26 15%	34 23%	27 14%	138 16%	10 15%	19 13%	48 18%	10 6%	20 11%	58 12%	44 29%	45 32%	8 9%	20 26%	13 15%	24 33%	35 16%
Sigma	9511 209%	1088 255%	437 256%	290 193%	173 204%	127 176%	160 216%	113 213%	390 232%	323 218%	449 226%	1858 212%	121 181%	236 165%	605 227%	344 202%	419 228%	899 191%	268 177%	222 156%	185 208%	110 141%	132 157%	115 158%	447 208%

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

Q1105\_2. What do you think are the source(s) for each type of abusive Internet behavior?  
2. Spamming

14 Mar 2015  
Table 529

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Weighted Base	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
ORGANIZED GROUPS (NET)	3035 63%	281 63%	132 73%	125 68%	60 68%	48 63%	49 56%	46 50%	126 70%	91 66%	152 78%	564 65%	47 57%	105 58%	182 69%	85 87%	125 55%	315 65%	75 47%	75 43%	62 69%	31 39%	53 54%	45 46%	161 56%
	HQSTVXY	HQSTVX		HQSTVXY	HQSTVXY	STVX			AHQSTVXY	HQSTVXY	AHQSTVXY	HQSTVXY	TV	STV			TV	HQSTVXY		HQSTVXY					
Organized groups from within my country	2452 51%	253 57%	111 62%	91 49%	49 56%	44 58%	41 47%	41 45%	101 56%	77 56%	132 68%	515 59%	39 48%	54 30%	150 57%	57 58%	119 52%	225 47%	44 28%	46 26%	46 51%	10 13%	32 32%	32 33%	143 50%
	NSTVWX	AHNSTVXY	ACQHNSTVXY	NSTVWX	NSTVWX	NSTVWX	NSTVWX	NSTV	NRSTVWX	NRSTVWX		ACQHNSTVXY	NSTVWX	V	AHNSTVXY	NRSTVWX	NSTVWX	NSTVWX	V	NSTVWX		V		V	NSTVWX
Organized groups from outside my country	2342 48%	241 54%	118 66%	94 51%	46 52%	28 37%	46 53%	36 39%	111 61%	74 54%	132 68%	344 39%	30 37%	91 51%	156 59%	71 72%	95 42%	235 49%	64 41%	55 31%	53 59%	27 34%	43 43%	37 38%	115 40%
	FLMQSTVXY	AFHLMQSTVXY	AFHLMQSTVXY	FLMTVXY	LMTVY		FLMTVXY		AFHLMQSTVXY	FHLMQSTVXY			T	FLMTVXY	AFHLMQSTVXY		T	LMTVY			AFHLMQSTVXY				
INDIVIDUALS (NET)	2774 57%	288 65%	120 67%	91 49%	37 42%	38 50%	39 45%	55 60%	112 62%	69 50%	74 38%	533 61%	50 61%	94 52%	145 55%	37 38%	169 74%	267 55%	86 54%	93 53%	52 58%	41 52%	50 51%	48 49%	186 65%
	DEGKLP	ACDEGLMNPQSTVW	ACDEGLMNPQSTVW	K				EGKP	DEGJKPX				EGKP	KP	EKP			EKP	KP	KP	EKP	K	K		ACDEGLMNPQSTVW
Individuals from outside my country	2237 46%	259 58%	111 62%	77 42%	35 40%	29 38%	34 39%	39 42%	96 53%	55 40%	67 35%	442 51%	29 35%	75 42%	122 46%	32 33%	118 52%	207 43%	68 43%	67 38%	43 48%	34 43%	37 37%	32 33%	129 45%
	KMPXTX								ACDEGLMNPQSTVW			ACDEGLMNPQSTVW			KPX		ACDEGLMNPQSTVW	K		KPX					KPX
Individuals from my country	2148 44%	255 57%	103 57%	66 36%	29 33%	33 43%	34 39%	49 53%	92 51%	65 47%	64 33%	360 41%	43 52%	60 33%	122 46%	28 29%	151 67%	182 38%	57 36%	59 34%	40 44%	17 22%	31 31%	39 40%	169 59%
	DEKNPQRSTVW	ACDEGLMNPQSTVW	ACDEGLMNPQSTVW	V		PV	V	DEKNPQRSTVW	DEKNPQRSTVW	DEKNPQRSTVW		KNPVP	DEKNPQRSTVW		DEKNPQRSTVW			V	V		PV				ACDEGLMNPQSTVW
Don't know	774 16%	96 22%	24 13%	18 10%	15 17%	12 16%	27 31%	17 18%	29 16%	29 21%	26 13%	121 14%	9 11%	24 13%	51 19%	4 4%	27 12%	55 11%	42 27%	42 24%	9 10%	17 22%	18 18%	24 25%	38 13%
	DPRP	ACDEGLMNPQSTVW	P		P		ACDEGLMNPQSTVW	DP	P	DLPORUY	P	P		P	DLPORUY		P	ACDEGLMNPQSTVW	ACDEGLMNPQSTVW		DPQRRU		DP	ACDEGLMNPQSTVW	
Sigma	9953 205%	1104 249%	467 259%	346 188%	174 198%	146 192%	182 209%	182 198%	429 237%	300 219%	421 217%	1782 204%	150 183%	304 169%	601 228%	192 196%	510 225%	904 187%	275 174%	269 154%	191 212%	105 133%	161 163%	164 169%	594 208%

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

Q1105\_3. What do you think are the source(s) for each type of abusive Internet behavior?

14 Mar 2015  
Table 530

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Weighted Base	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
ORGANIZED GROUPS (NET)	1575 64% FSTX	107 61% F	54 64% FS	65 76% ABFLMSTVX	22 85% F	17 43% F	25 61% F	20 65% F	47 70% FSTX	48 70% FSTX	33 73% FSTVX	387 84% FSTX	38 64% F	58 62% F	56 69% FSTX	35 74% FSTVX	75 66% FSTX	216 72% ABFLSTVX	48 49% F	50 51% FSTX	34 69% FSTX	30 54% F	23 61% F	22 48% FS	65 64% FS
Organized groups from within my country	1237 50% FNSTVWX	100 57% FNSTVWX	45 54% FNSTVWX	50 59% FNSTVWX	18 69% F	13 33% F	22 54% SVVWX	16 52% VX	37 55% FNSTVWX	42 61% FNSTVWX	28 62% FNSTVWX	340 56% AFNSTVWX	33 56% FNSTVWX	33 35% FNSTVWX	43 53% NSTVWX	25 53% NSTVWX	69 61% AFNSTVWX	148 49% NSTVWX	31 32% F	35 36% F	23 47% V	13 23% F	11 29% F	13 28% F	49 48% SVVWX
Organized groups from outside my country	1220 50% FLST	96 55% FLST	52 62% AFLMSTVX	53 62% AFLMSTVX	18 69% F	11 28% F	23 56% FT	16 52% F	44 66% AFLMSTVX	43 62% AFLMSTV	27 60% FLST	259 43% F	24 41% F	47 51% FT	54 67% AFLMSTVX	23 49% F	59 52% FST	154 51% FLST	37 38% F	35 36% F	29 59% FLST	24 43% F	19 50% F	20 43% F	53 52% FT
INDIVIDUALS (NET)	1410 57% PRTVX	124 70% PRTVX	60 71% ACDGLNPRQV	41 48% ACDGLNPRQV	15 58% F	20 50% F	21 51% F	20 65% PTV	39 58% PT	45 65% DMPRTVWX	22 49% ACDMPTSTVWX	398 65% PRTVX	27 46% PRTVX	51 55% T	48 59% PTV	18 38% PRTVX	70 61% PRTVX	157 52% T	50 52% F	39 40% F	25 51% F	23 41% F	17 45% F	19 41% PRTVX	61 60% PRTVX
Individuals from outside my country	1185 48% FPRTWX	110 63% FPRTWX	58 69% ACDGLNPRQV	36 42% ACDGLNPRQV	13 50% F	13 33% F	21 51% PT	15 48% PTWX	35 52% FMNPRTVWX	40 58% ACDMPTSTVWX	19 42% ACDMPTSTVWX	332 55% FPRTWX	22 37% FPRTWX	39 42% F	42 52% F	14 30% F	57 50% PTX	126 42% F	41 42% F	30 31% F	20 41% F	20 36% F	12 32% F	15 33% FMNPRTWX	55 54% FMNPRTWX
Individuals from my country	1037 42% DMRTVWX	111 63% DMRTVWX	49 58% ACDGLNPRQV	27 32% V	13 50% V	14 35% V	18 44% TV	13 42% V	29 43% DMNPRTVX	37 54% MTVW	22 49% DMPTVW	276 45% DMPTVW	17 29% F	33 35% V	40 49% DMPTVW	14 30% ACDGLNPRQV	64 56% V	105 35% V	36 37% V	26 27% F	19 39% V	8 14% F	10 26% F	14 30% F	42 41% TV
Don't know	386 16% R	35 20% LNR	12 14% F	9 11% F	3 12% ACDGLNPRQV	12 30% DNPR	10 24% DNPR	4 13% F	10 15% F	11 16% F	6 13% F	84 14% F	9 15% F	8 9% DLNR	18 22% F	4 9% F	14 12% F	28 9% F	27 28% ACDGLNPRQV	29 30% ACDGLNPRQV	5 10% DNPR	13 23% DNPR	7 18% ACDGLNPRQV	14 30% ACDGLNPRQV	14 14% F
Sigma	5065 206%	452 257%	216 257%	175 206%	65 250%	63 158%	94 229%	64 206%	155 231%	173 251%	102 227%	1291 212%	105 178%	160 172%	197 243%	80 170%	263 231%	561 186%	172 177%	155 158%	96 196%	78 139%	59 155%	76 165%	213 209%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1105\_4. What do you think are the source(s) for each type of abusive Internet behavior?

14 Mar 2015  
Table 531

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	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	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Weighted Base	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
ORGANIZED GROUPS (NET)	2691 65%	258 65%	117 75%	91 67%	54 68%	42 60%	40 63%	40 67%	109 70%	89 65%	139 76%	459 65%	44 57%	90 59%	162 71%	126 77%	140 69%	265 67%	57 47%	53 45%	58 68%	30 50%	46 61%	40 53%	142 63%
Organized groups from within my country	STVX 53%	STVX 58%	STVX 61%	STVX 52%	STVX 52%	STVX 54%	STVX 56%	STVX 57%	STVX 53%	STVX 49%	STVX 61%	STVX 57%	STVX 43%	STVX 35%	STVX 61%	STVX 60%	STVX 62%	STVX 49%	STVX 35%	STVX 31%	STVX 44%	STVX 9%	STVX 35%	STVX 47%	STVX 32%
Organized groups from outside my country	NSTV 53%	NSTV 60%	NSTV 73%	NSTV 52%	NSTV 53%	NSTV 34%	NSTV 59%	NSTV 57%	NSTV 65%	NSTV 61%	NSTV 71%	NSTV 46%	NSTV 43%	NSTV 46%	NSTV 61%	NSTV 54%	NSTV 53%	NSTV 50%	NSTV 41%	NSTV 33%	NSTV 46%	NSTV 26%	NSTV 39%	NSTV 39%	NSTV 48%
INDIVIDUALS (NET)	2411 59%	274 70%	110 71%	79 58%	40 51%	34 49%	29 46%	33 55%	92 59%	86 63%	90 49%	432 62%	46 60%	78 51%	140 61%	86 53%	140 69%	199 51%	70 57%	64 54%	51 60%	26 43%	34 45%	32 42%	146 65%
Individuals from outside my country	GKRVWX 49%	GKRVWX 63%	GKRVWX 68%	GKRVWX 47%	GKRVWX 47%	GKRVWX 39%	GKRVWX 46%	GKRVWX 43%	GKRVWX 53%	GKRVWX 60%	GKRVWX 47%	GKRVWX 50%	GKRVWX 40%	GKRVWX 41%	GKRVWX 52%	GKRVWX 37%	GKRVWX 52%	GKRVWX 44%	GKRVWX 48%	GKRVWX 42%	GKRVWX 40%	GKRVWX 22%	GKRVWX 33%	GKRVWX 33%	GKRVWX 48%
Individuals from my country	NPRVWX 46%	NPRVWX 63%	NPRVWX 65%	NPRVWX 46%	NPRVWX 39%	NPRVWX 40%	NPRVWX 43%	NPRVWX 47%	NPRVWX 48%	NPRVWX 51%	NPRVWX 46%	NPRVWX 44%	NPRVWX 45%	NPRVWX 32%	NPRVWX 51%	NPRVWX 69%	NPRVWX 125%	NPRVWX 127%	NPRVWX 42%	NPRVWX 37%	NPRVWX 42%	NPRVWX 13%	NPRVWX 24%	NPRVWX 34%	NPRVWX 26%
Don't know	NRTVWX 16%	NRTVWX 19%	NRTVWX 14%	NRTVWX 6%	NRTVWX 20%	NRTVWX 20%	NRTVWX 27%	NRTVWX 17%	NRTVWX 10%	NRTVWX 16%	NRTVWX 22%	NRTVWX 14%	NRTVWX 16%	NRTVWX 13%	NRTVWX 17%	NRTVWX 6%	NRTVWX 9%	NRTVWX 13%	NRTVWX 29%	NRTVWX 26%	NRTVWX 9%	NRTVWX 27%	NRTVWX 14%	NRTVWX 22%	NRTVWX 26%
Sigma	8923 217%	1042 264%	434 280%	276 203%	167 211%	131 187%	145 230%	132 220%	367 235%	333 243%	434 238%	1502 214%	144 187%	255 167%	553 241%	324 199%	487 239%	739 188%	238 195%	201 169%	180 212%	86 143%	127 169%	135 178%	491 218%

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

Q1105\_5. What do you think are the source(s) for each type of abusive Internet behavior?

14 Mar 2015  
Table 532

5. Malware

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Weighted Base	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
ORGANIZED GROUPS (NET)	3114 67%	295 67%	124 73%	132 72%	62 73%	41 59%	50 62%	56 65%	113 68%	97 65%	142 76%	598 70%	49 66%	114 66%	146 74%	73 80%	154 69%	330 67%	87 52%	76 48%	57 71%	41 55%	56 62%	40 48%	181 63%
Organized groups from outside my country	STVX 55%	STVX 59%	FSTVXY 69%	STVXY 62%	STVX 59%	29 42%	45 56%	42 49%	107 64%	87 58%	132 71%	417 49%	37 50%	100 58%	139 70%	60 66%	124 55%	263 53%	76 45%	65 41%	51 64%	38 51%	47 52%	38 45%	145 50%
Organized groups from within my country	FLST 51%	FLST 60%	FHLRSTXY 57%	FST 47%	FST 56%	35 51%	42 52%	49 57%	84 50%	73 49%	115 62%	536 63%	33 45%	48 28%	115 58%	53 58%	144 64%	225 45%	52 31%	36 23%	37 46%	12 16%	30 33%	26 31%	150 52%
INDIVIDUALS (NET)	NRSTVWX 55%	NRSTVWX 66%	NSTVWX 69%	NSTVWX 56%	NSTVWX 42%	NSTVWX 57%	NSTVWX 49%	NSTVWX 51%	NSTVWX 57%	NSTVWX 54%	NSTVWX 52%	NSTVWX 50%	NSTV 53%	75 44%	105 53%	36 40%	150 67%	256 52%	86 51%	70 44%	43 54%	32 43%	39 43%	39 46%	174 60%
Individuals from outside my country	ENPTVWX 48%	ENPTVWX 60%	ENPT 64%	ENPT 48%	ENPT 38%	31 45%	40 49%	37 43%	84 50%	78 52%	95 51%	426 50%	28 38%	63 37%	100 51%	33 36%	120 54%	204 41%	72 43%	62 39%	39 49%	28 37%	30 33%	31 37%	144 50%
Individuals from my country	NPRTWX 42%	NPRTWX 59%	NPRTWX 61%	NPRTWX 37%	NPRTWX 33%	31 45%	34 42%	36 42%	76 46%	66 44%	91 49%	348 41%	31 42%	45 26%	87 44%	25 27%	134 60%	177 36%	58 35%	33 21%	35 44%	17 23%	27 30%	31 37%	142 49%
Don't know	NPRSTVW 17%	NPRSTVW 21%	NPTV 15%	NPTV 7%	NPTV 16%	14 20%	14 20%	14 20%	32 19%	36 24%	26 14%	148 17%	11 15%	22 13%	40 20%	11 12%	24 11%	68 14%	42 25%	45 28%	8 10%	18 24%	18 20%	25 30%	42 15%
Sigma	DQR 214%	DQR 258%	DQR 266%	DQR 201%	DQR 202%	DQ 203%	DQ 228%	DQ 207%	DQ 229%	DQ 228%	DQ 247%	DQ 219%	DQ 189%	DQ 162%	DQRU 243%	DQ 200%	DQ 244%	DQ 189%	DQ 179%	DQ 153%	DQ 213%	DQ 151%	DQ 169%	DQ 180%	DQ 216%

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

Q1110\_1. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015  
Table 533

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Weighted Base	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
National law enforcement	1876 41% BEFY	-	81 47% BEFOVY	57 38% B	24 28% B	21 29% B	26 35% B	32 60% B	69 41% BE	67 45% BEFY	107 54% B	492 56% B	23 34% B	76 53% B	99 37% B	94 55% B	84 46% BEFVY	219 46% ABEFOVY	57 38% B	57 40% B	32 36% B	25 32% B	33 39% B	33 45% BEFY	68 32% B
Consumer protection agency	1435 31% EGHLOQ	144 34% EGHLOQ	67 39% AEGHLOPX	47 31% EO	14 16% EO	24 33% EO	15 20% B	10 19% B	59 35% EGHLOQ	49 33% EGO	59 30% EO	230 26% EO	19 28% EGHLOPX	55 38% B	54 20% B	44 26% B	45 24% B	183 39% B	66 44% B	69 49% B	48 54% B	21 27% B	30 36% EGHO	18 25% B	65 30% EO
Interpol	1372 30% BQR	77 18% BQ	67 30% BQ	47 31% AEGHLOPX	14 16% BQR	24 33% BQR	15 20% B	10 19% B	59 35% EGHLOQ	49 33% EGO	59 30% EO	230 26% EO	19 28% EGHLOPX	55 38% B	54 20% B	44 26% B	45 24% B	183 39% B	66 44% B	69 49% B	48 54% B	21 27% B	30 36% EGHO	18 25% B	65 30% EO
Local police	1178 26% BDEIJKNSTX	49 12% BDIJNQSX	41 24% BDIJNQSX	22 15% BDIJNQSX	14 16% BDIJNQSX	27 38% BDIJNQSX	13 18% BDIJNQSX	16 30% BDIJNQSX	15 9% BDIJNQSX	18 12% BDIJNQSX	32 16% BDIJNQSX	407 46% BDIJNQSX	13 19% BDIJNQSX	16 11% BDIJNQSX	142 53% BDIJNQSX	48 28% BDIJNQSX	25 14% BDIJNQSX	116 25% BDIJNQSX	15 10% BDIJNQSX	24 17% BDIJNQSX	26 29% BDIJNQSX	17 22% BDIJNQSX	31 37% BDIJNQSX	9 12% BDIJNQSX	42 20% BDIJNQSX
Federal police	1057 23% BLO	-	68 40% ABULNORSV	48 32% ABULNORSV	55 65% ABULNORSV	18 25% BL	45 61% BILNOS	17 32% BILNOS	30 18% B	32 22% B	68 34% ABULMNORSVW	137 16% B	13 19% B	26 18% B	46 17% B	50 29% BILNOS	42 23% BL	110 23% BL	28 19% B	37 26% BLO	23 26% BL	14 18% B	18 21% B	21 29% BLO	111 52% BLO
ICANN	1000 22% BCEFIJKTWY	22 5% B	17 10% B	72 48% B	8 9% B	8 11% B	17 23% BO	9 17% BO	15 9% B	15 10% B	17 9% B	358 41% B	15 22% B	25 17% B	19 7% B	88 52% B	63 34% B	97 21% BCEFIJKTWY	28 19% BCEFIJKTWY	16 11% B	12 13% B	32 41% B	7 8% B	10 14% B	30 14% BO
Private security companies	671 15% EKLOQV	73 17% EKLOQV	32 19% EGKLOQV	21 14% KLOQV	6 7% KOQ	10 14% KOQ	6 8% B	5 9% B	20 12% KOQ	22 15% KLOQV	11 6% B	66 8% B	22 33% B	44 31% B	14 5% EKLOQV	29 17% EKLOQV	7 4% EKLOQV	131 28% EKLOQV	29 19% EGKLOQV	29 20% EGIKLOQV	21 24% AEGHKLOQV	4 5% KOQ	11 13% KOQ	10 14% KOQ	48 22% ADEIGHKLOQV
FBI	170 4% CDLJKNQOPRSTV	170 40% CDLJKNQOPRSTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CIA	74 2% LOR	74 17% LOR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	815 18% DLPRTW	168 39% DLPRTW	40 23% DLPRTW	9 6% DLPRTW	14 16% DP	15 21% DLPRTW	18 24% DLPRTW	11 21% DLPRTW	46 27% ADLNPORTWY	40 27% ADLNPORTWY	41 21% DLPRTW	92 10% D	10 15% D	21 15% DP	71 27% ADLNPORTWY	13 8% DLPRTW	30 16% DLPRTW	50 11% DLPRTW	28 19% DLPRTW	16 11% D	12 13% DLPW	14 18% DLPW	6 7% DLPW	13 18% DPW	37 17% DLPRTW
Sigma	9648 212% DLPRTW	777 182% DLPRTW	397 232% DLPRTW	347 231% DLPRTW	166 195% DLPRTW	142 197% DLPRTW	172 232% DLPRTW	120 226% DLPRTW	296 176% DLPRTW	296 200% DLPRTW	411 207% DLPRTW	2052 234% DLPRTW	132 197% DLPRTW	299 209% DLPRTW	534 200% DLPRTW	430 253% DLPRTW	328 178% DLPRTW	1021 217% DLPRTW	306 203% DLPRTW	299 211% DLPRTW	204 229% DLPRTW	146 187% DLPRTW	167 199% DLPRTW	141 193% DLPRTW	465 216% DLPRTW

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

Q1110\_2. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015  
Table 534

2. Spamming

Base: Aware Of Abusive Internet Behavior

	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	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Weighted Base	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Consumer protection agency	1710 35% ELOQV	170 38% ELOQV	75 42% ELOQV	72 39% ELOQV	17 19% ELOV	29 38% ELOQV	35 40% EOV	34 37% ELOQV	69 38% ELOQV	56 41% ELOQV	77 40% ELOQV	240 28% O	25 30% O	79 44% AELMOPOV	51 19% O	30 31% O	62 27% O	183 38% ELOQV	72 46% AELMOPOV	88 50% AELMOPOV	49 54% AELMOPOV	15 19% ELOPQV	44 44% ELOPQV	36 37% ELOV	102 36% ELOQV
National law enforcement	1633 34% BDEFGVY	- - BDEFGVY	66 37% BDEFGVY	36 20% B	17 19% B	17 22% B	16 18% B	40 43% ABDEFGMVXY	66 36% BDEFGVY	50 36% BDEFGVY	82 42% ABDEFGMVXY	415 48% ABDEFGMVXY	23 28% ABDEFGMVXY	81 45% BDEFGVY	98 37% BDEFGVY	50 51% BDEFGVY	79 35% BDEFGVY	206 43% BDEG	51 32% BDEG	61 35% BDEG	28 31% BD	18 23% BDG	31 31% BDG	26 27% B	76 27% B
ICANN	1010 21% BCEIJKNOTWY	25 6% BIO	27 15% BIO	76 41% BIO	6 7% BO	12 16% BO	25 29% BO	13 14% BO	15 8% BO	15 11% BO	17 9% BO	354 41% BEUKOTWY	20 24% BO	26 14% BO	14 5% BO	53 54% BEUKOTWY	83 37% BEIKOW	86 18% BEIKOW	26 16% BEIKOW	17 10% BO	13 14% BO	32 41% BEIOW	7 7% BEIOW	16 16% BO	32 11% BO
Interpol	983 20% BFLQV	66 15% BFLQV	39 22% BFQV	41 22% BFQV	24 27% BFLMQVY	7 9% FQV	19 22% FQV	18 20% FQV	35 19% FQV	32 23% BFQV	50 26% BFLMQVY	149 17% Q	11 13% Q	32 18% ABCHLMNQVWY	80 30% ABCHLMNQVWY	35 36% ABCHLMNQVWY	26 11% BFLQVY	111 23% ABCHLMNQVWY	50 32% ABCHLMNQVWY	44 25% BFLMQVY	23 26% BFLMQV	8 10% BFLMQV	19 19% BFLMQV	16 16% BFLMQV	48 17% BFLMQV
Local police	896 18% BDGLJKNSTXY	45 10% BGINX	31 17% BGINX	19 10% BGINX	12 14% ABDGLJKNSTXY	22 29% ABDGLJKNSTXY	5 6% BDGLJKNSTX	19 21% BDGLJKNSTX	17 9% BDGLJKNSTX	14 10% BDGLJKNSTX	20 10% ABDGLJKNSTXY	265 30% ABDGLJKNSTXY	14 17% GX	16 9% GX	130 49% BGNX	17 17% BGNX	28 12% BDGLJKNSTXY	99 20% BDGLJKNSTXY	16 10% BDGLJKNSTXY	20 11% BDGLJKNSTXY	19 21% BDGLJKNSTXY	9 11% BDGLJKNSTXY	13 13% BDGLJKNSTXY	7 7% BDGLJKNSTXY	39 14% G
Federal police	836 17% BLMWV	- - BLMWV	56 31% BLMWV	26 14% B	49 56% BV	13 17% BV	27 31% B	13 16% BLV	29 16% BLV	21 15% BLMNVW	42 22% BLMNVW	89 10% B	7 9% B	24 13% BLV	41 16% BLV	27 28% BLV	40 18% BLVW	105 22% ABDLMNVWY	27 17% BLV	36 21% BLMWV	20 22% BLMWV	5 6% B	9 9% BLV	17 18% BLV	113 40% BLV
Private security companies	735 15% IKLOQV	74 17% IKLOQV	36 20% DGHJLKLOQVY	20 11% KO	11 13% KO	12 16% KLOQ	8 9% KLOQ	8 9% KO	15 8% KO	16 12% KO	9 5% KO	71 8% KO	32 39% KO	58 32% IKLOQV	13 5% IKLOQV	18 18% IKLOQV	14 6% IKLOQV	144 30% HIKLOQV	29 18% ADGHJLKLOQVY	36 21% ADGHJLKLOQVY	25 28% ADGHJLKLOQVY	5 6% KO	11 11% KO	10 10% ADGHJLKLOQVY	60 21% ADGHJLKLOQVY
FBI	135 3% CDUKLNORSTY	135 30% CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY	- - CDUKLNORSTY
CIA	71 1% LORY	71 16% LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY	- - LORY
Don't know	970 20% DLPRT	176 40% DLPRT	44 24% DLPRT	23 13% P	20 13% DLPRT	18 24% DLPRT	21 24% DLPRT	21 23% DLPRT	52 29% ADLMPRTUWY	38 28% ADLMPRTUWY	42 22% DLPRT	118 14% P	11 13% P	28 16% P	74 28% ADLMPRTUWY	4 4% DLPRT	46 20% DLPRT	53 11% P	34 22% DLPRT	21 12% P	11 12% P	19 24% DLPRTU	15 15% P	24 25% DLPRTU	57 20% DLPRT
Sigma	8979 185% DLPRT	762 172% DLPRT	374 208% DLPRT	313 170% P	156 177% DLPRT	130 171% DLPRT	156 179% DLPRT	166 180% DLPRT	298 165% ADLMPRTUWY	242 177% ADLMPRTUWY	339 175% DLPRT	1701 195% DLPRT	143 174% DLPRT	344 191% DLPRT	501 190% DLPRT	234 239% DLPRT	378 167% DLPRT	987 204% DLPRT	305 193% DLPRT	323 185% DLPRT	188 209% DLPRT	111 141% DLPRT	149 151% DLPRT	152 157% DLPRT	527 184% DLPRT

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



Q1110\_3. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015  
Table 535

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Weighted Base	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
National law enforcement	929 38% BDGY	-	35 42% BDGY	20 24% B	7 27%	13 33% B	9 22% B	17 55% ABDGVY	25 37% B	32 46% BDGVY	24 53% ABDGVY	259 43% ABDGVY	22 37% B	44 47% BDGVY	36 44% BDGY	23 49% BDGVY	49 43% BDGY	142 47% ABDGVY	38 39% BD	41 42% BDGY	20 41% BD	16 29% B	12 32% B	17 37% B	28 27% B
Consumer protection agency	793 32% L	60 34%	28 33%	31 36%	4 15%	16 40%	10 24%	6 19%	26 39% LO	26 38%	13 29%	163 27%	15 25%	39 42% AHLMPQV	23 28%	11 23%	28 25%	117 39% AHLPOV	42 43% AGHLMPOVY	40 41% HLPQV	25 51% ABDGLPQV	14 25%	16 42% HLQ	13 28%	27 26%
ICANN	787 32% BGFUKNOIRSTWY	27 15%	18 21%	48 56%	7 27%	4 10%	20 49%	8 26%	13 19%	12 17%	7 16%	320 53%	23 39%	20 22%	10 12%	25 53%	43 38%	81 27% BFOY	20 21%	18 18%	10 20%	24 43%	5 13%	8 17%	16 16%
Interpol	658 27% BLMQ	33 19%	22 26%	18 21%	10 38%	8 20%	13 32%	13 42% BOLMQ	22 33% BLMQ	26 38% ABDLMQR	19 42% ABDFLMQR	127 21%	9 15%	28 30% BLMQ	34 42% ABDCLMQR	18 38% BOLMQ	20 18%	78 26% BLMQ	32 33% BLMQ	33 34% ABDFLMQR	21 43% BMQ	18 32% BMQ	13 34% BMQ	12 26% BLMQ	31 30%
Local police	555 23% BDGQ	21 12%	18 21% B	9 11%	7 27% BDGLMQX	13 33% BDGLMQX	4 10%	7 23%	9 13%	11 16%	9 20%	155 25% BDGIMQX	8 14%	16 17%	48 59% BDGQX	13 28% BDGQX	16 14%	91 30% ABDGLMQXV	18 19%	17 17% BDGIMQX	15 31% BDGIMQX	16 29% BDGQX	9 24%	5 11%	20 20%
Federal police	544 22% BL	-	34 40% ABDCLMQR	17 20% B	16 62%	7 18% B	15 37% ABDLMQ	14 45% ABDGLMQR	16 24% BL	16 23% ABDLMQR	18 40% ABDGLMQR	75 12% B	8 14% BL	22 24% BL	16 20% B	14 30% BLM	24 21% BL	74 25% BL	21 22% BL	29 30% BLM	16 33% BLM	16 29% BL	10 26% BL	13 28% BL	53 52%
Private security companies	420 17% DGLQO	37 21% DGLQO	19 23% DGLQO	5 6%	3 12% DGLQO	10 25% DGLQO	1 2%	7 23% DGLQO	11 16% DGL	9 13%	4 9%	50 8% ADGLKLOQTV	19 32% DGLKLOQ	22 24% DGLKLOQ	7 9% DGKLOQ	12 26% DGKLOQ	10 9% ABDGLKLOQTV	91 30% DGLQO	22 23% DGLQO	17 17% DGL	17 35% ABDGLKLOQTV	6 11% G	6 16% DGL	8 17% ADGLKLOQV	27 26%
FBI	67 3% LFR	67 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CIA	28 1% L	28 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	357 15% DLPR	60 34% DLPRTW	18 21% DLPRTW	5 6%	3 12%	6 15% P	8 20% DLP	4 13%	16 24% ADLNPRTW	18 26% ADLNPRTW	12 27% ADLNPRTW	56 9%	8 14% P	11 12% DLPRTW	16 20% DLPRTW	1 2% DLPRTW	22 19% DLPRTW	29 10% DLPRTW	15 15% DP	9 9%	4 8% P	8 14% P	2 5%	7 15% P	19 19% DLPR
Sigma	5138 209%	333 189%	192 229%	153 180%	57 219%	77 193%	80 195%	76 245%	138 206%	150 217%	106 236%	1205 198%	112 190%	202 217%	190 235%	117 249%	212 186%	703 233%	208 214%	204 208%	128 261%	118 211%	73 192%	83 180%	221 217%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1110\_4. Who should be responsible for stopping these various types of abusive Internet behavior?

