nielsen

ICANN
GLOBAL REGISTRANT SURVEY
WAVE 2

AUGUST 2016

ICANN

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BACKGROUND

- ICANN's New gTLD Program was developed as part of a community-driven policy development process that spanned several years and aims to **enhance competition** and **consumer choice** for both registrants and Internet users.
- To assess the current TLD landscape, as well as measure factors such as awareness, experience, choice, and trust with new gTLDs and the domain name system in general, audience tracking research was implemented among two groups:
  - Global online **consumer end-users** (including prospective registrants)
  - Global domain name **registrants**

This report focuses on wave 2 results among the Registrant Segment. Results from the two Consumer Segment waves were published in May 2015 and June 2016.

METHODOLOGY

Qualifying criteria

- Adults 18+
- Registered a domain name
- Primary decision maker

Total of **3,349 Registrants**, representing **Asia, Europe, Africa, North America, and South America**. Drawn from **24 countries**, administered in 18 languages

- Countries: United States, Canada, Mexico, Argentina, Brazil, Colombia, France, Germany, Italy, Poland, Spain, Turkey, United Kingdom, Egypt, Nigeria, South Africa, China, India, Indonesia, Japan, Philippines, Russia, South Korea, Vietnam
- Languages: English, Spanish, Portuguese (Brazil), Simplified Chinese, French, German, Italian, Japanese, Korean, Russian, Arabic, Vietnamese, Tagalog, Turkish, Polish, British English, Bahasa

ONLINE SURVEY

June 20-July 11,

2016

(2015 – February 19 – May 15 and August 5-13)

SURVEY COMMISSIONED BY ICANN AND CONDUCTED BY NIELSEN

METHODOLOGY (CONT'D)

Significance testing is performed at a 95% confidence level throughout this report:

- Letters denote where a region is significantly higher than the region whose column is marked with that letter
- Green and red circles denote where a region is significantly higher or lower than the Total
- Arrows denote significant differences 2016 vs 2015
- Triangles denote significant difference between Registrants and Consumers

Sample source difference:

- The 2015 wave included a sample provided by ICANN. However, due to low response rates, most of the interviews were conducted using commercial sample sources.
- In 2016, only commercial sample sources were used.
- Because results from ICANN were substantially different on many questions, trended questions in this report primarily show the commercial-only sample for 2015.

SUMMARY AND NEXT STEPS

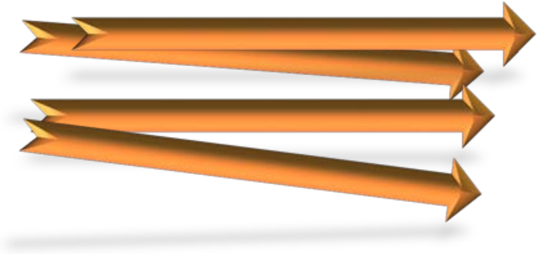
- **Recap Phase 1**: Separate **Consumer** and **Registrant** surveys were conducted in 2015 covering 24 countries in Asia, Europe, Africa, North America, and South America. A total of 6144 consumers and 3357 Registrants were surveyed.
- Phase 2 was conducted one year after interviewing was completed for each study:
  - **Consumer**: April/May 2016 – 5,452 were surveyed
  - **Registrants**: June/July 2016 – 3,349 were surveyed
- **The findings will be shared** with ICANN's Competition, Consumer Trust and Consumer Choice Review Team for consideration as part of their review of the New gTLD Program.

SUMMARY OF HIGH LEVEL FINDINGS

OVERALL, MUCH STABILITY

Findings similar to prior waves and to consumer survey (on comparable questions)

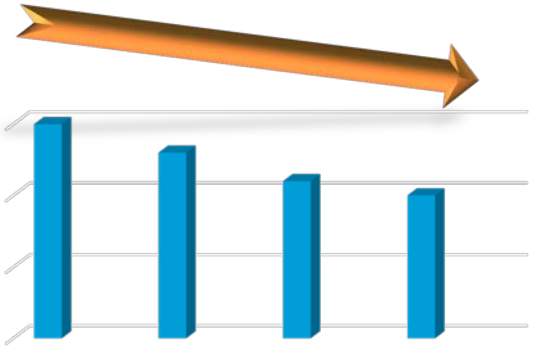
- The general impression is that much remains very similar to results reported previously—overall differences are small.
- This is especially true about topics not directly related to registration—such as trust in the industry and perceptions of online “bad behaviors”.
- **Key areas of difference** focus on the awareness, consideration and satisfaction with legacy gTLDs.
- And, there are new questions added to this wave to bring more insight around key areas, such the effect of social media accounts and acceptance of registration restrictions.



DOWNWARD SHIFTS FOR LEGACY gTLDs

Legacy gTLDs show some weakness in awareness, consideration, satisfaction

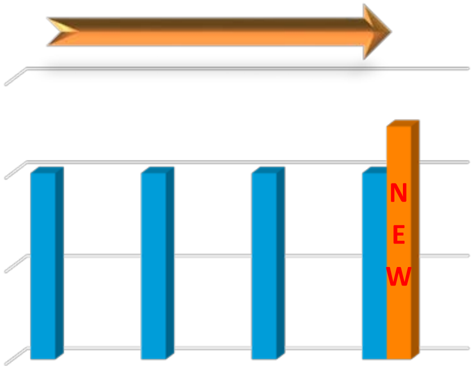
- This decline in awareness for some of the legacy gTLDs (.info, .org) are partially a reflection of the change in sample—last wave contained an ICANN-provided sample. Respondents from the ICANN-provided sample were more active, had more registrations, and so had higher recall levels across the board than non-ICANN-provided sample sources.
- However, even controlling for this change, it appears awareness is declining—and more in North America and Europe. We did not see these declines in the consumer wave, which could reflect registrants have seen more impact from new gTLDs.



SHIFTS DON’T EXTEND TO NEW gTLDs

Awareness of the new gTLDs shows promise

- New gTLDs that were shown in both waves don’t show much growth, but no significant decline either—suggesting a net positive effect.
- gTLDs added to the survey this year debut in relatively strong positions.
    - To improve comparability, on key topics like awareness, registration and satisfaction, we have shown trended data using only the comparable sample from each wave.
    - On other questions, differences in the results between sample sources are minor and the full sample is shown for consistency and statistical power.



AVERAGE AWARENESS

All three classes of legacy gTLDs show some decline.

For the high group, this decline comes from .org and .net, not .com.

Of legacy gTLDs, only .biz, .pro and .coop do not show significant declines. While statistically significant, however, most of the changes are small—the largest is for .net and .info with an awareness decline of 7 points. Geographically-targeted gTLDs also decline, but these are based on relatively small sample sizes.

Note that the new gTLDs added this wave average higher than the new gTLDs that were consistent across waves—as awareness in general is down, this is a strong showing.

LEGACY TLDS	2015*	2016	
AVERAGE AWARENESS (%)			
High	77%	73%	(59%-92% across regions)
Moderate	44%	39%	(22%-52% across regions)
Low	15%	13%	(4%-39% across regions)
Geographically Targeted ccTLDs	83%	72%	(36%-92% across country)

NEW TLDS	2015*	2016	
AVERAGE AWARENESS (%)			
Consistent gTLDs	22%	20%	(3%-46% across regions)
Added gTLDs	NA	25%	(3%-48% across regions)
Geographically Targeted gTLDs	20%	14%	(5%-26% across country)

High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Consistent—shown in both waves: .email, .photography, .link, .guru, .realtor, .club, .xyz
Added: new in this wave: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region both waves: .berlin, .ovh, .london, .nyc, .wang, .xn-ses554g, .xn-58qx5d

*2015 excludes results from ICANN provided sample

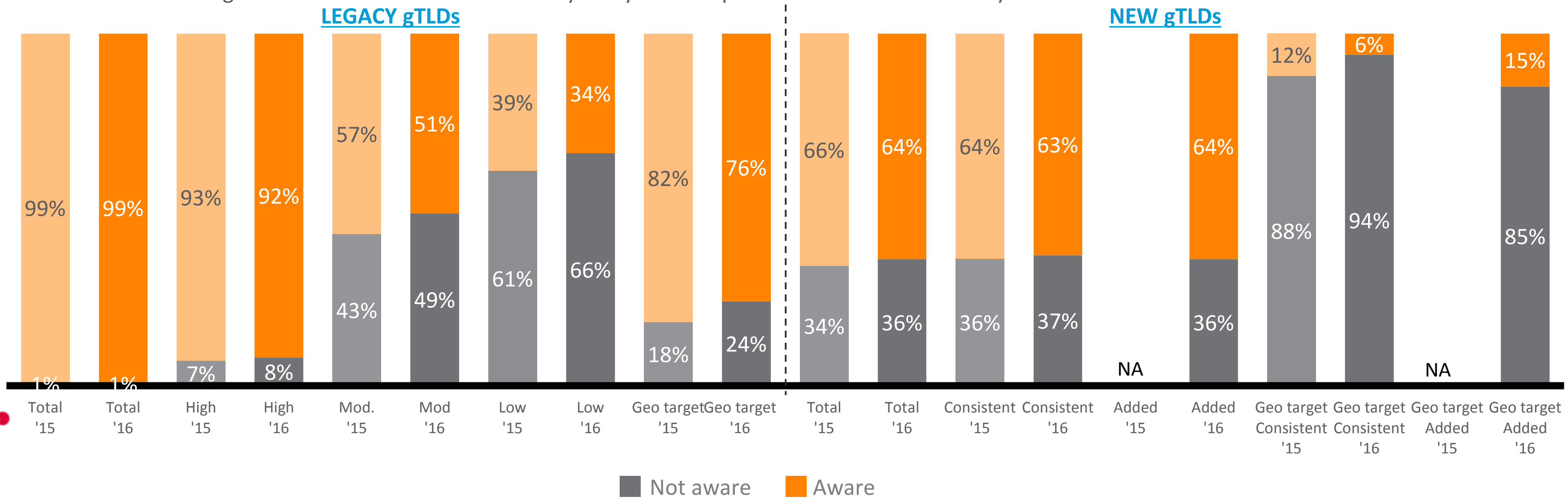
TOTAL AWARENESS OF gTLDs

Drops in awareness of at least one of the legacy gTLDs in each category are also seen.

Total awareness of the legacy geo targeted gTLDs (ccTLDs and a few non-English language gTLDs) also declines—there were no increases in total awareness for these categories.

Of the new gTLDs, only the consistent geo-targeted show a significant decline.

Awareness of the new gTLDs which were new to the survey this year is on par with those included last year.



High .com, .net, .org
Moderate: .info, .biz
Low: .mobi, .pro, .tel, .asia, .coop
Geographically Targeted: based on only those shown in that region

Consistent—shown in both waves: .email, .photography, .link**,** .guru**,** .realtor**,** .club**,** .xyz
Added to the survey in 2016: .news, .online, .website, .site, .space, .pics, .top
Geographically Targeted: based on only those shown in that region

NEW gTLD REGISTRATIONS

Limited in scope and number and motivated most by protection

- **35%** reported registering one of the new gTLD domain names.
- Of these, **52%** registered one, and an additional **34%** registered 2-3. Reported registration is highest in Asia.
- **60%** registered to protect their name.
- Registrations in general are **59% for personal and 50% for business**, with businesses of fewer than 10 employees being the largest group.

RESTRICTIONS

Increasing acceptance, lower confidence

- We see an increasing acceptance of some restrictions on registration over the prior wave.
- And, when put in the context of validating certain characteristics that are in keeping with the intended or implied use of the gTLD (such as being a licensed contractor to register a .builder domain) the approval of restrictions is over 3/4s.
- We continue to see that these restrictions improve trust in domains. However, less than one-in-five have high level of trust that such restrictions would actually be enforced, especially in North America.

NEW gTLDs AND ALTERNATE IDs CREATING CHURN

Social media in particular is having an effect on registration

- Domain registration practices are clearly being affected by both the new gTLDs and by alternative promotion methods.
- The effect of the new gTLDs is limited at present as most seem to be registered as a protective measure, however 2/3rds of those who have registered a new domain report they replaced at least one existing domain.
- One in four of the over 80% of respondents who have alternate IDs report using an alternative identity in lieu of registering an additional domain name, and one in six said they did not renew a domain in favor of using an alternative method. And there is a strong expectation that this will be a factor in deciding to register domains in the future.

SATISFACTION WITH REGISTRATION DOWN

Registrants desire a faster, easier, less expensive process

- Overall, satisfaction with gTLDs is down wave over wave, but still strong. Notably, satisfaction with new gTLDs among those who are aware of them is on par with the “legacy” gTLDs.
- Satisfaction with the process of registering a domain is weaker, with those who say the process is difficult nearly as common as those who say it is easy—and only 13% feel it is very easy.
- Overall, 60% still feel it is relatively easy to find a name that works, while 40% said they did not have many options. While there is a slight correlation between availability and satisfaction with the registration process, the process appears to be a greater issue than availability.

UNDERSTANDING OF AND EXPERIENCE WITH LEGACY gTLDs

KEY TAKEAWAYS – LEGACY gTLDs

This section focuses on legacy gTLDs, exploring registrant perceptions in the established domain extension space. Also creating a base of knowledge to interpret findings relative to the new gTLDs and understanding DNS changes.

1 Recall of most familiar gTLDs down, except for .com

Awareness of several of the legacy gTLDs, especially .org, .net, .info and .mobi show statistically significant lower recall levels by 5 to 7 points. Similarly, recall levels of some of the ccTLDs have declined.

2 Registrations hold firm, but consideration for future registrations declines

We don't see substantive difference in which of the legacy gTLDs are being registered—all are reported as registered at roughly the same rates as in 2015, with .com being the dominant choice. But when asked which they would consider in the future, nearly all legacy gTLDs show declines of around 3-6 percentage points compared with a year ago. Declines are strongest in North America, then Asia.

3 Satisfaction with the Legacy gTLDs softens slightly

Fewer say that the are 'very satisfied' with their experience with legacy gTLDs and more say "somewhat". Generally it seems those who are less satisfied just found the registration process more difficult and that they did not have depth of choice. Very satisfied registrants were also more likely to register domains in the .com or .org gTLDs.

4 Appreciation for registration restrictions increases

Globally, the percentage who favor no restrictions on the most common legacy gTLDs has dropped 4-5 percentage points—however, registrants are still more likely than consumers to favor no restrictions—approximately 1 in 3 versus 1 in 4 for consumers.

However, new this year were questions about enforcement of specific types of restrictions intended to keep use of registered domains to be consistent with the intent of the gTLD, and 3/4ths of registrants favor enforcement of those specific restrictions. And, enforcement has a stronger reported positive impact on trust than in 2015.

5 Search remains the dominant way of getting information about gTLDs

Internet search is by far the core way that registrants will find information about gTLDs and the creators of websites—though determining legitimacy of a site is commonly done through clues on the site itself.

AWARENESS OF DOMAIN EXTENSIONS

Awareness of legacy gTLDs other than .com show general erosion, especially in Europe followed by North America and Asia.

TOTAL AWARENESS BY DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Aware of any	99%	**99%**	100%	**99%**	99%	**100% C**	99%	**98%**	98%	**99%**	99%	**99% C**
.com	86%	**85%**	89%	**89% CE**	84%	**88% C**	84%	**73%** ↓	91%	**92% CE**	85%	**85% C**
.net	76%	**69%** ↓	85%	**75% BCE** ↓	76%	**69% C** ↓	79%	**60%** ↓	80%	**79% BCE**	73%	**67% C** ↓
.org	70%	**65%** ↓	86%	**73% BCE** ↓	75%	**67% E** ↓	77%	**63%** ↓	82%	**77% BCE**	61%	**59%**
.info	50%	**43%** ↓	54%	**40%** ↓	47%	**41%**	55%	**44%** ↓	57%	**52% ABCE**	46%	**41%** ↓
.biz	38%	**35%**	49%	**45% BCE**	20%	**22%**	45%	**36% B** ↓	50%	**48% BCE**	34%	**33% B**
.mobi	23%	**18%** ↓	19%	**14% B**	12%	**9%**	20%	**13%** ↓	43%	**39% ABCE**	21%	**18% BC** ↓
.asia	15%	**12%** ↓	13%	**7%** ↓	6%	**4%**	12%	**10% B**	10%	**8% B**	19%	**18% ABCD**
.tel	15%	**12%** ↓	14%	**10%**	11%	**7%**	17%	**12% B** ↓	9%	**9%**	18%	**15% ABD** ↓
.pro	14%	**13%**	12%	**8% B**	6%	**4%**	16%	**12% ABD**	8%	**7%**	17%	**19% ABCD**
.coop	10%	**9%**	5%	**7%**	10%	**9% D**	12%	**9% D**	4%	**4%**	11%	**12% AD**

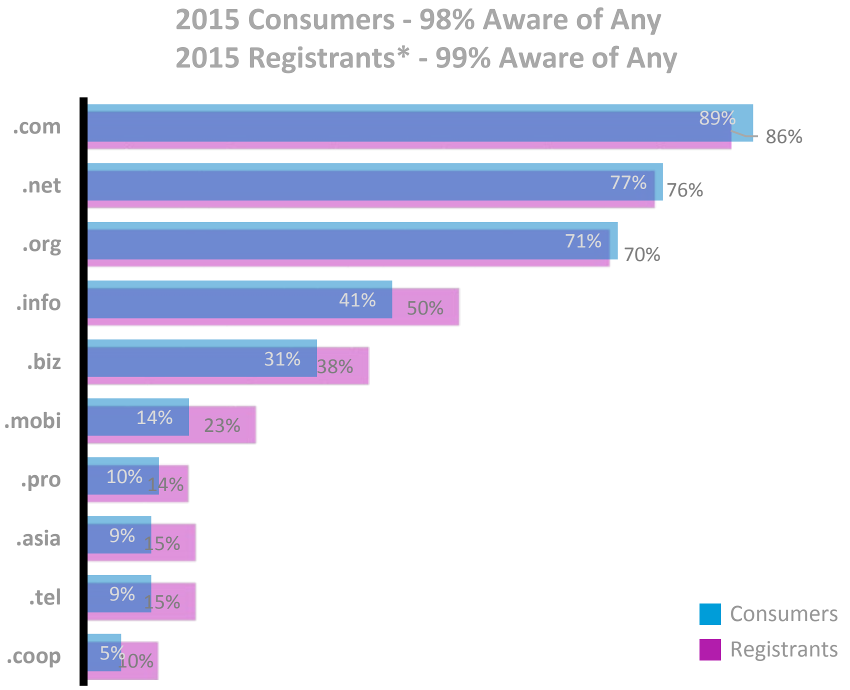
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. *2015 excludes results from ICANN provide sample

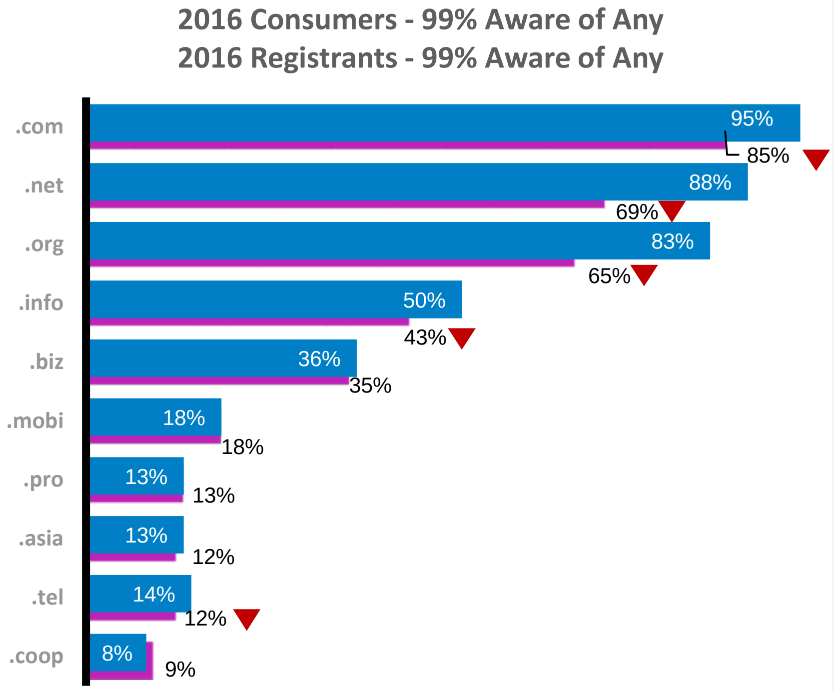
Letters indicate significantly higher than region. Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF LEGACY gTLDs – CONSUMERS VS. REGISTRANTS

While in last year's wave, registrants had similar but slightly higher awareness levels compared to consumers, this year the registrant levels for the top four gTLDs are lower than for consumers.

TOTAL AWARENESS BY LEGACY DOMAIN EXTENSION





Registrants significantly Higher ▲ Lower ▼ than Consumers

Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

*2015 excludes results from ICANN provided sample

AWARENESS OF GEO TARGETED DOMAIN EXTENSIONS

While registrant awareness of geographically targeted extensions is quite high, awareness has declined versus last year for a number of geographically targeted domains extensions in all regions except SA. Declines in other regions are: NA (.us and .mx), EU (.it, .es, .fr, .it), AF (.eg) and AS (.jp, .id, .ph, .in).

HIGH AWARENESS

74% or more are aware

	NORTH AMERICA	SOUTH AMERICA	EUROPE	AFRICA	ASIA
2015	.mx (Mexico) .ca (Canada)	.co (Colombia) .ar (Argentina) .br (Brazil)	.it (Italy) .es (Spain) .pl (Poland) .uk (UK) .fr (France) .de (Germany) .tr (Turkey)	.za (South Africa) .ng (Nigeria) .eg (Egypt)	.jp (Japan) .ru (Russia) .id (Indonesia) .vn (Vietnam) .cn (China) .ph (Philippines) .in (India)
2016	.mx (Mexico) .ca (Canada)	.co (Colombia) .ar (Argentina) .br (Brazil)	.it (Italy) .pl (Poland) .uk (UK) .de (Germany)	.za (South Africa) .ng (Nigeria)	.jp (Japan) ↓ .ru (Russia) .id (Indonesia) .vn (Vietnam) ↑ .cn (China) .kr (Korea)

Respondents were shown TLDs targeted to their individual country.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

IN WHICH gTLDs ARE DOMAIN NAMES REGISTERED

.com continues to be the most favored legacy domain name among registrants. Declines are seen for several of the less common gTLDs but these already have very low reported registrations.

DOMAIN NAMES REGISTERED BY EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
.com	66%	68%	66%	76% CE 🟢 ↑	68%	77% CE 🟢 ↑	42%	45% 🔴	75%	75% CE 🟢	70%	69% C
.net	25%	26%	22%	25% C	24%	25% C	18%	17% 🔴	19%	22%	30%	30% ABCD 🟢
.org	17%	19%	24%	19%	15%	15%	17%	17%	19%	23% BC 🟢	16%	19%
.info	9%	8%	4%	8% ↑	5%	5% 🔴	8%	9% B	6%	7%	11%	9% B ↓
.biz	5%	5%	7%	5%	2%	2% 🔴	5%	4%	4%	7% B 🟢	5%	6% B
.mobi	4%	2% ↓	3%	1%	2%	<1% 🔴 ↓	3%	2% B	6%	4% AB 🟢	5%	2% B ↓
.asia	3%	2% ↓	4%	<1% 🔴 ↓	1%	1%	2%	2%	0%	1%	4%	2% ABD 🟢 ↓
.tel	3%	2% ↓	2%	1%	4%	1% ↓	2%	2%	1%	1%	4%	3% D 🟢
.pro	3%	2%	2%	1%	1%	<1% 🔴	3%	3% BD	0%	1% 🔴	3%	3% 🟢
.coop	2%	2%	2%	2%	3%	1%	2%	2% D	<1%	<1% 🔴	3%	3% BD 🟢

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region. They could select multiple choices from the list.

Letters indicate significantly higher than region. Region vs. Total Higher 🟢 Lower 🔴 Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. . *2015 excludes results from ICANN provided sample

CONSIDERATION OF LEGACY gTLDs FOR OWN WEBSITE

Globally, consideration of the legacy gTLDs is down over a year ago. The drop in consideration is strongest in North America followed by Asia.

PURCHASE CONSIDERATION BY DOMAIN EXTENSION

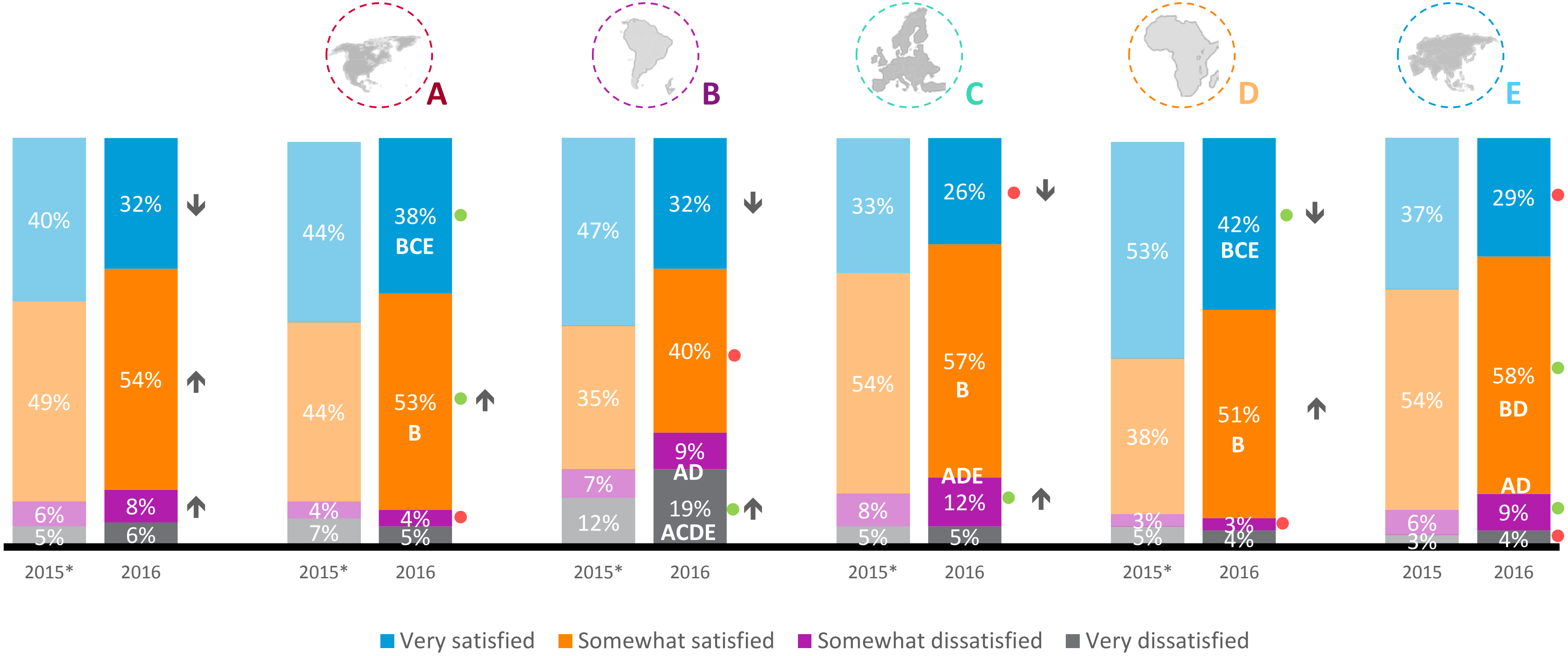
Top 2 Box (Very/ Somewhat Likely)	**Total**		N AMERICA (A)		S AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Very/Somewhat Likely for ANY below	96%	**94%** ↓	98%	**93%** ↓	93%	**91%** 🔴	94%	**91%** 🔴	98%	**97% ABC** 🟢	96%	**95% ABC** 🟢
.com	87%	**81%** ↓	89%	**83% BC** ↓	82%	**74%** 🔴 ↓	79%	**73%** 🔴 ↓	93%	**86% BC** 🟢 ↓	88%	**83% BC** 🟢 ↓
.net	71%	**67%** ↓	64%	**60%** 🔴	64%	**63% C**	62%	**56%** 🔴	74%	**69% AC**	76%	**73% ABC** 🟢
.org	62%	**56%** ↓	60%	**46%** 🔴 ↓	57%	**52%**	58%	**51%** 🔴 ↓	70%	**73% ABCE** 🟢	62%	**58% ABC** ↓
.info	52%	**47%** ↓	39%	**30%** 🔴 ↓	46%	**45% A**	44%	**45% A**	55%	**51% A**	56%	**53% ABC** 🟢
.biz	41%	**37%** ↓	27%	**25%** 🔴	30%	**25%** 🔴	31%	**31% A** 🔴	48%	**45% ABC** 🟢	47%	**45% ABC** 🟢
.mobi	35%	**30%** ↓	23%	**16%** 🔴 ↓	30%	**24% A** 🔴	22%	**26% A** 🔴	34%	**30% A**	42%	**37% ABCD** 🟢 ↓
.pro	33%	**31%**	23%	**20%** 🔴	29%	**24%** 🔴	24%	**29% AD**	19%	**20%** 🔴	41%	**39% ABCD** 🟢
.tel	32%	**28%** ↓	21%	**14%** 🔴 ↓	29%	**24% AD** 🔴	21%	**25% AD**	22%	**18%** 🔴	40%	**37% ABCD** 🟢 ↓
.asia	30%	**26%** ↓	15%	**12%** 🔴	24%	**18% AD** 🔴	20%	**21% AD** 🔴	13%	**12%** 🔴	41%	**38% ABCD** 🟢
.coop	29%	**26%** ↓	19%	**13%** 🔴 ↓	28%	**24% AD**	21%	**23% AD** 🔴	15%	**17%** 🔴	37%	**35% ABCD** 🟢

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region.   Region vs. Total 🟢 Higher 🔴 Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.   *2015 excludes results from ICANN provided sample

SATISFACTION WITH LEGACY gTLDs

While the vast majority of registrants report being at least somewhat satisfied with the legacy gTLDs shown, satisfaction with the legacy gTLDs has declined across all regions. In contrast to those who were very satisfied, the less satisfied respondents were less likely to feel they had plenty of choice and that finding a name/extension that met their needs was easy—especially among those who said they were dissatisfied. Those with low satisfaction also felt the registration process was difficult.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 results exclude ICANN provided sample

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

The majority of registrants believe websites have different “extensions” in order to properly identify the purpose or owner or to give an indication of content or function.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET





	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Identification (NET)	49%	52% E	54% DE 🟢	51% E	47%	45% 🔴
To differentiate/determine type of business/work/organization/fields	14%	21% BCE 🟢	15% C	9% 🔴	18% CE 🟢	13% C
To indicate country/different countries	10%	10% E	14% DE 🟢	21% ABDE 🟢	8%	6% 🔴
To differentiate between other sites/domains	9%	5% 🔴	10% A	7%	7%	10% AC 🟢
To indicate location/area extensions	7%	11% E 🟢	9% E	11% E 🟢	8% E	4% 🔴
Content (NET)	23%	21% C	27% C 🟢	15% 🔴	28% ACE 🟢	23% C
Different purposes/content/features of website	20%	18% C	23% C	13% 🔴	27% ACE 🟢	21% C

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

WHY WEBSITES HAVE DIFFERENT EXTENSIONS

Identification	Content
It basically has different extensions just for easy identification and unique specification. (Africa) Identification from business to they type of organization. (NA) Yes all the websites have different extensions for unique identification. (AP) For Identification purposes for different countries and domains. (Africa) To differentiate the type of business, corporation, or entity that owns the site. (NA) To show the type of business, the extent of the business, the area it originated. (Africa)	To somewhat identify the content of the site or background of the owner of the site. (NA) To differentiate countries - to give an idea of the contents. (Eur) Depends on the primary purpose for which the website is built and/or the target audience for which it is being created. (Africa) To show the purpose of the domain. For example, .com indicates a for profit business owning the domain, and .edu means it is owned by a school, or other educational facility. (NA) Websites have different extensions to highlight their focus/content. (AP) To distinguish themselves from the rest and their content. (LAC)

PERCEPTIONS OF LEGACY gTLDs

Generally, all terms were slightly less likely to be given ratings of "describe very well" or "somewhat well" but the largest declines are for terms that would suggest newness.

	2015* REGISTRANTS	2016 REGISTRANTS	GAP
Useful	88%	86%	-2
Informative	86%	82% ↓	-4
Practical	85%	83%	-2
Helpful	84%	83%	-1
Trustworthy	83%	79% ↓	-4
Technical	79%	78%	-1
For People Like Me	81%	78% ↓	-3
Interesting	79%	73% ↓	-6
Innovative	73%	68% ↓	-5
Cutting Edge	69%	62% ↓	-7
Exciting	64%	58% ↓	-6
Overwhelming	54%	46% ↓	-8
Extreme	55%	47% ↓	-8
Unconventional	46%	41% ↓	-5
Confusing	34%	31% ↓	-3

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level

*2015 excludes results from ICANN provided sample

gTLD RESTRICTIONS

Globally, favorability toward restrictions on domain registration for the legacy gTLDs has edged upward and especially in Africa

	TOTAL	TOTAL	NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Strict purchase restrictions should be required	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
.com	20%	23% ↑	10%	21% C ↑	15%	17% 🔴	13%	16% 🔴	22%	32% ABCE 🟢 ↑	24%	26% ABC 🟢
.info	17%	16%	17%	18% C	16%	14%	14%	11% 🔴	18%	20% BC 🟢	18%	17% C
.net	14%	19% ↑	13%	18% C	14%	15% 🔴	11%	11% 🔴	17%	24% ABC 🟢 ↑	19%	21% BC 🟢
.org	24%	28% ↑	29%	32% C 🟢	26%	27% C	18%	19% 🔴	24%	33% BCE 🟢 ↑	25%	28% C
Some purchase restrictions should be required												
.com	37%	40% ↑	33%	34% 🔴	30%	36%	34%	43% ABD ↑	32%	37%	41%	42% ABD 🟢
.info	46%	47%	45%	44%	45%	40% 🔴	41%	51% BD ↑	42%	42% 🔴	50%	50% ABD 🟢
.net	43%	46% ↑	38%	43%	37%	41% 🔴	40%	45%	40%	49% B ↑	47%	48% B 🟢
.org	43%	45%	43%	41% B	38%	35% 🔴	41%	46% B	40%	45% B 🔴	46%	47% AB 🟢
No purchase restrictions should be required												
.com	42%	37% ↓	55%	45% DE 🟢 ↓	54%	47% DE 🟢	50%	41% DE 🟢 ↓	49%	31% 🔴 ↓	34%	31% 🔴
.info	35%	37%	34%	37%	38%	46% ACDE 🟢 ↓	42%	39% E	40%	37%	31%	33% 🔴
.net	39%	35% ↓	47%	39% DE	48%	45% DE 🟢	47%	44% DE 🟢	42%	27% 🔴 ↓	33%	31% 🔴
.org	32%	28% ↓	27%	26%	36%	39% ADE 🟢	39%	35% ADE 🟢	36%	22% 🔴 ↓	29%	24% 🔴 ↓

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.
Letters indicate significantly higher than region. Region vs. Total Higher 🟢 Lower 🔴 Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level *2015 excludes results from ICANN provided sample

LEGACY gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

While both consumer and registrants lean toward more restrictions this year, registrants are slightly more opposed to restrictions, relative to consumers.

Strict purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	19%	20%	28%	23% ▼
.net	16%	14%	23%	19% ▼
.info	16%	17%	22%	16% ▼
.org	25%	24%	34%	28% ▼

Some purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	40%	37%	40%	40%
.net	47%	43%	49%	46% ▼
.info	49%	46%	51%	47% ▼
.org	44%	43%	43%	45%

No purchase restrictions should be required	2015 Consumers	2015* Registrants	2016 Consumers	2016 Registrants
.com	41%	42%	33%	37% ▲
.net	38%	39%	28%	35% ▲
.info	36%	35%	28%	37% ▲
.org	31%	32%	23%	28% ▲

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Registrants significantly Higher ▲ Lower ▼ than Consumers

*2015 excludes results from ICANN provided sample

ENFORCEMENT OF RESTRICTIONS

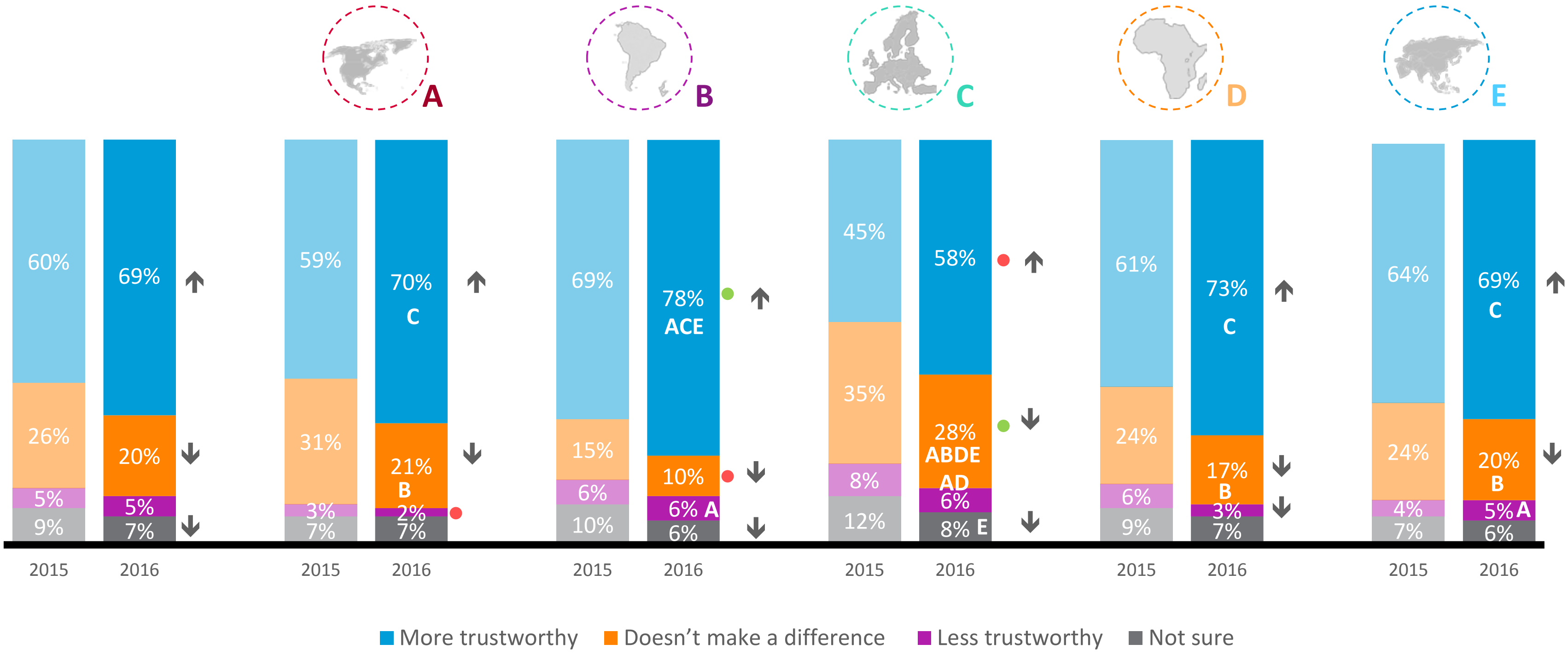
Enforcement of a variety of specific restrictions are strongly expected at comparable levels across regions. At the region level, North America is more likely to want local presence restrictions while Asia is more likely to want credential validation.

% Yes	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Validation that the person or company registering the site **meets intended parameters**	76%	79% E	76%	79% E	77%	74%
Requirements for validated **credentials** related to the gTLD	74%	67%	67%	73% AB	74% AB	78% ABC
Requirements for use of the **name** to be **consistent with** the **meaning** of the gTLD	72%	72%	73%	68%	76% C	73%
Requirements for local presence within specific city, country, or region for a domain related to that place	71%	76% BCD	66%	65%	70%	72% BC

Letters indicate significantly higher than region. Region vs. Total Higher Lower

IMPACT OF PURCHASE RESTRICTIONS ON TRUST

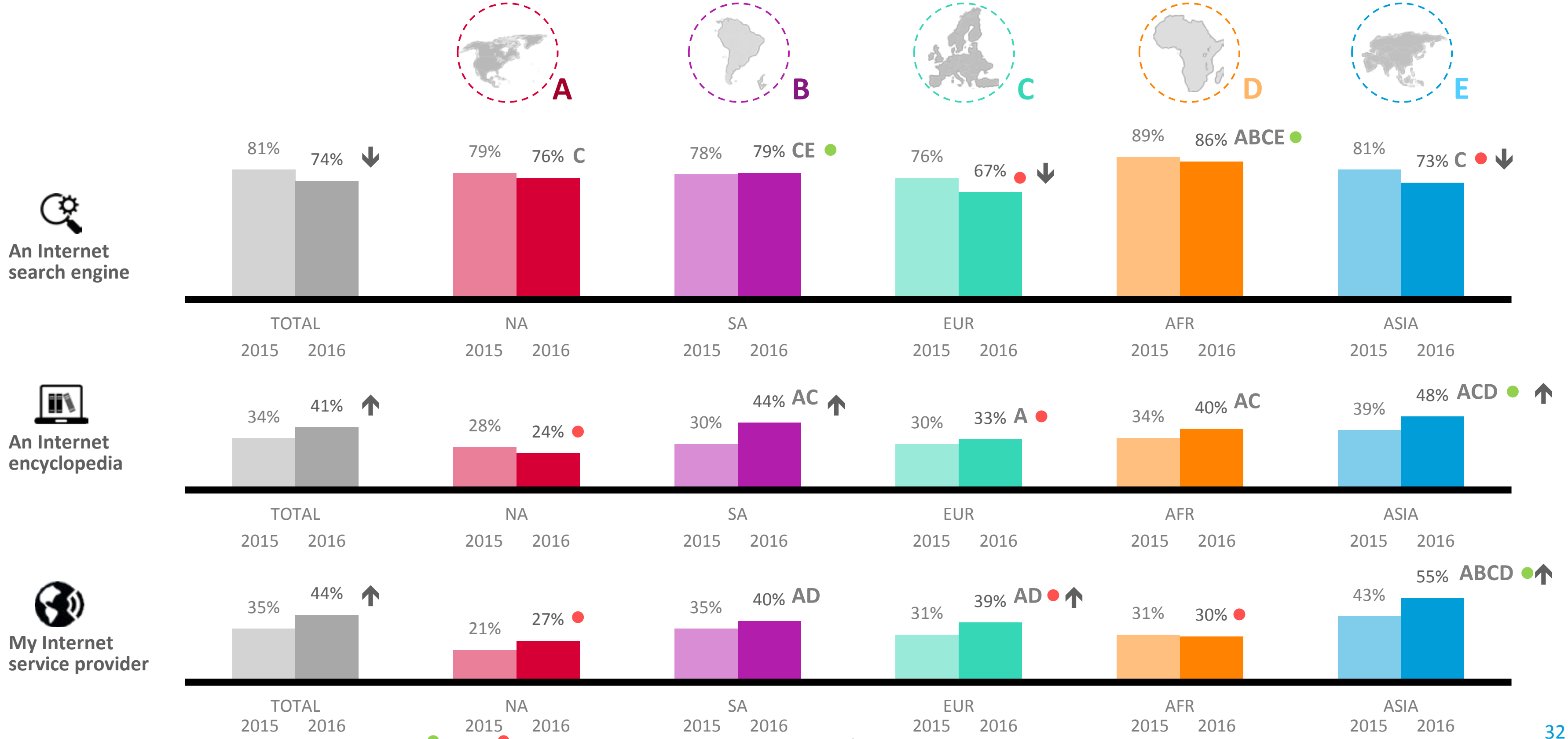
Having at least some purchase restrictions contributes to a sense of trust – and registrants across the globe are even more likely to feel this way in 2016.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level

PREFERRED SOURCES FOR gTLD INFORMATION

Internet search is the primary means registrants would use to learn more about domain name extensions. But Internet encyclopedias and Internet providers are growing in popularity – notably in South America and Asia.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level

HOW WEBSITE LEGITIMACY IS DETERMINED

Registrants say they can tell whether or not a website is legitimate by doing research, looking at its appearance or content, by its domain name/extension, or safety measures in place such as antivirus software, security certificates, or alerts they receive.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Research (NET)	26%	27% BC	18% 🔴	16% 🔴	31% BC 🟢	30% BC 🟢
Researching online/Internet searches	11%	16% BCE 🟢	8% 🔴	6% 🔴	18% BCE 🟢	10% C
Appearance/Content (NET)	19%	22% E	21% E	21% E	21% E	16% 🔴
Content/Information on site	8%	9%	10% E	7%	9%	7% 🔴
Domain/Name/Extension (NET)	18%	17%	26% ACDE 🟢	16%	18%	17%
Domain/Domain name/Name	10%	10%	10%	7% 🔴	10%	12% C 🟢
Safety measures (NET)	12%	12% E	23% ACDE 🟢	12% E	15% E 🟢	8% 🔴
Public awareness/ Recommendations (NET)	9%	11% E	8%	7%	12% CE 🟢	7% 🔴
Don't know	12%	12%	13%	17% ADE 🟢	10%	11% 🔴

Mentions of 10% or greater shown.