14 Mar 2015  
Table 536

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Weighted Base	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
National law enforcement	1776 43% BEFVY	-	90 58% BF	56 41% BF	24 30% B	19 27% B	26 41% B	42 70% B	77 49% BEFVY	77 56% B	114 63% B	389 55% B	25 32% B	74 48% BEFVY	90 39% B	92 56% B	95 47% BEFVY	182 46% BEFVY	55 45% BEFV	51 43% BF	37 44% BF	17 28% B	33 44% BF	32 42% B	79 35% B
Interpol	1396 34% BFQ	90 23% BFNQRY	63 41% ABFIMNQRY	63 46% BFQ	30 38% BFQ	15 21% BFQ	24 38% BFQ	30 50% BFQ	49 31% B	59 43% B	83 46% B	244 35% BFQ	22 29% BFQ	41 27% BFQ	82 36% BFQ	59 36% BFQ	50 25% B	121 31% B	48 39% BFNQ	44 37% BFNQY	35 41% BFNQY	17 28% B	27 36% B	34 45% ABFIMNQRY	66 29% B
Local police	1259 31% BDEGLMNQSTXY	94 24% QS	55 35% BDEGLMNQSTXY	27 20% BDEGLMNQSTXY	16 20% BDEGLMNQSTXY	31 44% BDEGLMNQSTXY	9 14% BDEGLMNQSTXY	23 38% BDEGLMNQSTXY	36 23% Q	23 17% Q	44 24% QS	351 50% Q	14 18% Q	27 18% Q	125 55% Q	58 36% Q	29 14% Q	115 29% Q	18 15% Q	25 21% Q	29 34% Q	17 28% QS	32 43% ABDEGLMNQSTXY	14 18% B	47 21% B
Consumer protection agency	1225 30% GKLOQ	136 35% AEGKLOQXY	49 32% GKOQ	44 32% GKOQ	16 20% GQ	23 33% GQ	10 16% GQ	17 28% EGKOOX	51 33% EGKOOX	35 26% EGKOOX	40 22% EGKOOX	184 26% EGKOOX	23 30% AEGKLOQXY	60 39% AEGKLOQXY	49 21% AEGKLOQXY	49 30% GQ	42 21% AEGKLOQXY	141 36% AEGKLOQXY	53 43% AEGKLOQXY	53 45% AEGKLOQXY	39 46% AEGKLOQXY	16 27% AEGKLOQXY	24 32% GQ	15 20% GQ	56 25% GQ
Federal police	1157 28% BLO	-	78 50% ABFGLMNQSTXY	55 40% ABFGLMNQSTXY	49 62% ABFGLMNQSTXY	18 26% B	36 57% B	21 35% BLNO	44 28% BLO	37 27% B	71 39% ABFGLMNQSTXY	142 20% B	16 21% B	33 22% B	44 19% B	50 31% BLO	54 26% B	114 29% BLO	27 22% B	39 33% BLNO	34 40% ABFGLMNQSTXY	15 25% B	20 27% B	29 38% ABLMNOS	131 58% B
ICANN	876 21% BCEIJKOWY	26 7% BCEIJKOWY	18 12% BCEIJKOWY	59 43% BCEIJKOWY	8 10% B	10 14% B	13 21% BIKOW	9 15% B	16 10% B	15 11% B	16 9% B	252 36% BCEIJKOWY	22 29% BCEIJKOWY	23 15% B	21 9% B	75 46% BCEIJKOWY	72 35% BCEIJKOWY	88 22% BCEIJKOWY	27 22% BCEIJKOWY	17 14% B	14 16% B	22 37% B	6 8% B	13 17% B	34 15% B
Private security companies	666 16% GKLOQ	74 19% DEGKLOQ	31 20% DEGKLOQ	14 10% DEGKLOQ	7 9% Q	8 11% Q	3 5% Q	7 12% Q	21 13% Q	18 13% Q	13 7% Q	80 11% Q	32 42% Q	43 28% Q	17 7% Q	28 17% GKLOQ	12 6% Q	111 28% Q	24 20% DEGKLOQ	27 23% DEGKLOQ	24 28% DEGKLOQ	7 12% Q	11 15% Q	10 13% Q	44 20% DEGKLOQ
FBI	198 5% CDEGLMNQSTXY	198 50% CDEGLMNQSTXY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CIA	86 2% KLOQRY	86 22% KLOQRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	649 16% DLPRW	130 33% DLPRTUW	32 21% DLPRTUW	5 4% DLPRW	14 18% D	10 14% D	18 29% D	6 10% DLPRW	29 19% ADHLMNQSTXY	32 23% DLPRW	32 18% D	72 10% D	10 13% D	20 13% D	55 24% ADHLMNQSTXY	14 9% D	31 15% DRW	37 9% D	23 19% DLPRW	12 10% D	8 9% DPRW	11 18% DPRW	4 5% D	12 16% DW	32 14% DW
Sigma	9288 226% BCEIJKOWY	834 212% BCEIJKOWY	416 268% BCEIJKOWY	323 238% BCEIJKOWY	164 208% BCEIJKOWY	134 191% BCEIJKOWY	139 221% BCEIJKOWY	155 258% BCEIJKOWY	323 207% BCEIJKOWY	296 216% BCEIJKOWY	413 227% BCEIJKOWY	1714 244% BCEIJKOWY	164 213% BCEIJKOWY	321 210% BCEIJKOWY	483 211% BCEIJKOWY	425 261% BCEIJKOWY	385 189% BCEIJKOWY	909 231% BCEIJKOWY	275 225% BCEIJKOWY	268 225% BCEIJKOWY	220 259% BCEIJKOWY	122 203% BCEIJKOWY	157 209% BCEIJKOWY	159 209% BCEIJKOWY	489 217% BCEIJKOWY

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

Q1110\_5. Who should be responsible for stopping these various types of abusive Internet behavior?

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Table 537

5. Malware

Base: Aware Of Abusive Internet Behavior

	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	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Weighted Base	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
National law enforcement	1765 38% BDES <sup>Y</sup>	-	77 45% AB	48 26% B	23 27% B	19 28% B	23 28% B	51 59% BDVY	66 40% B	65 44% B	108 58% B	470 55% B	25 34% B	79 46% B	76 38% B	51 56% B	98 44% B	200 40% B	50 30% B	51 32% B	29 36% BV	16 21% B	31 34% B	30 36% BV	79 27% B
Consumer protection agency	1469 31% ELOQ	149 34% ELOQ	65 38% EGKLOQXY	58 32% OQ	18 21% OQ	21 30% OQ	19 23% OQ	27 31% OQ	48 29% OQ	42 28% OQ	51 27% OQ	221 26% OQ	21 28% OQ	73 42% OQ	41 21% OQ	25 27% OQ	50 22% OQ	194 39% OQ	73 43% OQ	65 41% OQ	44 55% OQ	21 26% OQ	39 43% OQ	21 25% OQ	83 29% O
Interpol	1251 27% BFQY	83 19% BFNQVY	56 33% BFNQVY	63 34% BFNQVY	23 27% BFNQVY	11 16% BFNQVY	22 27% BFNQVY	32 37% BFNQVY	43 26% BFNQVY	46 31% BFNQVY	68 37% BFNQVY	234 27% BFNQVY	16 22% BFNQVY	36 21% BFNQVY	74 37% BFNQVY	36 40% BFNQVY	41 18% BFNQVY	125 25% BFNQVY	46 27% BFNQVY	50 32% BFNQVY	27 34% BFNQVY	14 19% BFNQVY	20 22% BFNQVY	22 26% BFNQVY	63 22% BFNQVY
ICANN	1061 23% BCEJIKOTWY	32 7% B	25 15% B	85 46% B	6 7% B	11 16% B	21 26% B	16 19% B	17 10% B	22 15% B	18 10% B	339 40% B	24 32% B	33 19% B	18 9% B	43 47% B	86 38% B	106 21% B	29 17% B	25 16% B	11 14% B	36 48% B	6 7% B	15 18% B	37 13% B
Local police	1013 22% BDGLKMNOSTVXY	46 10% BDGLKMNOSTVXY	36 21% BDGLKMNOSTVXY	21 11% BDGLKMNOSTVXY	16 19% BDGLKMNOSTVXY	23 33% BDGLKMNOSTVXY	5 6% BDGLKMNOSTVXY	23 27% BDGLKMNOSTVXY	16 10% BDGLKMNOSTVXY	18 12% BDGLKMNOSTVXY	25 13% BDGLKMNOSTVXY	356 42% BDGLKMNOSTVXY	7 9% BDGLKMNOSTVXY	14 8% BDGLKMNOSTVXY	110 56% BDGLKMNOSTVXY	28 31% BDGLKMNOSTVXY	28 13% BDGLKMNOSTVXY	109 22% BDGLKMNOSTVXY	16 10% BDGLKMNOSTVXY	20 13% BDGLKMNOSTVXY	19 24% BDGLKMNOSTVXY	7 9% BDGLKMNOSTVXY	20 22% BDGLKMNOSTVXY	9 11% BDGLKMNOSTVXY	41 14% BDGLKMNOSTVXY
Federal police	976 21% BLM	-	63 37% BLM	41 22% BLM	47 55% BLM	15 22% BLM	31 38% BLM	23 27% BLM	31 19% BLM	34 23% BLM	59 32% BLM	124 15% BLM	5 7% BLM	28 16% BLM	37 19% BLM	25 27% BLM	48 21% BLM	108 22% BLM	28 17% BLM	33 21% BLM	18 23% BLM	9 12% BLM	16 18% BLM	17 20% BLM	136 47% BLM
Private security companies	814 17% DHKLOQV	88 20% DHKLOQV	36 21% DHKLOQV	22 12% OQ	12 14% OQ	12 17% LOQ	10 12% O	8 9% O	21 13% OQ	28 19% KLOQV	18 10% KLOQV	68 8% KLOQV	33 45% KLOQV	59 34% KLOQV	10 5% KLOQV	25 27% KLOQV	13 6% KLOQV	148 30% KLOQV	33 20% KLOQV	45 28% KLOQV	24 30% KLOQV	6 8% KLOQV	19 21% KLOQV	15 15% KLOQV	63 22% KLOQV
FBI	168 4% CDUKLNORSTY	168 38% CDUKLNORSTY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CIA	90 2% LOQRY	90 20% LOQRY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	894 19% DLPR	170 39% DHLMPRTW	42 25% DHLMPRTW	13 7% DHLMPRTW	16 19% DHLMPRTW	19 28% DHLMPRTW	21 26% DHLMPRTW	11 13% DHLMPRTW	50 30% DHLMPRTW	42 28% DHLMPRTW	36 19% DHLMPRTW	108 13% DHLMPRTW	9 12% DHLMPRTW	28 16% DHLMPRTW	51 26% DHLMPRTW	10 11% DHLMPRTW	39 17% DHLMPRTW	55 11% DHLMPRTW	40 24% DHLMPRTW	24 15% DHLMPRTW	11 14% DHLMPRTW	13 17% DHLMPRTW	11 12% DHLMPRTW	19 23% DHLMPRTW	56 19% DHLMPRTW
Sigma	9501 203% DLPR	826 187% DHLMPRTW	400 235% DHLMPRTW	351 192% DHLMPRTW	161 189% DHLMPRTW	131 190% DHLMPRTW	152 188% DHLMPRTW	191 222% DHLMPRTW	292 175% DHLMPRTW	297 199% DHLMPRTW	383 206% DHLMPRTW	1920 225% DHLMPRTW	140 189% DHLMPRTW	350 203% DHLMPRTW	417 211% DHLMPRTW	243 267% DHLMPRTW	403 180% DHLMPRTW	1045 211% DHLMPRTW	315 188% DHLMPRTW	313 198% DHLMPRTW	183 229% DHLMPRTW	122 163% DHLMPRTW	162 180% DHLMPRTW	146 174% DHLMPRTW	558 193% DHLMPRTW

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

Q1117. How common do you feel each type of abusive Internet behavior is?  
SUMMARY TABLE OF TOP 2 BOX

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Table 538

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Spamming	4504 93% QR	414 93%	171 95% QS	178 97%	81 92%	69 91%	80 92%	82 89%	170 94%	123 90%	174 90%	832 95%	74 90%	164 91%	242 92%	91 93%	202 89%	437 90%	141 89%	163 93%	86 96%	73 92%	97 98%	91 94%	269 94% Q
Malware	4166 89% HJP	408 93% AHJKPR	155 91% HJP	171 93% HJKPR	80 94% HJP	62 90% J	71 88%	70 81%	149 89% JP	116 78%	161 87% J	762 89% HJP	67 91% JP	155 90% HJP	177 89% JP	72 79%	198 88% JP	435 88% JP	147 88% J	143 91% HJP	73 91% JP	68 91% JP	85 94% HJKP	75 89% J	266 92% HJP
Phishing	3909 86% GHJMQSX	385 90% ADGHLMNQREX	154 90% GHJLMQXS	124 83% GH	79 93% DGHULMNQSE	62 86% GH	49 66%	37 70%	152 90% DGHJLMQXS	115 78%	178 89% GHJLMQSX	736 84% GHQ	51 76%	119 83% GH	242 91% ADGHLMNQREX	163 96% ADGHLMNQREX	143 78% GHJQ	401 85% GHJQ	121 80% G	123 87% GHJQ	80 90% GHJMQSX	72 92% DGHJLMQXS	79 94% ADGHJLMNQRSX	56 77% GHJMQX	188 87% GHJMQX
Stolen credentials	3320 81% GHJL	343 87% ADEGHJLNORS	137 88% ADEGHJLNORS	107 79% GHJ	59 75% G	58 83% GHJ	36 57%	37 62%	127 81% GHJ	88 64%	150 82% GHJL	526 75% GHJ	69 90% ADEGHJLRL	123 80% GHJ	199 87% ADEGHJLRL	140 86% EGHJLRL	164 80% GHJ	307 78% GHJ	97 80% GHJ	99 83% GHJ	76 89% ADEGHJLRL	51 85% GHJ	69 92% ADEGHJLNORSX	61 80% GHJ	197 88% ADEGHJLNORS
Cyber squatting	1904 78% J	137 78%	61 73%	75 88%	20 77%	36 90%	27 66%	20 65%	51 76%	46 67%	31 69%	475 78% J	45 76%	73 78%	64 79%	34 72%	88 77%	239 79% J	68 70%	79 81% J	42 86% GHJS	48 86% GHJS	32 84%	37 80%	76 75%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1117. How common do you feel each type of abusive Internet behavior is?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 539

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Cyber squatting	403 16%	21 12%	14 17%	10 12%	3 12%	3 8%	6 15%	7 23%	12 18%	17 25%	7 16%	107 18%	11 19%	17 18%	8 10%	11 23%	21 18%	52 17%	18 19%	13 13%	5 10%	7 13%	6 16%	7 15%	20 20%
Stolen credentials	575 14%	26 7%	11 7%	23 17%	13 16%	10 14%	18 29%	18 30%	22 14%	32 23%	11 6%	137 20%	4 5%	25 16%	17 7%	20 12%	30 15%	76 19%	18 15%	16 13%	6 7%	8 13%	6 8%	10 13%	18 8%
Phishing	BCKMOY			BCKMOY	BCKMOY	BK	ABCEKOPUVY	ABCEKOPUVY	BCKMO	ABCKOPUVY	ABCKOPUVY		BCKMOUY		BK	BCKMOY	ABCKOPUVY	BCKMOY		BK					
	410 9%	11 3%	4 2%	21 14%	2 2%	6 8%	15 20%	10 19%	11 7%	13 9%	1 1%	112 13%	12 18%	18 13%	10 4%	4 2%	29 16%	56 12%	21 14%	12 8%	5 6%	3 4%	5 6%	13 18%	16 7%
Malware	BCEKOP			ABCEKOPUVY		BCKP	ABCEKOPUVY	ABCEKOPUVY	BK	BCKOP	ABCEKOPUVY	ABCEKOPUVY	BCEKOPV		K		ABCEKOPUVY	ABCEKOPV	ABCEKOPUVY	BCKOP					
	292 6%	6 1%	7 4%	10 5%	-	5 7%	4 5%	10 12%	13 8%	18 12%	5 3%	71 8%	4 5%	12 7%	10 5%	12 13%	15 7%	40 8%	12 7%	12 8%	3 4%	3 4%	4 4%	4 5%	12 4%
Spamming	BEK		B	BE		BE	BE	ABCEKOY	BEK	ABCEKOUYVY	ABEKY		BE	BE	BE	ABCEKOUYVY	BE	BEKY		BEK					
	165 3%	3 1%	3 2%	4 2%	2 2%	5 7%	1 1%	6 7%	5 3%	4 3%	2 1%	23 3%	5 6%	11 6%	8 3%	6 6%	18 8%	31 6%	9 6%	6 3%	-	3 4%	2 2%	2 2%	6 2%
	B					BCKUY		BCKLUY	B	B		B	BKU	ABCKLUY	B	BCKUY	ABCKOULUYVY	ABCKLUY	BCKLUY	B					

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1117\_1. How common do you feel each type of abusive Internet behavior is?

14 Mar 2015  
Table 540

1. Phishing

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philip-ines	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	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Weighted Base	4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
TOP 2 BOX (NET)	3909 86%	385 90%	154 90%	124 83%	79 93%	62 86%	49 66%	37 70%	152 90%	115 78%	178 89%	736 84%	51 76%	119 83%	242 91%	163 96%	143 78%	401 85%	121 80%	123 87%	80 90%	72 92%	79 94%	56 77%	188 87%
	GHJMQSX	GHJMQSX	GHJMQSX	GH	GH	GH			GHJMQSX	GHJMQSX	GHJMQSX	GHQ		GH	GHJMQSX	GHJMQSX	GHJQ	GHJQ	G	GHJQ	GHJMQSX	GHJMQSX	GHJMQSX	GHJMQSX	GHJMQSX
Very common	2222 49%	298 70%	118 69%	63 42%	46 54%	36 50%	20 27%	11 21%	97 58%	44 30%	144 72%	313 36%	24 36%	72 50%	131 49%	78 46%	57 31%	214 45%	75 50%	76 54%	55 62%	40 51%	48 57%	27 37%	135 63%
	GHJLMQX	GHJLMQX	GHJLMQX	GHJQ	GHJMQX	GHJLQ			GHJLMQX			H	GHJLQ	GHJLQ	GHJLQ	GHJLQ	GHJLQ	GHJLQ	GHJLMQX	GHJLMQX	GHJLMQX	GHJLMQX	GHJLMQX	GHJLMQX	GHJLMQX
Somewhat common	1687 37%	87 20%	36 21%	61 41%	33 39%	26 36%	29 39%	26 49%	55 33%	71 48%	34 17%	423 48%	27 40%	47 33%	111 42%	85 50%	86 47%	187 40%	46 30%	47 33%	25 28%	32 41%	31 37%	29 40%	53 25%
	BCKY			BCKY	BCKY	BCK	BCKY	BCKINSTUY	BCK	ABCKINSTUY		ABCKINSTUY	BCKY	BCK	BCKSUY	ABCKINSTUY	ABCKINSTUY	BCKSUY	BCKSUY	BK	BCK	K	BCKY	BCKY	BCKY
BOTTOM 2 BOX (NET)	410 9%	11 3%	4 2%	21 14%	2 2%	6 8%	15 20%	10 19%	11 7%	13 9%	1 1%	112 13%	12 18%	18 13%	10 4%	4 2%	29 16%	56 12%	21 14%	12 8%	5 6%	3 4%	5 6%	13 18%	16 7%
	BCEKOP			ABCEKOPVY		BCKP	ABCEKOPVY	ABCEKOPVY	BK	BCKOP		ABCEKOPVY	ABCEKOPVY	BCEKOPV	K		ABCEKOPVY	ABCEKOPVY	ABCEKOPVY	BCKOP	K	K	K	ABCEKOPVY	BCKP
Not very common	346 8%	11 3%	4 2%	19 13%	2 2%	5 7%	14 19%	8 15%	11 7%	10 7%	1 1%	105 12%	11 16%	10 7%	10 4%	4 2%	18 10%	47 10%	17 11%	8 6%	5 6%	2 3%	4 5%	11 15%	9 4%
	BCKOP			ABCEKOPVY		K			BK	BK		ABCEKOPVY	ABCEKOPVY	BCKP	K		BCEKOPVY	ABCEKOPVY	BCEKOPVY	K	K	K	ABCEKOPVY	K	
Not at all common	64 1%	-	-	2 1%	-	1 1%	1 1%	2 4%	-	3 2%	-	7 1%	1 1%	8 6%	-	-	11 6%	9 2%	4 3%	4 3%	-	1 1%	1 1%	2 3%	7 3%
	B			B		B	B	BCKLOP		BKO			BO	ABCEKLOP			BO	BCKLOP	BCKLOP		B	B	BCKLOP	ABCKLOP	
Don't know	239 5%	30 7%	13 8%	5 3%	4 5%	4 5%	10 14%	6 11%	5 3%	20 14%	20 10%	30 3%	4 6%	6 4%	15 6%	3 2%	12 7%	14 3%	9 6%	7 5%	4 4%	3 4%	-	4 5%	11 5%
	LPRW	LPRW	LPRW		W	W	ADILNPRW	ADILPRW		ADILNPRW	ADILNPRW		W		PW		LPRW		PW	W				W	W
Sigma	4558 100%	426 100%	171 100%	150 100%	85 100%	72 100%	74 100%	53 100%	168 100%	148 100%	199 100%	878 100%	67 100%	143 100%	267 100%	170 100%	184 100%	471 100%	151 100%	142 100%	89 100%	78 100%	84 100%	73 100%	215 100%

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

Q117\_2. How common do you feel each type of abusive Internet behavior is?  
2. Spamming

14 Mar 2015  
Table 541

Base: Aware Of Abusive Internet Behavior

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Weighted Base		4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
TOP 2 BOX (NET)		4504 93% QR	414 93%	171 95% QS	178 97% AFHUKMNOGRS	81 92%	69 91%	80 92%	82 89%	170 94%	123 90%	174 90%	832 95% AHUKMNOGRS	74 90%	164 91%	242 92%	91 93%	202 89%	437 90%	141 89%	163 93%	86 96%	73 92%	97 98% AFHUKMNOGRS	91 94%	269 94% Q
Very common		3664 75% HNOPR	366 82% AEFHUKMNOGRS	150 83% AEFHUKMNOGRS	153 83% AEFHUKMNOGRS	61 69% P	55 72% F	72 83% EHUMNOPRV	54 59% EHUMNOPRV	146 81% P	97 71% P	159 82% AEFHUKMNOGRS	660 76% HOPR	56 68% P	124 69% P	173 66% P	52 53% HOPR	174 77% HOPR	319 66% P	115 73% HP	136 78% HOPR	79 88% AEFHUKMNOGRS	54 68% P	86 87% AEFHUKMNOGRS	76 78% HOPR	247 86% AEFHUKMNOGRS
Somewhat common		840 17% BCGKQUY	48 11% AEFHUKMNOGRS	21 12% AEFHUKMNOGRS	25 14% Y	20 23% BCGKQUY	14 18% KUY	8 9% AEFHUKMNOGRS	28 30% AEFHUKMNOGRS	24 13% BGKUY	26 19% BGKUY	15 8% ABCGIKQUY	172 20% ABCGIKQUY	18 22% BCGKQUY	40 22% BCDGKQUY	69 26% AEFHUKMNOGRS	39 40% AEFHUKMNOGRS	28 12% AEFHUKMNOGRS	118 24% AEFHUKMNOGRS	26 16% KY	27 15% KY	7 8% BCDGKQUY	19 24% BCDGKQUY	11 11% BCDGKQUY	15 15% KY	22 8% KY
BOTTOM 2 BOX (NET)		165 3% B	3 1% B	3 2% B	4 2% B	2 2% BCKUY	5 7% BCKUY	1 1% BCKLUY	6 7% BCKLUY	5 3% B	4 3% B	2 1% B	23 3% B	5 6% BKU	11 6% ABCKLUY	8 3% B	6 6% BCKLUY	18 8% ABCDKLOUY	31 6% ABCDKLOUY	9 6% BCKLUY	6 3% B	- - B	3 4% B	2 2% B	2 2% B	6 2% B
Not very common		120 2% BY	3 1% BY	2 1% BY	4 2% BY	1 1% BCKUY	4 5% BCKUY	1 1% BUY	4 4% BUY	5 3% B	2 1% B	2 1% B	20 2% B	4 5% BKUY	6 3% BY	7 3% B	6 6% ABCKLUY	10 4% BKUY	19 4% ABKY	6 4% BY	5 3% B	- - BY	3 4% BY	2 2% BY	2 2% BY	2 1% BY
Not at all common		45 1% BL	- - BL	1 1% BL	- - BL	1 1% B	1 1% B	- - BDIKL	2 2% BDIKL	- - B	2 1% B	- - B	3 1% B	1 1% B	5 3% ABDIKLO	1 1% ABDIKLO	- - ABCDIKLOT	8 4% ABDIKLO	12 2% ABDIKLO	3 2% BL	1 1% BL	- - BL	- - BL	- - BL	- - BL	4 1% BL
Don't know		184 4% DLW	27 6% ADLPRW	6 3% DLW	2 1% DLW	5 6% DLW	2 3% DLPW	6 7% DLPW	4 4% W	6 3% ADLPRW	10 7% ADLPRW	18 9% ACDILNPQRTWY	17 2% ACDILNPQRTWY	3 4% DLW	5 3% DLW	14 5% DLW	1 1% DLW	7 3% DLW	15 3% DLW	8 5% DLW	6 3% DLW	4 4% W	3 4% W	- - W	4 4% W	11 4% W
Sigma		4853 100%	444 100%	180 100%	184 100%	88 100%	76 100%	87 100%	92 100%	181 100%	137 100%	194 100%	872 100%	82 100%	180 100%	264 100%	98 100%	227 100%	483 100%	158 100%	175 100%	90 100%	79 100%	99 100%	97 100%	286 100%

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

Q1117\_3. How common do you feel each type of abusive Internet behavior is?