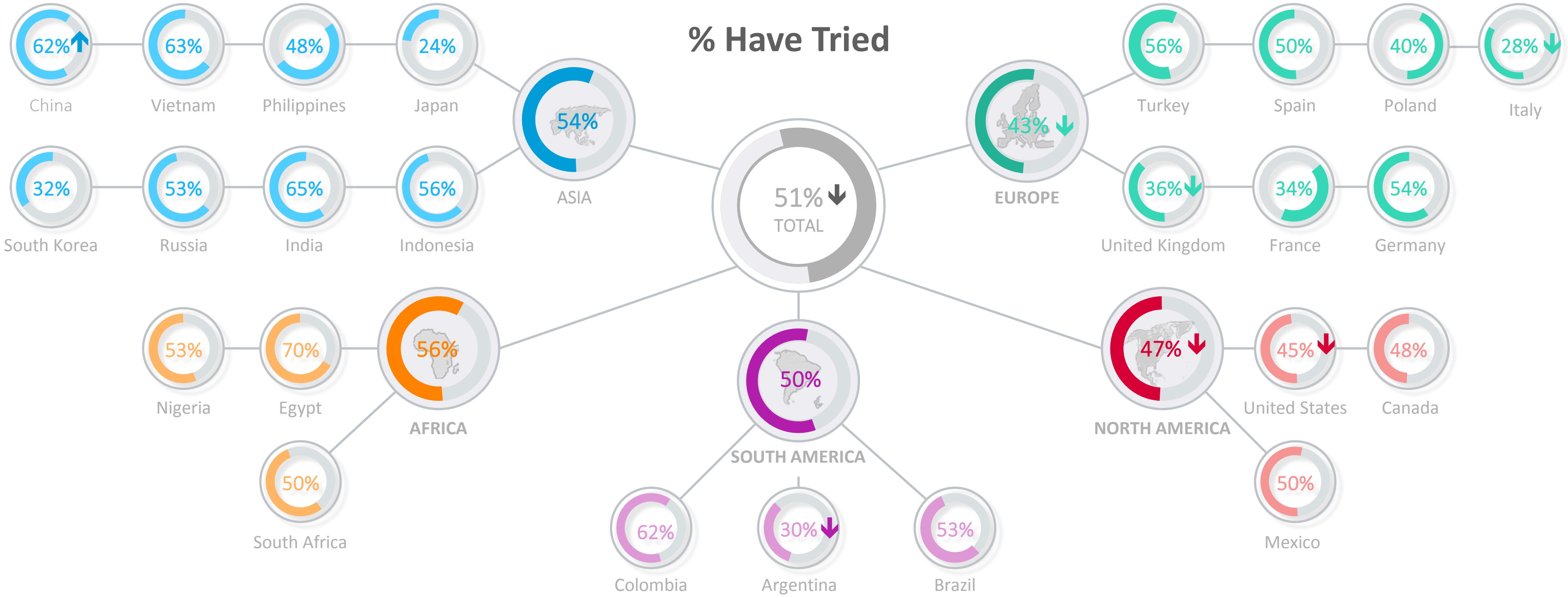
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

HOW WEBSITE LEGITIMACY IS DETERMINED

Research	Appearance/Content	Domain/Name/ Extension	Safety Measures	Public Awareness/ Recommendations
Look for a good HTTPS certificate. Use search engine to research site reputation. (Eur)	Visual appearance, contacts, check in the Internet by domain. (AP)	At times, by their extensions. You can research after that by the domain name by research and find more info on the specifics. (NA)	I look at the bottom of the page to see if it has any safety features. (NA)	Sometimes, the quality of messages it offers to the general public. (Africa)
I research it on Google and look for business rating sites, consumer reviews, etc. (NA)	By reading the content. (NA)	Whether it has domain name and right extensions. (Africa)	I'd try to know the entity behind it; review safety certificate and whether it was reviewed by a trusted entity. (Africa)	Check the state's public announcement. (AP)
Reviewing its origin and researching the opinions of others on the Internet. (LAC)	Look at how the website is laid out, if it has valid content, by a trustworthy seal and if it has been approved by my security protection software. (NA)	By the relationship with the domain name, the certificates, HTTPS. (LAC)	By safety features. (AP)	See whether the page footer has the Ministry of Public Security authentication. (AP)

IDENTIFYING WEBSITE CREATORS

About half of registrants have tried to identify the creator of a website -- this finding is down slightly but still similar to last year.



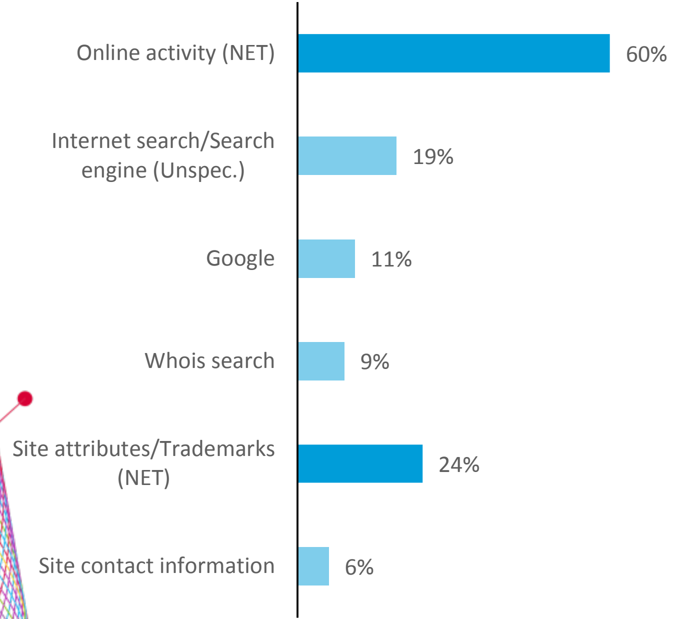
Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Among those registrants who tried to identify a website, the majority searched online for more info via some form of search.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

TOTAL



	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Online activity (NET)	59%	70% ACE	57%	64% E	57%
Internet search/Search engine (Unspec.)	13%	22% A	15%	23% AC	20% A
Google	6%	17% AE	14% AE	17% AE	7%
Whois search	24% BCDE	8% E	11% E	10% E	4%
Site attributes/Trademarks (NET)	31% E	23%	26% E	33% BE	19%
Site contact information	7% E	6% E	11% BE	8% E	3%

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SOURCES USED TO IDENTIFY WEBSITE CREATORS

Online Activity

- Mostly I use blog to know that and also internet search if any information I get. (AP)
- Google search and comparisons. (LAC)
- Via WhoIsHostingThis, a free tool. (LAC)
- Online inquiry. (AP)
- I research about it online. (Africa)
- Google research, whether there is referencing. (Eur)

Site Attributes/Trademarks

- The site's contact information. (Eur)
- Contact Us section of the page. (AP)
- Reading on "about us" and "contact us". (Africa)
- Available contact information, links to other valid sites. (NA)
- Typically at the bottom of a webpage there's credits to site design and contact information. Larger national websites may not have this. (NA)
- I looked at the home page, at the small print at the bottom. I often click on "About us," "Facts, "FYI," "Contact us," or something similar to get more information. (NA)

AN UNCOMMON SENSE OF THE CONSUMER™

UNDERSTANDING OF AND EXPERIENCE WITH NEW gTLDs

KEY TAKEAWAYS – NEW gTLDs

This section is focused on registrant perceptions and experience with newer gTLDs. In addition to exploring levels of awareness and visitation, intent to visit and what affects this willingness, we also look at factors related to purchasing domain names in new extensions.

1 The new gTLDs meet demand and serve a practical purpose

As with the legacy gTLDs, there is a strong sense the new gTLDs serve a practical purpose in helping to structure the Internet. However there is also strong recognition that the new gTLDs were designed to meet new demand.

2 New gTLDs that were in both waves of the survey show similar awareness levels

There are some small declines but these are minor. However, most of the new gTLDs added in this wave, which were added based on registry stats, debut at higher levels or on par than the gTLDs included in both waves. Awareness is weakest in North America and, to a lesser degree, Europe.

3 Registrants' level of familiarity with the new gTLDs is stronger than for consumers

While registrant awareness of some of the legacy gTLDs actually trailed consumer levels, registrants are consistently more aware of the new gTLDs.

4 Consideration of new gTLDs is up

While actual registrations are typically in the single digits, consideration for the future is very strong and consistently higher than in 2015. And for those who have registered, while the dominant practice is to keep existing domain registrations, it is clear that there is some negative impact on existing domains.

5 As with legacy gTLDs, support for restrictions among registrants is up slightly

However, only about 2/3's of the global sample have any significant trust that such restrictions will be enforced—a percentage that drops to 50% in North America

6 Implied validity or familiarity continues to impact

When respondents are shown a gTLD based on the name of a prominent city in their country, some profess awareness even when those gTLDs have not been delegated, in fact may not even have been applied for. Similarly, these undelegated gTLDs are often seen as trustworthy, underscoring the pattern we have seen in both waves that many assume legitimacy of things that seem familiar or official.

WHY NEW gTLDs HAVE BEEN CREATED

While 1 in 5 don't know why, overall consumer demand is the number one reason registrants say the new gTLDs have been created.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer demand (Net)	31%	38% BCE 🟢	31%	29%	32%	29%
Availability/Ran out/Shortage of names/domains	8%	13% BDE 🟢	4% 🔴	9% BD	6%	7% B
It's needed/Growing demand	8%	10% D 🟢	7%	8%	5% 🔴	7%
Provide/Offer new/variety/choices/options	6%	5%	10% ACE 🟢	6%	11% ACE 🟢	4% 🔴
Provide structure (Net)	20%	23% CD 🟢	26% CDE 🟢	14% 🔴	18%	19% C
To identify/differentiate between businesses/sites	9%	11% CE 🟢	13% CDE 🟢	4% 🔴	9% C	8% C
Improve credibility (Net)	9%	5% 🔴	12% AC 🟢	7%	9% A	9% AC
Improve security/Make it safer	5%	2% 🔴	10% ACDE 🟢	5% A	5% A	6% A
Improve business (Net)	7%	7%	8%	6%	11% ACE 🟢	6% 🔴
Don't know	22%	20%	23%	31% ABDE 🟢	19%	21% 🔴

Mentions of 10% or greater shown.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

WHY NEW gTLDs HAVE BEEN CREATED

Consumer Demand	Provide Structure	Improve Credibility	Improve Business
Increasing demand and too many parked domains. (NA)	So that they can more correctly identify the type that it is. (Eur)	In order to increase website credibility. (AP)	To expand the website business. (Africa)
Because they need more extensions for the high demand. (Eur)	To structure the network. (AP)	They were created around the concept of security, which guarantees the users a secure experience when visiting these domains. (LAC)	To provide websites for developing nations and to improve the business. (AP)
To be able to better organize the net because of the large quantity of domains demanded. (LAC)	To reorganize the infrastructure of Internet domains, as well as to sort the names. (LAC)	To provide security and credibility. (Africa)	The new gTLDs will promote innovation, creativity and freedom of choice, allowing for business and other internet users to have new opportunities to create their digital identities. (LAC)

AWARENESS OF NEW gTLDs

Consistent with last year, nearly two-thirds of registrants are aware of at least one new gTLD.
South America and Asia report heightened awareness relative to registrants in North America, Europe, and Africa.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Aware of any in both years**	66%	64%	51%	48%	72%	70% AC	57%	55% A	57%	65% AC ↑	71%	70% ACD
.email	39%	37%	23%	22%	47%	46% ACDE	36%	34% A	33%	38% A	43%	39% AC ↓
.news*	NA	37%	NA	25%	NA	35% A	2%	30% A	NA	48% ABCE	NA	42% ABC
.online*	NA	34%	NA	19%	NA	44% ACE	NA	36% A	NA	41% AE	NA	34% A
.link	37%	33% ↓	23%	19%	52%	44% ACDE ↓	26%	25% A	37%	35% AC	39%	37% AC
.website*	NA	26%	NA	16%	NA	44% ACDE	NA	24% A	NA	25% A	NA	26% A
.site*	NA	26%	NA	17%	NA	40% ACDE	NA	21%	NA	28% AC	NA	25% A
.space*	NA	21%	NA	15%	NA	32% ACDE	NA	19%	NA	20% A	NA	21% A

*Added in 2016 **2016 Awareness based on gTLDs shown in 2015

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

AWARENESS OF NEW gTLDs (CONT'D)

Awareness for a few of the more commonly recognized gTLDs (.club, .photography, .guru, .realtor) has declined this year – driven by declines in North America, Europe, and Asia.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
.club	23%	20% ↓	13%	12% 🔴	23%	19% AC	19%	13% 🔴 ↓	14%	16% 🔴	29%	26% ABCD 🟢
.photography	16%	15%	12%	9% 🔴	17%	20% ACD 🟢	13%	13%	12%	11% 🔴	19%	17% ACD 🟢
.guru	18%	15% ↓	14%	11% 🔴	19%	17% AC	11%	8% 🔴	22%	21% AC 🟢	19%	17% AC 🟢
.pics*	NA	14%	NA	11% 🔴	NA	12%	NA	14%	NA	15%	NA	16% AB 🟢
.top*	NA	14%	NA	3% 🔴	NA	11% A 🔴	NA	9% A 🔴	NA	7% A 🔴	NA	22% ABCD 🟢
.xyz	13%	13%	6%	8% 🔴	8%	10% 🔴	12%	9% 🔴	8%	15% ABC ↑	17%	17% ABC 🟢
.realtor	10%	8% ↓	16%	15% BCDE 🟢	6%	3% 🔴 ↓	6%	4% 🔴	6%	6% B	12%	9% BCD 🟢 ↓

*Added in 2016

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

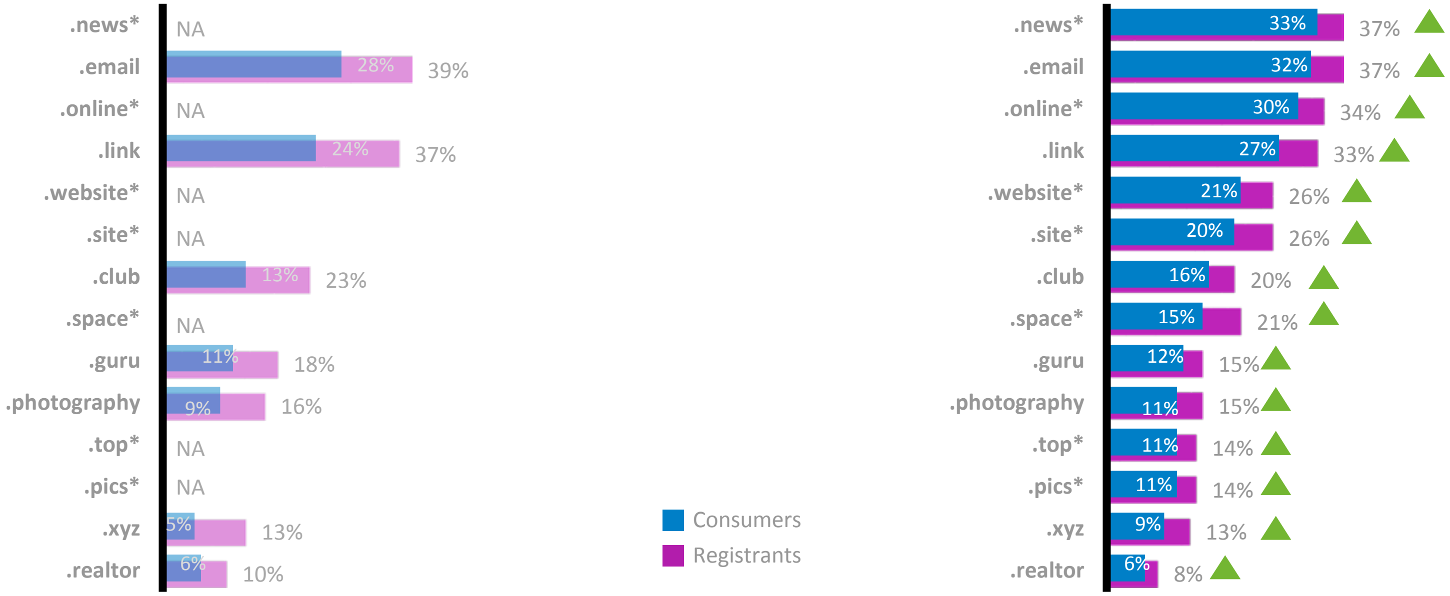
AWARENESS OF NEW gTLDs – CONSUMERS VS. REGISTRANTS

While registrants reported lower awareness than consumers with the legacy gTLDs, registrants are significantly more attuned to new gTLDs overall than consumers.

TOTAL AWARENESS BY NEW DOMAIN EXTENSION

2015 Consumers - 46% Aware of Any
2015* Registrants – 66% Aware of Any**

2016 Consumers - 52% Aware of Any
2016 Registrants - 64% Aware of Any



*Added in 2016 **2016 Awareness based on gTLDs shown in 2015 ***2015 excludes results from ICANN provided sample

Registrants significantly Higher ▲ Lower ▼ than Consumers

Respondents were shown a list including a fixed set of gTLDs and some targeted to the individual region.

AWARENESS OF NEW gTLDs – BY COUNTRY

Awareness varies widely by country. US and Canada are driving the lower North America numbers, UK is notably low in Europe, likewise for South Africa in Africa, and Japan is lowest for nearly all new gTLDs of any country in the Asia region.

AWARENESS	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
Aware of any below**	64%	48%	36%	43%	81%	70%	77%	72%	65%	55%	78%	68%	56%	62%	39%	51%	53%	65%	65%	51%	79%	70%	77%	83%	71%	46%	53%	71%	71%	81%
.email	37%	22%	12%	17%	54%	46%	43%	42%	49%	34%	68%	46%	40%	38%	17%	25%	34%	38%	35%	33%	49%	39%	44%	54%	31%	23%	28%	44%	42%	34%
.news*	37%	25%	18%	30%	36%	35%	36%	32%	35%	30%	46%	32%	34%	38%	22%	29%	26%	48%	54%	36%	47%	42%	46%	52%	44%	26%	29%	45%	39%	59%
.online*	34%	19%	9%	13%	50%	44%	43%	41%	45%	36%	44%	50%	30%	30%	15%	35%	48%	41%	45%	31%	45%	34%	34%	46%	27%	16%	23%	41%	43%	36%
.link	33%	19%	11%	9%	52%	44%	44%	57%	37%	25%	28%	42%	36%	15%	10%	29%	23%	35%	31%	29%	50%	37%	41%	48%	42%	27%	30%	35%	34%	46%
.website*	26%	16%	8%	11%	40%	44%	41%	41%	47%	24%	36%	32%	36%	32%	11%	23%	20%	25%	22%	22%	34%	26%	26%	40%	27%	16%	24%	20%	32%	27%
.site*	26%	17%	9%	14%	38%	40%	36%	37%	45%	21%	28%	36%	30%	13%	10%	23%	21%	28%	29%	28%	28%	25%	22%	40%	30%	16%	28%	13%	32%	39%
.space*	21%	15%	7%	11%	39%	32%	27%	35%	33%	19%	36%	26%	24%	23%	7%	20%	14%	20%	29%	12%	13%	21%	28%	12%	20%	9%	11%	21%	20%	22%
.club	20%	12%	8%	11%	22%	19%	20%	21%	18%	13%	20%	26%	16%	9%	11%	13%	8%	16%	19%	9%	18%	26%	36%	25%	22%	10%	23%	30%	22%	24%
.photography	15%	9%	6%	5%	20%	20%	14%	23%	22%	13%	14%	22%	10%	30%	10%	8%	8%	11%	14%	10%	8%	17%	17%	19%	14%	5%	9%	22%	20%	26%
.guru	15%	11%	9%	10%	16%	17%	34%	15%	7%	8%	12%	12%	8%	4%	6%	8%	10%	21%	27%	23%	7%	17%	14%	2%	18%	3%	6%	14%	33%	25%
.pics*	14%	11%	9%	11%	15%	12%	6%	13%	16%	14%	18%	18%	2%	13%	9%	15%	18%	15%	14%	19%	14%	16%	19%	23%	12%	7%	7%	11%	24%	8%
.top*	14%	3%	2%	6%	6%	11%	9%	11%	12%	9%	16%	18%	10%	8%	3%	8%	7%	7%	5%	5%	14%	22%	34%	31%	14%	13%	12%	19%	11%	19%
.xyz	13%	8%	5%	10%	13%	10%	16%	5%	8%	9%	10%	22%	4%	11%	8%	6%	7%	15%	18%	11%	13%	17%	17%	13%	15%	18%	6%	13%	19%	25%
.realtor	8%	15%	16%	21%	5%	3%	1%	0%	5%	4%	4%	2%	2%	2%	4%	6%	4%	6%	6%	10%	1%	9%	11%	0%	8%	2%	1%	9%	13%	6%

*Added 2016 **2016 Awareness based on gTLDs shown in 2015
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

AWARENESS OF NEW gTLDs – GEO-TARGETED

Respondents in each country were shown a “geo-targeted” gTLD, most commonly a city name. Given the status of city gTLDs in each country, not all countries had a delegated gTLD to show, so realistic ones were inserted. We see that many of these receive high levels of “awareness”, reinforcing the pattern seen in prior consumer and registrant waves that the assumed familiarity of gTLD, especially a geographically targeted one, contributes greatly to perceived awareness—it seems familiar, so it’s assumed to be legitimate.

NORTH AMERICA

Geographically Targeted Extensions

.toronto (17%)
.nyc (9%) (26%) ↓
.guadalajara (7%)

red=not delegated

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (21%)
.rio (11%)
.cordoba (10%)

EUROPE

Geographically Targeted Extensions

.berlin (26%) (33%)
.istanbul (26%)
.paris (26%)
.london (20%) (40%) ↓
.warszawa (17%)
.roma (16%)
.madrid (10%)
.ovh (5%) (7%)

AFRICA

Geographically Targeted Extensions

.cairo (26%)
.capetown (20%)
.abuja (9%)

ASIA

Geographically Targeted Extensions

.tokyo (40%)
.seoul (28%)
.wang (20%) (23%)
.jakarta (19%)
.delhi (18%)
.hanoi (17%)
.manilla (16%)
.foshan (15%)
.mockba (14%)
.xn_55qx5d(company) (9%) (21%) ↓
.xn-ses554g (network address) (7%) (21%) ↓

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

REGISTERED NEW gTLDs

About 1 in 3 reported having registered a domain in one of the new gTLDs, with .email the most prevalent.
At the region level, Asia's respondents are more likely to have registered a new gTLD, particularly for .news and .top.

REGISTRATION BY NEW DOMAIN EXTENSION

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Registered any below	**35%**	**28%**	**34% D**	**34% D**	**26%**	**40% ACD**
.email	15%	12%	19% A	15%	13%	15%
.online	9%	6%	8%	9%	9%	10%
.website	7%	5%	8%	7%	6%	7%
.link	6%	3%	8% A	5%	6%	6% A
.news	6%	2%	2%	4%	4%	9% ABCD
.site	5%	3%	8% ADE	5%	4%	5%
.club	4%	3%	2%	3%	2%	5% BD

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower

REGISTERED NEW gTLDs (CONT’D)

REGISTRATION BY NEW DOMAIN EXTENSION

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
.space	4%	3%	4%	5% D	2%	4%
.xyz	3%	3%	3%	2%	2%	3%
.top	3%	2%	1% 🔴	2%	2%	5% ABCD 🟢
.pics	3%	2%	1% 🔴	4% B	2%	3% B
.guru	3%	2%	1% 🔴	2%	2%	4% B 🟢
.photography	3%	2%	2%	3% D	1%	3%
.realtor	1%	2% B	0% 🔴	2% B	<1%	2% B

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

REGISTRATION OF NEW gTLDs – GEO-TARGETED

Registration of the geo-targeted gTLDs is low – less than 10% for all countries. There is even some minor reporting of having registered in an undelegated gTLD. These respondents tend to have registered in multiple domains, primarily valid ones, and in the case of .cairo, .bogota and .delhi tend to live in those cities.

NORTH AMERICA

Geographically Targeted Extensions

.toronto (2%)
.nyc (1%)
.guadalajara (1%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (4%)
.rio (1%)
.cordoba (1%)

EUROPE

Geographically Targeted Extensions

.paris (6%)
.london (4%)
.istanbul (2%)
.berlin (1%)
.ovh (1%)
.warszawa (0%)
.roma (0%)
.madrid (0%)

AFRICA

Geographically Targeted Extensions

.cairo (9%)
.capetown (1%)
.abuja (1%)

ASIA

Geographically Targeted Extensions

.tokyo (9%)
.wang (6%)
.delhi (6%)
.foshan (5%)
.mockba (4%)
.seoul (4%)
.jakarta (3%)
.hanoi (2%)
.manilla (1%)
.xn_55qx5d(company) (1%)
.xn-ses554g (network address) (1%)

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

NUMBER OF NEW gTLDs REGISTERED

Among those who registered in a new gTLD, the vast majority registered 3 or fewer names. North and South America and Africa tend to register in more new gTLDs, while Europe and Asia tend to register fewer names.