14 Mar 2015  
Table 542

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Weighted Base	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
TOP 2 BOX (NET)	1904 78% J	137 78%	61 73% ABCDHJLKPQST	75 88% J	20 77% CGHJKPSY	36 90% J	27 66% J	20 65% J	51 76% J	46 67% J	31 69% J	475 78% J	45 76% J	73 78% J	64 79% J	34 72% J	88 77% J	239 79% J	68 70% J	79 81% J	42 86% GHJS GHJKS	48 86% J	32 84% J	37 80% J	76 75% J
Very common	873 36% JLP AGHJLMPQ	82 47% JLP AGHJLMPQ	30 36% JLP AGHJLMPQ	31 36% JLP AGHJLMPQ	10 38% GHJLMPQ	19 48% GHJLMPQ	9 22% J	6 19% J	25 37% JLP	13 19% J	14 31% P	152 25% P	16 27% P	40 43% P	35 43% P	5 11% P	31 27% P	126 42% P	43 44% P	52 53% P	27 55% P	24 43% P	23 61% P	14 30% P	46 45% P
Somewhat common	1031 42% BSTWY	55 31% J	31 37% BNORSTWY	44 52% J	10 38% J	17 43% J	18 44% S	14 45% S	26 39% BSTWY	33 48% ABCDHJLKPQSTWY	17 38% ABCDHJLKPQSTWY	323 53% BSTWY	29 49% BSTWY	33 35% ABCDHJLKPQSTWY	29 36% ABCDHJLKPQSTWY	29 62% BNORSTWY	57 50% BNORSTWY	113 37% S	25 26% S	27 28% S	15 31% S	24 43% S	9 24% S	23 50% BSTWY	30 29% AGHJLMPQ
BOTTOM 2 BOX (NET)	403 16% N	21 12% N	14 17% N	10 12% N	3 12% N	3 8% N	6 15% N	7 23% N	12 18% BDFO	13 25% BDFO	7 16% N	107 18% N	11 19% N	17 18% N	8 10% N	11 23% BFO	21 18% N	52 17% N	18 19% N	13 13% N	5 10% N	7 13% N	6 16% N	7 15% N	20 20% N
Not very common	363 15% N	21 12% N	13 15% N	9 11% N	3 12% N	3 8% N	6 15% N	7 23% N	12 18% N	13 19% N	7 16% N	104 17% N	11 19% N	7 8% N	7 9% N	10 21% NO	17 15% N	47 16% N	17 18% N	13 13% N	5 10% N	6 11% N	4 11% N	6 13% N	15 15% N
Not at all common	40 2% L	- - L	1 1% L	1 1% L	- - L	- - L	- - L	- - L	- - L	4 6% ABILRT	- - L	3 - L	- - L	10 11% ABCDHJLKPQSTWY	1 1% L	1 2% L	4 4% BL	5 2% L	1 1% L	- - L	- - L	1 2% BLT	2 5% BLT	1 2% ABLT	5 5% ABLT
Don't know	148 6% D	18 10% D	9 11% DLNRVW	- - DLNRVW	3 12% ADFLNRVW	1 3% ADFLNRVW	8 20% ADFLNRVW	4 13% DLNRVW	4 6% D	6 9% D	7 16% ADFLNRVW	27 4% D	3 5% D	3 3% DLNRVW	9 11% DLNRVW	2 4% DLNRVW	5 4% DLNRVW	11 4% ADFLNRVW	11 11% ADFLNRVW	6 6% D	2 4% D	1 2% D	- - D	2 4% D	6 6% D
Sigma	2455 100%	176 100%	84 100%	85 100%	26 100%	40 100%	41 100%	31 100%	67 100%	69 100%	45 100%	609 100%	59 100%	93 100%	81 100%	47 100%	114 100%	302 100%	97 100%	98 100%	49 100%	56 100%	38 100%	46 100%	102 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Q1117\_4. How common do you feel each type of abusive Internet behavior is?

14 Mar 2015  
Table 543

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Weighted Base	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
TOP 2 BOX (NET)	3320 81%	343 87%	137 88%	107 79%	59 75%	58 83%	36 57%	37 62%	127 81%	88 64%	150 82%	526 75%	69 90%	123 80%	199 87%	140 86%	164 80%	307 78%	97 80%	99 83%	76 89%	51 85%	69 92%	61 80%	197 88%
	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS
Very common	1734 42%	217 55%	80 52%	57 42%	26 33%	35 50%	10 16%	15 25%	77 49%	29 21%	85 47%	215 31%	34 44%	79 52%	96 42%	68 42%	73 36%	153 39%	50 41%	65 55%	52 61%	24 40%	45 60%	24 32%	125 56%
	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS	GHJL ADEGHJLMNORS
Somewhat common	1586 39%	126 32%	57 37%	50 37%	33 42%	23 33%	26 41%	22 37%	50 32%	59 43%	65 36%	311 44%	35 45%	44 29%	103 45%	72 44%	91 45%	154 39%	47 39%	34 29%	24 28%	27 45%	24 32%	37 49%	72 32%
	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS	BNTUY ADEGHJLMNORS
BOTTOM 2 BOX (NET)	575 14%	26 7%	11 7%	23 17%	13 16%	10 14%	18 29%	18 30%	22 14%	32 23%	11 6%	137 20%	4 5%	25 16%	17 7%	20 12%	30 15%	76 19%	18 15%	16 13%	6 7%	8 13%	6 8%	10 13%	18 8%
	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS
Not very common	526 13%	25 6%	11 7%	21 15%	13 16%	9 13%	18 29%	17 28%	20 13%	28 20%	9 5%	134 19%	4 5%	17 11%	16 7%	18 11%	27 13%	65 16%	16 13%	14 12%	6 7%	8 13%	6 8%	9 12%	15 7%
	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS	BCKMOY ADEGHJLMNORS
Not at all common	49 1%	1 *	-	2 1%	-	1 1%	-	1 2%	2 1%	4 3%	2 1%	3 *	-	8 5%	1 *	2 1%	3 1%	11 3%	2 2%	2 2%	-	-	-	1 1%	3 1%
	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS	L ADEGHJLMNORS
Don't know	221 5%	25 6%	7 5%	6 4%	7 9%	2 3%	9 14%	5 8%	7 4%	17 12%	21 12%	39 6%	4 5%	5 3%	13 6%	3 2%	10 5%	11 3%	7 6%	4 3%	3 4%	1 2%	-	5 7%	10 4%
	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS	PRW ADEGHJLMNORS
Sigma	4116 100%	394 100%	155 100%	136 100%	79 100%	70 100%	63 100%	60 100%	156 100%	137 100%	182 100%	702 100%	77 100%	153 100%	229 100%	163 100%	204 100%	394 100%	122 100%	119 100%	85 100%	60 100%	75 100%	76 100%	225 100%

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

Q1117\_5. How common do you feel each type of abusive Internet behavior is?

14 Mar 2015  
Table 544

5. Malware

Base: Aware Of Abusive Internet Behavior

	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	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Weighted Base	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
TOP 2 BOX (NET)	4166 89% HJP	408 93% AHJKPR	155 91% HJP	171 93% HJKPR	80 94% HJP	62 90% J	71 88% 88%	70 81% 81%	149 89% JP	116 78% 78%	161 87% J	762 89% HJP	67 91% JP	155 90% HJP	177 89% JP	72 79% 79%	198 88% JP	435 88% JP	147 88% J	143 91% HJP	73 91% JP	68 91% JP	85 94% HJKP	75 89% J	266 92% HJP
Very common	2832 61% HJLP	301 68% AHJLOPR	124 73% AEJHJLMOPR	128 70% AHJLOPR	51 60% HJP	48 70% HJLOP	49 60% HJP	34 40% 40%	103 62% HJLP	54 36% 36%	116 62% HJLP	420 49% JP	44 59% HJP	122 71% AHJLOPR	109 55% HJP	29 32% HJLOP	145 65% HJLP	297 60% HJLOP	113 67% HJLOP	105 66% HJLOP	58 73% AHJLOPR	53 71% HJLOP	63 70% HJLOP	54 64% HJLP	212 73% AEJHJLMOPR
Somewhat common	1334 29% BCNSUY	107 24% 24%	31 18% 18%	43 23% CNSUY	29 34% 34%	14 20% 20%	22 27% 27%	36 42% 42%	46 28% CY	62 42% 42%	45 24% 24%	342 40% 40%	23 31% CNY	33 19% 19%	68 34% 34%	43 47% 47%	53 24% 24%	138 28% CNY	34 20% 20%	38 24% 24%	15 19% 19%	15 20% 20%	22 24% 24%	21 25% 25%	54 19% 19%
BOTTOM 2 BOX (NET)	292 6% BEK	6 1% B	7 4% B	10 5% BE	- - BE	5 7% BE	4 5% BE	10 12% ABCEKOY	13 8% BEK	18 12% ABCEKOUWY	5 3% 3%	71 8% ABEKY	4 5% BE	12 7% BE	10 5% BE	12 13% ABCEKOUWY	15 7% BE	40 8% BEKY	12 7% BE	12 8% BEK	3 4% 4%	3 4% 4%	4 4% 4%	4 5% BE	12 4% B
Not very common	252 5% BEY	6 1% 1%	5 3% 3%	9 5% BE	- - BE	5 7% BEY	4 5% BE	8 9% BCEKWY	12 7% BEKY	16 11% ABCEKOUWY	5 3% 3%	68 8% ABCEKWY	4 5% BE	7 4% B	10 5% BE	11 12% ABCEKOUWY	11 5% BE	32 6% BEY	10 6% BEY	12 8% BEKY	3 4% 4%	2 3% 3%	2 2% 2%	4 5% BE	6 2% 2%
Not at all common	40 1% 1%	- - B	2 1% B	1 1% 1%	- - -	- - -	- - BKLO	2 2% 2%	1 1% 1%	2 1% B	- - -	3 * ABKLOT	- - ABKLOT	5 3% 3%	- - DL	1 B	4 2% BL	8 2% BL	2 1% B	- - B	- - B	1 1% B	2 2% BKLO	- - ABKLO	6 2% 2%
Don't know	212 5% DL	27 6% DLT	8 5% D	2 1% D	5 6% D	2 3% DLTW	6 7% DLTW	6 7% DLTW	5 3% ADILNRTWY	15 10% ABCDFLNGHRTWY	20 11% 11%	22 3% 3%	3 4% 4%	5 3% 3%	11 6% DL	7 8% DLTW	11 5% D	20 4% D	9 5% D	3 2% 2%	4 5% D	4 5% D	1 1% 1%	5 6% D	11 4% 4%
Sigma	4670 100%	441 100%	170 100%	183 100%	85 100%	69 100%	81 100%	86 100%	167 100%	149 100%	186 100%	855 100%	74 100%	172 100%	198 100%	91 100%	224 100%	495 100%	168 100%	158 100%	80 100%	75 100%	90 100%	84 100%	289 100%

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

Q1121. Have you ever been impacted by any of these types of abusive Internet behaviors?  
SUMMARY TABLE OF YES

14 Mar 2015  
Table 545

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Spamming	3527 73% BIOFPR	266 60% OP	120 67% OPR	164 89% ABCEFHAKOPRSTUY	65 74% BIOFPR	56 74% BIOFPR	78 90% ABCEFHAKOPRSTUY	73 79% BCIOFPR	103 57% OP	108 79% BCIOFPR	142 73% BIOFPR	758 87% ABCEFHAKOPRSTUY	72 88% ABCEFHAKOPRSTUY	138 77% BCIOFPR	108 41% ABCEFHAKOPRSTUY	43 44% ABCEFHAKOPRSTUY	203 89% ABCEFHAKOPRSTUY	268 55% OP	117 74% BIOFPR	127 73% BIOFPR	66 73% BIOFPR	65 82% BCIOFPRX	70 71% BIOFPR	66 68% OPR	251 88% ABCEFHAKOPRSTUY
Malware	2800 60% BIJKOPR	223 51% OP	91 54% OP	138 75% ABCEFHAKOPRSTUY	47 55% OP	39 57% OP	54 67% BIJKOPR	52 60% OP	87 52% OP	72 48% O	93 50% OP	600 70% ABCEFHAKOPRST	49 66% BIJKOPR	130 76% ABCEFHAKOPRSTUY	42 21% ABCEFHAKOPRSTUY	34 37% O	176 79% ABCEFHAKOPRSTUY	265 54% OP	104 62% BJKOP	87 55% OP	48 60% OP	60 80% ABCEFHAKOPRSTUY	60 67% BCIJKOPR	53 63% BJKOP	196 68% ABCEFHAKOPRST
Phishing	1365 30% DFGKOQ	121 28% DFGKOQ	58 34% DFGKOQ	25 17% O	38 45% ABCEFHAKOPRUY	9 13% GO	7 9% DFGO	14 26% GO	55 33% DFGKOQ	41 28% DFGO	40 20% GO	333 38% ABDFGLKOPRUY	23 34% ABDFGLKOPRUY	59 41% ABDFGLKOPRUY	19 7% ABCEFHAKOPRUY	69 41% ABCEFHAKOPRUY	35 19% O	126 27% DFGOQ	50 33% DFGKOOR	51 36% DFGKOOR	24 27% FGO	27 35% DFGKOQ	42 50% ABCEFHAKOPRSTUY	24 33% DFGKOQ	75 35% DFGKOOR
Stolen credentials	816 20% CDEFGJOSY	68 17% G	20 13% G	16 12% G	8 10% G	6 9% G	3 5% G	9 15% G	27 17% G	15 11% G	26 14% G	190 27% ABCEFHAKOPRST	24 31% ABCEFHAKOPRST	52 34% ABCEFHAKOPRST	28 12% ABCEFHAKOPRST	62 38% ABCEFHAKOPRST	37 18% G	70 18% G	13 11% G	25 21% DEFGJOS	21 25% CDEFGJKOSY	13 22% FGJS	30 40% ABCEFHAKOPRSTUY	20 26% CDEFGJKOSY	33 15% G
Cyber squatting	442 18% BJOQ	15 9% G	10 12% G	27 32% ABCEFHAKOPRSTUY	1 4% G	6 15% G	3 7% G	5 16% G	9 13% G	4 6% G	5 11% G	109 18% BJOQ	11 19% BJO	37 40% ABCEFHAKOPRSTUY	5 6% G	8 17% G	10 9% G	76 25% ABCEFHAKOPRSTUY	15 15% G	16 16% JO	8 16% BGJOQ	13 23% ABCEFHAKOPRSTUY	17 45% ABCEFHAKOPRSTUY	17 37% ABCEFHAKOPRSTUY	15 15% G

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1121\_1. Have you ever been impacted by any of these types of abusive Internet behaviors?  
1. Phishing

14 Mar 2015  
Table 546

Base: Aware Of Abusive Internet Behavior

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Weighted Base		4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Yes		1365	121	58	25	38	9	7	14	55	41	40	333	23	59	19	69	35	126	50	51	24	27	42	24	75
		30%	28%	34%	17%	45%	13%	9%	26%	33%	28%	20%	38%	34%	41%	7%	41%	19%	27%	33%	36%	27%	35%	50%	33%	35%
		DFGKQO	DFGKQO	DFGKQO	O	ABDFGKQO	GO	DFGKQO	DFGO	GO	ABDFGKQO	DFGKQO	ABDFGKQO	ABDFGKQO	ABDFGKQO	O	DFGQO	DFGKQO	DFGKQO	FGO	DFGKQO	ABDFGKQO	DFGKQO	DFGKQO	DFGKQO	DFGKQO
No		2439	228	94	116	39	52	57	29	92	87	125	369	23	57	221	80	116	266	65	60	56	46	32	36	93
		54%	54%	55%	77%	46%	72%	77%	55%	55%	59%	63%	42%	34%	40%	83%	47%	63%	56%	43%	42%	63%	59%	38%	49%	43%
		LMNSTWY	LMNSTWY	LMNSTWY	ABDFGKQO	ABDFGKQO	ABDFGKQO	ABDFGKQO	M	LMNSTWY	LMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	ABELMNPSTWY	LMNPSTWY	ELMNPSTWY	LMNSTWY	LMNSTWY	LMNSTWY	LMNSTWY	LMNSTWY	LMNSTWY
Not sure		754	77	19	9	8	11	10	10	21	20	34	176	21	27	27	21	33	79	36	31	9	5	10	13	47
		17%	18%	11%	6%	9%	15%	14%	19%	13%	14%	17%	20%	31%	19%	10%	12%	18%	17%	24%	22%	10%	6%	12%	18%	22%
		DOV	CDOV			D	D	D	DV	D	D	DOV	ACDEIOPUV	ACDEIOPUV	DOV			DOV	DOV	ACDEIOPUV	CDEIOPUV			DV	ACDEIOPUV	
Sigma		4558	426	171	150	85	72	74	53	168	148	199	878	67	143	267	170	184	471	151	142	89	78	84	73	215
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q1121\_2. Have you ever been impacted by any of these types of abusive Internet behaviors?  
2. Spamming

14 Mar 2015  
Table 547

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Weighted Base	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286
Yes	3527 73% BIOPR	266 60% OP	120 67% OPR	164 89% BIOPR	65 74% BIOPR	56 74% BIOPR	78 90% BCIOPR	73 79% OP	103 57% OP	108 79% BCIOPR	142 73% BIOPR	758 87% BIOPR	72 88% BCIOPR	138 77% BCIOPR	108 41% OP	43 44% OP	203 89% OP	268 55% BIOPR	117 74% BIOPR	127 73% BIOPR	66 73% BCIOPRX	65 82% BIOPR	70 71% BIOPR	66 68% OPR	251 88% BIOPR
No	946 19% DGHLMQSY	132 30% ADGHLMQSY	46 26% ADGHLMQSY	16 9% DGHLMQSY	18 20% DGLMQY	15 20% DGLMQY	6 7% ADGHLMQSY	9 10% DGLMQY	55 30% ADGHLMQSY	24 18% DGLMQY	37 19% DGHLMQSY	64 7% DGLMQY	4 5% DGLMQY	29 16% DGLMQY	130 49% ADGHLMQSY	43 44% ADGHLMQSY	20 9% ADGHLMQSY	156 32% DGHLMQSY	17 11% DGHLMQSY	38 22% GLMQY	15 17% GLMQY	10 13% DGHLMQSY	22 22% DGHLMQSY	21 22% DGHLMQSY	19 7% DGHLMQSY
Not sure	380 8% DLQ	46 10% ADGJLQY	14 8% DQ	4 2% DQ	5 6% Q	5 7% Q	3 3% DQ	10 11% DJQ	23 13% ADGJLQY	5 4% DQ	15 8% DQ	50 6% DQ	6 7% DQ	13 7% DQ	26 10% DJLQ	12 12% DGJLQY	4 2% ADGJLQY	59 12% ADGHLMQSY	24 15% ADGHLMQSY	10 6% Q	9 10% DQ	4 5% DQ	7 7% DQ	10 10% DJQ	16 6% Q
Sigma	4853 100%	444 100%	180 100%	184 100%	88 100%	76 100%	87 100%	92 100%	181 100%	137 100%	194 100%	872 100%	82 100%	180 100%	264 100%	98 100%	227 100%	483 100%	158 100%	175 100%	90 100%	79 100%	99 100%	97 100%	286 100%

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

Q1121\_3. Have you ever been impacted by any of these types of abusive Internet behaviors?  
3. Cyber squatting

14 Mar 2015  
Table 548

Base: Aware Of Abusive Internet Behavior

		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		2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Weighted Base		2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Yes		442 18% BJOQ	15 9% ABCDGHIJOSTY	10 12% ABCDGHIJOSTY	27 32% ABCDGHIJOSTY	1 4% ABCDGHIJOSTY	6 15% ABCDGHIJOSTY	3 7% ABCDGHIJOSTY	5 16% ABCDGHIJOSTY	9 13% ABCDGHIJOSTY	4 6% ABCDGHIJOSTY	5 11% ABCDGHIJOSTY	109 18% BJOQ	11 19% BJO	37 40% ABCDGHIJOSTY	5 6% ABCDGHIJOSTY	8 17% ABCDGHIJOSTY	10 9% ABCDGHIJOSTY	76 25% ABCDGHIJOSTY	15 15% ABCDGHIJOSTY	16 16% JO	8 16% BGJOQ	13 23% ABCDGHIJOSTY	17 45% ABCDGHIJOSTY	17 37% ABCDGHIJOSTY	15 15% ABCDGHIJOSTY
No		1617 66% MNRSWX	134 76% ALMNPSTWXY	62 74% MNRSWX	55 65% NSWX	19 73% MNRSTWXY	32 80% MNRSTWXY	30 73% MNSWX	20 65% NWXX	50 75% MNRSWX	57 83% ADLMNPSTWXY	34 76% MNRSWX	413 68% MNRSWX	31 53% ABCDGHIJOSTY	39 42% ADLMNPSTWXY	64 79% MNSWX	34 72% MNSWX	87 76% MNSWX	180 60% NWXX	48 49% NWXX	60 61% NSWX	34 69% NSWX	38 68% NSWX	15 39% ABCDGHIJOSTY	18 39% ABCDGHIJOSTY	63 62% NWXX
Not sure		396 16% D	27 15% D	12 14% D	3 4% D	6 23% D	2 5% D	8 20% D	6 19% D	8 12% D	8 12% D	6 13% D	87 14% D	17 29% ABCDGHIJOSTY	17 18% DF	12 15% D	5 11% D	17 15% D	46 15% D	34 35% ABCDGHIJOSTY	22 22% DFLV	7 14% D	5 9% D	6 16% D	11 24% DFV	24 24% ADFLV
Sigma		2455 100%	176 100%	84 100%	85 100%	26 100%	40 100%	41 100%	31 100%	67 100%	69 100%	45 100%	609 100%	59 100%	93 100%	81 100%	47 100%	114 100%	302 100%	97 100%	98 100%	49 100%	56 100%	38 100%	46 100%	102 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1121\_4. Have you ever been impacted by any of these types of abusive Internet behaviors?  
4. Stolen credentials

14 Mar 2015  
Table 549

Base: Aware Of Abusive Internet Behavior

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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		4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Weighted Base		4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Yes		816 20%	68 17% G	20 13%	16 12%	8 10%	6 9%	3 5%	9 15%	27 17% G	15 11%	26 14% G	190 27%	24 31%	52 34%	28 12%	62 38%	37 18% G	70 18% G	13 11%	25 21% DEFGJOS	21 25% CDEFGJKOSY	13 22% FGJS	30 40% HCEGJHKLQOSTVWY	20 26% CDEFGJKOSY	33 15% G
No		2650 64% LMNPSW	274 70% ALMNPSWX	121 78% ABLMNPQRSTVWY	115 85% HCEGJHKLQOSTVWY	59 75% LMNPSWX	54 77% ALMNPSWX	51 81% HCEGJHKLQOSTVWY	37 62% MN	112 72% ALMNPSWX	109 80% ABLMNPQRSTVWY	128 70% LMNPSWX	371 53% M	29 38%	71 46%	180 79%	78 48%	132 65% LMNPW	258 65% LMNPSW	66 54% M	76 64% LMNPW	58 68% LMNPSW	40 67% LMNPW	34 45%	43 57% M	154 68% LMNPSW
Not sure		650 16% CDJOU	52 13% D	14 9%	5 4%	12 15% D	10 14% D	9 14% D	14 23% BCDIJOU	17 11% D	13 9%	28 15% D	141 20% ABCDIJOU	24 31% HCEGJHKLQOSTVWY	30 20% CDIJOU	21 9% D	23 14% D	35 17% CDJOU	66 17% CDJOU	43 35% HCEGJHKLQOSTVWY	18 15% D	6 7% D	7 12% D	11 15% D	13 17% D	38 17% CDOU
Sigma		4116 100%	394 100%	155 100%	136 100%	79 100%	70 100%	63 100%	60 100%	156 100%	137 100%	182 100%	702 100%	77 100%	153 100%	229 100%	163 100%	204 100%	394 100%	122 100%	119 100%	85 100%	60 100%	75 100%	76 100%	225 100%

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

Q1121\_5. Have you ever been impacted by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 550

5. Malware

Base: Aware Of Abusive Internet Behavior

	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	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Weighted Base	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Yes	2800 60% BIJKOPR	223 51% OP	91 54% OP	138 75% ABCEJHAKGQSTU	47 55% OP	39 57% OP	54 67% BIJKOPR	52 60% OP	87 52% OP	72 48% O	93 50% OP	600 70% ABCEJHAKGQSTU	49 66% BIJKOPR	130 76% ABCEJHAKGQSTU	42 21% O	34 37% O	176 79% ABCEJHAKGQSTU	265 54% OP	104 62% BJKOP	87 55% OP	48 60% OP	60 80% ABCEJHAKGQSTU	60 67% BCIJKOPR	53 63% BJKOP	196 68% ABCEJHAKGQSTU
No	1279 27% DLMNQVY	158 36% ADGHLMNQSVWY	62 36% ADGHLMNQSVWY	35 19% DHLMNQSVY	29 34% DHLMNQSVY	23 33% DHLMNQSVY	19 23% DHLMNQSVY	16 19% ADGHLMNQSVWY	62 37% ADGHLMNQSVWY	56 38% ADGHLMNQSVWY	74 40% ADGHLMNQSVWY	146 17% ABCEJHAKGQSTU	11 15% BIJKOPR	24 14% ABCEJHAKGQSTU	127 64% ABCEJHAKGQSTU	42 46% ABCEJHAKGQSTU	32 14% ADGHLMNQSVWY	158 32% ADGHLMNQSVWY	35 21% DHLMNQSVY	48 30% DHLMNQSVY	21 26% LNQV	9 12% DHLMNQSVY	20 22% BCIJKOPR	21 25% NQV	51 18% ABCEJHAKGQSTU
Not sure	591 13% DQ	60 14% DQ	17 10% DQ	10 5% DQ	9 11% DQ	7 10% DQ	8 10% DQ	18 21% ACDKILNQV	18 11% DQ	21 14% DQ	19 10% DQ	109 13% DQ	14 19% DQ	18 10% DQ	29 15% DQ	15 16% DQ	16 7% DQ	72 15% DQ	29 17% DQ	23 15% DQ	11 14% D	6 8% D	10 11% D	10 12% D	42 15% DQ
Sigma	4670 100%	441 100%	170 100%	183 100%	85 100%	69 100%	81 100%	86 100%	167 100%	149 100%	186 100%	855 100%	74 100%	172 100%	198 100%	91 100%	224 100%	495 100%	168 100%	158 100%	80 100%	75 100%	90 100%	84 100%	289 100%