Number of New Domains Registered	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
1	52%	39%	39%	46%	49%	58% ABC
2-3	34%	37%	46% E	34%	32%	32%
4-5	6%	7%	9%	9%	4%	4%
6 or more	8%	17% E	6%	11%	15% E	6%
Mean (Avg.)	4.2	9.5 CE	7.2 E	3.2	6.8 E	2.7

Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASON FOR REGISTERING A NEW gTLD

The primary reported reason for registering a new gTLD was to protect their existing domains – and this is consistent across regions. While a low percentage, lack of availability for older gTLDs is more prevalent in North and South America and Africa.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Protect existing domain(s) and ensure no one else got a domain similar	60%	54%	62%	63%	57%	59%
Appeal to new Internet users or new types of customers	34%	34%	27%	33%	30%	37%
Name I wanted was not available using older gTLDs	6%	13% CE	11% CE	4%	14% CE	4%

Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower

New gTLD REGISTRATION STATUS

Registrants report similar scenarios for ‘kept existing’ or ‘completely new’ registrations – more than 8 in 10 report this applies to either all or some of their new gTLDs. It is relatively less common behavior to give up a legacy registration when registering a new gTLD—however 2/3 did give up at least one of their legacy domain names—most commonly in LAC and Europe.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Gave up legacy gTLD when registered new gTLD						
Applies to ALL of my new gTLD registrations	19%	23% B	10%	16%	16%	21% B
Applies to SOME of my new gTLD registrations	45%	42%	34%	38%	42%	50% BC
DOES NOT apply to any of my new registrations	36%	35%	57% ADE	47% E	42% E	29%
Kept existing gTLD similar to new gTLD						
Applies to ALL of my new gTLD registrations	30%	28%	29%	23%	28%	33% C
Applies to SOME of my new gTLD registrations	54%	56%	49%	61% D	44%	55%
DOES NOT apply to any of my new registrations	16%	15%	22% E	16%	27% CE	13%
Completely new registration, no prior domain was registered						
Applies to ALL of my new gTLD registrations	35%	38%	37%	31%	35%	35%
Applies to SOME of my new gTLD registrations	47%	37%	41%	53% A	41%	49% A
DOES NOT apply to any of my new registrations	18%	25%	22%	16%	25%	16%

Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level

CONSIDERATION - SWITCHING EXISTING DOMAIN TO NEW gTLD

Among those who have not registered a new gTLD, the majority (58%) have not considered switching from their existing domain. 1 in 4 are considering doing so—most notably in Asia.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes, considered switching and may do so	25%	12%	24% AD	20% A	15%	34% ABCD
Yes, considered switching but decided not to	17%	9%	24% ACD	12%	11%	21% ACD
No, not considered	58%	80% BCE	53%	68% BE	74% BE	46%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

REASONS CONSIDERED SWITCHING TO A NEW gTLD

Among those who are considering switching, the primary reasons for possibly doing so are many, with modern, better targeting and better focus mentioned most frequently.

New gTLDs . . .	Total	NORTH AMERICA* (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Modern	47%	39%	50%	45%	56%	46%
Better target specific groups	43%	47%	37%	38%	51%	44%
Better focused on specific topics versus general use	42%	42%	47% D	49% D	27%	42% D
Will be more effective	38%	32%	36%	44%	42%	38%
Good value/priced well	37%	34%	36%	30%	31%	40%
Allow more flexibility to use my language in their names	33%	24%	32%	29%	27%	37%
Allow for greater range of characters/symbols in their names	32%	29%	24%	31%	31%	35% B
Something else	1%	5% BE	0%	1%	0%	<1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower *NOTE: NA low base size n=38

REASONS CONSIDERED BUT DECIDED NOT TO SWITCH TO NEW gTLD

Among those who considered but decided not to switch, the top reason they decided not to is a “wait and see” attitude, such as waiting for them to gain in popularity.

	Total	NORTH AMERICA* (A)	SOUTH AMERICA (B)	EUROPE* (C)	AFRICA* (D)	ASIA (E)
Waiting until they get more popular	53%	44%	62%	63%	60%	47%
Did not seem relevant to my needs	28%	25%	38% C	7%	20%	31% C
Cost to switch was too high	27%	25%	23%	23%	24%	30%
Will not be as effective as hoped	22%	25%	13%	17%	28%	24%
Something else	3%	19%	2%	3%	0%	1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower *NOTE: Low bases--NA n=16, Europe n= 30 and Africa n=25?

REASONS NOT CONSIDERED SWITCHING TO A NEW gTLD

Among those who have not considered switching, the predominant reason is because they're satisfied with the performance of their existing gTLDs, followed by "not a priority for their organization".

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Satisfied with the performance of our domains on existing gTLDs	51%	57% B	43%	53%	53%	49%
Not a high enough business priority for us at this time	38%	33%	46% AC	32%	35%	41%
Too new and need to be proven	22%	14% 🔴	12% 🔴	21%	26% AB	28% AB 🟢
Cost to switch is too high	12%	11%	10%	12%	10%	13%
Will not be as effective as hoped	9%	9%	5%	7%	4% 🔴	14% BCD 🟢
Something else	7%	16% CDE 🟢	9%	7%	8%	4% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

CONSIDERATION OF NEW gTLDs FOR OWN WEBSITE

Openness to considering one of the new gTLDs has increased over last year, in particular with registrants in North America, Europe and Asia.

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION

Top 2 Box (Very/ Somewhat Likely)	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Very/Somewhat Likely for ANY below in both years**	66%	**72%**	50%	**53%**	68%	**66% A**	48%	**65% A**	69%	**72% AC**	74%	**79% ABCD**
.online*	NA	70%	NA	66%	NA	65%	NA	62%	NA	67%	NA	77% ABCD
.email	51%	69%	33%	53%	52%	59%	37%	62%	46%	70% AB	60%	76% ABC
.website*	NA	67%	NA	70%	NA	60%	NA	63%	NA	65%	NA	71% B
.site*	NA	66%	NA	62%	NA	61%	NA	65%	NA	57%	NA	73% BD
.pics*	NA	65%	NA	50%	NA	63%	NA	58%	NA	52%	NA	73% ACD
.top*	NA	64%	NA	38%	NA	43%	NA	54%	NA	55%	NA	70% BC
.club	42%	63%	25%	49%	38%	49%	27%	52%	34%	52%	53%	71% ABCD

*Added in 2016 **2016 Consideration based on gTLDs shown in 2015

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level *2015 excludes results from ICANN provided sample

CONSIDERATION OF NEW gTLDs FOR OWN WEBSITE (CONT'D)

PURCHASE CONSIDERATION BY NEW DOMAIN EXTENSION

Top 2 Box (Very/ Somewhat Likely)	Total 2015*	Total 2016	NORTH AMERICA (A) 2015*	NORTH AMERICA (A) 2016	SOUTH AMERICA (B) 2015*	SOUTH AMERICA (B) 2016	EUROPE (C) 2015*	EUROPE (C) 2016	AFRICA (D) 2015*	AFRICA (D) 2016	ASIA (E) 2015*	ASIA (E) 2016
.link	49%	61% ↑	31%	50% ↑	50%	48%	33%	65% AB ↑	47%	65% AB ↑	57%	66% AB ↑
.space*	NA	60%	NA	49%	NA	46%	NA	65% ABD	NA	48%	NA	69% ABD
.guru	37%	59% ↑	21%	38% ↑	31%	45% ↑	22%	53% ↑	34%	51% ↑	47%	71% ABCD ↑
.photography	42%	59% ↑	26%	35%	40%	52% ↑	29%	60% A ↑	36%	49%	51%	66% ABD ↑
.news*	NA	57%	NA	30%	NA	51% A	NA	54% A	NA	48% A	NA	67% ABCD
.realtor	33%	56% ↑	16%	16%	28%	91%^	20%	75%^	24%	43%^	44%	73% A ↑
.xyz	34%	51% ↑	18%	47% ↑	27%	55% ↑	21%	51% ↑	19%	36% ↑	45%	55% D ↑

*Added in 2016 ^Caution: low base size n=<30

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

CONSIDERATION FOR OWN WEBSITE– BY COUNTRY

By country, openness to considering a new gTLD for their own website is lower for Japan and Korea in Asia, US and Canada in North America. Within Europe, UK, Germany, and France are less open to the new gTLDs.

Consideration	TOTAL	NA	US	CA	MX	SA	CO	AR	BR	EUR	IT	TR	ES	PL	UK	FR	DE	AFR	NG	ZA	EG	ASIA	CN	VN	PH	JP	KR	RU	IN	ID
T2B for any below**	**72%**	**53%**	**46%**	**24%**	**77%**	**66%**	**67%**	**60%**	**69%**	**62%**	**64%**	**88%**	**71%**	**73%**	**51%**	**57%**	**50%**	**72%**	**71%**	**69%**	**77%**	**79%**	**87%**	**72%**	**78%**	**56%**	**65%**	**73%**	**83%**	**73%**
.online*	70%	66%	68%	50%	70%	65%	56%	67%	69%	62%	86%	88%	80%	69%	40%	35%	58%	67%	65%	77%	64%	77%	82%	58%	70%	55%	43%	79%	85%	78%
.email	69%	53%	42%	28%	69%	59%	59%	48%	64%	62%	59%	74%	75%	65%	59%	65%	50%	70%	64%	79%	73%	76%	80%	61%	74%	51%	68%	73%	84%	68%
.website*	67%	70%	76%	50%	73%	60%	63%	58%	60%	63%	61%	81%	67%	71%	55%	63%	48%	65%	61%	82%	59%	71%	77%	71%	59%	46%	63%	60%	81%	59%
.site*	66%	62%	57%	27%	79%	61%	60%	58%	63%	65%	79%	78%	73%	71%	70%	67%	38%	57%	54%	54%	64%	73%	78%	71%	57%	68%	64%	75%	77%	69%
.pics*	65%	50%	52%	33%	60%	63%	71%	62%	62%	58%	44%	89%	0%	71%	44%	50%	59%	52%	54%	42%	64%	73%	78%	58%	75%	38%	57%	57%	77%	75%
.top*	64%	38%	50%	17%	50%	43%	27%	55%	45%	54%	63%	67%	40%	75%	33%	50%	44%	55%	60%	20%	64%	70%	76%	50%	43%	61%	33%	71%	73%	68%
.club	63%	49%	48%	25%	64%	49%	44%	32%	64%	52%	60%	69%	38%	60%	55%	43%	40%	52%	43%	56%	67%	71%	79%	69%	45%	39%	65%	58%	73%	67%
.link	61%	50%	52%	22%	54%	48%	42%	42%	57%	65%	71%	62%	56%	88%	80%	65%	59%	65%	66%	59%	68%	66%	73%	52%	71%	51%	60%	49%	70%	59%
.space*	60%	49%	35%	42%	56%	46%	44%	22%	61%	65%	78%	62%	67%	58%	71%	67%	53%	48%	53%	42%	31%	69%	78%	0%	65%	40%	73%	48%	74%	55%
.guru	59%	38%	43%	9%	50%	45%	48%	38%	46%	53%	50%	83%	100%	100%	33%	44%	33%	51%	52%	57%	29%	71%	76%	100%	78%	50%	67%	50%	72%	64%
.photography	59%	35%	40%	20%	35%	52%	59%	38%	59%	60%	71%	82%	40%	50%	60%	75%	40%	49%	52%	40%	50%	66%	70%	60%	86%	56%	44%	50%	66%	73%
.news*	57%	30%	18%	22%	53%	51%	33%	52%	62%	54%	70%	69%	35%	45%	45%	58%	55%	48%	49%	25%	64%	67%	74%	67%	66%	42%	55%	49%	68%	76%
.realtor	56%	16%	20%	5%	40%	91%	100%	0%	90%	75%	50%	100%	100%	100%	25%	100%	80%	43%	58%	30%	0%	73%	87%	0%	75%	50%	100%	55%	56%	83%
.xyz	51%	47%	50%	36%	54%	55%	45%	20%	80%	51%	60%	45%	50%	50%	50%	67%	44%	36%	31%	18%	62%	55%	62%	71%	47%	41%	33%	38%	62%	48%

*Added 2016 **2016 Consideration based on gTLDs shown in 2015

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Green/red font indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

CONSIDERATION OF NEW gTLDs – GEO-TARGETED

Although country level bases are rather low (all countries are below n=50), among registrants who are aware of the new geo-targeted gTLDs, there is a high likelihood to consider geo-targeted gTLDs – often with 50% or greater likelihood (as noted in blue below).

NORTH AMERICA

Geographically Targeted Extensions

.toronto (50%)
.guadalajara (43%)
.nyc (35%) (10%)

SOUTH AMERICA

Geographically Targeted Extensions

.bogota (50%)
.rio (43%)
.cordoba (20%)

EUROPE

Geographically Targeted Extensions

.istanbul (92%)
.madrid (60%)
.paris (54%)
.ovh (50%) (15%)
.roma (50%)
.warszawa (33%)
.berlin (25%) (26%)
.london (15%) (20%)

AFRICA

Geographically Targeted Extensions

.cairo (77%)
.abuja (53%)
.capetown (50%)

ASIA

Geographically Targeted Extensions

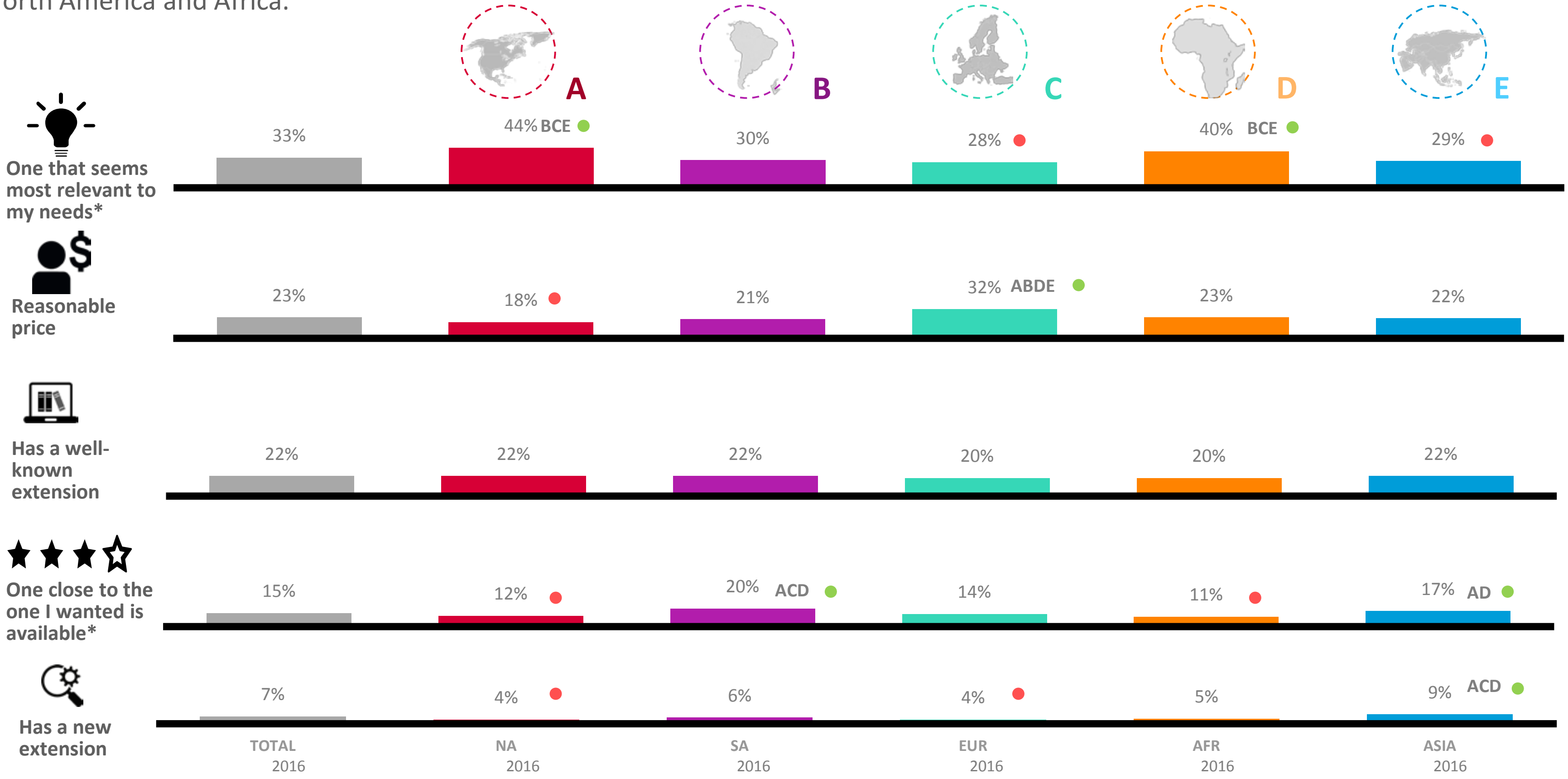
.xn_55qx5d(company) (85%) (60%) ↑
.xn-ses554g (network address) (81%) (59%) ↑
.wang (75%) (57%) ↑
.delhi (75%)
.manilla (75%)
.mockba (67%)
.hanoi (67%)
.foshan (65%)
.jakarta (63%)
.seoul (54%)
.tokyo (44%)

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. (Gray percent=2015)

FACTORS IN gTLD PURCHASE

Having a gTLD that is seen as relevant to one's needs is the main factor in determining which gTLD to purchase – particularly in North America and Africa.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

NEW gTLD TRUSTWORTHINESS

For the non-geographically targeted new gTLDs, trust perceptions are lowest in North and South America, with less than half of the new gTLDs seen as trustworthy by the majority of registrants. Asia, on the other hand, tends to find nearly all of the new gTLDs trustworthy.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

General Extensions
.email
.photography ↓
.realtor
.news*

SOUTH AMERICA

General Extensions
.email ↑
.link
.online*
.website*
.news*
.site*

EUROPE

General Extensions
.email ↑
.photography
.link
.online*
.website*
.news*
.site*

AFRICA

General Extensions
.email
.photography
.link
.realtor
.pics*
.online*
.space*
.website*
.news*
.site*

ASIA

General Extensions
.email
.photography
.link
.club
.guru ↑
.top*
.pics*
.online*
.space*
.website*
.news*
.site*

*Added 2016

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD TRUSTWORTHINESS (CONT’D)

A similar view is held for the new geographically targeted gTLDs – North America and South America tend to be less trusting, while the rest of the regions are more trusting of the new gTLDs.

50% or more rated extension Very/Somewhat Trustworthy

NORTH AMERICA

Geographically Targeted Extensions

.toronto*

SOUTH AMERICA

Geographically Targeted Extensions

.bogota*

EUROPE

Geographically Targeted Extensions

.london
.berlin
.roma*
.istanbul*
.warszawa*
.paris*
.madrid*

AFRICA

Geographically Targeted Extensions

.abuja*
.capetown*
.cairo*

ASIA

Geographically Targeted Extensions

.xn-55qx5d (company) ↓
.xn-ses554g (network access) ↓
.wang
.foshan*
.hanoi*
.manilla*
.tokyo*
.seoul*
.mockba*
.delhi*
.jakarta*

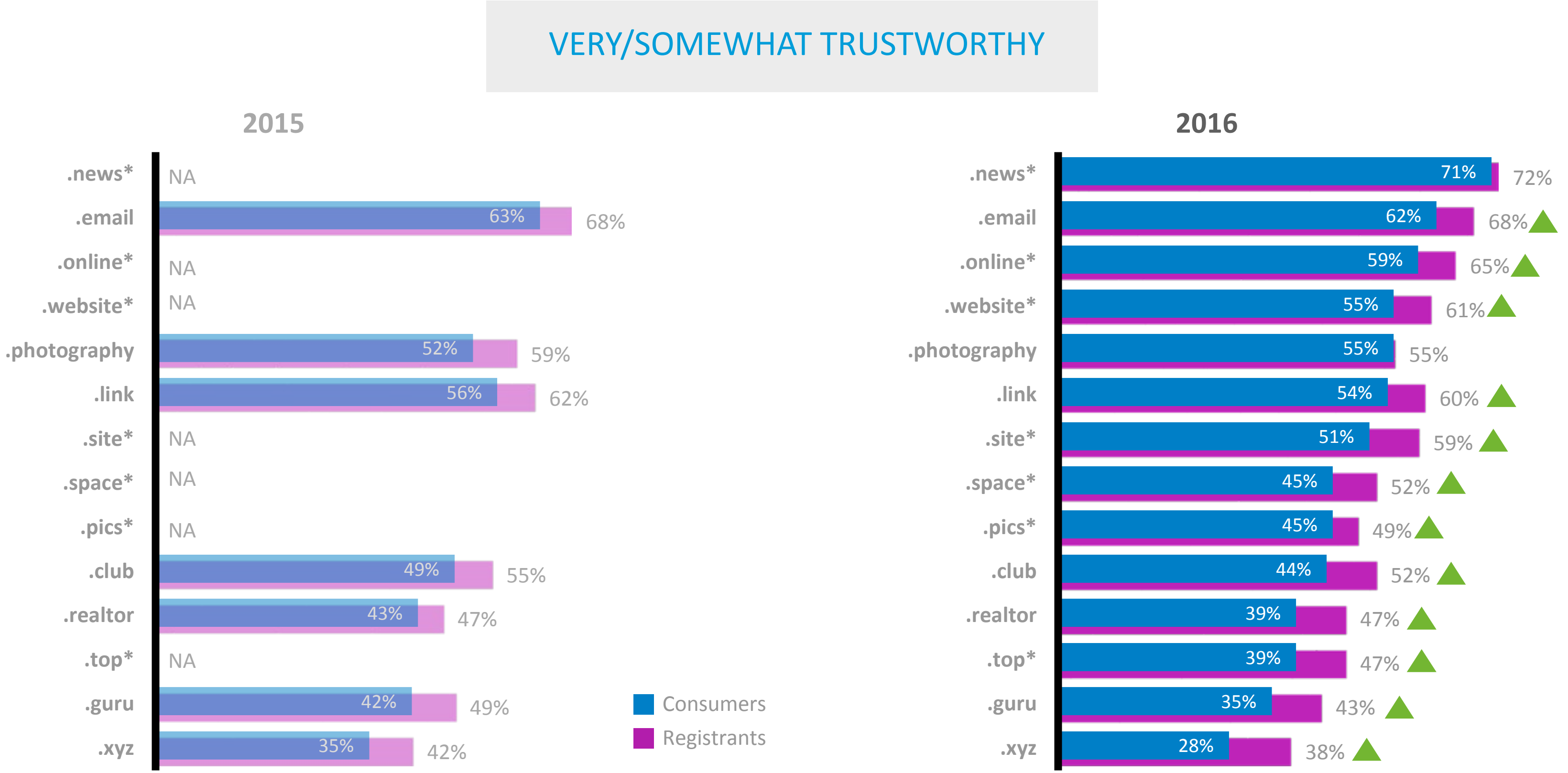
*Added 2016

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

NEW gTLD TRUSTWORTHINESS – CONSUMERS VS. REGISTRANTS

As in 2015 registrants express higher trust levels with the majority of new gTLDs than consumers.