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



Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF TOP 2 BOX

14 Mar 2015  
Table 551

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Stolen credentials	3521 86% BCEI	298 76% I	119 77% I	125 92% ABCEFLUTU	61 77% I	56 80% I	60 95% ABCEFLUTUV	55 92% BCEI	117 75% I	114 83% I	164 90% BCEFITU	623 89% ABCEFITU	69 90% BCEI	135 88% BCEI	204 89% BCEFIT	143 88% BCEI	176 86% BCI	341 87% BCEI	108 89% BCEI	96 81% I	69 81% I	50 83% I	72 96% ABCEFLUPORTUV	67 88% BCI	199 88% BCEI
Malware	3784 81% BCIJ	309 70% I	118 69% I	162 89% ABCEFLUPORTUV	65 76% I	54 78% I	71 88% BCIJTY	71 83% BCI	98 59% I	108 72% I	163 88% ABCEFLUPRTUV	796 93% ABCEFLUPORTUV	64 86% BCIJ	144 84% BCIJ	168 85% BCIJTY	70 77% I	182 81% BCIJ	400 81% BCIJ	139 83% BCIJ	121 77% I	62 78% I	60 80% I	72 80% I	63 75% I	224 78% BI
Phishing	3488 77% BCEIJ	244 57% I	88 51% I	135 90% ABCEFLUMORTUV	48 56% I	56 78% I	67 91% ABCEFLUMORTUV	35 66% I	77 46% I	90 61% I	170 85% ABCEFLUMORTUV	772 88% ABCEFLUMORTUV	48 72% BCI	120 84% ABCEFLUMOU	222 83% ABCEFLUMOU	146 86% ABCEFLUMORTUV	134 73% BCEIJ	380 81% ABCEFLUQU	120 79% BCEIJ	107 75% BCEIJ	63 71% BCI	60 77% BCEIJ	79 94% ABCEFLUMORTUV	61 84% BCEHIJ	166 77% BCEIJ
Cyber squatting	1613 66% BCIL	84 48% I	36 43% I	63 74% BCIL	13 50% I	24 60% I	25 61% I	22 71% BCI	32 48% I	44 64% BC	29 64% BC	335 55% C	42 71% BCIL	72 77% ABCFL	68 84% ABCFL	35 74% BCIL	75 66% BCIL	230 76% ABCFL	81 84% ABCFL	67 68% BCIL	35 71% BCIL	45 80% ABCFL	34 89% ABCFL	39 85% ABCFL	83 81% ABCFL
Spamming	2889 60% BCEFLHIJY	219 49% IJ	75 42% I	124 67% ABCEFLHIJY	39 44% I	31 41% I	45 52% IJ	39 42% I	62 34% I	48 35% I	143 74% ABCEFLHIJY	619 71% ABCEFLHIJY	49 60% CEFLHIJY	117 65% BCEFLHIJY	216 82% ABCEFLHIJY	77 79% ABCEFLHIJY	100 44% I	333 69% ABCEFLHIJY	100 63% BCEFLHIJY	96 55% CFIJJ	48 53% IJ	47 59% CFHIJY	64 65% BCEFLHIJY	51 53% IJ	147 51% CIJ

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

14 Mar 2015  
Table 552

Base: Aware Of Abusive Internet Behavior

	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	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Weighted Base	5768	471	190	218	95*	94*	94*	103	204	174	214	1068	98*	201	307	194	250	647	195	191	98*	100	110	107	345
Spamming	1964 40% DKLOPR	225 51% ADKLNOPRSW	105 58% ADKLNOPSTWXY	60 33% OP	49 56% ADKLNOPRSW	45 59% ADKLNOPSTWXY	42 48% DKLNOPR	53 58% ADKLNOPSTWXY	119 66% ADKLNOPSTWXY	89 65% ADKLNOPSTWXY	51 26% O	253 29% O	33 40% KLOP	63 35% OP	48 18% ADKLNOPSTWXY	21 21% ADKLNOPSTWXY	127 56% ADKLNOPSTWXY	150 31% O	58 37% KOP	79 45% DKLOPR	42 47% DKLOPR	32 41% KLOP	35 35% OP	46 47% DKLNOPR	139 49% ADKLNOPRSW
Cyber squatting	842 34% NORSVWXY	92 52% ADKLNOPSTWXY	48 57% ADKLNOPSTWXY	22 26% ADKLNOPSTWXY	13 50% NORSVWXY	16 40% NORSVWXY	16 39% ORSVWXY	9 29% ADKLNOPSTWXY	35 52% ORSVWXY	25 36% OSWXY	16 36% ADKLNOPSTWXY	274 45% ADKLNOPSTWXY	17 29% W	21 23% ADKLNOPSTWXY	13 16% ADKLNOPSTWXY	12 26% ORSVWXY	39 34% ORSVWXY	72 24% ORSVWXY	16 16% OSWXY	31 32% OSWXY	14 29% W	11 20% W	4 11% ADKLNOPSTWXY	7 15% ADKLNOPSTWXY	19 19% ADKLNOPSTWXY
Phishing	1070 23% DGKLNOPRW	182 43% ADKLNOPSTWXY	83 49% ADKLNOPSTWXY	15 10% ADKLNOPSTWXY	37 44% DGLW	16 22% DGLW	7 9% DGKLNOPRW	18 34% ADKLNOPSTWXY	91 54% ADKLNOPSTWXY	58 39% ADKLNOPSTWXY	29 15% W	106 12% DGKLNOPW	19 28% W	23 16% LW	45 17% LW	24 14% DGKLNOPRW	50 27% DGLW	91 19% DGLW	31 21% DGLW	35 25% DGKLPW	26 29% DGKLNOPRW	18 23% DGLW	5 6% ADKLNOPSTWXY	12 16% W	49 23% DGKLPW
Malware	886 19% DKL	132 30% ADKLNOPSTWXY	52 31% ADKLNOPSTWXY	21 11% L	20 24% DKL	15 22% DL	10 12% L	15 17% L	69 41% ADKLNOPSTWXY	41 28% ADKLNOPSTWXY	23 12% L	59 7% L	10 14% L	28 16% L	30 15% DKL	21 23% DL	42 19% DKL	95 19% DKL	29 17% L	37 23% DGKLO	18 23% DKL	15 20% L	18 20% L	21 25% DGKL	65 22% DGKLO
Stolen credentials	595 14% DGLW	96 24% ADKLNOPSTWXY	36 23% ADKLNOPSTWXY	11 8% ADKLNOPSTWXY	18 23% DGKLOW	14 20% DGKLOW	3 5% ADKLNOPSTWXY	5 8% ADKLNOPSTWXY	39 25% DGW	23 17% DGW	18 10% ADKLNOPSTWXY	79 11% ADKLNOPSTWXY	8 10% ADKLNOPSTWXY	18 12% ADKLNOPSTWXY	25 11% ADKLNOPSTWXY	20 12% W	28 14% W	53 13% W	14 11% DGKLOW	23 19% DGKLW	16 19% DGKLW	10 17% GW	3 4% ADKLNOPSTWXY	9 12% ADKLNOPSTWXY	26 12% ADKLNOPSTWXY

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1126\_1. How scared are you of each of the following?

14 Mar 2015  
Table 553

1. Phishing

Base: Aware Of Abusive Internet Behavior

		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		4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
Weighted Base		4558	426	171	150	85*	72*	74*	53*	168	148	199	878	67*	143	267	170	184	471	151	142	89*	78*	84*	73*	215
TOP 2 BOX (NET)		3488	244	88	135	48	56	67	35	77	90	170	772	48	120	222	146	134	380	120	107	63	60	79	61	166
	BCEIJ	77%	57%	51%	90%	56%	78%	91%	66%	46%	61%	85%	88%	72%	84%	83%	86%	73%	81%	79%	75%	71%	77%	94%	84%	77%
														BCI	ABCEHUMQIU	ABCEHUMQIU	ABCEHUMQIU	BCEIJ	ABCEHUIQU	BCEIJ	BCEIJ	BCI	BCEIJ		BCEHIJ	BCEIJ
Very scared		1542	72	27	86	8	31	40	16	12	29	80	383	19	66	60	34	49	178	60	58	32	19	64	32	87
		34%	17%	16%	57%	9%	43%	54%	30%	7%	20%	40%	44%	28%	46%	22%	20%	27%	38%	40%	41%	36%	24%	76%	44%	40%
	BCEIOPQ										EI	BCEIOPQV	ABCEHUMQPV	BCEI	ABCEHUMQPV		EI	BCEI	BCEIOPQV	BCEIOPQV	BCEIOPQV	BCEIOP	EI		BCEIOPQV	ABCEIOPQV
Somewhat scared		1946	172	61	49	40	25	27	19	65	61	90	389	29	54	162	112	85	202	60	49	31	41	15	29	79
		43%	40%	36%	33%	47%	35%	36%	36%	39%	41%	45%	44%	43%	38%	61%	66%	46%	43%	40%	35%	35%	53%	18%	40%	37%
	DTW		W	W	W	DW	W	W	W	W	W	DTW	CDTWY	W	W			CDTW	DW	W	W	W			W	W
BOTTOM 2 BOX (NET)		1070	182	83	15	37	16	7	18	91	58	29	106	19	23	45	24	50	91	31	35	26	18	5	12	49
		23%	43%	49%	10%	44%	22%	9%	34%	54%	39%	15%	12%	28%	16%	17%	14%	27%	19%	25%	29%	23%		6%	16%	23%
	DGKLNOPRW					DGLW				DGKLNOPRWX				DGKLNOPW		LW			DGKLNOPRW	DGLW	DGLW	DGKLPW	DGKLNOPRW	DGLW		DGKLPW
Not very scared		786	131	63	12	30	12	4	16	66	45	24	84	12	14	38	22	33	60	24	22	19	11	4	9	31
		17%	31%	37%	8%	35%	17%	5%	30%	39%	30%	12%	10%	18%	10%	14%	13%	18%	13%	16%	15%	21%	W	5%	12%	14%
	DGKLNRW					GW								DGLW		GLW		DGLNW	W	DGLW	DGLW	DGKLNRW				GLW
Not at all scared		284	51	20	3	7	4	3	2	25	13	5	22	7	9	7	2	17	31	7	13	7	7	1	3	18
		6%	12%	12%	2%	8%	6%	4%	4%	15%	9%	3%	3%	10%	6%	3%	1%	9%	7%	5%	9%	8%	9%		4%	8%
	DKLOP					P								DKLOPW		LP			DKLOPW	DKLOP		DKLOPW	DKLOPW			DKLOPW
Sigma		4558	426	171	150	85	72	74	53	168	148	199	878	67	143	267	170	184	471	151	142	89	78	84	73	215
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q1126\_2. How scared are you of each of the following?

14 Mar 2015  
Table 554

2. Spamming

Base: Aware Of Abusive Internet Behavior

	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	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286					
Weighted Base	4853	444	180	184	88*	76*	87*	92*	181	137	194	872	82*	180	264	98*	227	483	158	175	90*	79*	99*	97*	286					
TOP 2 BOX (NET)	2889 60%	219 49%	75 42%	124 67%	39 44%	31 41%	45 52%	39 42%	62 34%	48 35%	143 74%	619 71%	49 60%	117 65%	216 82%	77 79%	100 44%	333 69%	100 63%	96 55%	48 53%	47 59%	64 65%	51 53%	147 51%					
	BCEFHUIQY	IJ	ABCEFGHIJUTY						ABCEFGHAIJZUTY				ABCEFGHIJUTY		BCEFHUIQY		ABCEFGHIJUTY				BCEFHUIQY		CFIJJ		IJ		CU			
Very scared	1041 21%	62 14%	20 11%	55 30%	8 9%	6 8%	11 13%	12 13%	13 7%	17 12%	65 34%	237 27%	13 16%	51 28%	58 22%	15 15%	30 13%	138 29%	38 24%	49 28%	19 21%	12 15%	33 33%	15 15%	64 22%					
	BCEFGHIJQY	I	ABCEFGHIJQVX						ABCEFGHAIJQVX				ABCEFGHIJQVX		BCEFIJQ		ABCEFGHIJQVX				BCEFGHIJQ		BCEFGHIJQVX		CEFI		I	ABCEFGHAIJQVX	I	BCEFGHIJQ
Somewhat scared	1848 38%	157 35%	55 31%	69 38%	31 35%	25 33%	34 39%	27 29%	49 27%	31 23%	78 40%	382 44%	36 44%	66 37%	158 60%	62 63%	70 31%	195 40%	62 39%	47 27%	29 32%	35 44%	31 31%	36 37%	83 29%					
	CIJQTY	IJT		IJT	J		IJT				IJQTY	ABCEHIJQTYVX	CHIJQTY	JT	ABCEFGHIJQVX				CHIJQTY				IJTY				CHIJQTY			
BOTTOM 2 BOX (NET)	1964 40%	225 51%	105 58%	60 33%	49 56%	45 59%	42 48%	53 58%	119 66%	89 65%	51 26%	253 29%	33 40%	63 35%	48 18%	21 21%	127 56%	150 31%	58 37%	79 45%	42 47%	32 41%	35 35%	46 47%	139 49%					
	DKLOPR	ADKLNOPRSW	ADKLNOPRSVWY	OP	ADKLNOPRSW	ADKLNOPRSVW	DKLNOPR	ADKLNOPRSW	ADKLNOPRSVW	ADKLNOPRSVW	ADKLNOPRSVW	O	O	KLOP	OP	ADKLNOPRSVW				O	KOP	DKLOPR	DKLOPR	KLOP	OP	DKLNOPR	ADKLNOPRSW			
Not very scared	1432 30%	147 33%	77 43%	53 29%	36 41%	34 45%	36 41%	39 42%	80 44%	59 43%	44 23%	214 25%	26 32%	45 25%	44 17%	19 19%	76 33%	110 23%	46 29%	53 30%	26 29%	17 22%	24 24%	31 32%	96 34%					
	KLOPR	KLNPVRW	ADKLNOPRSVW	O	ADKLNOPRSW	ADKLNOPRSVW	ADKLNOPRSVW	ADKLNOPRSVW	ADKLNOPRSVW	ADKLNOPRSVW	O	O	O	O	O	KLOPRV				O	OR	O	O	OP	KLOPRV					
Not at all scared	532 11%	78 18%	28 16%	7 4%	13 15%	11 14%	6 7%	14 15%	39 22%	30 22%	7 4%	39 4%	7 9%	18 10%	4 2%	2 2%	51 22%	40 8%	12 8%	26 15%	16 18%	15 19%	11 11%	15 15%	43 15%					
	DKLOPR	ADKLNOPRS	ADKLOPRS		DKLOP	DKLOP		DKLOPR	ADKLNOPRS	ADKLNOPRS		O	OP	DKLOP	ADKLNOPRS				DKLOP	O	DKLOPRS	ADKLOPRS	ADKLNOPRS	DKLOP	DKLOPRS	ADKLOPRS				
Sigma	4853 100%	444 100%	180 100%	184 100%	88 100%	76 100%	87 100%	92 100%	181 100%	137 100%	194 100%	872 100%	82 100%	180 100%	264 100%	98 100%	227 100%	483 100%	158 100%	175 100%	90 100%	79 100%	99 100%	97 100%	286 100%					

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

Q1126\_3. How scared are you of each of the following?

14 Mar 2015  
Table 555

3. Cyber squatting

Base: Aware Of Abusive Internet Behavior

	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	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
Weighted Base	2455	176	84*	85*	26**	40*	41*	31*	67*	69*	45*	609	59*	93*	81*	47*	114	302	97*	98*	49*	56*	38*	46*	102
TOP 2 BOX (NET)	1613 66%	84 48%	36 43%	63 74%	13 50%	24 60%	25 61%	22 71%	32 48%	44 64%	29 64%	335 55% C	42 71%	72 77%	68 84%	35 74%	75 66%	230 76%	81 84%	67 68%	35 71%	45 80%	34 89%	39 85%	83 81%
	BCIL			BCIL				BCI		BC	BC		BCIL	ABCFIL	ABCFLGUKLOT	BCIL	BCIL	ABCFLGUKLOT	ABCFLGUKLOT	BCIL	BCIL	ABCFLGUKLOT	ABCFLGUKLOT	ABCFLGUKLOT	ABCFLGUKLOT
Very scared	707 29%	35 20%	14 17%	30 35%	1 4%	9 23%	10 24%	9 29%	7 10%	16 23%	15 33%	107 18%	16 27%	36 39%	20 25%	19%	34 30%	125 41%	47 48%	44 45%	20 41%	18 32%	25 66%	14 30%	46 45%
	BCIL			BCIL				I		CIL			I	ABCILP			CIL	ABCFLGUKLOT	ABCFLGUKLOT	ABCFLGUKLOT	BCILP	CIL	ABCFLGUKLOT	IL	ABCFLGUKLOT
Somewhat scared	906 37%	49 28%	22 26%	33 39%	12 46%	15 38%	15 37%	13 42%	25 37%	28 41%	14 31%	228 37%	26 44%	36 39%	48 59%	26 55%	41 36%	105 35%	34 35%	23 23%	15 31%	27 48%	9 24%	25 54%	37 36%
	BCT			T				T		T		BCT	BCTW	T	ABCFLGUKLOT	ABCFLGUKLOT	T	T			BCTW			ABCFLGUKLOT	
BOTTOM 2 BOX (NET)	842 34%	92 52%	48 57%	22 26%	13 50%	16 40%	16 39%	9 29%	35 52%	25 36%	16 36%	274 45%	17 29%	21 23%	13 16%	12 26%	39 34%	72 24%	16 16%	31 32%	14 29%	11 20%	4 11%	7 15%	19 19%
	NORSVWXY					NORSVWXY	ORSVWXY			ORSVWXY	OSVWXY		W			ORSVWXY		OSVWXY		OSVWXY	W				
Not very scared	582 24%	51 29%	30 36%	20 24%	8 31%	10 25%	12 29%	7 23%	18 27%	17 25%	8 18%	215 35%	14 24%	14 15%	10 12%	10 21%	24 21%	53 18%	11 11%	18 18%	8 16%	5 9%	4 11%	6 13%	9 9%
	NORSVY			SVY		SVY	OSVWXY	Y	OSVY	SVY			SVY			Y	Y	Y							
Not at all scared	260 11%	41 23%	18 21%	2 2%	5 19%	6 15%	4 10%	2 6%	17 25%	12 18%	8 18%	59 10%	3 5%	7 8%	3 4%	2 4%	15 13%	19 6%	5 5%	13 13%	6 12%	6 11%	-	1 2%	10 10%
	DORW					DORWX				DW	DMOPRSWX	DW				DORSWX		DORWX	DW	DW					DW
Sigma	2455 100%	176 100%	84 100%	85 100%	26 100%	40 100%	41 100%	31 100%	67 100%	69 100%	45 100%	609 100%	59 100%	93 100%	81 100%	47 100%	114 100%	302 100%	97 100%	98 100%	49 100%	56 100%	38 100%	46 100%	102 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1126\_4. How scared are you of each of the following?

14 Mar 2015  
Table 556

4. Stolen credentials

Base: Aware Of Abusive Internet Behavior

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
Weighted Base	4116	394	155	136	79*	70*	63*	60*	156	137	182	702	77*	153	229	163	204	394	122	119	85*	60*	75*	76*	225
TOP 2 BOX (NET)	3521 86% BCEI	298 76%	119 77%	125 92% ABCEFLUTU	61 77%	56 80%	60 95% ABCEFLUTU	55 92% BCEI	117 75%	114 83%	164 90% BCEFTTU	623 89% ABCEFTTU	69 90% BCEI	135 88% BCEI	204 89% BCEFIT	143 88% BCEI	176 86% BCI	341 87% BCEI	108 89% BCEI	96 81%	69 81%	50 83% ABCEFLUPTUW	72 96% ABCEFLUPTUW	67 88% BCI	199 88% BCEI
Very scared	2055 50% BCEIOPV	151 38%	65 42% I	90 66% ABCEFLUPOV	30 38%	34 49% IO	37 59% BCEIOPV	34 57% BEIOPV	48 31%	65 47% IO	90 49% BIO	350 50% BEIOP	42 55% BEIOPV	102 67% ABCEFLUPOV	76 33% BCEIOPV	64 39% BEIOPV	106 52% ABCEIOPV	224 57% BCEIOPV	70 57% ABCEIOPV	75 63% ABCEIOPV	46 54% BEIOPV	22 37% ABCEFLUPTUW	63 84% ABCEFLUPTUW	41 54% BEIOPV	130 58% ABCEIOPV
Somewhat scared	1466 36% DNRTW	147 37% DNRTW	54 35% NTW	35 26% W	31 39% DNTW	22 31% TW	23 37% NTW	21 35% NTW	69 44% ADNRSTUWY	49 36% NTW	74 41% DNRTUWY	273 39% ADNRSTUWY	27 35% NTW	33 22% ABCEFLUPTUW	128 56% ABCEFLUPTUW	79 48% NTW	117 34% TW	117 30% TW	38 31% TW	21 18% W	23 27% DNRTUWY	28 47% W	9 12% NTW	26 34% NTW	69 31% TW
BOTTOM 2 BOX (NET)	595 14% DGLW	96 24% DGLW	36 23% DGLW	11 8% ADGKLW	18 23% DGKLW	14 20% DGKLW	3 5% ADGKLW	5 8% ADGKLW	39 25% DGW	23 17% DGW	18 10% DGLW	79 11% DGLW	8 10% DGLW	18 12% W	25 11% W	20 12% W	28 14% W	53 13% W	14 11% DGKLW	23 19% DGKLW	16 19% GW	10 17% GW	3 4% G	9 12% G	26 12% G
Not very scared	455 11% GWY	76 19% GWY	28 18% GWY	11 8% GKLQWY	13 16% GWY	10 14% GWY	1 2% G	5 8% G	29 19% GKLQWY	21 15% G	14 8% G	65 9% G	6 8% G	13 8% GW	23 10% GW	17 10% GW	41 10% GW	11 9% GW	13 11% GW	11 13% GW	6 10% G	2 3% G	8 11% G	14 6% G	
Not at all scared	140 3% DLO	20 5% DLO	8 5% DLO	- - DHLO	5 6% DLO	4 6% DLO	2 3% D	- - ADHJLOP	10 6% ADHJLOP	2 1% ADHJLOP	4 2% ADHJLOP	14 2% ADHJLOP	2 3% D	5 3% D	2 1% D	3 2% DLO	11 5% DLO	12 3% D	3 2% ADHJLOP	10 8% ADHJLOP	5 6% DLO	4 7% DHLO	1 1% DLO	1 1% DLO	12 5% DLO
Sigma	4116	394	155	136	79	70	63	60	156	137	182	702	77	153	229	163	204	394	122	119	85	60	75	76	225
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q1126\_5. How scared are you of each of the following?  
5. Malware

14 Mar 2015  
Table 557

Base: Aware Of Abusive Internet Behavior

	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	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
Weighted Base	4670	441	170	183	85*	69*	81*	86*	167	149	186	855	74*	172	198	91*	224	495	168	158	80*	75*	90*	84*	289
TOP 2 BOX (NET)	3784 81% BCIJ	309 70% I	118 69% I	162 89% ABCDEFGHIJKPQSTUV	65 76% I	54 78% I	71 88% BCIJUTXY	71 83% BCI	98 59% I	108 72% I	163 88% ABCDEFGHIJKPQSTUVXY	796 93% ABCDEFGHIJKPQSTUVXY	64 86% BCIJ	144 84% BCIJ	168 85% BCIJTY	70 77% I	182 81% BCIJ	400 81% BCIJ	139 83% BCIJ	121 77% I	62 78% I	60 80% I	72 80% I	63 75% I	224 78% BI
Very scared	1853 40% BCEIJOP	126 29% EI	44 26% I	93 51% ABCDEFGHIJKPQSTUV	15 18% I	25 36% EI	31 38% CEIO	36 42% BCEIJOP	25 15% I	39 26% I	74 40% BCEIJOP	441 52% ABCDEFGHIJKPQSTUVXY	43 58% I	89 52% I	52 26% I	25 27% I	101 45% BCEIJOP	208 42% BCEIJOP	69 41% BCEIJOP	73 46% BCEIJOPU	26 33% EI	27 36% EI	49 54% ABCDEFGHIJKPQSTUVXY	29 35% EI	113 39% BCEIJOP
Somewhat scared	1931 41% MNTW	183 41% MNTW	74 44% MNTW	69 38% W	50 59% W	29 42% W	40 49% MNQTW	35 41% W	73 44% MNTW	69 46% MNTW	89 48% MNQRTWY	355 42% MNTW	21 28% I	55 32% I	116 59% MNQTW	45 49% I	81 36% I	192 39% W	70 42% TW	48 30% MNTW	36 45% MTW	33 44% MTW	23 26% I	34 40% W	111 38% W
BOTTOM 2 BOX (NET)	886 19% DKL	132 30% ADGKLMNOQRS	52 31% ADGKLMNOQRS	21 11% L	20 24% DKL	15 22% DL	10 12% I	15 17% ADGKLMNOQRS	69 41% ADGKLMNOQRS	41 28% I	23 12% L	59 7% I	10 14% L	28 16% L	30 15% L	21 23% DKL	42 19% DL	95 19% DKL	29 17% L	37 23% DGKLO	18 23% DKL	15 20% L	18 20% L	21 25% DGKL	65 22% DGKLO
Not very scared	692 15% L	107 24% ADGKLMNOQRS	42 25% ADGKLMNOQRS	18 10% L	15 18% L	11 16% L	8 10% I	10 12% L	53 32% ADGKLMNOQRS	33 22% L	19 10% L	49 6% I	7 9% L	21 12% L	27 14% L	21 23% ADGKLMNOQRS	32 14% L	73 15% L	24 14% L	23 15% L	10 13% L	11 15% L	13 14% L	16 19% DKL	49 17% DKL
Not at all scared	194 4% LP	25 6% DLOP	10 6% DLOP	3 2% LOP	5 6% LOP	4 6% LP	2 2% LOP	5 6% LOP	16 10% ADGKLMNOQRS	8 5% LOP	4 2% I	10 1% I	3 4% L	7 4% L	3 2% I	-	10 4% LP	22 4% LP	5 3% ADKLOPRS	14 9% ADKLOPRS	8 10% ADKLOPRS	4 5% LP	5 6% LP	5 6% LOP	16 6% DLOP
Sigma	4670 100%	441 100%	170 100%	183 100%	85 100%	69 100%	81 100%	86 100%	167 100%	149 100%	186 100%	855 100%	74 100%	172 100%	198 100%	91 100%	224 100%	495 100%	168 100%	158 100%	80 100%	75 100%	90 100%	84 100%	289 100%

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

Q1130\_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 558

1. Phishing

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Purchased antivirus software for my computer	3093 50% HVV	261 52% HVV	109 55% HMSVWY	121 54% HMSVWY	49 49% H	55 54% HV	52 52% HV	39 35% HMSVWY	119 54% HMSVWY	93 46% HMSVWY	147 59% HMSVWY	584 53% HMSVWY	41 41% H	96 47% H	186 52% HVV	95 47% H	168 66% HVV	341 50% HVV	92 44% H	90 45% HMSVWY	58 55% HMSVWY	36 35% HMSVWY	51 43% HMSVWY	50 45% HMSVWY	160 43% HMSVWY
Changed my internet habits	1779 29% BGJQO	117 23% OQ	54 27% JOQ	83 37% ABCEFGJLOQ	24 24% O	24 24% O	20 20% O	33 29% JOQ	61 28% JOQ	34 17% O	72 29% JOQ	335 30% BGJQO	38 38% ABCEFGJQO	81 39% ABCEFGJLOQ	34 9% ABCEFGJQO	73 36% ABCEFGJQO	38 15% O	227 33% ABGJQO	75 36% ABCEFGJQO	61 30% JOQ	48 46% ABCEFGJLOQ	42 41% ABCEFGJLOQ	47 39% ABCEFGJLOQ	35 32% JOQ	123 33% BGJQO
Purchased an identity protection plan	681 11% BEFGJJOVY	41 8% IO	15 O	29 13% BEFGJJOVY	4 4% O	5 5% O	5 5% O	7 6% O	9 4% O	9 4% O	25 10% IJO	146 13% ABCEFGHJQOY	19 19% ABCEFGHJQOY	21 10% IJO	12 3% ABCEFGHJQOY	35 17% ABCEFGHJQOY	24 9% IJO	136 20% ABCEFGHJQOY	48 23% ABCEFGHJQOY	30 15% BCEFGHJJOVY	9 9% O	4 4% O	12 10% IO	9 8% O	27 7% O
Stopped making purchases online	548 9% BEIJQOQY	16 3% BEOQ	16 8% BEIJQOQY	23 10% BEIJQOQY	2 2% BEIJQOQY	11 11% BEIJQOQY	4 4% O	7 6% O	11 5% O	10 5% O	10 4% O	143 13% ABCEGHJQOY	19 19% ABCEGHJQOY	30 15% ABCEGHJQOY	5 1% ABCEGHJQOY	22 11% ABCEGHJQOY	9 4% ABCEGHJQOY	85 12% ABCEGHJQOY	23 11% ABCEGHJQOY	17 8% BEIJQOQY	14 13% BEIJQOQY	22 21% ABCEGHJQOY	19 16% ABCEGHJQOY	9 8% BEO	21 6% O
Avoid certain/unsecured/not trustworthy/unknown sites	50 1% R	7 1% R	-	-	1 1% CDKPR	2 2% CDKPR	1 1% O	1 1% O	1 1% O	1 1% O	-	13 1% R	-	2 1% O	4 1% O	-	2 1% O	2 1% O	4 2% CDKPR	4 2% CDKPR	-	3 3% ACDKPRY	-	-	2 1% O
Screen content/delete/don't open/respond to/forward unexpected/strange/unknown emails	44 1% L	12 2% ALNOPRTY	7 4% ALNOPRTY	1 ALNOPRTY	4 4% ALNOPRTY	-	-	-	2 1% L	1 1% ALNOPRT	5 2% ALNOPRT	1 1% ALNOPRT	-	-	1 1% ALNOPRT	-	1 1% ALNOPRT	4 1% ALNOPRT	2 1% L	-	1 1% L	-	-	-	2 1% L
Everything/be careful/cautious	31 1% R	5 1% R	-	-	1 1% R	-	-	-	2 1% ACDNOPRY	4 2% ARY	4 2% ARY	8 1% ARY	-	-	1 1% ARY	-	2 1% ARY	1 1% ARY	2 1% ARY	1 1% ARY	-	-	-	-	-
Delete/don't click on/forward unknown/shortened links/attachments	30 1% AR	3 1% AR	2 1% AR	-	3 3% AR	-	-	-	1 1% AR	3 1% AR	2 1% AR	5 1% AR	1 1% AR	2 1% AR	1 1% AR	-	-	2 1% AR	3 1% AR	-	1 1% AR	-	-	-	1 1% AR
Screen/verify sender/websites/URL/company/contact them directly	27 1% L	5 1% L	3 2% ALO	-	-	-	-	-	1 1% L	-	2 1% L	2 1% L	-	4 2% ADJLOPY	-	-	2 1% L	4 1% L	2 1% L	1 1% L	-	-	-	-	1 1% L
Don't give out/agree to further use of/be careful when entering personal information	22 2% AKLORY	8 2% AKLORY	-	1 1% AKLORY	-	-	-	-	-	-	-	2 1% AKLORY	1 1% AKLORY	1 1% AKLORY	-	-	3 1% ALOY	3 1% ALOY	1 1% ALOY	-	1 1% ALOY	1 1% ALOY	-	-	-
Change/protect/use strong/different passwords	19 1% AL	3 1% AL	-	-	-	-	1 1% L	-	-	1 1% L	-	1 1% L	1 1% L	-	2 1% L	-	1 1% L	2 1% L	3 1% ALY	2 1% L	1 1% L	-	-	1 1% L	-
Use email client/spam filters/blockers (block/report sender)	12 1% ALR	1 1% ALR	2 1% ALR	-	-	-	-	-	1 1% L	-	4 2% ABLOQR	-	-	1 1% L	-	2 1% ALR	-	-	-	-	-	-	-	-	1 1% L
Run/schedule scans/clean programs	5 1% ALR	1 1% ALR	-	-	-	-	-	-	-	-	1 1% L	-	1 1% ALR	-	-	1 1% L	1 1% L	-	-	-	-	-	-	-	-
Change/use multiple email addresses	4 1% AL	-	1 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AL	1 1% ABLR	1 1% ABLR	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q1130\_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 558

1. Phishing

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Firewall	4	-	-	-	-	-	-	-	-	-	2 1% ABR	2	-	-	-	-	-	-	-	-	-	-	-	-	-
Change registration processes/register early/legally/don't register at all	3	-	-	-	-	-	-	-	-	-	1 A	1	-	-	-	1 A	-	-	-	-	-	-	-	-	-
Contact police	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% ABLR	-	-	-	-	1 A
Update systems/software	2	-	-	-	-	-	-	-	-	-	-	-	-	1 AL	-	-	-	-	-	-	-	-	-	-	1 A
Monitor/be careful with my credit/banking activities	2	1	-	-	-	1 1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Download/install wisely/not from unknown sources	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-
Unsubscribe/don't subscribe to useless distribution lists	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	38 1%	4 1%	2 1%	2 1%	2 2% ILQ	-	-	-	-	1	4 2% ALQ	4	-	2 1%	3 1%	1	-	3	2 1%	3 1% L	-	1 1%	-	1 1%	1 1%
None	1200 20% DLMQRS	144 29% ADFLMNGRSTUVW	48 24% DKLMNQRSV	25 11% ADFLMNGRSTUVW	31 31% ADFLMNGRSTUVW	16 16% ADFLMNGRSTUVW	30 30% ADFLMNGRSTUVW	39 35% ADFLMNGRSTUVW	46 21% DLMRS	66 33% ADFLMNGRSTUVW	41 16% ADFLMNGRSTUVW	143 13% ADFLMNGRSTUVW	11 11% ADFLMNGRSTUVW	30 15% ADFLMNGRSTUVW	133 37% ADFLMNGRSTUVW	45 22% DLMQRS	36 14% ADFLMNGRSTUVW	87 13% ADFLMNGRSTUVW	25 12% ADFLMNGRSTUVW	34 17% ADFLMNGRSTUVW	17 16% ADFLMNGRSTUVW	14 14% ADFLMNGRSTUVW	20 17% ADFLMNGRSTUVW	23 21% DLRS	96 26% ADFLMNGRSTUVW
Don't know	17	1	-	-	-	1 1% L	-	-	1 2% ABCDLOPQRST	4	2 1% L	1	1 1% L	1	-	-	-	4 1% AL	-	-	-	-	-	-	1
Declined to answer	14	1	-	-	2 2% ABCDLOPQRST	1 1% L	-	1 1% L	1 1% L	-	2 1% L	-	-	-	-	-	1 1% L	5 1% AL	-	-	-	-	-	-	-
Sigma	7628 124%	631 126%	259 130%	285 128%	123 122%	116 114%	113 113%	127 113%	256 116%	227 113%	324 130%	1391 125%	133 133%	272 132%	382 107%	275 135%	288 114%	907 132%	282 136%	244 121%	152 145%	124 120%	149 125%	128 116%	440 119%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 559

2. Spamming

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Purchased antivirus software for my computer	2836 46% LPTV	239 48% LPTV	106 53% AJLPTV	109 49% LPTV	42 42% AEJLPTV	57 56% LPTV	45 45% LPTV	51 46% LPTV	113 51% JLPTV	80 40% LPTV	120 48% LPTV	426 38% LPTV	44 44% LPTV	100 49% LPTV	187 52% AJLPTV	79 39% AJLPTV	168 66% AJLPTV	337 49% JLPTV	93 45% AJLPTV	77 38% AJLPTV	56 53% JLPTV	37 36% AJLPTV	52 44% AJLPTV	49 45% AJLPTV	169 46% L
Changed my internet habits	1509 25% FJOQ	124 25% FJOQ	53 27% FJOQ	65 29% FGJLOQ	23 23% FO	12 12% FO	18 18% O	25 22% FO	47 21% FOQ	32 16% O	63 25% FJOQ	249 22% FJOQ	22 22% O	79 38% ABCEFGHJLMNOP	28 8% FGJLOQ	59 29% FGJLOQ	36 14% O	180 26% FJOQ	74 36% ABCEFGHJLMNOP	67 33% ABCEFGHJLMNOP	40 38% ABCEFGHJLMNOP	32 31% FGJLOQ	36 30% FGJLOQ	32 29% FJOQ	113 31% AFGJLOQ
Stopped making purchases online	605 10% BEJIKOX	16 3% BJO	15 8% BEJIKOX	24 11% BEJIKOX	4 4% BO	8 8% BO	5 5% O	8 7% O	12 5% O	6 3% O	11 4% ABCEFGHJLMNOP	155 14% ABCEFGHJLMNOP	24 24% ABCEFGHJLMNOP	29 14% ABCEFGHJLMNOP	7 2% BJOX	18 9% BJOX	20 8% BJO	134 20% ABCEFGHJLMNOP	22 11% BEJIKOX	19 9% BJKOX	13 12% BEJIKOX	15 15% BEJIKOX	9 8% BO	3 3% BJO	28 8% BJO
Purchased an identity protection plan	576 9% BEGIO	32 6% G	13 7% G	18 8% EGO	2 2% G	8 8% G	- - G	5 4% G	11 5% G	11 5% G	20 8% EGO	93 8% EGO	15 15% BCEGHJLMNOP	18 9% EGO	14 4% G	33 16% G	24 9% EGO	113 16% ABCEFGHJLMNOP	45 22% ABCEFGHJLMNOP	36 18% ABCEFGHJLMNOP	11 10% EGO	5 5% G	12 10% EGO	5 5% G	32 9% EGO
Use email client/spam filters/blockers (block/report sender)	141 2% R	18 4% ADIORUWX	6 3% DR	1 4% DFORUWX	4 4% -	- - -	3 3% -	2 2% -	2 1% -	6 3% DR	11 4% ADFIOPRTUWX	44 4% ADFIOPRTUWX	3 3% -	5 2% -	2 1% -	2 1% -	8 3% DOR	7 1% -	3 1% -	2 1% -	- - -	4 4% DFORUWX	- - -	- - -	7 2% -
Screen content/delete/don't open/respond to/forward unexpected/strange/unknown emails	67 1% OQ	9 2% NOQ	5 3% NOQ	3 1% -	- - -	1 1% -	1 1% -	2 2% Q	2 1% -	1 1% NOQ	5 2% NOQ	15 1% -	1 1% -	- - -	1 1% -	1 1% -	- - -	8 1% -	2 1% -	2 1% -	1 1% NOQ	3 3% NOQ	1 1% -	- - -	3 1% -
Don't give out/agree to further use of/be careful when entering personal information	18 1% L	- - -	1 1% L	1 1% BLR	- - -	- - -	- - -	- - -	1 1% L	2 1% BLR	- - -	- - -	3 1% ABLORY	- - -	- - -	3 1% ABLORY	- - -	2 1% BLR	2 1% BLR	- - -	2 2% ABILOPRY	- - -	- - -	- - -	- - -
Everything/be careful/cautious	18 1% ACDULPRSTY	3 1% -	- - -	2 2% -	- - -	- - -	- - -	2 1% -	- - -	3 1% ALRY	3 1% -	- - -	2 1% -	1 1% -	- - -	1 1% -	- - -	1 1% -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Unsubscribe/don't subscribe to useless distribution lists	16 1% ADKILNOPRSTY	3 1% -	1 1% -	- - -	- - -	- - -	- - -	1 1% L	- - -	3 1% ALORY	- - -	1 1% -	- - -	- - -	- - -	- - -	1 1% -	1 1% -	- - -	1 2% ADKILNOPRSTY	2 2% L	1 1% -	- - -	1 1% L	- - -
Avoid certain/unsecured/not trustworthy/unknown sites	16 1% AL	3 1% -	1 1% -	- - -	- - -	1 1% L	- - -	- - -	- - -	- - -	2 1% L	1 1% -	- - -	2 1% L	- - -	- - -	- - -	2 1% L	2 1% L	2 1% AL	- - -	- - -	- - -	- - -	- - -
Change/use multiple email addresses	10 1% ABCEFGHJLMNOP	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	5 2% L	2 1% -	- - -	- - -	- - -	- - -	- - -	1 1% -	- - -	- - -	1 1% B	1 1% AB	- - -	- - -	- - -
Delete/don't click on/forward unknown/shortened links/attachments	8 1% ABLORY	1 2% -	3 2% -	- - -	- - -	1 1% AL	- - -	- - -	- - -	- - -	1 1% L	- - -	- - -	- - -	- - -	- - -	- - -	1 1% -	- - -	- - -	1 1% AL	- - -	- - -	- - -	- - -
Change registration processes/register early/legally/don't register at all	6 1% ABR	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 1% ABR	1 1% -	1 1% -	- - -	1 1% -	- - -	- - -	1 1% -	- - -	- - -	- - -	- - -	- - -	- - -

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 559

2. Spamming

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Change/protect/use strong/different passwords	5	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-
										L	L								L						
Screen/verify sender/website/URL/company/contact them directly	4	1	1% AL	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
														AL					AL						
Firewall	3	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-
											A														
Run/schedule scans/clean programs	3	1	-	-	-	-	1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ALR	-	-	-	-
Contact police	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% ABLR	-	-	-	1 A
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Update systems/software	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Download/install wisely/not from unknown sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	22	2	1% 1%	2	-	1% 1%	-	2% ALQR	1	3% ALR	1	2	-	-	1	-	-	2	1	2% 1%	-	-	-	-	1
None	1411 23% DMNQRST	147 29% ADPMBNQRSTUY	49 25% MNQRST	38 17% N	36 36% ACDILNPQR	20 20% NQ	37 37% ACDILNPQR	33 29% DMNQRST	58 26% DMNQRST	75 37% ACDILNPQR	54 22% MNQRS	289 26% ADMNQRST	12 12% ACDILNPQR	20 10% ACDILNPQR	133 37% ADPMBNQRSTUY	65 32% ADPMBNQRSTUY	28 11% ACDILNPQR	88 13% ACDILNPQR	24 12% ACDILNPQR	30 15% NQ	20 19% NQ	19 18% N	27 23% MNQRS	26 24% MNQRS	83 22% MNQRST
Don't know	16	2	-	-	-	2% ACDILNPQR	-	-	-	4% ACDILNPQR	2% L	1	-	-	1	-	-	1	1	1	-	-	-	-	1
Declined to answer	21	1	-	-	2% ACDILNPQR	-	-	2% ABDLOQV	1	-	7% ACDILNPQR	2	1% 1%	-	-	-	-	5% 1%	-	-	-	-	-	-	-
Sigma	7313 119%	603 120%	255 128%	261 117%	116 115%	111 109%	110 110%	131 117%	249 113%	223 111%	309 124%	1287 116%	123 123%	260 126%	376 105%	258 126%	289 114%	882 128%	272 131%	241 120%	147 140%	119 116%	137 115%	116 105%	438 118%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

3. Cyber squatting

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Purchased antivirus software for my computer	2546 41% LP	196 39% L	87 44% L	90 40% L	35 35% L	48 47% GLP	32 32% L	40 36% GJLP	100 45% L	72 36% L	102 41% L	369 33% L	43 43% L	86 42% L	166 46% L	70 34% L	169 67% L	338 49% L	78 38% L	74 37% L	49 47% GLP	48 47% GLP	47 39% L	42 38% L	165 45% GJLP
Changed my internet habits	1129 18% FJKLOQ	83 17% FOQ	30 15% O	50 22% FJKLOQ	17 17% OQ	9 9% L	14 14% O	21 19% FOQ	30 14% O	25 12% O	34 14% O	155 14% OQ	21 21% FOQ	64 31% ABCDFGHIKLOQR	23 6% ABCDFGHIKLOQ	49 24% ABCDFGHIKLOQ	23 9% ABCDFGHIKLOQ	155 23% ABCDFGHIKLOQ	66 32% ABCDFGHIKLOQ	51 25% ABCDFGHIKLOQ	32 30% ABCDFGHIKLOQ	27 26% ABCDFGHIKLOQ	33 28% ABCDFGHIKLOQ	29 26% ABCDFGHIKLOQ	88 24% ABCDFGHIKLOQ
Purchased an identity protection plan	599 10% BCGIJKO	34 7% O	11 6% L	20 9% GIO	6 6% L	7 7% L	2 2% L	7 6% L	9 4% L	11 5% L	13 5% L	102 9% GIKO	20 20% L	20 10% GIO	11 3% L	34 17% L	21 8% GO	112 16% L	59 29% L	29 14% L	11 10% GIO	8 8% O	10 8% GO	11 10% GIO	31 8% GIO
Stopped making purchases online	427 7% BEIJOY	15 3% O	12 6% EO	19 9% BEIJOY	- - L	9 9% BEJO	3 3% L	7 6% EO	8 4% O	6 3% L	12 5% EO	81 7% BEIJOY	15 15% L	22 11% L	3 1% L	15 7% BEJO	11 4% EO	89 13% L	27 13% L	14 7% BEO	13 12% ABEGHIKLOQ	18 17% L	10 8% BEJO	3 3% L	15 4% EO
Avoid certain/unsecured/not trustworthy/unknown sites	18 * L	3 1% L	2 1% L	1 * L	- - L	1 1% L	- - L	- - L	- - L	- - L	1 * L	1 * L	- - L	2 1% L	1 * L	1 * L	- - L	1 * L	1 * L	2 1% L	1 1% L	- - L	- - L	- - L	- - L
Screen/verify sender/websites/URL/company/contact them directly	14 * L	2 * L	- - L	- - L	- - L	- - L	- - L	- - L	1 * L	- - L	1 * L	5 * L	- - L	1 * L	- - L	- - L	- - L	1 * L	- - L	3 1% AORY	- - L	- - L	- - L	- - L	- - L
Everything/be careful/cautious	13 * L	2 * L	- - L	- - L	2 2% ACDILNPRTY	- - L	- - L	- - L	- - L	1 * L	1 * L	1 * L	- - L	- - L	1 * L	- - L	2 1% L	2 * L	1 * L	- - L	- - L	- - L	- - L	- - L	- - L
Change registration processes/register early/legally/don't register at all	12 * L	- - L	- - L	1 * L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	11 1% ABR	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L
Change/protect/use strong/different passwords	11 * L	2 * L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	2 1% AL	- - L	1 * L	- - L	- - L	- - L	- - L	- - L	2 * L	3 1% ALOY	- - L	1 1% L	- - L	- - L	- - L	- - L
Screen content/delete/don't open/respond to/forward unexpected/strange/unknown emails	8 * L	1 * L	- - L	1 * L	- - L	- - L	- - L	- - L	- - L	- - L	1 * L	1 * L	- - L	- - L	- - L	- - L	- - L	2 * L	- - L	- - L	- - L	- - L	- - L	1 1% AL	1 * L
Don't give out/agree to further use of/be careful when entering personal information	7 * L	1 * L	- - L	1 * L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 * L	- - L	- - L	- - L	- - L	3 1% ALORY	- - L	- - L	1 * L	- - L	- - L	- - L	- - L	- - L
Use email client/spam filters/blockers (block/report sender)	4 * L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 * L	- - L	1 * A	- - L	1 * A	- - L	- - L	- - L	- - L	- - L	1 1% ABLR	- - L	- - L	- - L
Contact police	3 * L	- - L	1 1% AL	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 * AL	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 * L
Unsubscribe/don't subscribe to useless distribution lists	2 * L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	1 * AL	- - L	- - L	- - L	- - L	1 * AL	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L	- - L

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 560

3. Cyber squatting

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Run/schedule scans/clean programs	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										AL															
Firewall	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AL														
Change/use multiple email addresses	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		A																							
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delete/don't click on/forward unknown/shortened links/attachments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Update systems/software	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Download/install wisely/not from unknown sources	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	37	-	-	2	-	1	-	-	1	2	1	11	2	3	-	-	1	6	1	2	1	-	-	-	3
	1%			1%		1%			1%	1%	1%	1%	2%	1%			1%	1%	1%	1%					1%
				B		B				B		B	BCOP	BO				B	B	B	B				B
None	2198	235	88	71	53	33	57	47	86	92	109	493	23	52	166	81	51	134	35	56	30	20	34	35	117
	36%	47%	44%	32%	52%	32%	57%	42%	39%	46%	44%	44%	23%	25%	46%	40%	20%	20%	17%	28%	29%	19%	29%	32%	32%
	MNQRSTV	ADBNQRSTUVWXY	ADBNQRSTUVWXY	QRSV	ADBNQRSTUVWXY	QRSV	ADBNQRSTUVWXY	MNQRSTUVWXY	MNQRSTV	ADBNQRSTUVWXY	ADBNQRSTUVWXY	ADBNQRSTUVWXY		S	ADBNQRSTUVWXY	MNQRSTVW				RS	RS		RS	QRSV	QRSV
Don't know	34	1	1	-	1	1	-	1	1	5	4	7	1	2	1	-	-	4	2	-	-	1	-	-	1
	1%		1%		1%	1%		1%	1%	2%	2%	1%	1%	1%				1%	1%			1%			
										ABDLOPRTY	ABQ														
Declined to answer	25	3	-	-	2	1	-	3	2	-	6	2	1	-	-	-	1	3	1	-	-	-	-	-	-
		1%			2%	1%		3%	1%		2%														
					ACDULNOPRTY			ABCDULNOPRTY			ABCDULNOPRTY														
Sigma	7091	580	232	256	116	110	108	126	238	217	287	1242	126	254	372	252	282	849	274	232	138	123	134	121	422
	115%	116%	116%	115%	115%	108%	108%	113%	108%	108%	115%	112%	126%	123%	104%	124%	111%	124%	132%	115%	131%	119%	113%	110%	114%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 561

4. Stolen credentials

Base: All Qualified Respondents

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Purchased antivirus software for my computer	2842 46% JTWX	237 47% JTWX	110 55% AEPURSTWXY	109 49% JTWX	41 41% W	46 45% W	44 44% W	43 38% HJPSTWX	110 50% HJPSTWX	74 37% JTWX	122 49% JPSTWX	529 48% JPSTWX	47 47% TW	96 47% JTW	176 49% HJPSTWX	81 40% AEPURSTWXY	174 69% JTWX	316 46% JTWX	82 40% AGIULOQRV	70 35% TW	50 48% TW	44 43% TW	37 31% TW	39 35% TW	165 45% TW	
Changed my internet habits	1499 24% LOQ	126 25% LOQ	56 28% LOQ	68 30% AIJLOQV	25 25% OQ	22 22% O	20 20% O	28 25% OQ	47 21% OQ	43 21% OQ	65 26% LOQ	225 20% OQ	22 22% O	81 39% AEPURSTWXY	30 8% AEPURSTWXY	82 40% AEPURSTWXY	36 14% O	168 24% LOQ	66 32% AGIULOQRV	50 25% OQ	44 42% AEPURSTWXY	20 19% O	40 34% AFGIJLOQRV	32 29% LOQ	103 28% LOQ	
Purchased an identity protection plan	929 15% EGHIJO	64 13% EGIJO	21 11% O	28 13% EGJO	4 4% O	11 11% O	4 4% O	8 7% O	16 7% O	12 6% O	31 12% EGJO	213 19% AEPURSTWXY	28 28% AEPURSTWXY	30 15% EGIJO	13 4% AEPURSTWXY	41 20% AEPURSTWXY	29 11% EGJO	173 25% AEPURSTWXY	60 29% AEPURSTWXY	41 20% EGJO	14 13% EGJO	11 11% O	14 12% EGO	14 13% EGJO	49 13% EGJO	
Stopped making purchases online	597 10% BIJKOY	26 5% O	21 11% BIJKOY	27 12% BEIJKOY	5 5% O	8 8% JO	6 6% O	8 7% JO	11 5% O	5 2% O	9 4% BIJKOY	124 11% ABEFHJLKOQY	18 18% ABEFHJLKOQY	32 16% ABEFHJLKOQY	5 1% BIJKOY	23 11% BIJKOY	24 9% BJKO	104 15% ABEFHJLKOQY	31 15% ABEFHJLKOQY	22 11% BIJKOY	16 15% BEGIJKOY	20 19% AEPURSTWXY	23 19% ABEFHJLKOQY	9 8% JO	20 5% O	
Change/protect/use strong/different passwords	49 1% L	5 1% L	3 2% L	-	-	-	-	-	1 3% ADLNQRY	6 3% ADLNQRY	7 3% ADLNQRY	4	-	-	8 2% ADLNQRY	1	-	4 1% L	3 1% L	2 1% DLNQ	2 2% DLNQ	1	-	1 1% L	1	
Don't give out/agree to further use of/be careful when entering personal information	38 1% ALORY	8 2% ALORY	3 2% LORY	2 1% L	1 1% L	-	-	1 1% L	-	1 1% L	1	3	1 1% LORY	3 1% LORY	-	1	3 1% LORY	1	1 1% AILORY	5 2% AILORY	-	2 2% ILORY	-	1 1% L	-	
Avoid certain/unsecured/not trustworthy/unknown sites	26 1% AR	5 1% AR	2 1% L	-	1 1% L	1 1% L	-	-	-	-	2 1% ALY	6 1% ALY	1 1% L	-	-	-	-	1	2 1% L	1 1% L	1 1% L	1 1% L	-	-	2 1% L	
Everything/be careful/cautious	24 1% ADLPRTY	2 1% ADLPRTY	2 1% ADLPRTY	-	2 2% ADLPRTY	-	-	-	2 1% ADLPRTY	1 1% ADLPRTY	3 1% ALY	3	1 1% L	2 1% L	1	-	2 1% L	2	1 1% L	-	-	-	-	-	-	
Use email client/spam filters/blockers (block/report sender)	11 1% B	-	-	-	-	-	-	-	1 1% B	-	2	2 1% B	1 1% B	1	-	2 1% AB	-	2	1 1% L	1	1	-	-	-	-	
Screen/verify sender/websites/URL/company/contact them directly	10 1% AL	3 1% AL	1 1% L	-	-	-	-	-	1 1% L	-	-	-	-	2 1% AL	-	1 1% L	-	1	-	1 1% L	-	-	-	-	-	
Screen content/delete/don't open/respond to/forward unknown/expected/strange/unknown emails	10 1% L	2 1% L	3 2% ALOR	-	-	-	-	-	-	-	-	-	-	-	-	1 1% L	-	1	1 1% L	1 1% L	-	-	-	-	1	
Monitor/be careful with my credit/banking activities	9 1% ALORY	6 1% ALORY	-	-	-	-	-	-	-	-	1 1% L	-	-	-	-	2 1% ALR	-	-	-	-	-	-	-	-	-	
Change registration processes/register early/legally/don't register at all	4 1% ABR	-	-	-	-	-	-	-	-	-	2 1% ABR	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
Download/install wisely/not from unknown sources	3 1% ABLR	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	2 1% ABLR	-	-	-	-	-	
Proportions/Mean: All Columns Tested (5% risk level) Overlap formulae used.																										