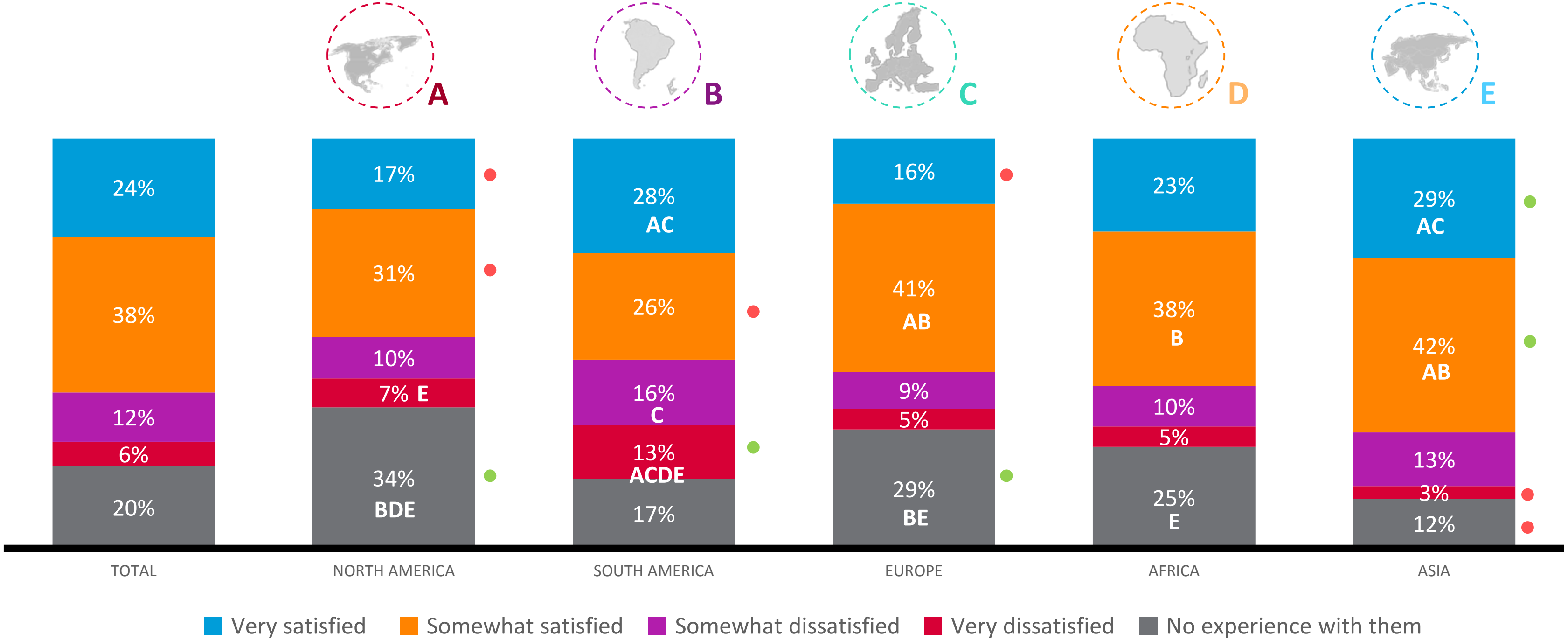
*Added in 2016

Registrants significantly Higher ▲ Lower ▼ than Consumers

Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

SATISFACTION WITH NEW gTLDs

Most registrants report being at least somewhat satisfied with the new gTLDs, with Asia leading in their experience with them and their level of satisfaction. When we control for "no experience" the global satisfaction level is on par with that for the legacy gTLDs in this wave.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PERCEPTIONS OF NEW gTLDs

Associations of terms with the new gTLDs is generally unchanged—the largest decline is for “confusing”.

	2015* REGISTRANTS	2016 REGISTRANTS	GAP
Innovative	70%	71%	+1
Useful	70%	71%	+1
Informative	68%	72% ↑	+4
Helpful	67%	70% ↑	+3
Practical	66%	70% ↑	+4
Interesting	67%	69%	+2
Technical	65%	65%	--
Cutting Edge	60%	59%	-1
Trustworthy	58%	60%	+2
Unconventional	56%	53% ↓	-3
Exciting	56%	54%	-2
For People Like Me	55%	58%	+3
Confusing	43%	38% ↓	-5
Extreme	49%	47% ↓	-2
Overwhelming	46%	45%	-1

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level

*2015 excludes results from ICANN provided sample

NEW gTLD RESTRICTIONS – CONSUMERS VS. REGISTRANTS

Overall, registrants are more opposed to restrictions than are consumers. This holds true for the geo-targeted new gTLDs as well.

Strict purchase restrictions should be required	Consumers		Registrants	
	2015	2016	2015	2016
.email	20%	29%	21%	22% ▼
.link	18%	22%	17%	16% ▼
.club	18%	23%	17%	18% ▼
.guru	18%	22%	17%	16% ▼
.photography	18%	22%	18%	18% ▼
.realtor	19%	27%	20%	22% ▼
.xyz	18%	21%	17%	14% ▼
.bank*	NA	50%	NA	43% ▼
.pharmacy*	NA	42%	NA	37% ▼
.builder*	NA	28%	NA	22% ▼

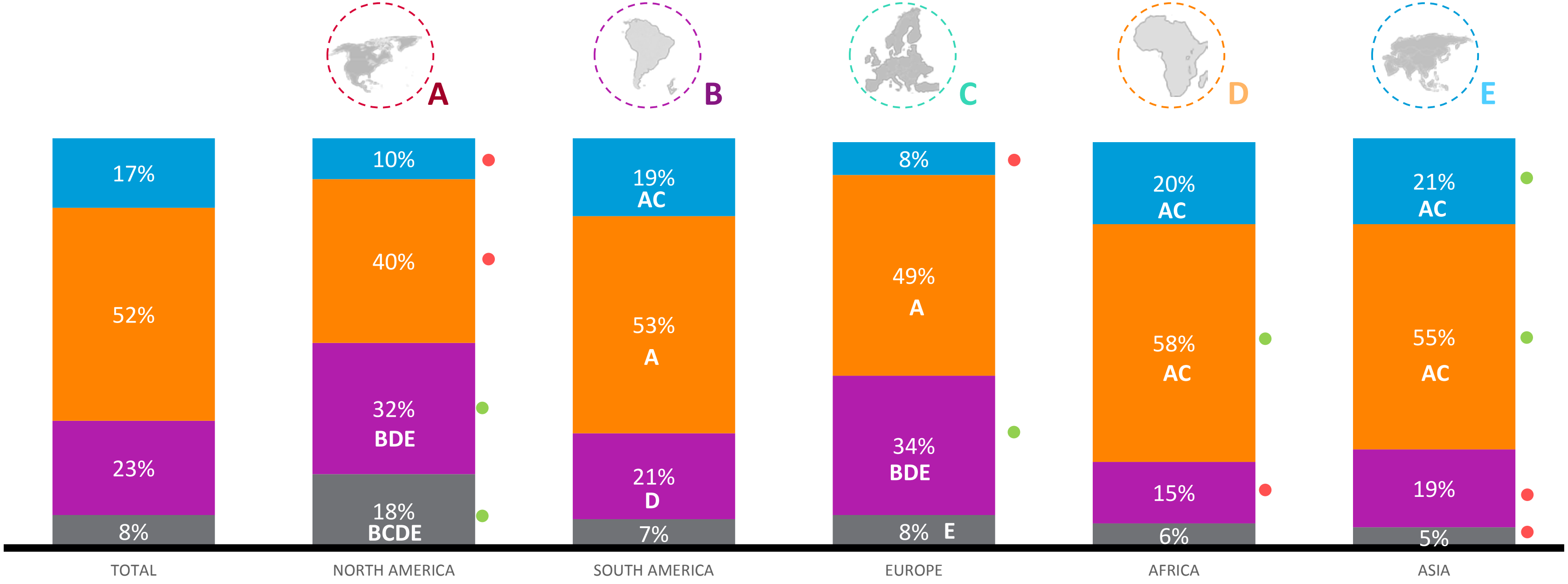
Some purchase restrictions should be required	Consumers		Registrants	
	2015	2016	2015	2016
.email	48%	46%	41%	45%
.link	49%	50%	41%	46% ▼
.club	50%	53%	45%	49% ▼
.guru	48%	49%	40%	45% ▼
.photography	50%	53%	44%	49% ▼
.realtor	49%	49%	43%	47% ▼
.xyz	46%	44%	37%	41% ▼
.bank*	NA	36%	NA	38% ▲
.pharmacy*	NA	41%	NA	40%
.builder*	NA	50%	NA	50%

No purchase restrictions should be required	Consumers		Registrants	
	2015	2016	2015	2016
.email	32%	24%	37%	33% ▲
.link	33%	28%	40%	37% ▲
.club	32%	25%	36%	34% ▲
.guru	34%	30%	40%	39% ▲
.photography	32%	24%	36%	33% ▲
.realtor	32%	24%	35%	31% ▲
.xyz	37%	35%	44%	44% ▲
.bank*	NA	14%	NA	19% ▲
.pharmacy*	NA	18%	NA	22% ▲
.builder*	NA	21%	NA	28% ▲

*Added 2016
Registrants significantly Higher ▲ Lower ▼ than Consumers
Respondents were shown a list including a fixed set of TLDs and some targeted to the individual region.

TRUST THAT RESTRICTIONS WILL BE ENFORCED

The majority of registrants (7 in 10) have a high or moderate level of trust that the restrictions on the new registration will actually be enforced. North America and Europe tend to have a lower level of trust in this regard.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

USE OF ALTERNATE IDENTITIES

KEY TAKEAWAYS – USE OF ALTERNATIVE IDENTITIES

This section focuses on the use of alternative identities like social media sites and the effect they have on domain registration.

1 The vast majority have social media accounts

Over 8 in 10 (9 in 10 in Africa and Asia) report that they have social media accounts, which are used to promote personal activities most commonly. Use of publishing or 3rd party web sites is less common, but close to 2/3rds.

2 Alternate identities do impact domain registrations

One in four report using an alternative identity in lieu of registering an additional domain name, and one in six said they did not renew a domain in favor of using an alternative method.

3 About half say that alternative identities will impact their future registration activities

The expectation is that they will be less likely to register a new domain name or renew an existing one—though these expectations are less frequent in North America

4 Alternative identities are seen to be cheaper and easier

Ease of use takes on several aspects—easier to set up, easier to access on mobile devices, and easier communication are the top benefits.

5 Registered domains are perceived to do better in search results and communicate the desired topic

Some also feel they are more legitimate and a customer expectation.

ONLINE IDENTITIES USED FOR PROMOTION

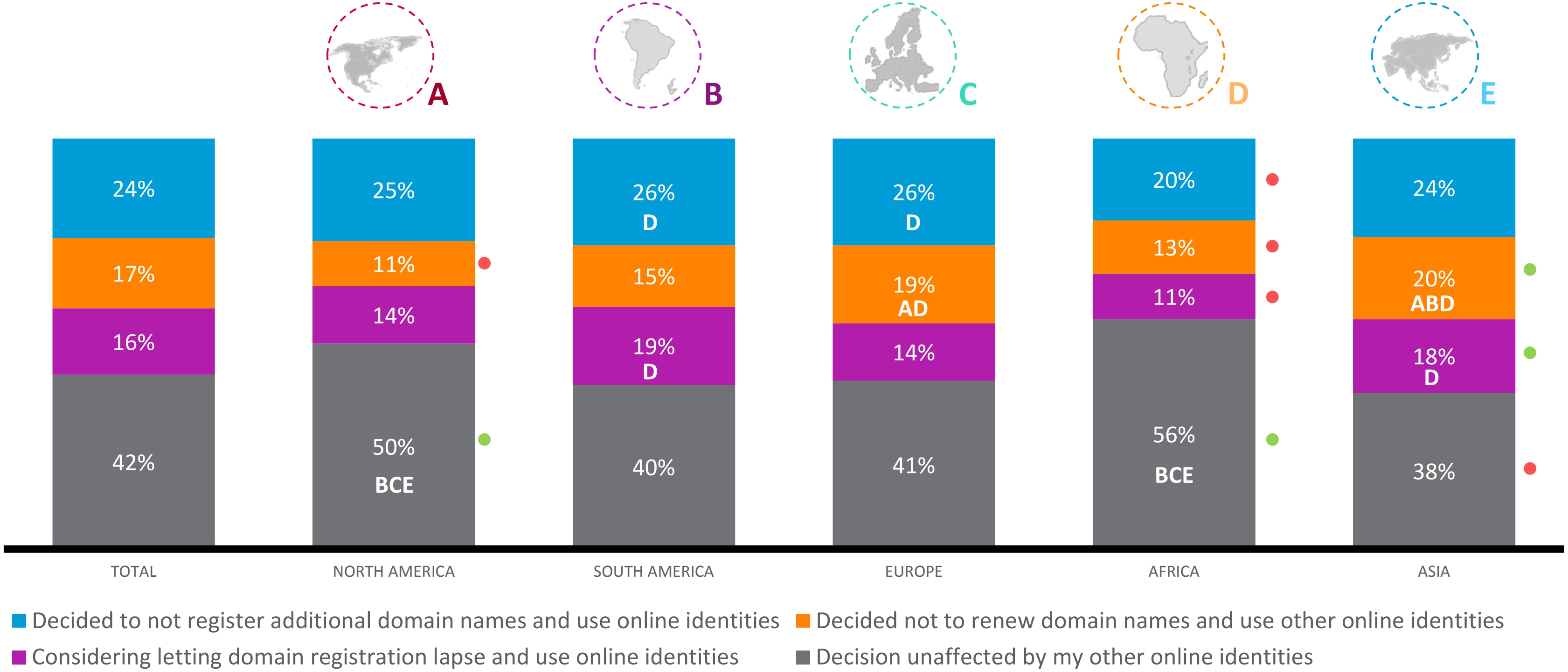
Nearly all registrants have a social media account, which they most often use for personal activities/reasons. While not as high as a social media presence, the majority of registrants also have a blogging/publishing account (keep in mind that the definition of these included tools like Pinterest and Instagram.)

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Social Media						
Have	**86%**	**80%**	**82% C**	**77%**	**94% ABCE**	**90% ABC**
Promote business	34%	22%	37% AC	20%	53% ABCE	36% AC
Promote organization	22%	13%	27% AC	13%	26% AC	25% AC
Promote personal	42%	36% C	50% ACE	24%	58% ABCE	44% AC
Blogging or Publishing						
Have	**68%**	**47%**	**70% AC**	**53%**	**77% ABC**	**77% ABC**
Promote business	26%	14%	27% AC	13%	34% ABC	31% AC
Promote organization	19%	8%	27% ACD	10%	20% AC	24% AC
Promote personal	30%	20%	37% AC	16%	34% AC	34% AC
3rd Party Web Page e.g. Office 365 or Yelp						
Have	**60%**	**38%**	**62% AC**	**48% A**	**70% ABC**	**67% ABC**
Promote business	26%	13%	32% AC	16%	31% AC	30% AC
Promote organization	20%	10%	24% AC	11%	21% AC	24% AC
Promote personal	18%	10%	22% AC	11%	21% AC	22% AC

Letters indicate significantly higher than region. Region vs. Total Higher Lower

ALTERNATIVE IDENTITIES IMPACT DECISION TO REGISTER NEW DOMAIN NAME

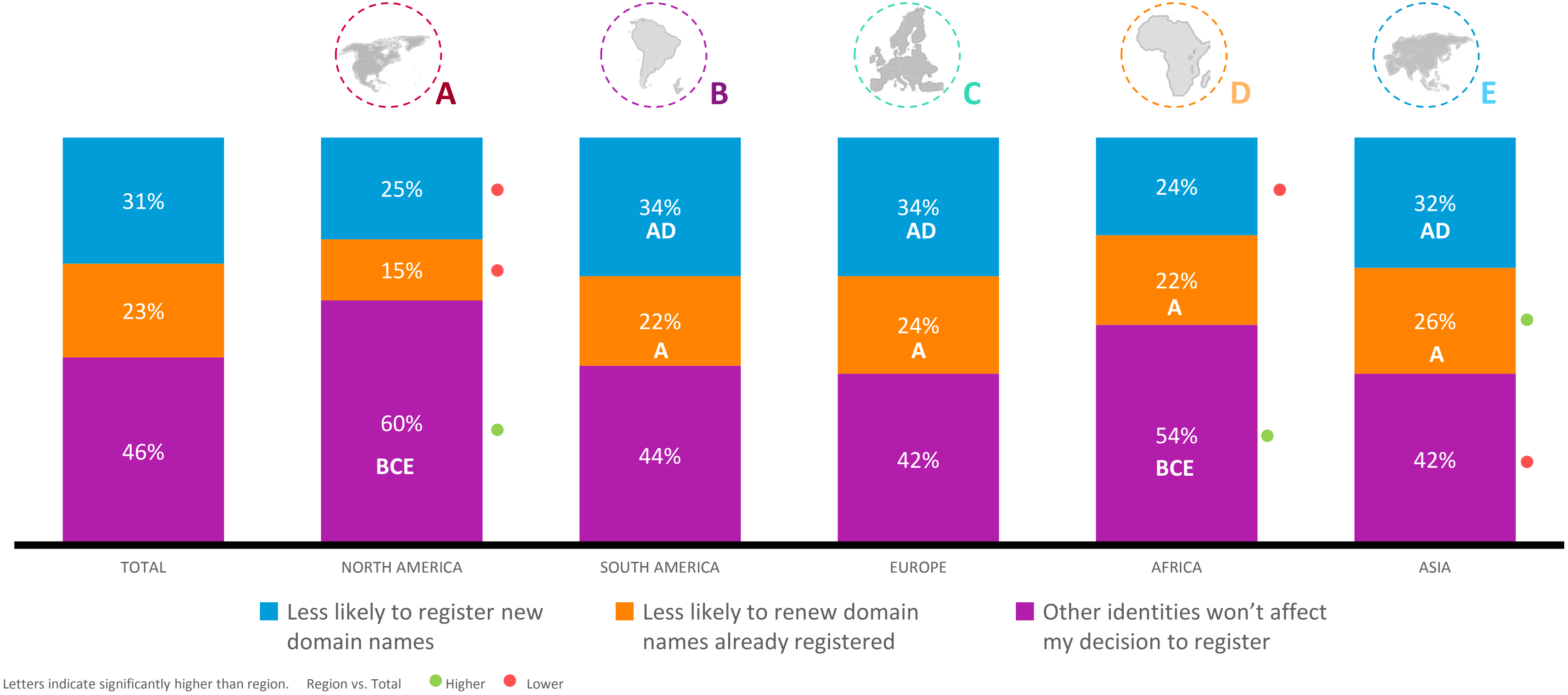
Among those who have alternate online identities, the impact on past domain name registration is clear—globally over 50% say these alternative means of promotion have led to not registering or renewing a domain, or at least to consider not doing so. However, a large percentage of registrants in each region say that these alternative identities have not impacted their decision making.



Letters indicate significantly higher than region. Region vs. Total Higher Lower

ALTERNATIVE IDENTITIES IMPACT ON DECISION TO REGISTER NEW DOMAIN NAME IN THE FUTURE

Especially outside of North America, alternate identities have the clear potential to reduce new registrations or renewals.



VALUE ALTERNATIVE IDENTITIES PROVIDE OVER REGISTERING DOMAIN NAMES

Among those who say they are less likely to register new or to renew existing domains, the top reasons are cost and broad range of ease-of-use traits—ease of set-up, mobile access, communication and integration.

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Lower cost	53%	58% C	52%	47%	64% BCE	52%
Easier to set up	47%	42%	48% C	34%	57% AC	50% C
Easier to access them on mobile devices	44%	42%	47% C	36%	53% ACE	44% C
Easier communication to interested people	42%	39% C	52% ACE	28%	55% ACE	42% C
Integrate more easily with other tools	35%	34% C	47% ACE	24%	39% C	35% C
They are more credible	34%	29%	34%	30%	35%	35%
No registration process to go through	27%	27%	29% D	28% D	19%	29% D

Letters indicate significantly higher than region. Region vs. Total Higher Lower

VALUE REGISTERED DOMAINS PROVIDE OVER ALTERNATIVE IDENTITIES

Among those who say the online identities won't affect their decision to register new domain names, the reasons given for the value of a registered domain (over alternative identities) are varied but relatively similar across regions.

	Total	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
More likely to come up in search results	23%	21%	24%	24%	28% E	21%
gTLD or domain name communicates topic better	23%	22%	30% C ●	17%	22%	23%
More legitimate	22%	21%	22%	23%	19%	25%
Expected by customers	15%	13%	12%	18%	11%	17% D ●
More control over the design	15%	20% BE ●	12%	16%	19% E	13% ●

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

TRUST IN DOMAIN NAME INDUSTRY

KEY TAKEAWAYS – TRUST IN DOMAIN INDUSTRY

This section explores findings related to perceptions of the domain name industry and its trustworthiness.

1 Overall, trust in the industry remains high

None of the wave over wave differences are statistically significant. Asian respondents report the greatest trust in the industry

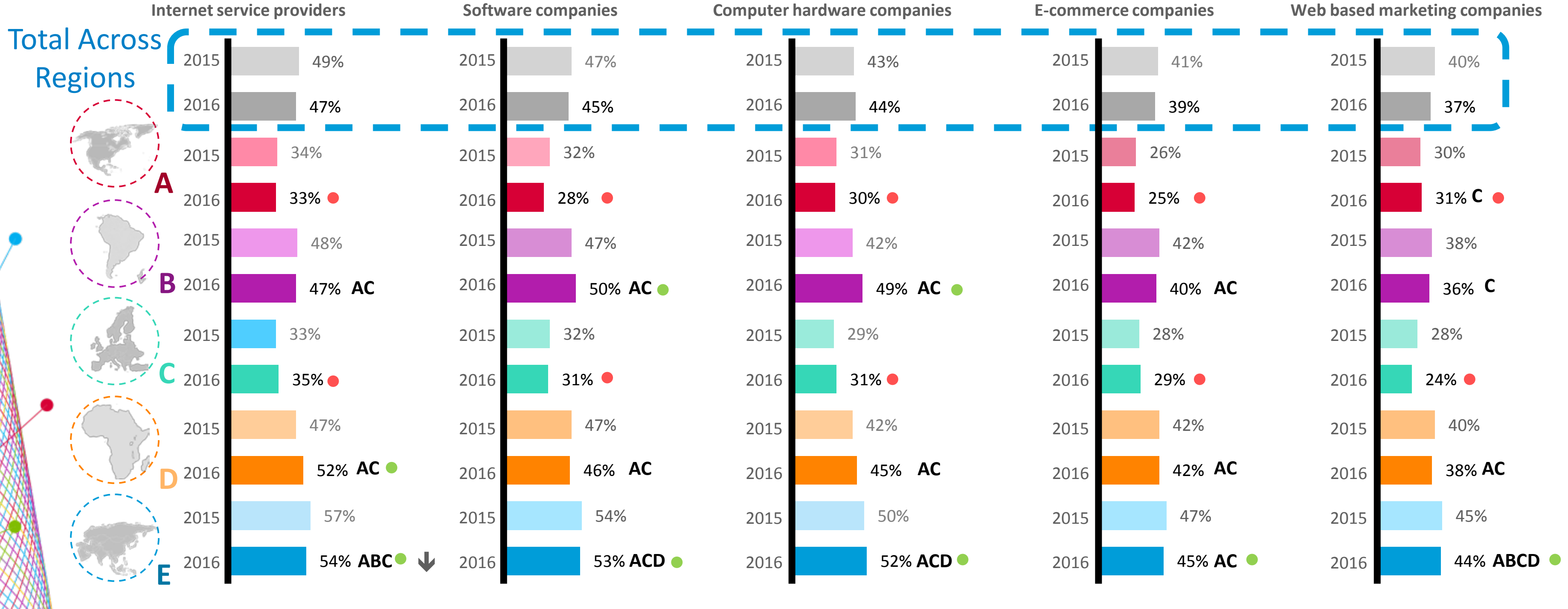
2 General reputation and self interest drive trust

Registrants expect the industry to adhere to practices that protect its own interests and commonly note security protocols, as well as just a general positive reputation. Those who trust less cite poor security and regulations as well as general reputational issues like a lack of transparency.

TRUST IN THE DOMAIN NAME INDUSTRY VS. OTHER INDUSTRIES

Results are fairly similar to last wave when it comes to trust in the domain name industry with no significant changes at the global level. More so than other regions, registrants in Asia say they hold the domain name industry in high regard.