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
4. Stolen credentials

14 Mar 2015  
Table 561

Base: All Qualified Respondents

	Country																									
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)	
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370	
Delete/don't click on/forward unknown/shortened links/attachments	3	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
Contact police	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	
Change/use multiple email addresses	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	AL	-	-	-	-	1	-	-	-	-	
Update systems/software	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	ABLR	-	-	-	1	
Firewall	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	
Run/schedule scans/clean programs	1	1	-	-	-	-	-	-	-	-	ABLR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unsubscribe/don't subscribe to useless distribution lists	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	
Other	43	6	2	-	-	-	-	1	1	2	6	13	-	-	1	-	-	5	2	3	-	-	-	-	1	
None	1432	143	42	45	34	25	39	39	59	76	58	233	14	30	144	46	26	109	33	42	20	23	30	31	91	
Don't know	24	2	-	-	1	1	-	-	-	6	2	3	-	-	-	-	-	4	3	-	1	-	-	-	1	
Declined to answer	28	4	-	-	2	1	-	2	2	-	4	2	1	-	-	-	-	5	-	-	1	1	-	-	3	
Sigma	7592	641	268	279	116	115	113	130	250	227	315	1364	134	278	379	283	294	896	286	241	150	123	144	127	439	
	124%	128%	134%	125%	115%	113%	113%	116%	114%	113%	126%	123%	134%	135%	106%	139%	116%	130%	138%	120%	143%	119%	121%	115%	119%	

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q1130\_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 562

5. Malware

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Purchased antivirus software for my computer	3732 61% JOPY	305 61% JOPY	139 70% ABLOPWSXY	165 74% ABFGLMOQRTYX	64 63% OP	62 61% P	65 65% JOPY	68 61% P	131 60% P	105 52% JUILOPWSXY	169 68% OP	662 60% OP	63 63% OP	141 68% JUILOPWSXY	184 51% FMOQ	89 44% FMOQ	215 85% O	402 59% OP	119 57% P	126 63% JOPY	65 62% P	71 69% JOPRWSXY	65 55% FJMOQ	60 55% GO	197 53% P
Changed my internet habits	1384 23% OQ	114 23% OQ	51 26% FOQ	62 28% FJMOQ	25 25% OQ	15 15% O	18 18% O	26 23% OQ	44 20% OQ	38 19% O	55 22% OQ	259 23% FOQ	16 16% O	65 32% ABFGLMOQRTYX	25 7% FMOQ	54 26% FMOQ	33 13% O	155 23% OQ	68 33% ABFGLMOQRTYX	41 20% OQ	41 39% ABCEFHJUKOVY	20 19% O	35 29% FJMOQ	23 21% O	101 27% AFJUMQ
Purchased an identity protection plan	639 10% GIJO	40 8% GO	15 8% O	21 9% GJO	5 5% O	6 6% O	2 2% O	7 6% O	14 6% EO	9 4% EO	22 9% GO	122 11% GIJO	22 22% ABCEFHJUKOVY	21 10% GJO	11 3% GJO	21 10% GJO	24 9% GJO	131 19% ABCEFHJUKOVY	48 23% ABCEFHJUKOVY	30 15% ABCEFHJUKOVY	10 10% GO	5 5% O	9 8% O	11 10% GO	33 9% GO
Stopped making purchases online	402 7% BEOQT	16 3% O	10 5% EO	16 7% BEO	-	5 5% EO	2 2% O	4 4% O	11 5% EO	9 4% EO	9 4% O	105 9% ABCEFHJUKOVY	12 12% ABCEFHJUKOVY	19 9% BEGKOQTX	2 1% BEGKOQTX	19 9% BEGKOQTX	9 4% O	86 13% ABCEFHJUKOVY	13 6% EO	6 3% O	9 9% BEGKOQTX	10 10% BEGKOQTX	9 8% BEO	3 3% EO	18 5% EO
Download/install wisely/not from unknown sources	36 1% AIOQPY	5 1% AIOQPY	4 2% AIOQPY	1 - -	-	-	-	-	-	2 1% AO	2 1% AO	13 1% AO	-	1 - -	-	-	-	4 1% AO	2 1% AO	1 - -	-	-	-	-	1 - -
Avoid certain/unsecured/not trustworthy/unknown sites	24 - L	3 1% L	2 1% L	-	-	1 1% L	-	-	-	1 - -	-	1 - -	1 1% L	2 1% L	2 1% L	1 - -	2 1% L	2 - -	2 1% L	1 - -	-	1 1% L	-	-	2 1% L
Screen content/delete/don't open/respond to/forward unknown expected/strange/unknown emails	17 - A	5 1% A	2 1% A	1 - -	-	-	-	-	-	1 - -	-	4 - -	-	-	-	-	1 - -	2 - -	-	-	-	-	-	-	1 - -
Everything/be careful/cautious	16 - L	3 1% L	-	-	1 1% L	-	-	-	-	1 - -	1 - -	4 - -	1 1% L	1 - -	1 - -	-	-	1 - -	-	-	1 1% L	1 1% L	-	-	-
Delete/don't click on/forward unknown/shortened links/attachments	12 - AR	2 - AR	2 1% AR	-	-	-	-	1 1% AR	-	-	1 - -	3 - -	-	-	-	-	2 1% AR	-	1 - -	-	-	-	-	-	-
Run/schedule scans/clean programs	9 - AL	2 - AL	1 1% AL	-	-	-	-	1 1% AL	-	-	1 - -	1 - -	-	-	1 - -	1 - -	-	1 - -	-	-	-	-	-	-	-
Firewall	8 - ABLOQRY	-	-	-	-	-	-	-	-	-	4 2% ABLOQRY	3 - -	-	-	-	-	-	-	1 - -	-	-	-	-	-	-
Update systems/software	8 - ABLR	-	-	-	1 1% ABLR	-	-	-	1 - -	-	1 - -	1 - -	-	-	-	-	-	-	-	-	-	1 1% ABLR	-	-	3 - ABLR
Change/protect/use strong/different passwords	5 - AL	1 - AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 - AL	2 1% AL	-	-	-	-	-	-
Use email client/spam filters/blockers (block/report sender)	5 - L	-	1 1% L	-	-	-	-	-	-	1 - L	-	-	1 1% ABLR	1 - L	-	-	-	-	-	1 - L	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Q1130\_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

14 Mar 2015  
Table 562

5. Malware

Base: All Qualified Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Screen/verify sender/website/URL/company/contact them directly	4	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
									AL					AL					AL						
Don't give out/agree to further use of/be careful when entering personal information	3	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-
											A												ABLR		
Change registration processes/register early/legally/don't register at all	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Contact police	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
																									A
Unsubscribe/don't subscribe to useless distribution lists	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Monitor/be careful with my credit/banking activities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Change/use multiple email addresses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	4	-	1	-	-	1	-	-	-	2	3	1	1	-	-	-	3	1	1	2	-	-	-	3
	*	1%		*			1%				1%	*	1%	*				*	*	*	2%				1%
None	1109	122	34	21	25	20	27	22	49	50	42	164	11	14	144	70	12	75	24	31	19	11	20	26	76
	DLNQRSV	ACDKLMNGRSTV	DNQR	Q	DLMNQRSV	DNQR	ACDKLMNGRSTV	DNQR	DLMNQRSV	ADKLMNGRSTV	DNQR	DNQR	Q	Q	ACDKLMNGRSTV	ACDKLMNGRSTV	5%	11%	12%	NQ	DNQR	Q	DNQ	DLMNQRSV	DLMNQRSV
Don't know	25	2	1	-	-	1	-	-	-	4	2	2	1	2	2	-	-	5	-	1	-	-	-	-	2
	*	*	1%			1%				2%	1%	*	1%	1%	1%			1%		*					1%
Declined to answer	35	2	-	-	1	2	-	3	2	-	2	11	2	-	1	-	2	6	-	-	-	-	-	-	1
	1%	*			1%	2%		3%	1%		1%	1%	2%		*		1%	1%							*
					CDJNPST		ABCDJNPSTY					CDJNPST													
Sigma	7498	626	262	288	122	112	115	132	253	221	314	1360	131	269	373	255	300	875	282	239	147	120	138	124	440
	122%	125%	131%	129%	121%	110%	115%	118%	115%	110%	126%	123%	131%	131%	104%	125%	119%	127%	136%	119%	140%	117%	116%	113%	119%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q318. In what state, province or territory do you currently reside?

14 Mar 2015  
Table 563

Base: Have Region Codes And Region Question To Be Asked

	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	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Alabama	6 *	6 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	20 1% ACEFGHJKQ	20 4% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	3 *	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	45 2% IKOQ ACEFGHJKQ	45 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	7 *	7 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	3 *	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	2 *	2 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	2 *	2 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	33 1% O ACEFGHJKQ	33 7% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	22 1% ACEFGHJKQ	22 4% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	3 *	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Idaho	3 *	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	25 1% ACEFGHJKQ	25 5% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	9 *	9 2% AIKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iowa	4 *	4 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kansas	11 *	11 2% ACIJKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

14 Mar 2015  
Table 563

Base: Have Region Codes And Region Question To Be Asked

	Country																								
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	(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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Kentucky	6*	6 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	6*	6 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maine	1*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	8*	8 2% AKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	12 1% ACLUKQO	12 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	18 1% ACHLUKQO	18 4% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota	7*	7 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mississippi	5*	5 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	8*	8 2% AKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Montana	1*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	3*	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	7*	7 1% AO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	5*	5 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey	26 1% O ACEFGHUKQO	26 5% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	1*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New York	34 1% O ACEFGHUKQO	34 7% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Carolina	13 1% ACLUKQO	13 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

[illegible]

Proportions/Mean: All Columns Tested (5% risk level)  
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	(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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Manitoba	10*	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
New Brunswick	8*	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
Newfoundland	5*	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABIJKOQ																						
Nova Scotia	9*	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
Ontario	108 5%	-	108 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BEFGHLKQO		ABEFGHLKQO																						
Prince Edward Island	1*	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
Quebec	12 1%	-	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
Saskatchewan	8*	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			ABEFGHLKQO																						
Alsace	6*	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCIKQO															
Aquitaine	10*	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCEFGHLKQO															
Auvergne	6*	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCIKQO															
Lower Normandy	3*	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABO															
Burgundy	7*	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCHIKQO															
Brittany	9*	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCEFGHLKQO															
Centre	10*	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCEFGHLKQO															
Champagne-Ardenne	5*	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										ABCIKQO															
Corsica	1*	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

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	(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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Franche-Comte	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										2%															
Upper Normandy	4	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										2%															
Ile de France (Paris)	34	-	-	-	-	-	-	-	-	34	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									17%															
Languedoc-Roussillon	9	-	-	-	-	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										4%															
Limousin	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										A															
Lorraine	10	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										5%															
Midi-Pyrenees	11	-	-	-	-	-	-	-	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										5%															
North Calais	18	-	-	-	-	-	-	-	-	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									9%															
Pays de la Loire	14	-	-	-	-	-	-	-	-	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									7%															
Picardy	5	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										2%															
Poitou-Charentes	6	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										3%															
Provence-Alpes-Cote-D'a zur	11	-	-	-	-	-	-	-	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										5%															
Rhone-Alps	17	-	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									8%															
Baden-Wurtemberg	21	-	-	-	-	-	-	-	-	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									8%															
Bavaria	40	-	-	-	-	-	-	-	-	40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%									16%															
Berlin	22	-	-	-	-	-	-	-	-	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%									9%															
Brandenburg	5	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
										2%															

Proportions/Mean: All Columns Tested (5% risk level)  
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Base: Have Region Codes And Region Question To Be Asked

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	(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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Bremen	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AB	1%													
Hamburg	3	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											ABO	1%													
Hesse	24	-	-	-	-	-	-	-	-	-	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1% B										ABCEFGHIJQ	10%													
Mecklenburg-Western Pomerania	3	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											ABO	1%													
Lower Saxony	21	-	-	-	-	-	-	-	-	-	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1% B										ABCEFGHIJQ	8%													
North Rhine-Westphalia	41	-	-	-	-	-	-	-	-	-	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2% BOQ										ABCEFGHIJQ	16%													
Rhineland-Palatinate	15	-	-	-	-	-	-	-	-	-	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%										ABCEFGHIJQ	6%													
Saarland	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
											AB	1%													
Saxony	23	-	-	-	-	-	-	-	-	-	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1% B										ABCEFGHIJQ	9%													
Saxony-Anhalt	7	-	-	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*										ABCIJQ	3%													
Schleswig-Holstein	14	-	-	-	-	-	-	-	-	-	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%										ABCEFGHIJQ	6%													
Thuringia	7	-	-	-	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*										ABCIJQ	3%													
Abruzzo	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*				AB																				
Calabria	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*				2% ABCLJKOQ																				
Campania	7	-	-	-	7	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*				7% ABCFGHIJKOQ																				
Emilia-Romagna	8	-	-	-	8	-	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*				8% ABCFGHIJKOQ																				
Friuli-Venezia Giulia	3	-	-	-	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*				3% ABCLJKOQ																				

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Lazio	10	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liguria	3	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lombardy	25 1% B	-	-	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marche	1	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molise	1	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piedmont	2	-	-	-	2 2% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apulia	7	-	-	-	7 7% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sardinia	5	-	-	-	5 5% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sicily	8	-	-	-	8 8% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	7	-	-	-	7 7% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trentino Alto Adige	1	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	2	-	-	-	2 2% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	8	-	-	-	8 8% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	17 1%	-	-	-	-	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aragon	3	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asturias	4	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balearic Islands	2	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
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Canary Islands	1	-	-	-	-	-	1 AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	1	-	-	-	-	-	1 AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-Leon	13 1%	-	-	-	-	-	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	5	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Catalonia	12 1%	-	-	-	-	-	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extremadura	1	-	-	-	-	-	1 AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Galicia	5	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madrid	19 1% B	-	-	-	-	-	19 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murcia	1	-	-	-	-	-	1 AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Navarra	6	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basque Country	5	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Valencia	5	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East of England	16 1%	-	-	-	-	-	-	-	16 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Midlands	15 1%	-	-	-	-	-	-	-	15 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	31 1% BO	-	-	-	-	-	-	-	31 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	10	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	20 1% B	-	-	-	-	-	-	-	20 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
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Northern Ireland	4	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABKOO																
Scotland	16	-	-	-	-	-	-	-	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%								7%																
									ABCEFGHUKQ																
South East	42	-	-	-	-	-	-	-	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%								19%																
	BKOO								ABCEFGHUKQ																
South West	16	-	-	-	-	-	-	-	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%								7%																
									ABCEFGHUKQ																
Wales	12	-	-	-	-	-	-	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%								5%																
									ABCEFGHUKQ																
West Midlands	21	-	-	-	-	-	-	-	21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%								10%																
	B								ABCEFGHUKQ																
Yorkshire and the Humber	17	-	-	-	-	-	-	-	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%								8%																
									ABCEFGHUKQ																
Hokkaido	21	-	-	-	-	-	-	-	-	-	-	-	-	-	21	-	-	-	-	-	-	-	-	-	-
	1%														6%										
	B														ABCEFGHUKQ										
Aomori	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
															1%										
															AB										
Iwate	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Miyagi	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-
															3%										
															ABCEFGHUKQ										
Akita	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
															1%										
															AB										
Yamagata	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Fukushima	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
															1%										
															A										
Tochigi	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-
															1%										
															A										
Gunma	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Ibaraki	6	-	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-
															2%										
															ABKQ										

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Saitama	20 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	20 6% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Chiba	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	17 5% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Tokyo	37 2% BKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	37 10% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Kanagawa	31 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	31 9% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Yamanashi	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Nagano	5	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1% AB	-	-	-	-	-	-	-	-	-	-
Niigata	9	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3% ABCIJKQ	-	-	-	-	-	-	-	-	-	-
Toyama	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1% AB	-	-	-	-	-	-	-	-	-	-
Ishikawa	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Fukui	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Shizuoka	10	-	-	-	-	-	-	-	-	-	-	-	-	-	10 3% ABCIJKQ	-	-	-	-	-	-	-	-	-	-
Gifu	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1% AB	-	-	-	-	-	-	-	-	-	-
Aichi	22 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	22 6% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Mie	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Shiga	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Kyoto	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	17 5% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-
Osaka	30 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	30 8% ABCEFGHJKQ	-	-	-	-	-	-	-	-	-	-

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Hyogo	23 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	23 6% ABCEFGHIJKQ	-	-	-	-	-	-	-	-	-	-
Nara	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2% ABCEFGHIJKQ	-	-	-	-	-	-	-	-	-	-
Wakayama	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Tottori	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Shimane	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1% AB	-	-	-	-	-	-	-	-	-	-
Okayama	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2% ABCEFGHIJKQ	-	-	-	-	-	-	-	-	-	-
Hiroshima	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1% AB	-	-	-	-	-	-	-	-	-	-
Yamaguchi	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1% AB	-	-	-	-	-	-	-	-	-	-
Tokushima	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Kagawa	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	8 2% ABCEFGHIJKQ	-	-	-	-	-	-	-	-	-	-
Ehime	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Kochi	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Fukuoka	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	10 3% ABCEFGHIJKQ	-	-	-	-	-	-	-	-	-	-
Saga	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1% AB	-	-	-	-	-	-	-	-	-	-
Nagasaki	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1% AB	-	-	-	-	-	-	-	-	-	-
Kumamoto	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1% AB	-	-	-	-	-	-	-	-	-	-
Oita	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1% AB	-	-	-	-	-	-	-	-	-	-

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Miyazaki	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Okinawa	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Lower Silesia	13 1%	-	-	-	-	-	-	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kuyavia-Pomerania	10	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lodz	6	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lublin	6	-	-	-	-	-	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lubusz	1	-	-	-	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lesser Poland	8	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masovia	12 1%	-	-	-	-	-	-	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Opole	4	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subcarpathia	10	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Podlaskie	5	-	-	-	-	-	-	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pomerania	4	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Silesia	15 1%	-	-	-	-	-	-	15 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Swietokrzyskie (Holy Cross)	2	-	-	-	-	-	-	2 2% ABIKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Warmia-Masuria	2	-	-	-	-	-	-	2 2% ABIKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Greater Poland	11	-	-	-	-	-	-	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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West Pomerania	3	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Altay Republic	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
Bashkortostan Republic	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
Kalmykiya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Mariy-El Republic	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-
Mordoviya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Tatarstan Republic	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-
Udmurtiya Republic	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-
Khakasiya Republic	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Chuvashiya Republic	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
Krasnodar Kray	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 4%	-	-	-	-	-	-	-	-
Krasnoyarsk Kray	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-
Primorskiy Kray	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-
Stavropol Kray	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-
Khabarovsk Kray	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-
Arkhangelsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
Astrakhan Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-

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Base: Have Region Codes And Region Question To Be Asked

	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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Belgorod Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Bryansk Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Volgograd Oblast	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-
																	2%								
Vologda Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
																	1%								
Voronezh Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
																	1%								
Ivanovo Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Irkutsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
																	1%								
Kaliningrad Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Kaluga Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Kemerovo Oblast	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9	-	-	-	-	-	-	-	-
																	4%								
Kirov Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
																	1%								
Kostroma Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
																	AB								
Kurgan Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
																	1%								
Kursk Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Leningrad Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
																	1%								
Lipetsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
																	ABO								
Moscow Oblast	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20	-	-	-	-	-	-	-	-
	1% B																8%								
																	ABCEFGHJKO								

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Nizhny Novgorod Oblast	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 3%	-	-	-	-	-	-	-	-
																	ABCIJKO								
Novgorod Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Novosibirsk Oblast	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
																	ABKO								
Omsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
																	ABO								
Orenburg Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
																	AB								
Penza Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
																	AB								
Perm Kray	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-
																	ABCIJKO								
Pskov Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
																	ABO								
Rostov Oblast	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-
																	ABCHJKO								
Samara Oblast	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 4%	-	-	-	-	-	-	-	-
																	ABCEFGHIJKO								
Saratov Oblast	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-
																	ABKO								
Sverdlovsk Oblast	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 4%	-	-	-	-	-	-	-	-
																	ABCEFGHIJKO								
Smolensk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
																	ABO								
Tver Oblast	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
																	ABO								
Tomsk Oblast	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
																	AB								
Tula Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Tyumen Oblast	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	-	-	-	-	-	-	-	-
																	ABCIJKO								

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q318. In what state, province or territory do you currently reside?

14 Mar 2015  
Table 563

Base: Have Region Codes And Region Question To Be Asked

	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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Ulyanovsk Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	A								
Chelyabinsk Oblast	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-
																	2%								
Yaroslavl Oblast	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-
																	2%								
Moscow	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 11%	-	-	-	-	-	-	-	-
	BO																ABCEFGHUKO								
Saint Petersburg	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 11%	-	-	-	-	-	-	-	-
	BO																ABCEFGHUKO								
Adana Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Ankara Province	13 1%	-	-	-	-	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCEGHUKOQ																			
Antalya Province	3	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCIJKOQ																			
Aydin Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Balikesir Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Bolu Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Bursa Province	4	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCEGHUKOQ																			
Canakkale Province	3	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCIJKOQ																			
Denizli Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Diyarbakir Province	2	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCIJKOQ																			
Erzurum Province	1	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						AB																			
Eskisehir Province	2	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						ABCIJKOQ																			

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Gaziantep Province	1	-	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hatay Province	1	-	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mersin Province	1	-	-	-	-	1 1% AB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Istanbul Province	37 2% BKQ	-	-	-	-	37 36% ABCEGHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Izmir Province	10	-	-	-	-	10 10% ABCEGHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kastamonu Province	2	-	-	-	-	2 2% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirklareli Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kocaeli Province	2	-	-	-	-	2 2% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kutahya Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malatya Province	2	-	-	-	-	2 2% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mardin Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakarya Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sivas Province	2	-	-	-	-	2 2% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tekirdag Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokat Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trabzon Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Usak Province	1	-	-	-	-	1 1% ABCEHJKQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	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)
Weighted Base	2399	502	200	-**	101	102	100	112	220	201	250	-**	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	-**
Aksaray Province	2	-	-	-	-	22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Batman Province	1	-	-	-	-	11% ABCIJKOQ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2399 100%	502 100%	200 100%	-	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	-	-	-	358 100%	-	253 100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q320. U.S. Region-Harris Interactive Definition.

14 Mar 2015  
Table 564

Base: All U.S. Respondents

	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	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
East	123 25%	123 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	115 23%	115 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	156 31%	156 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	108 22%	108 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. .. very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 565

Base: All U.S. Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	502	502	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
HIGH SCHOOL OR LESS (NET)	89 18%	89 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some high school	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	80 16%	80 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	286 57%	286 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college, but no degree	91 18%	91 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associate Degree	50 10%	50 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	145 29%	145 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	108 22%	108 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	28 6%	28 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	80 16%	80 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	19 4%	19 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 566

Base: All Non-U.S. Respondents

	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	1177	..	200	..	101	..	100	..	220	201	250	..	..	..	..	..	..	..	..	..	105	..	..	..	..
Weighted Base	1177	..	200	..	101	..	100	..	220	201	250	..	..	..	..	..	..	..	..	..	105	..	..	..	..
Middle School	6 1%	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ACGLJKU																				
HS Diploma	39 3%	-	-	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIJK				ACGLJKU																				
Some high school	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-
																					ACEIJK				
High school completed	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 23%	-	-	-	-
	CIJK																				ACEGIJK				
Some University/Technikon college	27 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26%	-	-	-	-
	CIJK																				ACEGIJK				
University/Technikon college completed	43 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 41%	-	-	-	-
	CIJK																				ACEGIJK				
Other post-matric qualification	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-
																					ACEGIJK				
Less Than Secondary School (high school)	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	10 1%	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEGIJKU																						
Graduated from Secondary School (high school)	29 2%	-	29 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	IJK		AEGIJKU																						
Trade Certificate or diploma	15 1%	-	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEGIJKU																						
Certificate or Diploma from Community College, Institution, CEGEP	37 3%	-	37 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	IJK		AEGIJKU																						
Teaching Certificate from Provincial Department of Education	2 *	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			A																						
Completed some university study, but no degree	17 1%	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEGIJKU																						
University Certificate or Diploma below Bachelor Level	8 1%	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			AEGIJKU																						
Bachelor or first professional degree	53 5%	-	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	EGIJKU		AEGIJKU																						

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 566

Base: All Non-U.S. Respondents

	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)
Weighted Base	1177	**	200	**	101	**	100	**	220	201	250	**	**	**	**	**	**	**	**	**	105	**	**	**	**
Graduate or Professional Degree above Bachelor Level	28 2% IJK	-	28 14% AEGIIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	35 3% CIK	-	-	-	-	-	-	-	-	35 17% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school diploma	44 4% CEGIKU	-	-	-	-	-	-	-	-	44 22% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2-year college degree/Associate's degree	41 3% CIK	-	-	-	-	-	-	-	-	41 20% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3-year college degree/Bachelor's degree	26 2% CIK	-	-	-	-	-	-	-	-	26 13% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-year college degree/Master's degree	18 2% K	-	-	-	-	-	-	-	-	18 9% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DESS/DEA /Master (5-year college degree)	25 2% CIK	-	-	-	-	-	-	-	-	25 12% ACEGIKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	5 * ACIK	-	-	-	-	-	-	-	-	5 2% ACIK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	4 * ACIK	-	-	-	-	-	-	-	-	4 2% ACIK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not graduate	3 * A	-	-	-	-	-	-	-	-	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	10 1% ACEGIJU	-	-	-	-	-	-	-	-	-	10 4% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	30 3% CIJ	-	-	-	-	-	-	-	-	-	30 12% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Entrance Exam	18 2% ACEGIJU	-	-	-	-	-	-	-	-	-	18 7% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University of Applied Sciences	29 2% CIJ	-	-	-	-	-	-	-	-	-	29 12% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finished University	34 3% CIJ	-	-	-	-	-	-	-	-	-	34 14% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	9 1% ACIJ	-	-	-	-	-	-	-	-	-	9 4% ACIJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Apprenticeship	97 8% CEGIJU	-	-	-	-	-	-	-	-	-	97 39% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 566

Base: All Non-U.S. Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	1177	..	200	..	101	..	100	..	220	201	250	..	..	..	..	..	..	..	..	..	105	..	..	..	..
Master Craftsman Diploma	14 1%	-	-	-	-	-	-	-	-	-	14 6% ACEGIJU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Qualification	7 1%	-	-	-	-	-	-	-	-	-	7 3% ACIJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	2 *	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary School	6 1%	-	-	-	6 6% ACGIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	11 1%	-	-	-	11 11% ACGIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Bachelor, 2-3 Year	9 1%	-	-	-	9 9% ACGIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor, 4-5 Year	22 2% IK	-	-	-	22 22% ACGIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
post-bachelor	4 *	-	-	-	4 4% ACGIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	2 *	-	-	-	2 2% ACIJK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2 *	-	-	-	2 2% ACIJK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5 *	-	-	-	-	-	5 5% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baccalaureate	26 2% CIJK	-	-	-	-	-	26 26% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not finalized University studies	11 1%	-	-	-	-	-	11 11% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diploma	24 2% CIJK	-	-	-	-	-	24 24% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Degree	19 2% K	-	-	-	-	-	19 19% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	13 1%	-	-	-	-	-	13 13% ACEIJKU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2 *	-	-	-	-	-	2 2% ACIJK	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q437. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 566

Base: All Non-U.S. Respondents

		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)
Weighted Base	1177	-**	200	-**	101	-**	100	-**	220	201	250	-**	-**	-**	-**	-**	-**	-**	-**	-**	105	-**	-**	-**	-**
GCSE/O-Level/CSE	45 4%	-	-	-	-	-	-	-	45 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGJKU								ACEGJKU																
Vocational qualifications	20 2% K	-	-	-	-	-	-	-	20 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	ACEGJKU								ACEGJKU																
A-Level/Scottish Higher or equivalent	56 5%	-	-	-	-	-	-	-	56 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGJKU								ACEGJKU																
Bachelor Degree or equivalent	58 5%	-	-	-	-	-	-	-	58 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGJKU								ACEGJKU																
Masters/PhD or equivalent	26 2%	-	-	-	-	-	-	-	26 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CJK								ACEGJKU																
No formal qualifications	8 1%	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	ACJKU																								
Other	7 1%	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	ACJK																								
Sigma	1177 100%	-	200 100%	-	101 100%	-	100 100%	-	220 100%	201 100%	250 100%	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q410. Which one of the following best describes your employment status?

14 Mar 2015  
Table 567

Base: 18 Years Old Or Older And (Ask Sequential Employment And Single Employment Item Selected And More Than 1 Valid Code From Q406)

	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	5937	502	200	223	101	102	100	112	220	201	250	1110	99*	-**	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	5937	502	200	223	101	102	100	112	220	201	250	1110	99*	-**	358	204	253	687	207	201	105	103	119	110	370
Employed full time	3383 57% BCUMOPVWXY	193 38% M	79 40% M	127 57% BCUMOVWX	56 55% BCIMOVWX	66 65% BCUMOPVWXY	65 65% BCUMOPVWXY	59 53% BCMVWX	92 42% M	89 44% MW	136 54% BCUMOVWX	927 84% BCUMOVWX	22 22% BCUMOVWX	-	153 43% MW	99 49% BMVWX	171 68% BCUMOVWX	447 65% BCUMOVWX	122 59% BCUMOVWX	117 58% BCIMOVWX	58 55% BCIMOVWX	37 36% M	38 32% M	40 36% M	190 51% BCIMOVWX
Employed part time	493 8% L	48 10% L	22 11% L	20 9% L	9 9% L	8 8% L	7 7% L	6 5% L	20 9% L	19 9% L	27 11% L	26 2% L	24 24% L	-	45 13% AHLQR	17 8% L	18 7% L	48 7% L	21 10% L	24 12% LR	8 8% L	6 6% L	8 7% L	22 20% L	40 11% LR
Self-employed	664 11% BFGJKLQ	37 7% L	30 15% BFGJKLQ	35 16% ABFGJKLQ	13 13% FGJLQ	4 4% L	4 4% L	9 8% L	19 9% L	11 5% L	18 7% L	39 4% L	26 26% L	-	35 10% LQ	27 13% BFGJKLQ	12 5% BFGJKLQ	87 13% BFGJKLQ	29 14% BFGJKLQ	39 19% ABFGHUKLOOR	19 18% ABFGHUKLOOR	30 29% ABFGHUKLOOR	47 39% ABFGHUKLOOR	26 24% ABFGHUKLOOR	68 18% ABFGHUKLOOR
Not employed, but looking for work	202 3% LT	28 6% ADKLRTW	13 7% ADKLRTW	5 2% L	9 9% ADKLRTW	2 2% L	7 7% ADKLRTW	10 9% ADKLRTW	16 7% ADKLRTW	11 5% LRTW	6 2% L	2 2% L	2 2% L	-	16 4% LT	13 6% ADKLRTW	10 4% LT	16 2% L	4 2% L	1 4% LT	4 3% L	3 1% L	1 1% L	6 5% L	17 5% L
Not employed and not looking for work	60 1% LR	8 2% LR	4 2% DJLRST	-	1 1% DJLRST	3 3% DJLRST	-	-	2 1% DJLRST	-	5 2% DJLRST	2 2% DJLRST	1 1% DJLRST	-	17 5% ADJLRST	2 1% ADJLRST	7 3% ADJLRST	2 2% ADJLRST	-	-	-	1 1% ADJLRST	1 1% ADJLRST	-	4 1% L
Retired	431 7% DPQRSTUVY	89 18% ADLORSTUVY	28 14% ADLORSTUVY	7 3% R	7 7% PQRSTVY	7 7% PQRSTVY	9 9% DPORSTUVY	8 7% PQRSTVY	27 12% ADLORSTUVY	44 22% ADLORSTUVY	39 16% DPORSTUVY	81 7% DPORSTUVY	12 12% DPORSTUVY	-	18 5% PRST	2 1% PRST	6 2% PRST	8 1% PRST	3 1% PRST	2 1% PRST	2 2% PRST	1 1% PRST	17 14% ADLORSTUVY	5 5% PRT	9 2% PRT
Not employed, unable to work due to a disability or illness	93 2% LRY	31 6% DLRSTY	4 2% DLRSTY	-	-	-	1 1% L	5 4% L	13 6% L	9 4% L	11 4% L	-	4 4% L	-	6 2% L	4 2% DLRSTY	1 1% L	2 2% L	-	-	-	1 1% L	-	-	1 1% L
Student	331 6% BGKL	14 3% L	6 3% BGJKL	16 7% ABCEGJKLW	3 3% ABCEGJKLW	12 12% ABCEGJKLW	1 1% ABCEGJKLW	11 10% BGKL	14 6% BGKL	5 2% BGKL	2 1% BGKL	15 1% BGKL	7 7% BGKL	-	27 8% BCGJKL	22 11% ABCEGJKLW	15 6% BGKL	52 8% ABCEGJKLW	17 8% BCGJKL	17 8% BCGJKL	8 8% BGJKL	20 19% ABCEGJKLW	4 3% ABCEGJKLW	11 10% ABCEGJKLW	32 9% ABCEGJKLW
Stay-at-home spouse or partner	280 5% FLTXY	54 11% FKLMRTXY	14 7% FLTXY	13 6% FLTXY	3 3% FLTXY	-	6 6% FLTXY	4 4% TX	17 8% AFKLMRTXY	13 6% FKLMRTXY	6 2% FKLMRTXY	18 2% FKLMRTXY	1 1% FKLMRTXY	-	41 11% AFKLMRTXY	18 9% FLTXY	13 5% LTX	25 4% FLTXY	11 5% FLTXY	1 6% FLTXY	6 4% FTX	3 3% FTX	-	9 2% FTX	
Sigma	5937 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	99 100%	-	358 100%	204 100%	253 100%	687 100%	207 100%	201 100%	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	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	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
Less than \$15,000	32 1% L	32 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	45 1% LOY	45 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	62 2% KLOQY	62 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	56 1% LOY	56 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	102 3% CDIJKLOQY	102 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	72 2% DIKLOQY	72 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	36 1% L	36 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	20 L	20 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	14 L	14 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	8 L	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more	6 L	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	18 L	- 18 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	12 L	- 12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	13 L	- 13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999 (in Canadian dollars)	27 1% L	- 27 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	40 1% BL	- 40 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

[illegible]

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	(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)
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
Less than 1,000,000 yen	20 L	-	-	-	-	-	-	-	-	-	-	-	-	-	20 6%	-	-	-	-	-	-	-	-	-	-
1,000,000 to 1,499,999 yen	9 L	-	-	-	-	-	-	-	-	-	-	-	-	-	9 3%	-	-	-	-	-	-	-	-	-	-
1,500,000 to 1,999,999 yen	12 L	-	-	-	-	-	-	-	-	-	-	-	-	-	12 3%	-	-	-	-	-	-	-	-	-	-
2,000,000 to 2,999,999 yen	34 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	34 9%	-	-	-	-	-	-	-	-	-	-
3,000,000 to 3,999,999 yen	35 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	35 10%	-	-	-	-	-	-	-	-	-	-
4,000,000 to 4,999,999 yen	38 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	38 11%	-	-	-	-	-	-	-	-	-	-
5,000,000 to 5,999,999 yen	39 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	39 11%	-	-	-	-	-	-	-	-	-	-
6,000,000 to 6,999,999 yen	31 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	31 9%	-	-	-	-	-	-	-	-	-	-
7,000,000 to 7,999,999 yen	36 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	36 10%	-	-	-	-	-	-	-	-	-	-
8,000,000 to 9,999,999 yen	33 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	33 9%	-	-	-	-	-	-	-	-	-	-
10,000,000 or more yen	41 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	41 11%	-	-	-	-	-	-	-	-	-	-
Less than 4,000 real	45 1% BLO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 12%
4,000 to 7,999 real	38 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 10%
8,000 to 11,999 real	12 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 3%
12,000 to 15,999 real	15 L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 4%
16,000 to 19,999 real	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 4%
20,000 to 29,999 real	37 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 10%

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	(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)
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
30,000 to 39,999 real	30 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 8%
40,000 to 49,999 real	39 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 11%
50,000 to 74,999 real	42 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 11%
75,000 to 99,999 real	34 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 9%
100,000 or more real	41 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 11%
Less than 50,000 Mexican pesos	18 L	-	-	18 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	23 1% L	-	-	23 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	33 1% BL	-	-	33 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	23 1% L	-	-	23 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 to 199,999 Mexican pesos	31 1% BL	-	-	31 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	12 L	-	-	12 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	17 L	-	-	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	23 1% L	-	-	23 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	11 L	-	-	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	13 L	-	-	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	5 L	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5.000 Euros	12 L	-	-	-	4 4%	-	1 1%	-	-	2 1%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
5.000 Euros - 9.999 Euros	33 1% BL	-	-	-	5 5%	-	4 4%	-	-	9 6%	15 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
10.000 Euros - 19.999 Euros	92 2% BCDILOQY	-	-	-	12 12%	-	19 19%	-	-	24 15%	37 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
20.000 Euros - 29.999 Euros	112 3% BCDILOQY	-	-	-	17 17%	-	23 23%	-	-	36 23%	36 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
30.000 Euros - 39.999 Euros	119 3% BCDILOQY	-	-	-	22 22%	-	22 22%	-	-	37 23%	38 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
40.000 Euros - 49.999 Euros	66 2% BLOQY	-	-	-	14 14%	-	7 7%	-	-	18 11%	27 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
50.000 Euros - 74.999 Euros	81 2% BCDILOQY	-	-	-	11 11%	-	11 11%	-	-	21 13%	38 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDHFHLOQY			ABCDHFHLOQY	ABCDHFHLOQY														
75.000 Euros - 99.999 Euros	21 1% L	-	-	-	4 4%	-	2 2%	-	-	3 2%	12 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDILOQY			ABDILOQY	ABCDHFHLOQY														
100.000 Euros - 149.999 Euros	5 * ABL	-	-	-	1 1%	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDHFHLOQY		ABCDILOQY			ABLOQY															
150.000 Euros - 199.999 Euros	6 * ABLOQY	-	-	-	-	-	2 2%	-	-	1 1%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDILOQY		ABLOQY			L ABLOY															
Less than 10,000 ZL	3 * ABCDILKLOQY	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCDILKLOQY		ABCDILKLOQY			ABCDILKLOQY															
10,000 ZL - 19,999 ZL	9 * ABCEFGILKLOQY	-	-	-	-	-	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
20,000 ZL - 29,999 ZL	13 * ABCEFGILKLOQY	-	-	-	-	-	-	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
30,000 ZL - 39,999 ZL	12 * ABCEFGILKLOQY	-	-	-	-	-	-	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
40,000 ZL - 49,999 ZL	17 * L	-	-	-	-	-	-	17 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
50,000 ZL - 59,999 ZL	10 * ABCEFGILKLOQY	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
60,000 ZL - 79,999 ZL	10 * ABCEFGILKLOQY	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															
80,000 ZL - 99,999 ZL	10 * ABCEFGILKLOQY	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					ABCEFGILKLOQY		ABCEFGILKLOQY			ABCEFGILKLOQY															

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100,000 ZL - 149,999 ZL	8	-	-	-	-	-	-	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 ZL - 199,999 ZL	1	-	-	-	-	-	-	1 1% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 ZL - 249,999 ZL	1	-	-	-	-	-	-	1 1% ABL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 ZL - 299,999 ZL	2	-	-	-	-	-	-	2 2% ABCDIKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 ZL or more	1	-	-	-	-	-	-	1 1% ABL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5,000 TRY	13	-	-	-	-	13 13% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000 TRY - 9,999 TRY	5	-	-	-	-	5 5% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 TRY - 19,999 TRY	7	-	-	-	-	7 7% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 TRY - 29,999 TRY	10	-	-	-	-	10 10% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 TRY - 39,999 TRY	15	-	-	-	-	15 15% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 TRY - 49,999 TRY	10	-	-	-	-	10 10% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 TRY - 74,999 TRY	19	-	-	-	-	19 19% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 TRY - 99,999 TRY	8	-	-	-	-	8 8% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 TRY - 149,999 TRY	4	-	-	-	-	4 4% ABCDGHIJKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 TRY - 199,999 TRY	1	-	-	-	-	1 1% ABL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 TRY - 249,999 TRY	2	-	-	-	-	2 2% ABCDIKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 TRY or more	2	-	-	-	-	2 2% ABCDIKLOQY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(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)
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
Less than 2000 RUB	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	AL								
2000 RUB - 4000 RUB	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
																	AL								
4001 RUB - 6000 RUB	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
																	1%								
6001 RUB - 8000 RUB	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-
																	2%								
10001 RUB - 15000 RUB	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	-	-	-	-	-	-	-	-
																	3%								
15001 RUB - 25000 RUB	32 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 13%	-	-	-	-	-	-	-	-
																	ABKLOY								
More than 25000 RUB	192 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	192 76%	-	-	-	-	-	-	-	-
	BCDEFGHIJKLOY																ABCEFGHIJKLOY								
Up to 4,499 GBP	10	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
4,500 to 6,499 GBP	5	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
6,500 to 7,499 GBP	5	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
7,500 to 9,499 GBP	4	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABDKLOY								-								
9,500 to 11,499 GBP	9	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
11,500 to 13,499 GBP	5	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
13,500 to 15,499 GBP	6	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
15,500 to 17,499 GBP	9	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
17,500 to 24,999 GBP	33 1% BL	-	-	-	-	-	-	-	33 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								
25,000 to 29,999 GBP	25 1% L	-	-	-	-	-	-	-	25 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHIJKLOY								-								

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2014 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	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)
Weighted Base	4059	502	200	223	101	102	100	112	220	158	250	1110	-**	-**	358	-**	253	-**	-**	-**	-**	-**	-**	-**	370
30,000 to 39,999 GBP	27 1% L	-	-	-	-	-	-	-	27 12% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHKLQY																
40,000 to 49,999 GBP	27 1% L	-	-	-	-	-	-	-	27 12% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHKLQY																
50,000 to 74,999 GBP	15 1% L	-	-	-	-	-	-	-	15 7% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHKLQY																
75,000 to 99,999 GBP	9 1% L	-	-	-	-	-	-	-	9 4% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABCEFGHKLQY																
100,000 or more GBP	4 1% L	-	-	-	-	-	-	-	4 2% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									ABDKLQY																
Decline to answer	264 7% L	49 10% AJLQ	12 6% L	14 6% L	11 11% JL	6 6% L	9 9% L	15 13% ACDULQY	27 12% ACDULQY	7 4% L	35 14% ACDFJLOQY	12 1% L	-	-	30 8% L	-	13 5% L	-	-	-	-	-	-	-	24 6% L
Sigma	4059 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	158 100%	250 100%	1110 100%	-	-	358 100%	-	253 100%	-	-	-	-	-	-	-	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q485. Racial Background.

14 Mar 2015  
Table 569

Base: All Respondents

	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	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Weighted Base	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
White	567 9%	400 80%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	30 L	30 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	40 1% LR	37 7% LORY	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	39 1% LR	36 7% LORY	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
African American	1 A	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	17 A	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	5 ALR	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed Race	3 ABLORY	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2 ABLR	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Asian	3 ABLORY	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	12 ABLR	-	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Korean	2 ABLR	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japanese	2 ABLR	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Filipino	3 ABLORY	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	7 ALR	5 1%	2 1% ALR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	10 AKLOQRY	8 2%	1 1% L	-	-	-	-	-	-	1 L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q485. Racial Background.

14 Mar 2015  
Table 569

Base: All Respondents

		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)
Weighted Base		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Unknown		5441	-	-	223	101	102	100	112	220	200	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	89% BC		-	-	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABCJ	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC	100% ABC
Sigma		6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Q364. What is your marital status?

14 Mar 2015  
Table 570

Base: Marital Status Is To Be Presented And 18 Or Older

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	5943	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	-**	105	103	119	110	370
Weighted Base	5943	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	-**	105	103	119	110	370
Never married	1769 30% BJKLQ	125 25% LQ	56 28% LQ	59 26% LQ	34 34% JKLQ	39 38% BDJKLOX	32 32% JLQ	32 29% LQ	63 29% LQ	41 20% L	55 22% L	159 14% ACBCDEGHIKLMNOPQSTVWXY	67 67% ACBCDEGHIKLMNOPQSTVWXY	99 48% ABCDGHIKLMNOPQSTVWXY	155 43% ABCDGHIKLMNOPQSTVWXY	104 51% ABCDGHIKLMNOPQSTVWXY	46 18% ABDJKLQW	243 35% BDJKLQ	74 36% BDJKLQ	-	38 36% BJKLQ	45 44% ABCDGHIKLMNOPQSTVWXY	31 26% L	28 25% L	144 39% ABCDGHIKLMNOPQSTVWXY
Married or civil union	3405 57% CIKMNPORSUXY	276 55% IMNPSUY	97 49% MNS	137 61% CIKMNPORSUXY	53 52% MNS	59 58% IMNSU	53 53% MNS	61 54% IMNSU	91 41% M	132 66% ACBCDEGHIKLMNOPQSTVWXY	125 50% MNS	909 82% ACBCDEGHIKLMNOPQSTVWXY	29 29% ACBCDEGHIKLMNOPQSTVWXY	76 37% IMNS	182 51% IMNS	94 46% MS	181 72% IMNPSUY	387 56% IMNPSUY	75 36% IMNPSUY	-	43 41% MNS	54 52% IMNS	64 54% IMNS	51 46% M	176 48% MNS
Divorced	256 4% LPR	47 9% LPR	21 11% LPR	4 2% LPR	3 3% DLPR	3 3% DLPR	6 6% DLPR	4 4% DLPR	11 5% LPR	16 8% LPR	39 16% LPR	23 2% LPR	2 2% LPR	5 2% LPR	13 4% R	3 1% R	8 3% R	8 1% R	5 2% R	-	10 10% ADLMNOPQSTVWXY	1 1% ADLMNOPQSTVWXY	7 6% DLPR	8 7% DLNPRSUY	9 2% DLNPRSUY
Separated	86 1% L	5 1% L	8 4% ABLMOPIRUV	6 3% LOR	1 1% LOR	1 1% LOR	2 2% LOR	1 1% LOR	6 3% LOR	5 2% LOR	6 2% LOR	5 * LOR	-	5 2% LOR	1 * LOR	1 * LOR	4 2% L	5 1% L	3 1% L	-	-	-	10 8% ADEFGHIKLMNOPQSTVWXY	3 3% LO	8 2% LOR
Widow/Widower	73 1% LR	19 4% LR	5 3% LR	3 1% L	-	-	2 2% L	3 3% LR	2 1% LR	3 1% L	9 4% ALOPRSY	3 * L	-	5 2% LR	3 1% LR	1 * LR	4 2% L	3 * L	1 * L	-	-	1 1% ADEFGHIKLMNOPQSTVWXY	1 1% ADEFGHIKLMNOPQSTVWXY	2 2% L	3 1% L
Living with partner	354 6% FJLOP	30 6% FJLOP	13 7% FJLOP	14 6% FJLOP	10 10% FJLMOPQV	-	5 5% FLOP	11 10% FJLMOPQV	47 21% ACBCDEGHIKLMNOPQSTVWXY	4 2% FJLOP	16 6% FJLOP	11 1% FJLOP	2 2% FJLMOPV	16 8% FJLMOPV	4 1% FJLMOPV	1 * FJLMOPV	10 4% FLOP	41 6% FJLOP	49 24% ACBCDEGHIKLMNOPQSTVWXY	-	14 13% ADEFGHIKLMNOPQSTVWXY	2 2% ADEFGHIKLMNOPQSTVWXY	6 5% FLOP	18 16% ACBCDEGHIKLMNOPQSTVWXY	30 8% FJLMOPQV
Sigma	5943 100%	502 100%	200 100%	223 100%	101 100%	102 100%	100 100%	112 100%	220 100%	201 100%	250 100%	1110 100%	100 100%	206 100%	358 100%	204 100%	253 100%	687 100%	207 100%	-	105 100%	103 100%	119 100%	110 100%	370 100%

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QARREG. In which region do you currently reside?

14 Mar 2015  
Table 571

Base: All Argentina Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
Weighted Base	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	110	**
Buenos Aires	41 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 37%	-
Buenos Aires Province (including Gran Buenos Aires)	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	-
Santa Fe	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	-
Cordoba	12 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 11%	-
Patagonia	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-
Other	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 21%	-
Sigma	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKRINC. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015  
Table 572

Base: All South Korea Respondents

	Total Consumers	Country																							
		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)
Unweighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Less than 10,000,000 Won	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	26 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 13%	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	49 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 24%	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	55 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 27%	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	30 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 15%	-	-	-	-	-	-	-	-	-
Decline to answer	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

14 Mar 2015  
Table 573

Base: All South Korea Respondents

		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		204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base		204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Yes		196 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	196 96%	-	-	-	-	-	-	-	-	-
No		8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-	-	-	-	-
Sigma		204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

14 Mar 2015  
Table 574

Base: All India Respondents

	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	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Weighted Base	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Illiterate	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-
Less than primary	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-
Primary but less than middle	11 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 2%	-	-	-	-	-	-	-
Middle but less than matric	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 2%	-	-	-	-	-	-	-
Matric but less than graduate	57 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 8%	-	-	-	-	-	-	-
Graduate or above	598 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	598 87%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QININC2. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015  
Table 575

Base: All India Respondents

		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	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Weighted Base	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Less than 120,000 rupees	104 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104 15%	-	-	-	-	-	-	-
120,000 rupees or more	520 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	520 76%	-	-	-	-	-	-	-
Decline to answer	63 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63 9%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINSUB. Which of the following best describes the area in which you live?

14 Mar 2015  
Table 576

Base: All India Respondents

		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	687	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	687	-**	-**	-**	-**	-**	-**	-**
Weighted Base	687	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	687	-**	-**	-**	-**	-**	-**	-**
Metro	514 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	514 75%	-	-	-	-	-	-	-
Non-metro	173 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	173 25%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINBUY. In the past month, did you purchase any products or services over the Internet?

14 Mar 2015  
Table 577

Base: All India Respondents

	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	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Weighted Base	687	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	687	..	..	..	..	..	..	..
Yes	621 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	621 90%	-	-	-	-	-	-	-
No	66 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66 10%	-	-	-	-	-	-	-
Sigma	687 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

14 Mar 2015  
Table 578

Base: All Indonesia Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Weighted Base	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 7%	-	-	-	-	-	-
Jakarta Raya	40 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 19%	-	-	-	-	-	-
Jawa Barat	48 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	48 23%	-	-	-	-	-	-
Jawa Tengah	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	-	-	-	-	-	-
Jawa Timur	25 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 12%	-	-	-	-	-	-
Yogyakarta	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-
Kalimantan Barat	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Kalimantan Selatan	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Kalimantan Tengah	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Kalimantan Timur	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Nusa Tenggara Barat	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

14 Mar 2015  
Table 578

Base: All Indonesia Respondents

	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)
Weighted Base	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Bengkulu	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Jambi	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Riau	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
Sumatera Barat	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Sumatera Selatan	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-
Sumatera Utara	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted Base	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1502. REGION CLASSIFICATION

14 Mar 2015  
Table 579

Base: All Indonesia Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Weighted Base	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	161 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	161 78%	-	-	-	-	-	-
Kalimantan	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-
Sulawesi	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-
Sumatera	25 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 12%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q1580. What is your marital status?

14 Mar 2015  
Table 580

Base: All Nigeria Respondents

	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..
Single, never married	93 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 46%	-	-
Married (monogamous or polygamous)	101 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 50%	-	-
Divorced	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Separated	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-
Widowed	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-
Loosely coupled	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

14 Mar 2015  
Table 581

Base: All Nigeria Respondents

	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	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Lagos State	105 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 52%	-	-	-	-	-
Ogun State	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	-	-	-	-	-
Oyo State	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-
Osun State	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-
Kogi State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Kwara State	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-
Delta State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Ondo State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Edo State	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Abia State	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-
Enugu State	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Ebonyi State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Rivers State	16 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	-	-	-	-	-
Akwa Ibom State	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

14 Mar 2015  
Table 581

Base: All Nigeria Respondents

	Country																					
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	Nigeria	South Africa	Egypt
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..
Imo State	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gombe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaduna State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Niger State	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Plateau State	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Nassarawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1504. STATE CLASSIFICATION

14 Mar 2015  
Table 582

Base: All Nigeria Respondents

	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	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Postal Code Region 1	113 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 56%	-	-	-	-	-
Postal Code Region 2	18 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	-	-	-	-	-
Postal Code Region 3	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-
Postal Code Region 4	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-
Postal Code Region 5	25 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 12%	-	-	-	-	-
Postal Code Region 6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Postal Code Region 7	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
Postal Code Region 8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	30 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 15%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1550. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 583

Base: All Nigeria Respondents

		Country																							
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-
JSS/O'Level	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	22 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 11%	-	-	-	-	-
Completed A'Level or higher	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 53%	-	-	-	-	-
Other	68 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 34%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1585. Do you consider yourself...?

14 Mar 2015  
Table 584

Base: All Nigeria Respondents

	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..
Hausa	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-
Yoruba	89 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 44%	-	-
Igbo/Ibo	60 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 30%	-	-
Fulanji	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	42 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 21%	-	-
Decline to answer	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

14 Mar 2015  
Table 585

Base: All Egypt Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Weighted Base	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Ad Daqahliyah	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-
Al Buhayrah	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
Al Gharbiyah	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-
Al Ismailiyah	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Kafr ash Shaykh	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-
Dumyat	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Al Qalyubiyah	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-
Ash Sharqiyah	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-
Al Minufiyah	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
Al Qahirah	27 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26%	-	-	-
Al Iskandariyah	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	-	-	-
Bur Said	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Al Uqsur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
As Suways	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aswan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asyut	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q1505. In which governorate do you currently reside?

14 Mar 2015  
Table 585

Base: All Egypt Respondents

		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)
Weighted Base	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Al Minya	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-
Suhaj	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Qina	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Al Fayyum	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Al Jizah	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	-	-	-
Bani Suwayf	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1506. REGION CLASSIFICATION

14 Mar 2015  
Table 586

Base: All Egypt Respondents

	Total Consumers	Country																							
		US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Unweighted Base	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Weighted Base	103	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	..	..	..
Lower	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 35%	-	-	-
City	41 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 40%	-	-	-
Upper	25 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 24%	-	-	-
Desert	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Sigma	103 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4005. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015  
Table 587

Base: All Colombia Respondents

		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	119	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	..	..
Weighted Base	119	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	..	..
Menos de \$ 6,000.000 pesos colombianos	22 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 18%	-	-
\$ 6,001.000 a \$ 12,000.000 pesos colombianos	11 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	-	-
\$ 12,001.000 a \$ 18,000.000 pesos colombianos	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
\$ 18,001.000 a \$ 24,000.000 pesos colombianos	11 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	-	-
\$ 24,001.000 a \$ 30,000.000 pesos colombianos	11 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	-	-
\$ 30,001.000 a \$ 36,000.000 pesos colombianos	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
\$ 36,001.000 a \$ 60,000.000 pesos colombianos	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
\$ 60,001.000 a \$ 84,000.000 pesos colombianos	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	-	-
\$ 84,001.000 o mas pesos colombianos	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	-	-
Decline to answer	24 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 20%	-	-
Sigma	119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

14 Mar 2015  
Table 588

Base: All Vietnam Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Complete Upper Secondary school (Grades 10-12)	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Primary level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Primary level	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Intermediate level	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Intermediate level	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Some College	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Complete College	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
Some University	20 20%	-	-	-	-	-	-	-	-	-	-	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

14 Mar 2015  
Table 588

Base: All Vietnam Respondents

		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)
Weighted Base		100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Complete University		40 40%	-	-	-	-	-	-	-	-	-	-	-	40 40%	-	-	-	-	-	-	-	-	-	-	-	-
Some Post graduate degree		3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Complete Post graduate degree		8 8%	-	-	-	-	-	-	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED		1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma		100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

14 Mar 2015  
Table 589

Base: All Vietnam Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Production Worker	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
NON-STATE SECTOR EMPLOYEE	15 15%	-	-	-	-	-	-	-	-	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Low manager	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Executive/Officer	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
EMPLOYER (owners of companies/business establishments having employees on a continuous basis)	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (10 workers or higher)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1-9 workers)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OWN-ACCOUNT WORKER	9 9%	-	-	-	-	-	-	-	-	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

14 Mar 2015  
Table 589

Base: All Vietnam Respondents

	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)
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Farmer, logger, fisherman (agriculture, forestry and fishing)	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Student/ Apprentice	27 27%	-	-	-	-	-	-	-	-	-	-	-	27 27%	-	-	-	-	-	-	-	-	-	-	-	-
Housewife/househusband	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Family workers	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
OTHERS (UNCLASSIFIABLE BY STATUS)	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income

14 Mar 2015  
Table 590

Base: All Vietnam Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
150,000,000 VND or higher	14 14%	-	-	-	-	-	-	-	-	-	-	-	14 14%	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	26 26%	-	-	-	-	-	-	-	-	-	-	-	26 26%	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	23 23%	-	-	-	-	-	-	-	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure

14 Mar 2015  
Table 591

Base: All Vietnam Respondents

		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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
150,000,000 VND or higher	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	21 21%	-	-	-	-	-	-	-	-	-	-	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	24 24%	-	-	-	-	-	-	-	-	-	-	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	14 14%	-	-	-	-	-	-	-	-	-	-	-	14 14%	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income

14 Mar 2015  
Table 592

Base: All Vietnam Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
150,000,000 VND or higher	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	11 11%	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	14 14%	-	-	-	-	-	-	-	-	-	-	-	14 14%	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	17 17%	-	-	-	-	-	-	-	-	-	-	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	16 16%	-	-	-	-	-	-	-	-	-	-	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

14 Mar 2015  
Table 593

Base: All Vietnam Respondents

	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
150,000,000 VND or higher	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	4 4%	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	12 12%	-	-	-	-	-	-	-	-	-	-	-	12 12%	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	12 12%	-	-	-	-	-	-	-	-	-	-	-	12 12%	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	24 24%	-	-	-	-	-	-	-	-	-	-	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	19 19%	-	-	-	-	-	-	-	-	-	-	-	19 19%	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	11 11%	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4025. SOCIO ECONOMIC CLASSIFICATION

14 Mar 2015  
Table 594

Base: All Vietnam Respondents

	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	94*	**	**	**	**	**	**	**	**	**	**	**	94*	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	94*	**	**	**	**	**	**	**	**	**	**	**	94*	**	**	**	**	**	**	**	**	**	**	**	**
Class A5 (150,000,000+)	14 15%	-	-	-	-	-	-	-	-	-	-	-	14 15%	-	-	-	-	-	-	-	-	-	-	-	-
Class A4 (75,000,000 - 149,999,999)	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Class A3 (45,000,000 - 74,999,999)	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Class A2 (30,000,000 - 44,999,999)	6 6%	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Class A1 (15,000,000 - 29,999,999)	26 28%	-	-	-	-	-	-	-	-	-	-	-	26 28%	-	-	-	-	-	-	-	-	-	-	-	-
Class B (7,500,000 - 14,999,999)	23 24%	-	-	-	-	-	-	-	-	-	-	-	23 24%	-	-	-	-	-	-	-	-	-	-	-	-
Class C (4,500,000 - 7,499,999)	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Class D (3,000,000 - 4,499,000)	5 5%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Class F (1 - 1,499,999)	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	94 100%	-	-	-	-	-	-	-	-	-	-	-	94 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

14 Mar 2015  
Table 595

Base: All Vietnam Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	100	..	..	..	..	..	..	..	..	..	..	..	100	..	..	..	..	..	..	..	..	..	..	..	..
North East	15 15%	-	-	-	-	-	-	-	-	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-
Red River Delta	19 19%	-	-	-	-	-	-	-	-	-	-	-	19 19%	-	-	-	-	-	-	-	-	-	-	-	-
North Central Coast	7 7%	-	-	-	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
South Central Coast	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
Central Highlands	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
South East	34 34%	-	-	-	-	-	-	-	-	-	-	-	34 34%	-	-	-	-	-	-	-	-	-	-	-	-
Mekong River Delta	10 10%	-	-	-	-	-	-	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-
North West	3 3%	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

14 Mar 2015  
Table 596

Base: All Philippines Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Some high school	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Completed high school	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-
Some vocational	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-
Some college	39 19%	-	-	-	-	-	-	-	-	-	-	-	-	39 19%	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	121 59%	-	-	-	-	-	-	-	-	-	-	-	-	121 59%	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	13 6%	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

14 Mar 2015  
Table 597

Base: All Philippines Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Professional, technical and kindred workers	83 40%	-	-	-	-	-	-	-	-	-	-	-	-	83 40%	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	11 5%	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	16 8%	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	-	-	-	-	-	-	-	-	-	-	-
Sales workers	17 8%	-	-	-	-	-	-	-	-	-	-	-	-	17 8%	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-
Service workers except private household workers	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-
Private household workers	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Laborers	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Not gainfully employed	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-
Housewife	16 8%	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	-	-	-	-	-	-	-	-	-	-	-
Student	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-
Refused	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Pensioner	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-
Others	18 9%	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

14 Mar 2015  
Table 598

Base: All Philippines Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
National Capital Region	96 47%	-	-	-	-	-	-	-	-	-	-	-	-	96 47%	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	13 6%	-	-	-	-	-	-	-	-	-	-	-	-	13 6%	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	27 13%	-	-	-	-	-	-	-	-	-	-	-	-	27 13%	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	19 9%	-	-	-	-	-	-	-	-	-	-	-	-	19 9%	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Q4036. Please select the area in which you live?