Top 2 Box (Trust **Domain Name Industry** much more/somewhat more)



Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHER'S

Reputation is the number one reason why registrants trust the domain name industry more than other industries.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Positive Reputation (NET)	44%	49% CD	49% CD 🟢	37% 🔴	37% 🔴	44% CD
Trustworthy	12%	11%	11%	6% 🔴	8% 🔴	15% BCD 🟢
Knowledgeable/Area of expertise/It's their business	7%	12% DE	9% E 🟢	10% E	6% 🟢	5% 🔴
Dependable/Reliable	4%	4%	10% ACDE 🟢	5%	3%	3% 🔴
Extension appeal (NET)	15%	12% B	7% 🔴	15% B	13% B	18% ABD 🟢
Usage (NET)	8%	7%	11%	7%	12% CE 🟢	8%
Safety/Security (NET)	8%	10%	12% E 🟢	8%	12% E 🟢	6% 🔴
Safety/Security/Padlock	7%	6%	10% E	6%	9% E	5% 🔴
Convenience (Net)	6%	5%	5% C	2% 🔴	14% ABCE 🟢	6% C

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

WHY TRUST DOMAIN NAME INDUSTRY MORE THAN OTHERS

Reputation	Extension Appeal	Usage	Safety/Security	Convenience
Because they are more concerned with their reputation. (Africa)	Because they know which extensions people likely use more. (NA)	Because its usage is much easier, convenient, and it is more innovative. (Eur)	They give me more security. (Eur)	It is easy and convenient to purchase a product, in addition I am sure no one would create a paid website just to fool around. (AP)
The level of reputation is relatively high. (AP)	If you stick with the standard domain names, there is some trust in the process of issuing domain extensions. (NA)	Decision based on actual usage results. (AP)	Because they have improved their online security and lowered the costs without compromising its security. (NA)	It's more convenient for me. (Eur)
Because the reputation of the domain name industry is extremely outstanding. (AP)		From actual usage track record. (AP)	Because they have greater customer security. (LAC)	Because its usage is much easier, convenient, and it is more innovative. (Eur)

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation (including factors pertaining to honesty and safety) along with usage and unfamiliarity are the top reasons cited for why registrants trust the domain industry less than other technology-based industries.

NET categories are the roll-up of related sub-categories. Key subcategories are show for each NET

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Negative Reputation (NET)	43%	47%	45%	42%	51% E	40%
Untrustworthy/Less transparent/honest	10%	13%	9%	9%	10%	9%
Safety/Security (NET)	13%	22% CDE	15%	11%	11%	10%
Poor safety/security	6%	3%	11% A	6%	6%	7% A
Not regulated/No background checks	5%	16% BCDE	1%	5%	4%	3%
Usage (NET)	12%	18% CE	13% C	6%	15% C	11% C
Domain Appeal (NET)	12%	9%	11%	15%	9%	14%
Don't know	7%	3%	7%	12% ADE	4%	7%

Mentions of 10% or greater shown.
Letters indicate significantly higher than region. Region vs. Total Higher Lower

WHY TRUST DOMAIN NAME INDUSTRY LESS THAN OTHERS

Reputation	Safety/Security	Usage	Domain Appeal
Domain name industry is murky and not transparent. You don't really know exactly who you are dealing with. (AP)	E commerce companies have better security features and are constantly updated for technological developments, less likely to access without authorization sensitive data. (Africa)	I have used my internet service providers more than domain name industry. (Africa)	Because they are dealing in intangible products like domains. (AP)
These industries are all old brands, mature industries, they have very good reputations. (AP)	They seem to have less security. (NA)	Because the web based companies etc. are used by a lot of people. (AP)	They only interested in selling the domain not in the integrity of the user! (NA)
Because of its historic reputation. (Eur)	Because they don't offer the security one would want. (LAC)	I had used web based marketing companies various times they seams me reliable. (AP)	Because I do not believe they have any control over the companies that want a domain name. Any person can get any domain name.. (NA)

DOMAIN NAME REGISTRATION ACTIVITIES AND PROCESS

KEY TAKEAWAYS – REGISTRATION

This section explores findings related to frequency and ease of registration.

1 Nine in ten have registered 5 or fewer domain names

Since last wave, the number who have registered only a single name has declined from 43% to 37% but remains the most common practice.

2 Most common use is for a website

About 3/4 of registrants report that they use at least one of their registered domains for an active website. Reserving for future use and parking and redirecting to an active site are the next most common uses.

3 Globally, personal use outpaces business use—but this varies by region.

Personal use is particularly strong in South America and Asia. Among those who registered a domain for business use, about half did so for a small business with less than 10 employees—except in Asia where larger businesses dominate.

4 Perceived ease of registration has declined

Globally, 53% say it is a very or somewhat easy process, and that percentage is substantially lower in South America and Asia.

5 A faster, cheaper, easier process is desired

Desired improvements to the process are largely similar to last wave—lower price, easier and quicker. However the majority felt that it was at least somewhat easy to find a domain name that worked for them .

NUMBER OF DOMAINS REGISTERED/DUPLICATES

Despite potential negative impacts from alternative identities, there is a slight upward trend in the number of domains registered, including duplicates

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
Number of Domains Registered	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
1	43%	37% ↓	50%	49%	46%	36% ↓	52%	41% ↓	43%	32% ↓	39%	34% ↓
2-5	49%	51%	43%	38%	46%	53%	42%	48%	50%	55%	52%	54%
6-10	5%	7% ↑	3%	7%	6%	6%	3%	5%	3%	5%	6%	7%
11-25	2%	3% ↑	1%	2%	1%	3%	3%	4%	2%	4%	2%	3%
26 or more	1%	2% ↑	3%	3%	1%	2%	1%	2%	1%	4% C	1%	2%
Registered Duplicate Domain Names												
Yes	32%	36% ↑	19%	27% ↑	28%	32% D	31%	36% AD	25%	24%	37%	43% ABCD ↑
No	68%	64% ↓	81%	73% CE ↓	72%	68% E	69%	64% E	75%	76% BCE	63%	57% ↓

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level. *2015 excludes results from ICANN provided sample

NUMBER OF DOMAINS REGISTERED BY STATUS

On average, respondents have registered 5.4 domains, mostly for active sites; 43% registered a single domain. More than half of the registrants report having no registrations that are parked, redirected, or in any status other than for an active website.

	Website	Parked	Redirected	Expired	Use other than website	Other
Percent of registrants with at least one domain in this category	73%	47%	40%	39%	35%	7%
Mean # of domains (including 0)	2.6	1.5	1.4	1.5	0.9	0.2
Mean # of domains (excluding 0)*	3.5	3.1	3.5	3.8	2.7	3.5

*excluding zero essentially shows of those who have at least one domain in the category, what is the average number of domains. So, if I have at least one domain parked, how many on average do I have parked. This can be useful as some people may be more likely to register domains for uses other than a website.

NUMBER OF DOMAINS REGISTERED BY STATUS BY REGION

Among those who registered domains, North America reports more sites used for active websites, and Africa reports slightly more parked for future use.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Mean including 0 (Average)	2016	2016	2016	2016	2016	2016
Parked – registered and reserved for use, but not in active service	1.5	1.3	1.4	1.2	2.7 E ●	1.3
Redirected to an active website	1.4	1.4	1.9 E	1.3	2.3	1.0 ●
Used for an active website	2.6	5.6 E ●	2.3	1.9	2.4	2.2
Actively used for some purpose other than a website	0.9	0.8	1.0	0.6	1.3	0.9
Expired – no longer registered	1.5	1.9 CD	1.5	1.0	1.2	1.5
Other	0.2	0.1	0.2	0.3	0.2	0.3

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PURPOSE FOR WHICH DOMAIN REGISTERED

Reasons to register a domain are largely consistent across regions and center on business or personal use.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Personal use	59%	43% 🔴	61% AD	56% AD	49% 🔴	67% ABCD 🟢
Business use	50%	57% CE	51% C	43% 🔴	64% ABCE 🟢	47% 🔴
Non-profit group	14%	13%	16% E	16% E	14%	12% 🔴
For use by an educational institution/group	14%	9% 🔴	14% A	12%	13% A	15% A 🟢
Park/save for future use or sale/speculation	11%	8% 🔴	12% D	14% AD 🟢	5% 🔴	13% AD 🟢
Political group	4%	3%	4%	5% D	2%	4%
Other	5%	4%	6%	6%	4%	5%

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

TYPES OF BUSINESS REGISTERED DOMAIN NAME

About half of registrants have registered domains for very small businesses (9 or fewer employees) which fits with the low number of registrations.





	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Small business with 9 or fewer employees	49%	69% CE	61% E	56% E	69% CE	30%
Small business with 10 to 49 employees	21%	15%	22%	18%	21%	24% A
Business with 50 to 99 employees	15%	5%	12% A	12% A	12% A	22% ABCD
Business with 100 to 499 employees	16%	6%	9%	15% AD	5%	26% ABCD
Business with 500 or more employees	9%	6%	4%	7%	4%	14% ABCD
Other	4%	5% E	8% CDE	4%	4%	2%

Letters indicate significantly higher than region. Region vs. Total Higher Lower Registrants were asked to select all the reasons for which they have registered a domain names.

REGISTERED FOR BUSINESS

Roughly 4 in 10 have registered domains for multi-national operations.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Company registered domains have multi-national operations	42%	40% C	41% C	31% ●	49% AC ●	45% C

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

BUSINESS SECTORS

Manufacturing is the leading sector of registrants.

Top Business Sectors (Mentions of 5% or greater shown)

TOTAL	
Manufacturing	12%
Computers	6%
Education	6%

NORTH AMERICA	
Retail trade	10%
Arts, Ent. & Rec.	9%
Human health	8%
Manufacturing	5%
Education	5%

SOUTH AMERICA	
Retail trade	8%
Manufacturing	8%
Education	6%
Computers	5%

EUROPE	
Manufacturing	7%
Arts, Ent. & Rec	7%
Retail trade	5%
Education	5%
Other service activities	5%

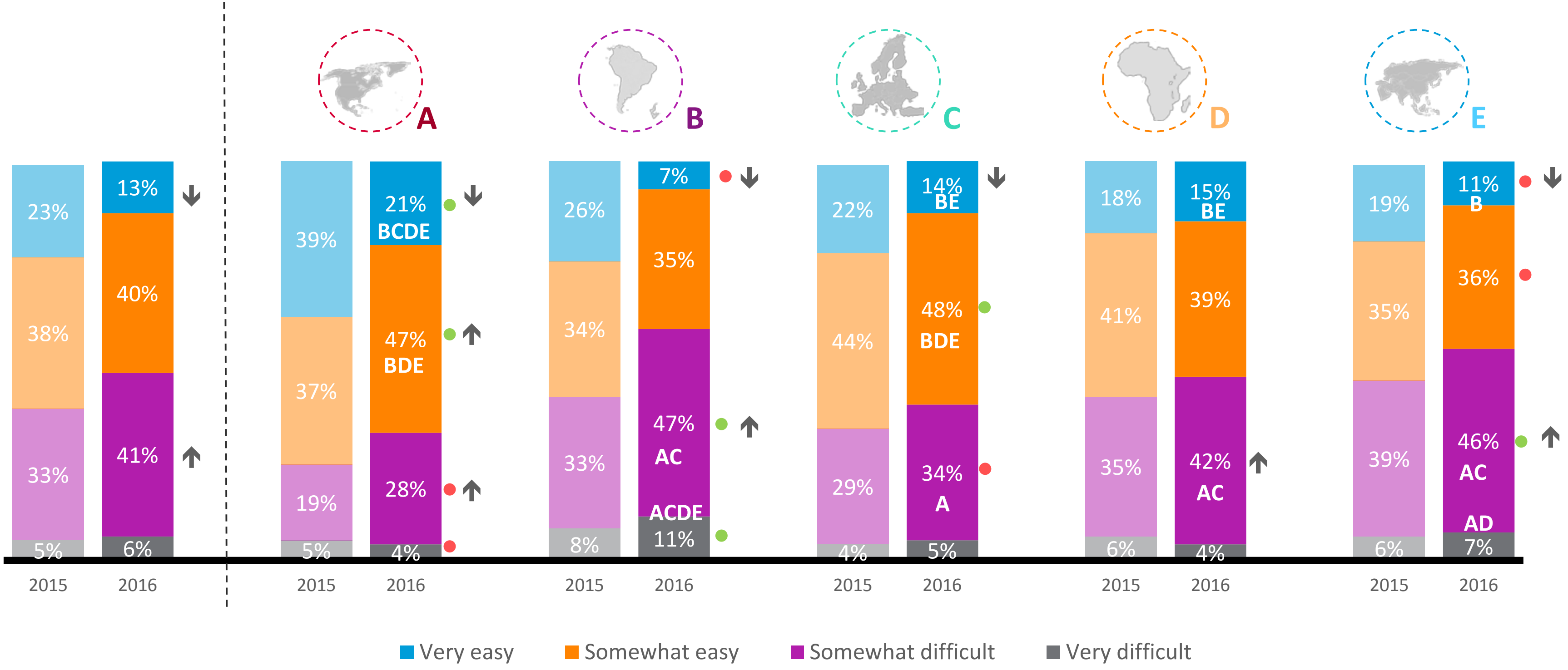
AFRICA	
Education	9%
Info. service activities	7%
Computers	7%
Advertising/Market Research	6%

ASIA	
Manufacturing	20%
Computer	7%
Education	5%
Info. Service activities	5%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASE OF REGISTERING A DOMAIN NAME

Registrants are split on their views of the ease of registering a domain name, with about half seeing it as easy and the other half difficult. North America and Europe are more likely to view registration as easy – but even for those regions, 30-40% still view it as difficult (somewhat/very).



Letters indicate significantly higher than region.   Region vs. Total   Higher   Lower   Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

CHANGES TO THE PURCHASE PROCESS

About half of registrants would prefer a cheaper, less complicated, quicker experience when purchasing a domain name – and setting aside price – these sentiments are increasing.
About a third of registrants would also like the process of registering in multiple gTLDs to be easier.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016	2015*	2016
Price	55%	54%	56%	45% ↓	48%	51%	51%	58% AB ↑	66%	65% ABCE	54%	54% A
Make it less complicated	48%	45% ↓	41%	33% ↓	40%	39% AC	33%	30%	51%	49% ABC	55%	54% ABC
Make it quicker	46%	44%	24%	24%	49%	46% AC	30%	31% A	49%	46% AC	53%	53% ABCD
Make it easier to register in multiple TLDs	34%	31% ↓	31%	19% ↓	31%	32% AC	26%	24%	39%	34% AC	37%	36% AC
Other	1%	1%	2%	4% BCDE	1%	1%	1%	1%	0%	<1%	1%	<1%
Nothing	7%	8%	13%	22% BCDE ↑	7%	5% E	16%	13% BDE	5%	5%	4%	3%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level *2015 excludes results from ICANN provided sample

REGISTRATION PROCESS

A slight majority of registrants agree that it was easy to find a domain name that met their needs, with North America particularly favorable in this regard. However a similar proportion feel that if they had known more about the new gTLDs, choosing a domain would have been much easier. Further many say they didn't like many of the alternatives available.

Strongly/Somewhat Agree	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Easy to find domain name and extension that worked for my needs	60%	68% BCDE 🟢	56%	60%	62%	58% 🔴
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	55%	40% 🔴	59% AC	41% 🔴	60% AC 🟢	62% AC 🟢
There were plenty of choices between gTLDs that met my needs	50%	43% C 🔴	43% C 🔴	35% 🔴	54% ABC	59% ABC 🟢
Don't feel like I had many alternatives that were available for registration	40%	36%	43% AC	36%	41%	41%

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

REACHING THE INTENDED WEBSITE

KEY TAKEAWAYS – REACHING WEBSITES

This section focuses on general Internet behaviors, such as device usage, preference for accessing websites, and experience with URL shorteners and QR codes.

1 **Devices used to navigate show slight decline**

All devices are a little less likely to be used to surf, but the average number of devices is largely unchanged—2.8 vs 2.9 last wave.

As with the prior wave, URL shorteners and QR codes are not showing widespread adoption, and the use of URL shorteners has actually declined.

2 **Search engines remain the preferred navigation tool, but this can change depending on the context**

Depending on what a user is attempting to do on the web, perceptions of which method of navigation is fastest, safest or easiest can change. Generally, search is easiest, but QR codes and bookmarks equal search for speed, and apps and typing a url directly into the browser are seen as safest.

URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

DEVICES USED FOR INTERNET ACCESS

While there are some shifts in the types of devices used in three of the regions, total device usage is similar—and average of 2.8 devices used in 2016 compared with 2.9 for 2015. Smartphones are on par with computers.

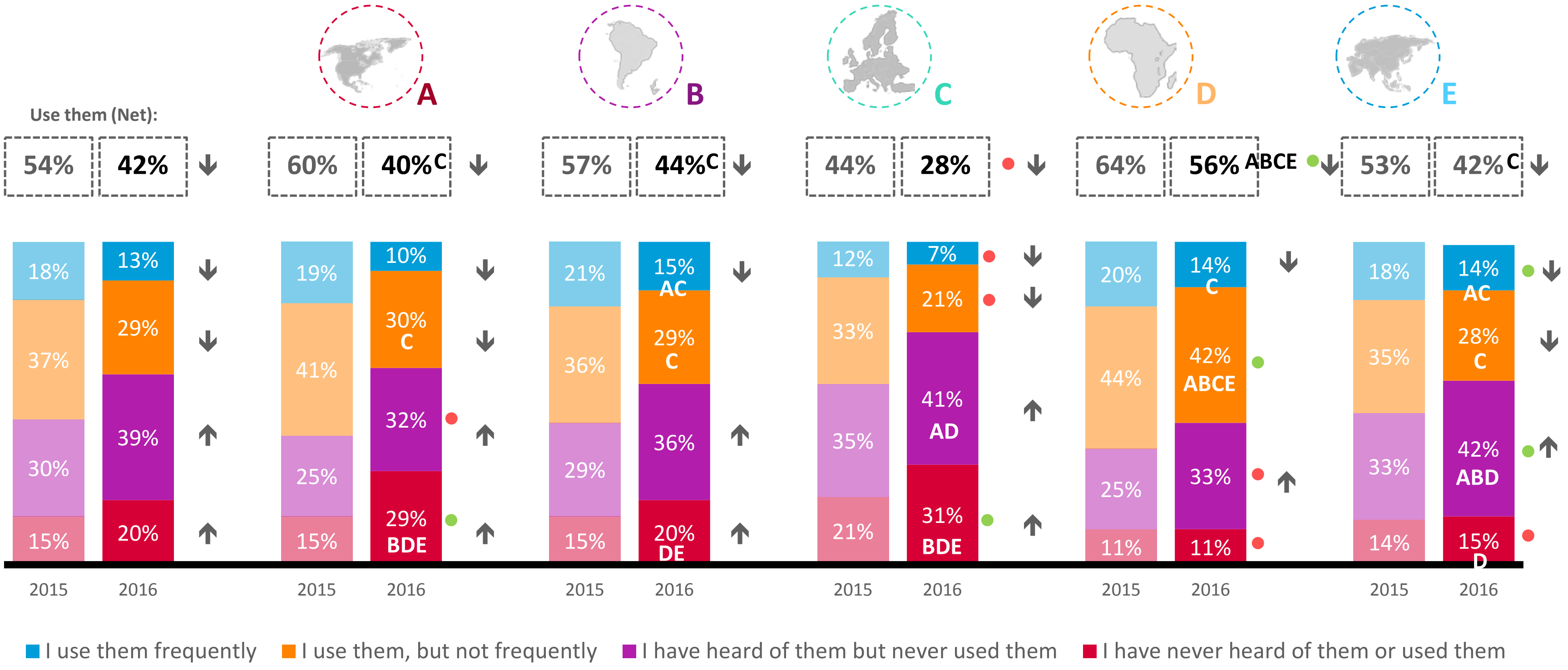
DEVICES USED

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Laptop computer	81%	77% ↓	86%	75% ↓	79%	73% ↓	81%	78%	86%	86% ABCE	79%	76%
Smartphone	77%	74% ↓	84%	69% C ↓	80%	81% ACE	75%	62% ↓	81%	83% ACE	74%	75% AC
Desktop computer	75%	71% ↓	77%	69% D ↓	79%	75% ACD	73%	67% ↓	67%	62%	75%	73% CD
Tablet	54%	49% ↓	67%	54% BE ↓	56%	46% ↓	59%	49% ↓	52%	50%	48%	48%
Other	1%	1%	4%	2% E	3%	1% E ↓	2%	1% E	<1%	1% E	<1%	<1%

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

URL SHORTENER USAGE

Usage of URL shorteners is low and declining among registrants across the globe.



URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page.

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

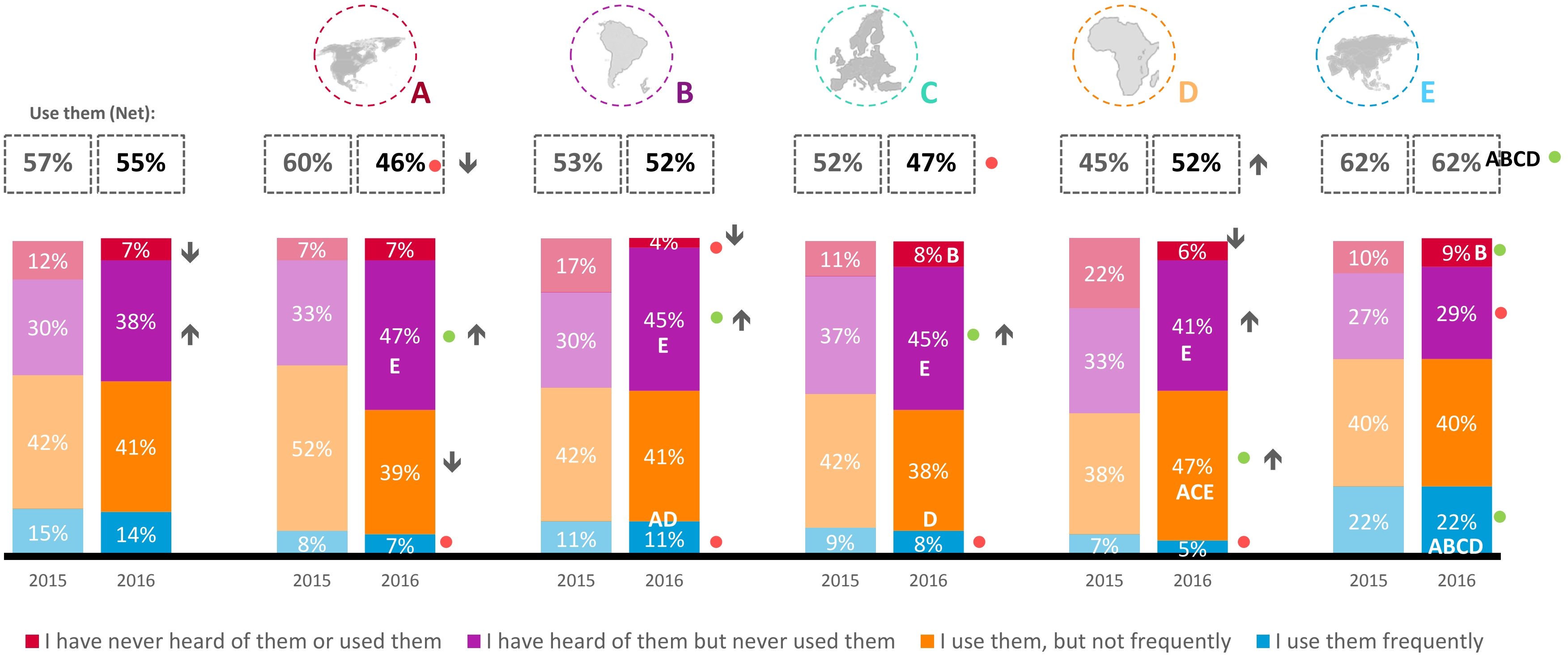
REASONS FOR USING/NOT USING URL SHORTENER

Convenience and time savings are key benefits to using URL shorteners, while non-use is driven by a perceived lack of need and a sense they are confusing, followed by a lack of awareness.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	67%	64%	68%	61% B	59%	51%	69%	62% B	68%	59%	67%	71% ABCD
They save me time	52%	54%	39%	46%	50%	52%	43%	58% A	55%	50%	58%	57% AD
It's the latest thing	22%	29%	8%	11%	16%	39% ACD	14%	17%	21%	24% A	31%	36% ACD
Other	12%	6%	28%	17% ABCD	12%	5%	16%	5%	9%	6%	5%	3%
Reasons for Not Using												
Never needed to	47%	42%	48%	44%	48%	42%	48%	43%	48%	35%	46%	43%
Never heard of them	26%	22%	34%	31% BDE	31%	22%	29%	25% E	25%	18%	22%	18%
Confused about website I'm going to	24%	31%	16%	23%	22%	28% C	19%	21%	26%	36% AC	28%	37% ABC
Don't trust them	11%	13%	9%	11%	9%	8%	11%	14% B	14%	14%	12%	14% B
Don't like them	9%	11%	6%	6%	11%	13% A	9%	10%	3%	9%	10%	13% A

EXPERIENCE WITH QR CODES

QR code usage is also relatively low, with only about half of registrants ever using one. Registrant usage, albeit infrequent, is greatest in Asia.