14 Mar 2015  
Table 598

Base: All Philippines Respondents

		Country																								
		Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Weighted Base Sigma		206	..	..	..	..	..	..	..	..	..	..	..	..	206	..	..	..	..	..	..	..	..	..	..	..
		206	-	-	-	-	-	-	-	-	-	-	-	-	206	-	-	-	-	-	-	-	-	-	-	-
		100%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1507. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 599

Base: All Brazil Respondents And 21+ Years Of Age

	Country																						
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	Nigeria	South Africa	Egypt	Colombia
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted Base	341	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	341	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Nenhum	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 3a. serie)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (4a. serie a 7a. serie)	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental completo	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensino Medio	121 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Superior	173 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	38 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	341 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1538. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 600

Base: All Mexican Respondents And 21+ Years Of Age

	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	215	..	..	215	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	215	..	..	215	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	10 5%	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	7 3%	-	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	23 11%	-	-	23 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	38 18%	-	-	38 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	113 53%	-	-	113 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	21 10%	-	-	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	215 100%	-	-	215 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1574. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 601

Base: All Chinese Respondents And 21+ Years Of Age

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1098	..	..	..	..	..	..	..	..	..	..	1098	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1098	..	..	..	..	..	..	..	..	..	..	1098	..	..	..	..	..	..	..	..	..	..	..	..	..
High school or less	83 8%	-	-	-	-	-	-	-	-	-	-	83 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
College	289 26%	-	-	-	-	-	-	-	-	-	-	289 26%	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor degree	639 58%	-	-	-	-	-	-	-	-	-	-	639 58%	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate	87 8%	-	-	-	-	-	-	-	-	-	-	87 8%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1098 100%	-	-	-	-	-	-	-	-	-	-	1098 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QTRED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 602

Base: All Turkey Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	102	**	**	**	**	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Primary education	2 2%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	4 4%	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school	26 25%	-	-	-	-	26 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	63 62%	-	-	-	-	63 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	7 7%	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Base: All Colombia Respondents

QCOED. What was the last year of schooling that you completed?

		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	119	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	..	..
Weighted Base	119	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	..	..
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Secondary	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	-	-
Technical/Technology	40 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 34%	-	-
University	51 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 43%	-	-
Post Graduate	19 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 16%	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QIDED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 604

Base: All Indonesia Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
Weighted Base	207	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	207	..	..	..	..	..	..
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Junior high school	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-
High school or higher	204 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 99%	-	-	-	-	-	-
Sigma	207 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QJPED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 605

Base: All Japan Respondents

		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	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
Weighted Base	358	..	..	..	..	..	..	..	..	..	..	..	..	..	358	..	..	..	..	..	..	..	..	..	..
Less than high school	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	11 3%	-	-	-	-	-	-	-	-	-	-
High school degree	121 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	121 34%	-	-	-	-	-	-	-	-	-	-
Junior College degree	49 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 14%	-	-	-	-	-	-	-	-	-	-
BA or University degree	177 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	177 49%	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



QNGED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 606

Base: All Nigeria Respondents

		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	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
Weighted Base	201	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	201	..	..	..	..	..
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-
JSS/O'Level	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	21 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 10%	-	-	-	-	-
Completed A'Level or higher	109 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	109 54%	-	-	-	-	-
Other	66 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66 33%	-	-	-	-	-
Sigma	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QPLED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 607

Base: All Poland Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Weighted Base	112	**	**	**	**	**	**	112	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	4 4%	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	38 34%	-	-	-	-	-	-	38 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post-secondary	10 9%	-	-	-	-	-	-	10 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tertiary	59 53%	-	-	-	-	-	-	59 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QRUED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 608

Base: All Russia Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
Weighted Base	253	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	253	..	..	..	..	..	..	..	..
Incomplete secondary and lower	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-
Secondary general	114%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	114%	-	-	-	-	-	-	-	-
Secondary special	4116%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4116%	-	-	-	-	-	-	-	-
Incomplete higher	3112%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3112%	-	-	-	-	-	-	-	-
Higher (including postgraduate)	16967%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16967%	-	-	-	-	-	-	-	-
Sigma	253100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253100%	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKRED. What is the highest level of education you have completed or the highest degree you have received?

14 Mar 2015  
Table 609

Base: All South Korea Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Weighted Base	204	..	..	..	..	..	..	..	..	..	..	..	..	..	..	204	..	..	..	..	..	..	..	..	..
Less than high school	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-
High school graduate	51 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 25%	-	-	-	-	-	-	-	-	-
College/University graduate	127 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	127 62%	-	-	-	-	-	-	-	-	-
Post graduate degree	23 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 11%	-	-	-	-	-	-	-	-	-
Sigma	204 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QBRINC. Which of the following income categories best describes your total 2014 household income before taxes?

14 Mar 2015  
Table 610

Base: All Brazil Respondents

		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	370	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	370
Weighted Base	370	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	370
Less than 24,000 real	73 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73 20%
24,000 to 50,999 real	117 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117 32%
51,000 to 119,999 real	116 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116 31%
120,000 real or more	38 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 10%
Decline to answer	26 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%
Sigma	370 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%

Proportions/Means: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QCNINC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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	1110	..	..	..	..	..	..	..	..	..	..	1110	..	..	..	..	..	..	..	..	..	..	..	..	..
Weighted Base	1110	..	..	..	..	..	..	..	..	..	..	1110	..	..	..	..	..	..	..	..	..	..	..	..	..
Less than 1000 RMB	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
1001-2000 RMB	4	-	-	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-
2001-3000 RMB	19 2%	-	-	-	-	-	-	-	-	-	-	19 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
3001-4000 RMB	42 4%	-	-	-	-	-	-	-	-	-	-	42 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
4001-6000 RMB	113 10%	-	-	-	-	-	-	-	-	-	-	113 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
6001-10,000 RMB	364 33%	-	-	-	-	-	-	-	-	-	-	364 33%	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 10,000 RMB	555 50%	-	-	-	-	-	-	-	-	-	-	555 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	10 1%	-	-	-	-	-	-	-	-	-	-	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Total Consumers	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Country																									
US	502 8%	502 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canada	200 3%	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	223 4%	-	-	223 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Italy	101 2%	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	102 2%	-	-	-	-	102 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spain	100 2%	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poland	112 2%	-	-	-	-	-	-	112 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK	220 4%	-	-	-	-	-	-	-	220 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
France	201 3%	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Germany	250 4%	-	-	-	-	-	-	-	-	-	250 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
China	1110 18%	-	-	-	-	-	-	-	-	-	-	1110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Vietnam	100 2%	-	-	-	-	-	-	-	-	-	-	-	100 100%	-	-	-	-	-	-	-	-	-	-	-	-
Philippines	206 3%	-	-	-	-	-	-	-	-	-	-	-	-	206 100%	-	-	-	-	-	-	-	-	-	-	-
Japan	358 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	358 100%	-	-	-	-	-	-	-	-	-	-
South Korea	204 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	204 100%	-	-	-	-	-	-	-	-	-
Russia	253 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	253 100%	-	-	-	-	-	-	-	-
India	687 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	687 100%	-	-	-	-	-	-	-
Indonesia	207 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	207 100%	-	-	-	-	-	-

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

	Country																								
	Total Consumers	US	Canada	Mexico	Italy	Turkey	Spain	Poland	UK	France	Germany	China	Vietnam	Philippines	Japan	South Korea	Russia	India	Indonesia	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)
Total Consumers	6144	502	200	223	101	102	100	112	220	201	250	1110	100	206	358	204	253	687	207	201	105	103	119	110	370
Nigeria	201 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	-	-	-	-	-
	BCDULKNCPQRIWY																			ABCDEFGHIJKLMNPO					
South Africa	105 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	-	-	-	-
	BDKLOQRY																				ABCDEFGHIJKLMN				
Egypt	103 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	-	-	-
	BKLOQRY																				ABCDEFGHIJKLMN				
Colombia	119 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	-	-
	BCDULKNCPQRSTY																					ABCDEFGHIJKLMNPQSTVWY			
Argentina	110 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	-
	BDIKLOQRY																						ABCDEFGHIJKLMNPQSTVWY		
Brazil	370 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%
	ABCDEFGHIJKLMNPQSTVWY																								ABCDEFGHIJKLMNPQSTVWY

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



Page Table Title

1	1	Q75. Sample source
2	2	Q616. COUNTRY
4	3	Q620. LANGUAGE
6	4	Q264. In which country or region do you currently reside?
8	5	Q268. Are you...?
9	6	Q280. Respondent Age.
10	7	Q600. How many hours per week do you spend using the Internet?
11	8	Q640. COUNTRY QUOTAS
13	9	Q605. Have you ever registered a domain name?
14	10	Q610. Do you plan to register a domain name in the next 6-12 months?
15	11	Q700. Which of the following domain name extensions, if any, have you heard of?
18	12	Q705. Which of the following domain name extensions have you personally visited when going to websites?
21	13	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF TOP 2 BOX
24	14	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF BOTTOM 2 BOX
27	15	Q711. How likely are you to visit websites with the following domain name extensions in the next 6 months? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
28	16	Q711_1. How likely are you to visit websites with the following domain name extensions in the next 6 months? 1. .biz
29	17	Q711_2. How likely are you to visit websites with the following domain name extensions in the next 6 months? 2. .com
30	18	Q711_3. How likely are you to visit websites with the following domain name extensions in the next 6 months? 3. .info
31	19	Q711_4. How likely are you to visit websites with the following domain name extensions in the next 6 months? 4. .mobi
32	20	Q711_5. How likely are you to visit websites with the following domain name extensions in the next 6 months? 5. .net
33	21	Q711_6. How likely are you to visit websites with the following domain name extensions in the next 6 months? 6. .org
34	22	Q711_7. How likely are you to visit websites with the following domain name extensions in the next 6 months? 7. .tel
35	23	Q711_8. How likely are you to visit websites with the following domain name extensions in the next 6 months? 8. .asia
36	24	Q711_9. How likely are you to visit websites with the following domain name extensions in the next 6 months? 9. .pro
37	25	Q711_10. How likely are you to visit websites with the following domain name extensions in the next 6 months? 10. .coop
38	26	Q711_11. How likely are you to visit websites with the following domain name extensions in the next 6 months? 11. .cn
39	27	Q711_12. How likely are you to visit websites with the following domain name extensions in the next 6 months? 12. .vn
40	28	Q711_13. How likely are you to visit websites with the following domain name extensions in the next 6 months? 13. .ph
41	29	Q711_14. How likely are you to visit websites with the following domain name extensions in the next 6 months? 14. .jp
42	30	Q711_15. How likely are you to visit websites with the following domain name extensions in the next 6 months? 15. .kr
43	31	Q711_16. How likely are you to visit websites with the following domain name extensions in the next 6 months? 16. .ru
44	32	Q711_17. How likely are you to visit websites with the following domain name extensions in the next 6 months? 17. .in
45	33	Q711_18. How likely are you to visit websites with the following domain name extensions in the next 6 months? 18. .id
46	34	Q711_19. How likely are you to visit websites with the following domain name extensions in the next 6 months? 19. .ng
47	35	Q711_20. How likely are you to visit websites with the following domain name extensions in the next 6 months? 20. .za
48	36	Q711_21. How likely are you to visit websites with the following domain name extensions in the next 6 months? 21. .eg
49	37	Q711_22. How likely are you to visit websites with the following domain name extensions in the next 6 months? 22. .co

Page	Table	Title
50	38	Q711_23. How likely are you to visit websites with the following domain name extensions in the next 6 months? 23. .ar
51	39	Q711_24. How likely are you to visit websites with the following domain name extensions in the next 6 months? 24. .br
52	40	Q711_25. How likely are you to visit websites with the following domain name extensions in the next 6 months? 25. .it
53	41	Q711_26. How likely are you to visit websites with the following domain name extensions in the next 6 months? 26. .tr
54	42	Q711_27. How likely are you to visit websites with the following domain name extensions in the next 6 months? 27. .es
55	43	Q711_28. How likely are you to visit websites with the following domain name extensions in the next 6 months? 28. .pl
56	44	Q711_29. How likely are you to visit websites with the following domain name extensions in the next 6 months? 29. .uk
57	45	Q711_30. How likely are you to visit websites with the following domain name extensions in the next 6 months? 30. .fr
58	46	Q711_31. How likely are you to visit websites with the following domain name extensions in the next 6 months? 31. .de
59	47	Q711_32. How likely are you to visit websites with the following domain name extensions in the next 6 months? 32. .us
60	48	Q711_33. How likely are you to visit websites with the following domain name extensions in the next 6 months? 33. .ca
61	49	Q711_34. How likely are you to visit websites with the following domain name extensions in the next 6 months? 34. .mx
62	50	Q716_1. Why are you very likely to visit a website with each of these extensions in the future? 1. .biz
65	51	Q716_2. Why are you very likely to visit a website with each of these extensions in the future? 2. .com
68	52	Q716_3. Why are you very likely to visit a website with each of these extensions in the future? 3. .info
71	53	Q716_4. Why are you very likely to visit a website with each of these extensions in the future? 4. .mobi
74	54	Q716_5. Why are you very likely to visit a website with each of these extensions in the future? 5. .net
77	55	Q716_6. Why are you very likely to visit a website with each of these extensions in the future? 6. .org
80	56	Q716_7. Why are you very likely to visit a website with each of these extensions in the future? 7. .tel
83	57	Q716_8. Why are you very likely to visit a website with each of these extensions in the future? 8. .asia
86	58	Q716_9. Why are you very likely to visit a website with each of these extensions in the future? 9. .pro
89	59	Q716_10. Why are you very likely to visit a website with each of these extensions in the future? 10. .coop
92	60	Q716_11. Why are you very likely to visit a website with each of these extensions in the future? 11. .cn
95	61	Q716_12. Why are you very likely to visit a website with each of these extensions in the future? 12. .vn
98	62	Q716_13. Why are you very likely to visit a website with each of these extensions in the future? 13. .ph
101	63	Q716_14. Why are you very likely to visit a website with each of these extensions in the future? 14. .jp
104	64	Q716_15. Why are you very likely to visit a website with each of these extensions in the future? 15. .kr
107	65	Q716_16. Why are you very likely to visit a website with each of these extensions in the future? 16. .ru
110	66	Q716_17. Why are you very likely to visit a website with each of these extensions in the future? 17. .in
113	67	Q716_18. Why are you very likely to visit a website with each of these extensions in the future? 18. .id
116	68	Q716_19. Why are you very likely to visit a website with each of these extensions in the future? 19. .ng
119	69	Q716_20. Why are you very likely to visit a website with each of these extensions in the future? 20. .za

Page	Table	Title
122	70	Q716_21. Why are you very likely to visit a website with each of these extensions in the future? 21. .eg
125	71	Q716_22. Why are you very likely to visit a website with each of these extensions in the future? 22. .co
128	72	Q716_23. Why are you very likely to visit a website with each of these extensions in the future? 23. .ar
131	73	Q716_24. Why are you very likely to visit a website with each of these extensions in the future? 24. .br
134	74	Q716_25. Why are you very likely to visit a website with each of these extensions in the future? 25. .it
137	75	Q716_26. Why are you very likely to visit a website with each of these extensions in the future? 26. .ir
140	76	Q716_27. Why are you very likely to visit a website with each of these extensions in the future? 27. .es
143	77	Q716_28. Why are you very likely to visit a website with each of these extensions in the future? 28. .pl
146	78	Q716_29. Why are you very likely to visit a website with each of these extensions in the future? 29. .uk
149	79	Q716_30. Why are you very likely to visit a website with each of these extensions in the future? 30. .fr
152	80	Q716_31. Why are you very likely to visit a website with each of these extensions in the future? 31. .de
155	81	Q716_32. Why are you very likely to visit a website with each of these extensions in the future? 32. .us
158	82	Q716_33. Why are you very likely to visit a website with each of these extensions in the future? 33. .ca
161	83	Q716_34. Why are you very likely to visit a website with each of these extensions in the future? 34. .mx
164	84	Q718_1. Why are you very unlikely to visit a website with each of these extensions in the future? 1. .biz
166	85	Q718_2. Why are you very unlikely to visit a website with each of these extensions in the future? 2. .com
168	86	Q718_3. Why are you very unlikely to visit a website with each of these extensions in the future? 3. .info
170	87	Q718_4. Why are you very unlikely to visit a website with each of these extensions in the future? 4. .mobi
172	88	Q718_5. Why are you very unlikely to visit a website with each of these extensions in the future? 5. .net
174	89	Q718_6. Why are you very unlikely to visit a website with each of these extensions in the future? 6. .org
176	90	Q718_7. Why are you very unlikely to visit a website with each of these extensions in the future? 7. .tel
178	91	Q718_8. Why are you very unlikely to visit a website with each of these extensions in the future? 8. .asia
180	92	Q718_9. Why are you very unlikely to visit a website with each of these extensions in the future? 9. .pro
182	93	Q718_10. Why are you very unlikely to visit a website with each of these extensions in the future? 10. .coop
184	94	Q718_11. Why are you very unlikely to visit a website with each of these extensions in the future? 11. .cn
186	95	Q718_12. Why are you very unlikely to visit a website with each of these extensions in the future? 12. .vn
188	96	Q718_13. Why are you very unlikely to visit a website with each of these extensions in the future? 13. .ph
190	97	Q718_14. Why are you very unlikely to visit a website with each of these extensions in the future? 14. .jp
192	98	Q718_15. Why are you very unlikely to visit a website with each of these extensions in the future? 15. .kr
194	99	Q718_16. Why are you very unlikely to visit a website with each of these extensions in the future? 16. .ru
196	100	Q718_17. Why are you very unlikely to visit a website with each of these extensions in the future? 17. .in
198	101	Q718_18. Why are you very unlikely to visit a website with each of these extensions in the future? 18. .id

Page	Table	Title
200	102	Q718_19. Why are you very unlikely to visit a website with each of these extensions in the future? 19. .ng
202	103	Q718_20. Why are you very unlikely to visit a website with each of these extensions in the future? 20. .za
204	104	Q718_21. Why are you very unlikely to visit a website with each of these extensions in the future? 21. .eg
206	105	Q718_22. Why are you very unlikely to visit a website with each of these extensions in the future? 22. .co
208	106	Q718_23. Why are you very unlikely to visit a website with each of these extensions in the future? 23. .ar
210	107	Q718_24. Why are you very unlikely to visit a website with each of these extensions in the future? 24. .br
212	108	Q718_25. Why are you very unlikely to visit a website with each of these extensions in the future? 25. .it
214	109	Q718_26. Why are you very unlikely to visit a website with each of these extensions in the future? 26. .tr
216	110	Q718_27. Why are you very unlikely to visit a website with each of these extensions in the future? 27. .es
218	111	Q718_28. Why are you very unlikely to visit a website with each of these extensions in the future? 28. .pl
220	112	Q718_29. Why are you very unlikely to visit a website with each of these extensions in the future? 29. .uk
222	113	Q718_30. Why are you very unlikely to visit a website with each of these extensions in the future? 30. .fr
224	114	Q718_31. Why are you very unlikely to visit a website with each of these extensions in the future? 31. .de
226	115	Q718_32. Why are you very unlikely to visit a website with each of these extensions in the future? 32. .us
228	116	Q718_33. Why are you very unlikely to visit a website with each of these extensions in the future? 33. .ca
230	117	Q718_34. Why are you very unlikely to visit a website with each of these extensions in the future? 34. .mx
232	118	Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
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238	120	Q721. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF VERY LIKELY OR SOMEWHAT LIKELY FOR ANY DOMAIN
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240	122	Q721_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 2. .com
241	123	Q721_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 3. .info
242	124	Q721_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 4. .mobi
243	125	Q721_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 5. .net
244	126	Q721_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 6. .org
245	127	Q721_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 7. .tel
246	128	Q721_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 8. .asia
247	129	Q721_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 9. .pro
248	130	Q721_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 10. .coop
249	131	Q721_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 11. .cn
250	132	Q721_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 12. .vn
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254	136	Q721_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
255	137	Q721_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
256	138	Q721_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
257	139	Q721_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
258	140	Q721_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
259	141	Q721_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
260	142	Q721_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
261	143	Q721_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
262	144	Q721_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
263	145	Q721_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
264	146	Q721_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
265	147	Q721_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
266	148	Q721_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
267	149	Q721_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
268	150	Q721_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .ir
269	151	Q721_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
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273	155	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
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279	159	Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are. 3. .info
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281	161	Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are. 5. .cn
282	162	Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are. 6. .vn
283	163	Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are. 7. .ph
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289	169	Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are. 13. .ng
290	170	Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are. 14. .za
291	171	Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are. 15. .eg
292	172	Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are. 16. .co
293	173	Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are. 17. .ar
294	174	Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are. 18. .br
295	175	Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are. 19. .it
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300	180	Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are. 24. .fr
301	181	Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are. 25. .de
302	182	Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are. 26. .us
303	183	Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are. 27. .ca
304	184	Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are. 28. .mx
305	185	Q730. To the best of your knowledge, why do some websites have different extensions?
309	186	Q736. What has your experience been like with websites that have the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
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317	190	Q736_3. What has your experience been like with websites that have the following domain name extensions? 3. .info
318	191	Q736_4. What has your experience been like with websites that have the following domain name extensions? 4. .mobi
319	192	Q736_5. What has your experience been like with websites that have the following domain name extensions? 5. .net
320	193	Q736_6. What has your experience been like with websites that have the following domain name extensions? 6. .org
321	194	Q736_7. What has your experience been like with websites that have the following domain name extensions? 7. .tel
322	195	Q736_8. What has your experience been like with websites that have the following domain name extensions? 8. .asia
323	196	Q736_9. What has your experience been like with websites that have the following domain name extensions? 9. .pro
324	197	Q736_10. What has your experience been like with websites that have the following domain name extensions? 10. .coop
325	198	Q736_11. What has your experience been like with websites that have the following domain name extensions? 11. .cn

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328	201	Q736_14. What has your experience been like with websites that have the following domain name extensions? 14. .jp
329	202	Q736_15. What has your experience been like with websites that have the following domain name extensions? 15. .kr
330	203	Q736_16. What has your experience been like with websites that have the following domain name extensions? 16. .ru
331	204	Q736_17. What has your experience been like with websites that have the following domain name extensions? 17. .in
332	205	Q736_18. What has your experience been like with websites that have the following domain name extensions? 18. .id
333	206	Q736_19. What has your experience been like with websites that have the following domain name extensions? 19. .ng
334	207	Q736_20. What has your experience been like with websites that have the following domain name extensions? 20. .za
335	208	Q736_21. What has your experience been like with websites that have the following domain name extensions? 21. .eg
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344	217	Q736_30. What has your experience been like with websites that have the following domain name extensions? 30. .fr
345	218	Q736_31. What has your experience been like with websites that have the following domain name extensions? 31. .de
346	219	Q736_32. What has your experience been like with websites that have the following domain name extensions? 32. .us
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349	222	Q740_1. What made your experience with .biz very positive? 1. .biz
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363	224	Q740_3. What made your experience with .info very positive? 3. .info
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591	258	Q745_3. What made your experience with .info very negative? 3. .info
593	259	Q745_4. What made your experience with .mobi very negative? 4. .mobi
595	260	Q745_5. What made your experience with .net very negative? 5. .net
597	261	Q745_6. What made your experience with .org very negative? 6. .org
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607	266	Q745_11. What made your experience with .cn very negative? 11. .cn
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613	269	Q745_14. What made your experience with .jp very negative? 14. .jp
615	270	Q745_15. What made your experience with .kr very negative? 15. .kr
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653	289	Q745_34. What made your experience with .mx very negative? 34. .mx
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657	291	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
658	292	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
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660	294	Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
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664	298	Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
665	299	Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
666	300	Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing
667	301	Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
668	302	Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
669	303	Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
670	304	Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
671	305	Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
672	306	Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
673	307	Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
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675	309	Q766_2. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 2. .net
676	310	Q766_3. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 3. .info
677	311	Q766_4. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 4. .org
678	312	Q766_5. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 5. .cn
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683	317	Q766_10. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 10. .ru
684	318	Q766_11. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 11. .in
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687	321	Q766_14. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 14. .za
688	322	Q766_15. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 15. .eg
689	323	Q766_16. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 16. .co
690	324	Q766_17. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 17. .ar
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692	326	Q766_19. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 19. .it
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697	331	Q766_24. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 24. .fr
698	332	Q766_25. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 25. .de
699	333	Q766_26. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 26. .us
700	334	Q766_27. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 27. .ca
701	335	Q766_28. Do you expect there to be restrictions on purchasing gTLDs with the following extensions? 28. .mx
702	336	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
703	337	Q775. If you felt a website was being run improperly (for example, appears to be conducting illegal activity, appears to be a fake, etc.), who would you complain to?
706	338	Q780. How do you determine whether a website is legitimate or not?
711	339	Q785. Have you ever tried to identify who created a particular website?
712	340	Q790. What did you use to try and figure this out?
716	341	Q800. Which of the following new gTLDs, if any, have you heard of?
717	342	Q805. Which of the following new gTLDs have you personally visited when going to websites?
718	343	Q811. How likely are you to visit the following new gTLDs in the future? SUMMARY TABLE OF TOP 2 BOX
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722	347	Q811_2. How likely are you to visit the following new gTLDs in the future? 2. .photography
723	348	Q811_3. How likely are you to visit the following new gTLDs in the future? 3. .link
724	349	Q811_4. How likely are you to visit the following new gTLDs in the future? 4. .guru
725	350	Q811_5. How likely are you to visit the following new gTLDs in the future? 5. .realtor
726	351	Q811_6. How likely are you to visit the following new gTLDs in the future? 6. .club
727	352	Q811_7. How likely are you to visit the following new gTLDs in the future? 7. .xyz
728	353	Q811_8. How likely are you to visit the following new gTLDs in the future? 8. .berlin
729	354	Q811_9. How likely are you to visit the following new gTLDs in the future? 9. .ovh
730	355	Q811_10. How likely are you to visit the following new gTLDs in the future? 10. .london
731	356	Q811_11. How likely are you to visit the following new gTLDs in the future? 11. .nyc
732	357	Q811_12. How likely are you to visit the following new gTLDs in the future? 12. .wang
733	358	Q811_13. How likely are you to visit the following new gTLDs in the future? 13. .xn-ses554g (Chinese for network address)
734	359	Q811_14. How likely are you to visit the following new gTLDs in the future? 14. .xn-55qx5d (Chinese for company)
735	360	Q815_1. Why are you very likely to visit a website with each of these gTLDs in the future? 1. .email
738	361	Q815_2. Why are you very likely to visit a website with each of these gTLDs in the future? 2. .photography
741	362	Q815_3. Why are you very likely to visit a website with each of these gTLDs in the future? 3. .link

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1168	605	QJPED. What is the highest level of education you have completed or the highest degree you have received?
1169	606	QNGED. What is the highest level of education you have completed or the highest degree you have received?
1170	607	QPLED. What is the highest level of education you have completed or the highest degree you have received?
1171	608	QRUED. What is the highest level of education you have completed or the highest degree you have received?
1172	609	QKRED. What is the highest level of education you have completed or the highest degree you have received?
1173	610	QBRINC. Which of the following income categories best describes your total 2014 household income before taxes?
1174	611	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
1175	612	Banner * Banner