A **QR code** consists of black dots arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information.

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

REASONS FOR USING/NOT USING QR CODES

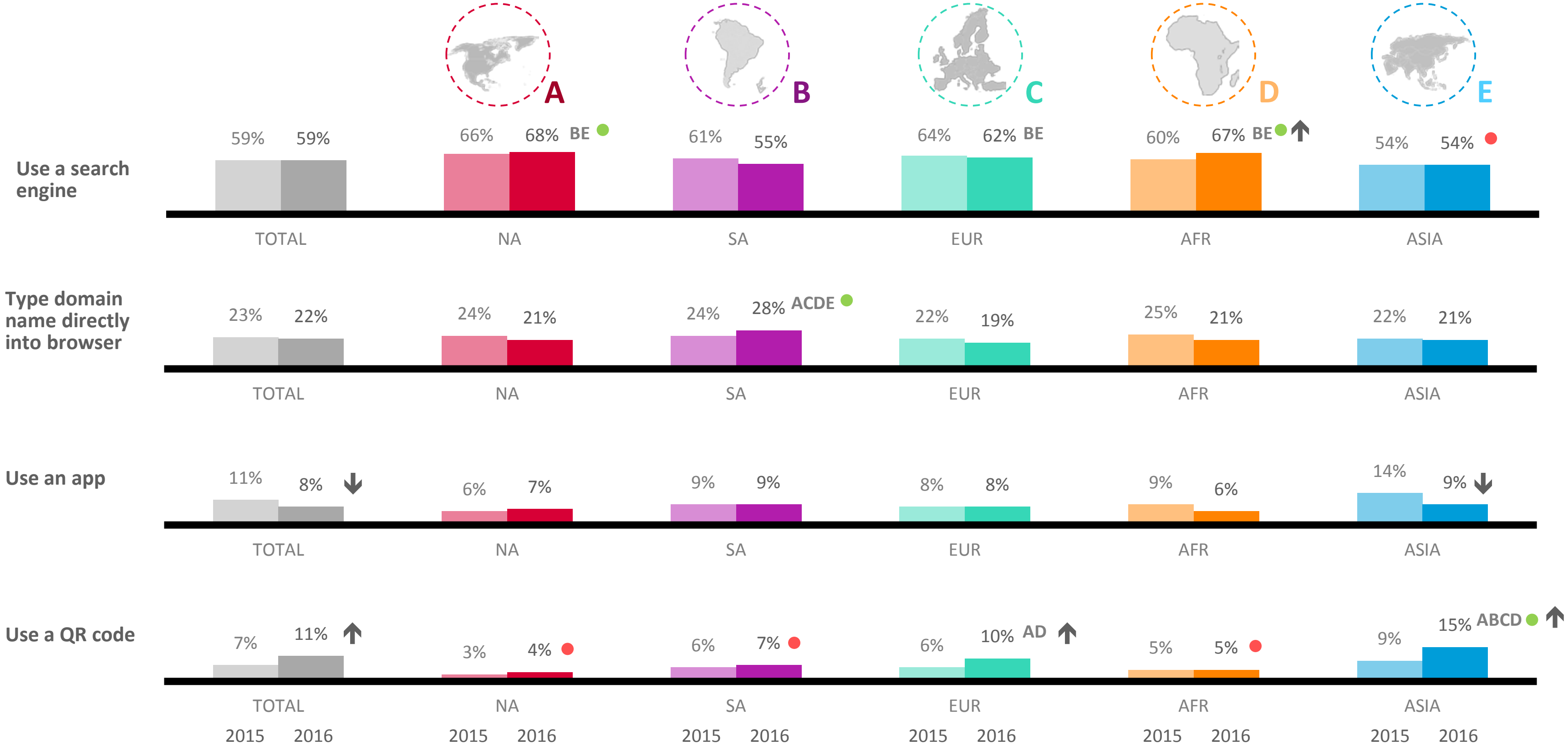
Using QR codes is seen as a convenient time saver, but about a third of registrants are drawn to the novelty. Those that have not used QR codes see no need to do so – a view that is increasing.

	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Reasons for Using												
They are convenient	66%	64%	59%	53%	55%	45% ↓	64%	69% ABD	63%	52% ↓	71%	72% ABD
They save me time	52%	56% ↑	44%	49%	51%	60% AC	41%	49%	63%	51% ↓	55%	59% ACD
It's the latest thing	34%	36%	18%	24%	30%	41% AC ↑	25%	25%	39%	35% AC	41%	41% AC
Other	7%	3% ↓	17%	9% BCE ↓	9%	3% ↓	10%	4% E ↓	3%	4% E	3%	2%
Reasons for Not Using												
Never needed to	57%	64% ↑	56%	67% E ↑	55%	73% E ↑	63%	66% E	58%	69% E ↑	54%	57%
Never heard of them	23%	14% ↓	20%	7% ↓	27%	10% ↓	17%	9% ↓	32%	12% ↓	22%	22% ABCD
Don't like them	14%	15%	17%	17%	10%	11%	11%	16% ↑	7%	14% ↑	19%	16%
Don't trust them	11%	12%	6%	8%	10%	6%	12%	15% ABD	7%	7%	15%	16% ABD
Other	5%	5%	13%	14% BCDE	5%	5%	6%	4% ↓	3%	6% E	3%	3%

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

PREFERRED WAY OF FINDING WEBSITES

Overall, the preferred way to find a website was and remains to use a search engine. However, using a QR code has gained slightly in popularity among registrants.



Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

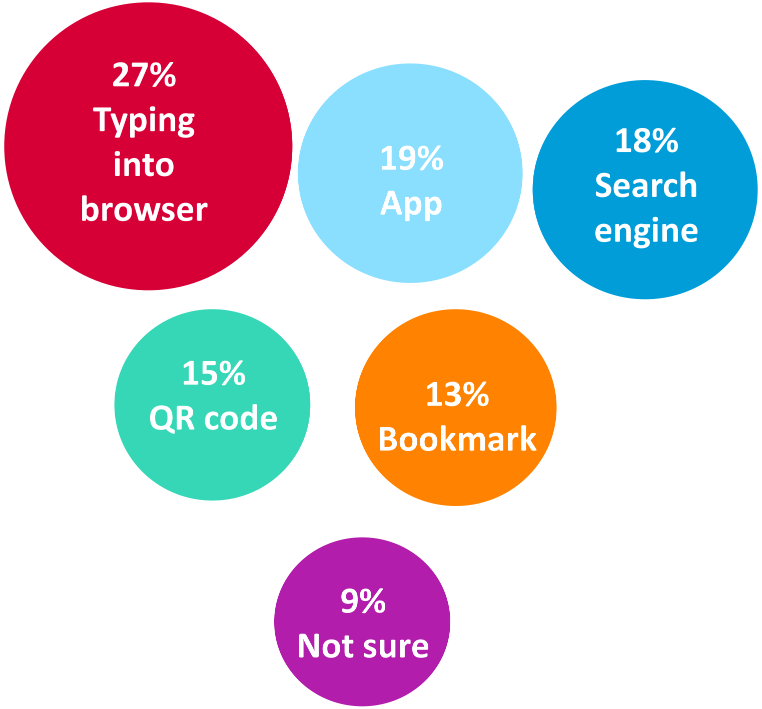
SAFEST WEBSITE ACCESS

As was the case with consumers, registrants feel the **safest** way to navigate to a website is either typing into a browser or using a search engine.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	30%	25%	25%	28%	26%
Using an app	17%	19%	18%	23% A	20%
Finding via an Internet search engine	18%	18%	21% D	15%	18%
Accessing via a QR code	8%	18% AC	11%	19% AC	16% AC
Accessing via a bookmark	12% D	13% D	14% D	8%	14% D
Not sure	15% BCDE	6%	11% BE	7%	7%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL



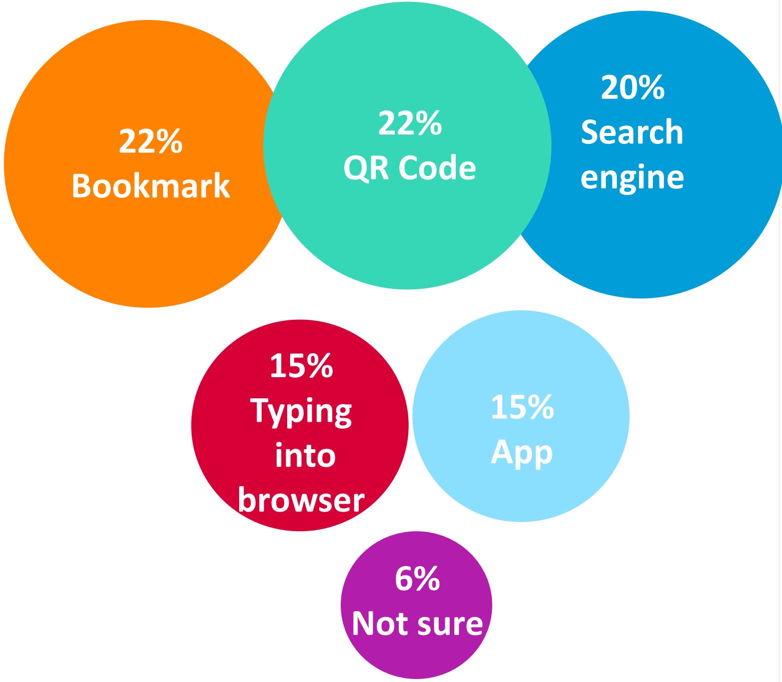
FASTEST WEBSITE ACCESS

But the **fastest** way to navigate to a website is via a bookmark, QR code, or search engine.
At the regional level, Asia is more likely to feel QR codes are the fastest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	25% B	19%	22%	23%	22%
Accessing via a QR code	17%	22% D	20% D	15%	26% ACD
Finding via an Internet search engine	19%	20%	22% E	25% AE	18%
Typing domain name into a browser	15%	16%	15%	18%	14%
Using an app	13%	19% ACE	14%	16%	14%
Not sure	10% BDE	5%	8% DE	3%	5%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FASTEST ACCESS - TOTAL



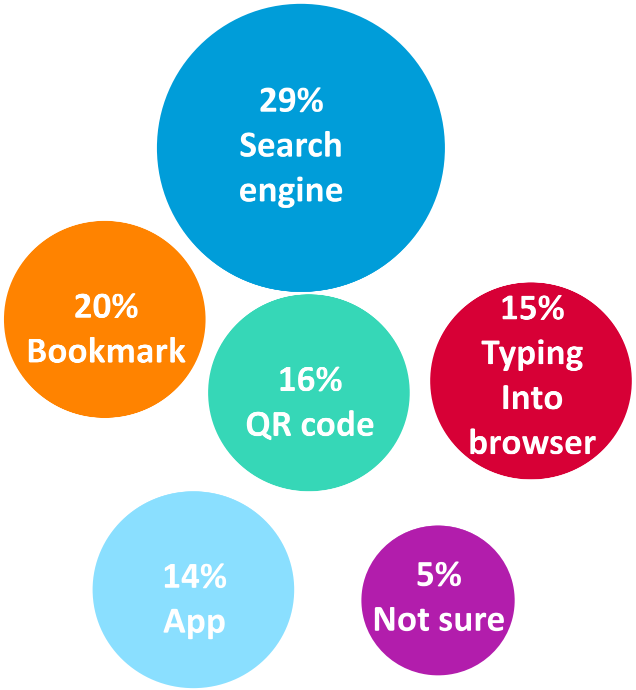
EASIEST WEBSITE ACCESS

And the **easiest** way to access a website is, by far, via search engine.
At the regional level, Asia is more likely to feel QR codes are also the easiest way to navigate.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	31%	30%	31%	30%	27%
Accessing via a bookmark	21%	20%	18%	20%	20%
Accessing via a QR code	13%	11%	14%	14%	21% ABCD
Typing domain name into a browser	10%	20% AE	16% A	16% A	15% A
Using an app	17%	14%	13%	18% E	13%
Not sure	7% DE	5%	8% DE	3%	4%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST ACCESS - TOTAL



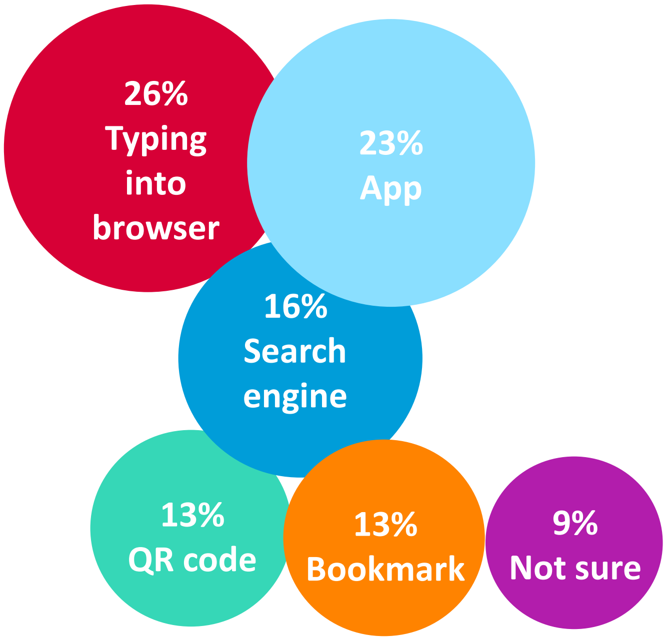
SAFEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

When considering buying things over the Internet, registrants feel the **safest** ways to access are via typing into browser or using an app. This is very similar when compared to the general way to access a website – but using an app rises a bit when the online activity is purchasing something.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Typing domain name into a browser	27%	27%	31% DE	23%	24%
Using an app	20% C	26% AC	15%	31% ACE	24% C
Finding via an Internet search engine	16%	16%	18%	15%	16%
Accessing via a QR code	9%	15% AC	10%	15% AC	15% AC
Accessing via a bookmark	13%	11%	15% D	9%	14% D
Not sure	15% BDE	6%	12% BDE	6%	7%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST ACCESS - TOTAL

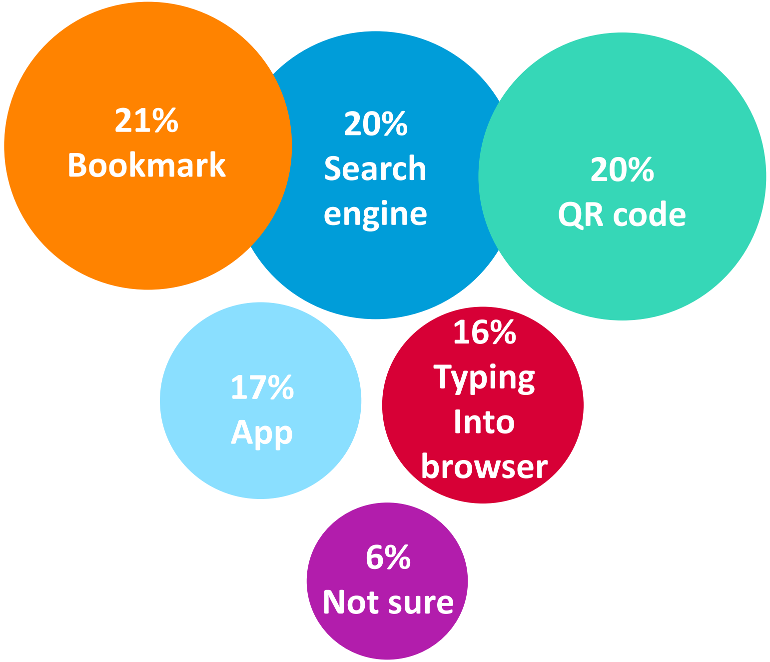


FASTEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

The **fastest** way to access a website when **buying over the Internet** is via a bookmark or search engine, or by QR codes.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	24% BD	18%	19%	18%	23% BD
Finding via an Internet search engine	20%	23% E	21%	22%	18%
Accessing via a QR code	13%	16%	16%	14%	26% ABCD
Using an app	17%	18%	15%	23% ACE	15%
Typing domain name into a browser	16%	18% E	18% E	19% E	14%
Not sure	10% BDE	6% E	10% BDE	3%	3%

FASTEST ACCESS - TOTAL



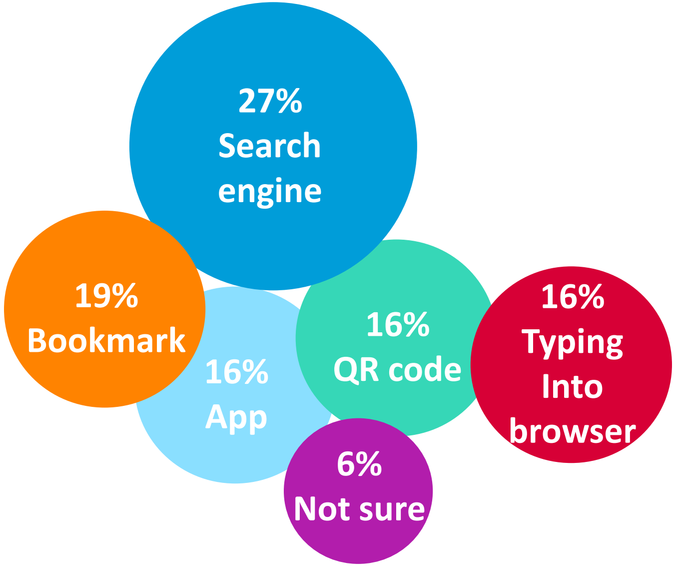
Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST WEBSITE ACCESS WHEN BUYING OVER THE INTERNET

As was the case with general access to a website, the **easiest** way to access a website **when buying** over the Internet is, again, via a search engine. At the regional level, Africa stands out as far as mentioning an app.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	27%	27%	29%	28%	26%
Accessing via a bookmark	21% D	19% D	20% D	14%	19% D
Using an app	15%	14%	14%	21% ABCE	16%
Accessing via a QR code	11%	12%	13%	15%	19% ABCD
Typing domain name into a browser	16%	21% CE	14%	19% C	15%
Not sure	10% BDE	7% DE	11% BDE	3%	4%

EASIEST ACCESS - TOTAL



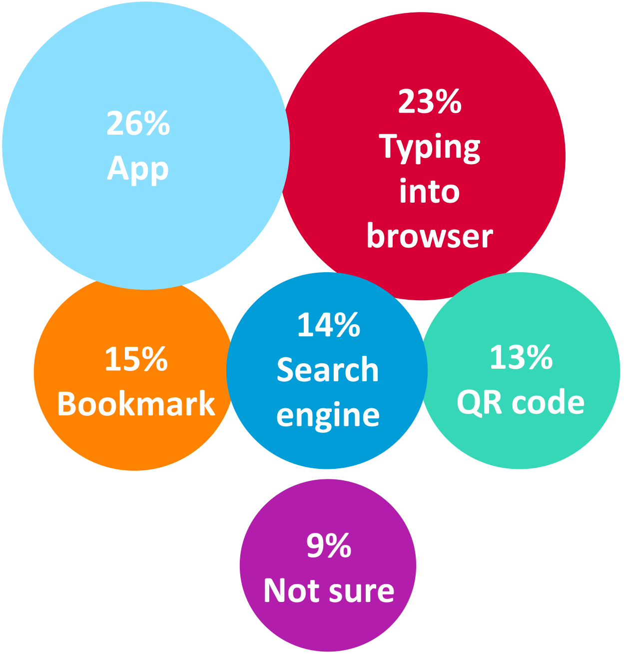
Letters indicate significantly higher than region. Region vs. Total Higher Lower

SAFEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, registrants (like consumers) feel the **safest** way is via an app, followed by typing into browser. Compared to ways to access a website when buying (or even accessing in general), using an app is more likely to be seen as the safest way when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Using an app	28% C	35% ACE	18%	37% ACE	24% C
Typing domain name into a browser	21%	22%	28% ADE	20%	23%
Accessing via a bookmark	18% BD	12%	15%	11%	15% D
Finding via an Internet search engine	10%	11%	16% A	12%	15% AB
Accessing via a QR code	9%	13% A	10%	13% A	16% AC
Not sure	13% BDE	7%	13% BDE	6%	7%

SAFEST ACCESS - TOTAL



Letters indicate significantly higher than region. Region vs. Total Higher Lower

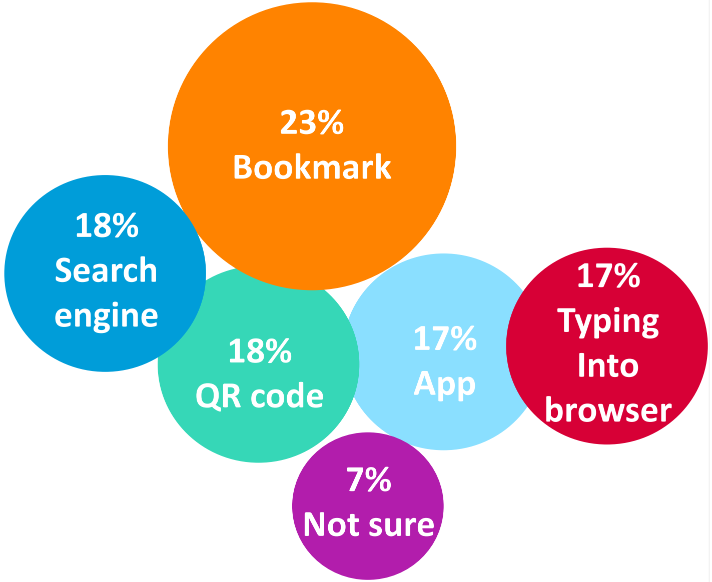
FASTEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, registrants feel the **fastest** way to access is via a bookmark.
Compared to general way to access a website or accessing a website when buying – search engine and QR code drop a bit as the fastest ways when accessing personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Accessing via a bookmark	31% BCDE	19%	20%	20%	24% B
Finding via an Internet search engine	15%	21% AE	20%	20% AE	16%
Accessing via a QR code	9%	14% A	15% A	15% A	24% ABCD
Using an app	18%	17%	18%	20% E	16%
Typing domain name into a browser	17%	21% E	17%	20% E	15%
Not sure	10% DE	7% E	11% DE	4%	4%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

FASTEST ACCESS - TOTAL



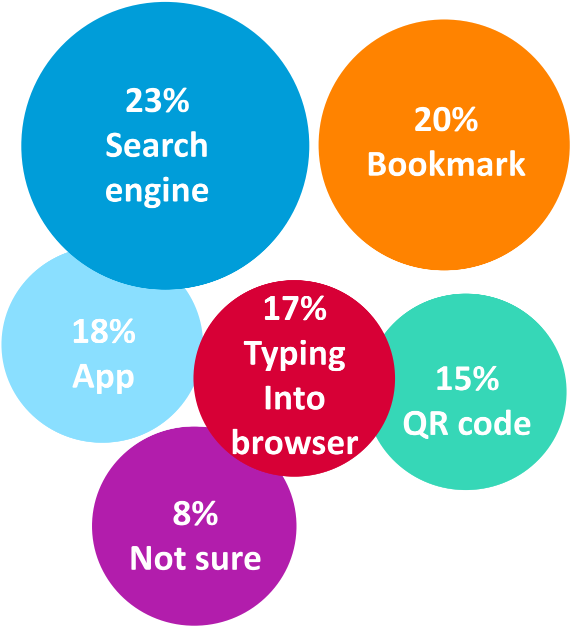
EASIEST WEBSITE ACCESS WHEN ACCESSING PERSONAL INFO

When accessing personal info, consumers feel the **easiest** way to access a website is either by search engine or by bookmark. Search engine plays a smaller role in ease when it comes to personal info.

	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Finding via an Internet search engine	19%	23%	24%	25% A	23%
Accessing via a bookmark	27% BCDE	20% D	19%	15%	20% D
Using an app	17%	18%	15%	22% CE	17%
Typing domain name into a browser	14%	20% A	15%	21% ACE	16%
Accessing via a QR code	11%	10%	14% D	10%	19% ABCD
Not sure	11% DE	8% E	13% BDE	7%	5%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

EASIEST ACCESS - TOTAL



ABUSIVE INTERNET BEHAVIOR

KEY TAKEAWAYS – INTERNET ABUSE

This section focuses on awareness, experience with, and perceptions with regard to protection against abusive Internet behavior.

1 Perspectives on bad behavior are similar to last wave and to the consumer survey

Findings in the section follow consumer results closely, leaving the same major conclusions:

- Bad Internet behavior is the law's or website operator's responsibility.
- There is a minority who expect ICANN to play a role in the solution.

2 As in the prior wave, registrants have experienced a bit more bad behavior

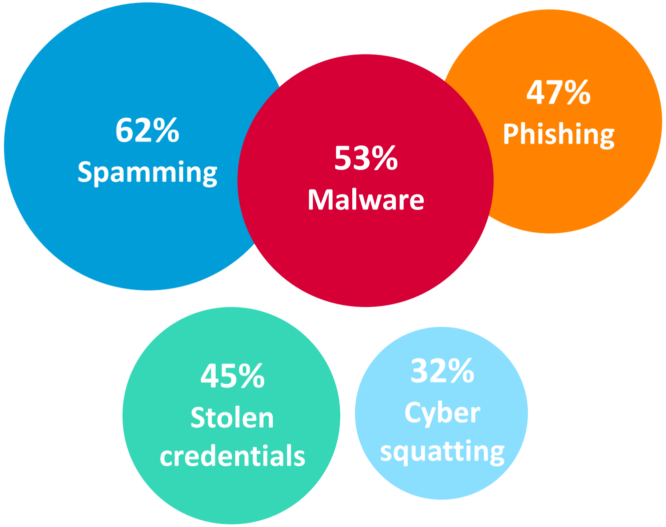
However, they tend to have less fear related to these behaviors than consumers in general—although fear is still strong. However, registrants tend to have taken fewer actions to avoid being impacted this wave.

AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR

Roughly half of registrants are attuned to most abusive Internet behavior, with the exception of cyber squatting. Europe tends to be less familiar and Africa more familiar with the abuses.

% Extremely/ Very Familiar	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming	69% CE	64% C	54%	71% BCE	59% C
Malware	58% CE	53% C	43%	59% CE	53% C
Phishing	51% BC	34%	41% B	54% BC	49% BC
Stolen credentials	47% C	41%	39%	50% BC	47% BC
Cyber squatting	29% B	22%	25%	34% BC	39% ABC

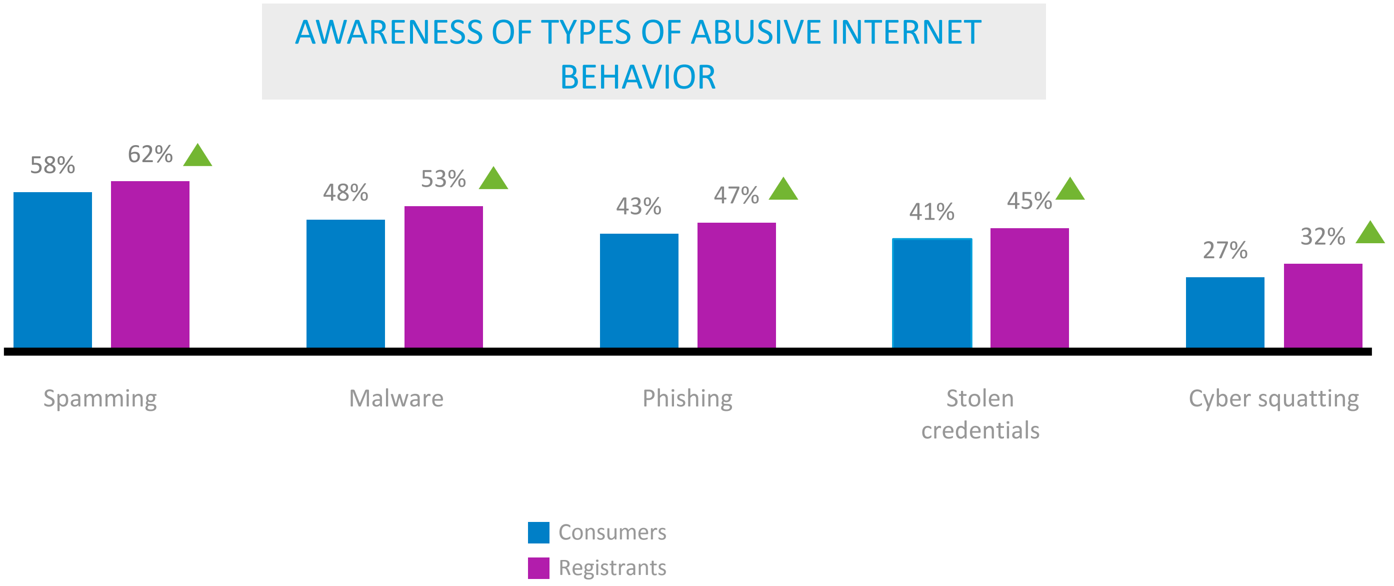
AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR – TOTAL



Letters indicate significantly higher than region. Region vs. Total Higher Lower

AWARENESS OF TYPES OF ABUSIVE INTERNET BEHAVIOR - CONSUMERS VS. REGISTRANTS

Compared to consumers, registrants have heightened awareness on these abuses.



Registrants significantly Higher ▲ Lower ▼ than Consumers

SOURCES OF ABUSIVE INTERNET BEHAVIOR

As was the case with consumers, registrants generally consider organized groups and individuals equally to blame for Internet abuse. North American registrants are more likely than other regions to think individuals are to blame.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Organized groups (Net within and outside country)	62%	65% BD	53%	65% BD	53%	65% BD
Individuals (Net within and outside country)	55%	62% CDE	57% CD	49%	48%	56% CD
Don't know	13%	12%	14% E	16% E	18% AE	10%
Phishing						
Organized groups (Net within and outside country)	62%	66% BD	54%	64% BD	53%	65% BD
Individuals (Net within and outside country)	53%	58% D	51%	54% D	43%	55% D
Don't know	14%	14% E	15% E	17% E	22% AE	10%
Malware						
Organized groups (Net within and outside country)	62%	64% BD	52%	63% BD	53%	66% BD
Individuals (Net within and outside country)	53%	60% CDE	54% D	52% D	43%	54% D
Don't know	14%	14% E	19% AE	17% E	22% AE	10%
Stolen credentials						
Organized groups (Net within and outside country)	61%	63% BD	54%	61% D	51%	65% BD
Individuals (Net within and outside country)	54%	62% BCDE	54% D	54% D	45%	54% D
Don't know	14%	14%	14%	18% E	21% ABE	10%
Cyber squatting						
Organized groups (Net within and outside country)	58%	58%	53%	54%	50%	62% BCD
Individuals (Net within and outside country)	52%	60% BCD	47%	50%	47%	54% D
Don't know	15%	17% E	19% E	21% E	19% E	12%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

COMMONALITY OF ABUSIVE INTERNET BEHAVIOR

Spamming, malware, and phishing are seen as the most common Internet abuses. Generally, respondents in Europe and Asia say these activities are less common.

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Spamming						
Very common	71%	81% CE	77% CE	64%	77% CE	66%
Somewhat common	20%	14%	15%	22% ABD	13%	25% ABD
Not at all/not very common	6%	2%	4% A	7% A	7% A	6% A
Malware						
Very common	58%	67% CE	63% CE	51%	64% CE	54%
Somewhat common	30%	24%	22%	33% ABD	24%	34% ABD
Not at all/not very common	7%	5%	7%	10% A	8%	7%
Phishing						
Very common	50%	66% BCE	42%	46%	60% BCE	45%
Somewhat common	35%	26%	32%	34% AD	27%	41% ABCD
Not at all/not very common	10%	5%	19% ACDE	12% A	9% A	10% A
Stolen Credentials						
Very common	41%	49% CE	45% CE	34%	50% CE	37%
Somewhat common	39%	39% B	31%	39% B	33%	43% BD
Not at all/not very common	15%	8%	18% A	18% A	13% A	16% A
Cyber Squatting						
Very common	34%	38% C	33%	29%	44% BCE	32%
Somewhat common	41%	37%	40%	36%	34%	46% ACD
Not at all/not very common	17%	16%	19%	21% E	16%	16%

Letters indicate significantly higher than region. Region vs. Total Higher Lower

PERSONAL IMPACT OF ABUSIVE INTERNET BEHAVIOR

As was the case with consumers, around 7 in 10 say they have been impacted by spamming, and over half by malware.

Spamming	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	73%	80% CDE 🟢	86% ACDE 🟢	70%	74%	69% 🔴
No	21%	16% B 🔴	10% 🔴	22% AB	22% AB	25% AB 🟢
Not sure	6%	4%	4%	8% ABD 🟢	4%	6%

Malware	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	60%	68% CDE	68% CDE	50% 🔴	58% C	60% C
No	32%	26% 🔴	21% 🔴	39% ABDE 🟢	31% B	34% AB 🟢
Not sure	8%	6%	11% AE	11% AE 🟢	11% AE	7% 🔴

Phishing	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	37%	45% BCDE 🟢	29% 🔴	32% 🔴	33%	38% BC
No	52%	44% 🔴	55% A	56% A	54% A	52% A
Not sure	11%	10%	16% AE 🟢	12%	12%	9% 🔴

Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	23%	23% BC	13% 🔴	15% 🔴	19% B	29% ABCD 🟢
No	66%	69% E	73% E 🟢	72% E 🟢	73% E 🟢	59% 🔴
Not sure	12%	8% 🔴	14% AD	13% AD	8%	12% AD

Cyber Squatting	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Yes	23%	19%	19%	18% 🔴	17% 🔴	27% ABCD 🟢
No	64%	65%	60%	68% E	72% BE 🟢	60% 🔴
Not sure	14%	16%	21% CDE 🟢	14%	12%	12% 🔴

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower

FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Very similar to consumers, registrants' fear is greatest around stolen credentials and malware, followed by phishing. North America exhibits muted fear compared to the other regions.

Stolen Credentials	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Very Scared	47%	42% ● Lower	60% ACDE ● Higher	39% ● Lower	53% AC	47% C
Somewhat Scared	35%	36% BD	24% ● Lower	42% BDE ● Higher	29% ● Lower	36% BD
Not Very/Not at all Scared	18%	21% BE	15%	20%	18%	17%
Malware						
Very Scared	37%	29% ● Lower	36%	31% ● Lower	40% AC	41% AC ● Higher
Somewhat Scared	41%	44%	43%	46% E ● Higher	39%	39% ● Lower
Not Very/Not at all Scared	22%	27% E ● Higher	22%	23%	21%	19% ● Lower
Phishing						
Very Scared	35%	23% ● Lower	50% ACDE ● Higher	29% ● Lower	35% A	38% AC ● Higher
Somewhat Scared	38%	32% ● Lower	30% ● Lower	37%	39% B	42% AB
Not Very/Not at all Scared	27%	44% BCDE ● Higher	20% ● Lower	34% BDE ● Higher	26% E	20% ● Lower
Cyber Squatting						
Very Scared	27%	19% ● Lower	39% ACDE ● Higher	26% A	30% A	26% A
Somewhat Scared	39%	30% ● Lower	39% A	36%	38%	43% AC ● Higher
Not Very/Not at all Scared	34%	51% BCDE ● Higher	22% ● Lower	38% BE	33% B	31% B ● Lower
Spamming						
Very Scared	21%	15% ● Lower	18%	18%	23% AC	23% ABC ● Higher
Somewhat Scared	35%	28% ● Lower	31%	32%	27% ● Lower	42% ABCD ● Higher
Not Very/Not at all Scared	44%	58% CDE ● Higher	52% E ● Higher	50% E ● Higher	50% E ● Higher	35% ● Lower

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower

PERSONAL IMPACT OF/FEAR OF BEING IMPACTED BY ABUSIVE INTERNET BEHAVIOR

Registrants are more likely than consumers to say they've been impacted by abuses and at the same time have less fear of those abuses. Apparently a higher level of awareness takes away some of the fear.

PERSONALLY IMPACTED BY ABUSIVE INTERNET BEHAVIORS - %YES

	Consumers	Registrants
Spamming	70%	73% ▲
Malware	57%	60% ▲
Phishing	31%	37% ▲
Stolen Credentials	20%	23% ▲
Cyber Squatting	17%	23% ▲

FEAR OF ABUSIVE INTERNET BEHAVIORS - %VERY/SOMEWHAT SCARED

	Consumers	Registrants
Stolen Credentials	87%	82% ▼
Malware	82%	78% ▼
Phishing	79%	73% ▼
Cyber Squatting	67%	66%
Spamming	60%	56% ▼

Registrants significantly Higher ▲ Lower ▼ than Consumers

MEASURES TAKEN TO AVOID PHISHING

Registrants are taking fewer measures this year to avoid phishing. Less than half of respondents report purchasing antivirus software and about a quarter report changing Internet habits.

MEASURES TAKEN TO AVOID PHISHING

Phishing	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	42% ↓	46%	42% B	41%	35% ●	49%	42% B	42%	40%	49%	45% B ● ↓
Changed my Internet habits	36%	27% ↓	47%	31% C ↓	40%	29% C ↓	32%	21% ● ↓	44%	31% C ● ↓	31%	26% C ↓
Purchased an identity protection plan	16%	17%	12%	10% ●	11%	15% A	12%	13% ●	14%	14%	20%	21% ● ABCD
Stopped making purchases online	10%	11%	5%	6% ●	6%	7% ●	6%	10% A ↑	11%	10% A	14%	14% ABC ●
Other	7%	6% ↓	11%	8% BE	3%	4% ●	10%	8% BE ●	8%	6%	5%	5%
None	14%	19% ↑	13%	24% DE ● ↑	20%	23% DE ●	20%	23% DE ●	11%	17% ↑	11%	16% ● ↑

Letters indicate significantly higher than region. Region vs. Total ● Higher ● Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID SPAMMING

Registrants are also not as likely to protect themselves against spamming, with less than half of registrants purchasing antivirus software and a quarter changing Internet habits.

MEASURES TAKEN TO AVOID SPAMMING

Spamming	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	46%	40% ↓	47%	43%	47%	38%	46%	40%	42%	39%	47%	39% ↓
Changed my Internet habits	34%	28% ↓	43%	31% C 🟢 ↓	41%	35% CE	30%	22% 🔴 ↓	43%	30% C ↓	28%	26% C
Stopped making purchases online	9%	9%	3%	6% 🔴 ↑	5%	6% 🔴	6%	7%	8%	7%	13%	13% ABCD 🟢
Purchased an identity protection plan	13%	14%	9%	8% 🔴	8%	12%	11%	10% 🔴	13%	14% A	18%	18% ABC
Other	9%	8% ↓	16%	11% BE	6%	4% 🔴	14%	11% BE	8%	8% B	3%	7% 🔴
None	14%	20% ↑	15%	21% ↑	14%	20% ↑	19%	25% DE 🟢 ↑	11%	18% ↑	13%	18% 🔴 ↑

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID CYBER SQUATTING

The same goes for protecting themselves against cyber squatting – only about one in three have purchased antivirus software or changed internet habits.

MEASURES TAKEN TO AVOID CYBERSQUATTING

Cyber Squatting	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	38%	34% ↓	29%	31%	37%	32%	36%	33%	37%	36%	42%	34% ↓
Changed my Internet habits	26%	22% ↓	28%	17% ↓	32%	25% AC ↓	21%	18%	33%	25% AC ↓	24%	22% AC
Purchased an identity protection plan	15%	16%	7%	9%	8%	12%	11%	11%	16%	15% AC	20%	22% ABCD
Stopped making purchases online	9%	10%	3%	5%	6%	8%	5%	9% A ↑	14%	10% A	12%	12% ABC
Other	2%	5% ↑	7%	5%	2%	3%	6%	6%	5%	4%	3%	6% B
None	28%	31% ↑	43%	46% BCDE	29%	32% DE	38%	37% DE	20%	26% ↑	21%	26% ↑

Letters indicate significantly higher than region. Region vs. Total Higher Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS

Likewise for protecting against stolen credentials….

MEASURES TAKEN TO AVOID STOLEN CREDENTIALS





Stolen Credentials	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	47%	41% ↓	47%	42% BD	42%	35% 🔴	48%	41% BD ↓	39%	34% 🔴	49%	45% BD 🟢 ↓
Changed my Internet habits	34%	26% ↓	45%	28% E	36%	29% E ↓	34%	25% ↓	42%	30% E 🟢 ↓	28%	24% 🔴 ↓
Purchased an identity protection plan	18%	20%	19%	15% 🔴	11%	19% ↑	13%	14% 🔴	19%	21% AC	22%	24% ABC 🟢
Stopped making purchases online	12%	12%	7%	8% 🔴	9%	9%	6%	9% 🔴	14%	12% A	15%	15% ABC 🟢
Other	6%	5% ↓	8%	5% B	3%	2% 🔴	8%	7% B 🟢	6%	4%	4%	5% B
None	15%	19% ↑	15%	25% DE 🟢 ↑	20%	21% E	19%	23% DE 🟢	13%	17%	12%	15% 🔴 ↑

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID MALWARE

And protecting against malware.

MEASURES TAKEN TO AVOID MALWARE

Malware	Total		NORTH AMERICA (A)		SOUTH AMERICA (B)		EUROPE (C)		AFRICA (D)		ASIA (E)	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	63%	58% ↓	73%	62% BE 🟢 ↓	58%	54%	64%	56%	68%	65% BCE 🟢	59%	56% 🔴
Changed my Internet habits	31%	22% ↓	40%	24% ↓	36%	27% CE 🟢 ↓	30%	21% ↓	32%	23% ↓	26%	21% ↓
Purchased an identity protection plan	15%	15%	9%	8% 🔴	10%	12% A	12%	13% A	11%	14% A	20%	19% ABCD 🟢
Stopped making purchases online	9%	9%	4%	6% 🔴	4%	7% 🔴	7%	6% 🔴	7%	6% 🔴	13%	13% ABCD 🟢
Other	4%	5%	8%	7% BDE	2%	4%	8%	7% BDE 🟢	3%	3%	3%	4%
None	10%	13% ↑	7%	16% D ↑	12%	13% D	11%	16% DE 🟢 ↑	9%	7% 🔴	10%	13% D ↑

Letters indicate significantly higher than region. Region vs. Total 🟢 Higher 🔴 Lower Arrows indicate 2016 significantly higher/lower than 2015 at a 95% confidence level.

MEASURES TAKEN TO AVOID ABUSIVE INTERNET BEHAVIOR – CONSUMERS VS. REGISTRANTS

Registrants are more likely to change their Internet habits and purchase an identity protection plan to avoid abusive Internet behaviors.

	Phishing				Spamming				Cyber Squatting				Stolen Credentials				Malware			
	Consumers		Registrants		Consumers		Registrants		Consumers		Registrants		Consumers		Registrants		Consumers		Registrants	
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Purchased antivirus software for my computer	50%	44%	47%	42%	46%	41%	45%	40%	41%	35%	38%	34%	46%	42%	47%	41%	61%	59%	63%	58%
Changed my Internet habits	29%	24%	36%	27% ▲	25%	24%	34%	28% ▲	18%	19%	26%	22% ▲	24%	25%	34%	26%	23%	20%	31%	22% ▲
Purchased an identity protection plan	11%	13%	16%	17% ▲	9%	11%	13%	14% ▲	10%	11%	15%	16% ▲	15%	16%	18%	20% ▲	10%	12%	15%	15% ▲
Stopped making purchases online	9%	10%	10%	11%	10%	8%	9%	9%	7%	8%	9%	10% ▲	10%	10%	12%	12% ▲	7%	8%	9%	9% ▲
Other	5%	6%	7%	6%	6%	8%	9%	8%	2%	5%	4%	5%	4%	6%	6%	5%	3%	5%	6%	5%
None	20%	23%	14%	19% ▼	23%	24%	14%	20% ▼	36%	36%	28%	31% ▼	23%	22%	15%	19% ▼	18%	17%	4%	13% ▼

Registrants significantly Higher ▲ Lower ▼ than Consumers

REPORTING SITE ABUSE

Registrants are more likely than consumers to know who to complain to (31% of consumers said don't know versus 22% for registrants). At the regional level, registrants in Asia are more inclined to contact ICANN. North America and Africa are more likely to be unsure about who to report site abuse to.

PARTY TO REPORT SITE ABUSE TO

	TOTAL	NORTH AMERICA (A)	SOUTH AMERICA (B)	EUROPE (C)	AFRICA (D)	ASIA (E)
Consumer protection agency	34%	32%	44% ACDE	28%	35% C	34% C
Website owner/operator	29%	19%	28% A	23%	30% AC	35% ABC
Local police	28%	22%	31% AD	33% AD	20%	30% AD
National law enforcement/FBI	25%	20%	24%	22%	24%	27% AC
ICANN	16%	16% BC	7%	9%	15% BC	21% ABCD
National intelligence agency/CIA	16%	9%	20% AC	9%	24% ACE	18% AC
Federal police (non-US only)	15%	9%	31% ACDE	21% ADE	14% A	11%
Private security companies	12%	8%	14% AC	8%	13% AC	14% AC
Interpol	11%	6%	12% A	9% A	11% A	12% A
Don't know	22%	36% BCDE	18%	22%	28% BCE	18%

Letters indicate significantly higher than region. Region vs. Total

Respondents were shown a fixed list of parties responsible for preventing abusive Internet behavior and some targeted to the individual region. ICANN was not defined to respondents and could be chosen as one of many options.

ICANN Global Registrant Survey 6/15/16

N=3,300 online consumers, 24 countries
Field dates: TBD
15 minute online survey but runs 25 minutes

Landing Page Title	[Tell us your thoughts on website domain names]	
Job no (Q19)	**[**P121866b**]**	
LOI for ISQ section (Q229/1)	[15] (minutes)	
Sample source (Q75) *Default is 990. Only add code(s) here if you have sample not coming through the router. Please refer to the ppr site for a list of codes.*	Q75/990 Router Partner sample	
HIpoints in the survey (Q77) (NOTE: HPOL ONLY) *In case of non-standard logic, please specify updated conditions here. Similarly, update values and logic if additional points amounts.*		
Digital Fingerprinting (Q9432) *If not using any type of DF, please change to OFF.*	On	
Termination based on Digital Fingerprinting and Fraud Score By default, surveys will terminate any respondents who fail both of these tests. This is mandatory for HPOL sample. For client sample or vendor sample, the termination of DF or Fraud Score can be turned off if desired. *To turn off termination based on DF or Fraud Score, indicate "Do Not Terminate DF" or "Do Not Terminate Fraud Score."*	Terminate DF Terminate Fraud Score	
Mode of survey (Q148/Q149) *Modes for which the survey is designed, please indicate yes.*	**1 - Web** Yes	**2 - CATI/COW**
Thank You Pages *In case of custom thank you page needs, change to "Custom" and indicate at the end of the QNR the custom wording needs.*	Standard	
Other notes OR use for client summary Ex: [PN: DISPLAY NOT SURE AND REFUSED FOR PHONE/F2F ONLY UNLESS OTHERWISE NOTED]	None	

OVERVIEW:

Survey: Online, 15 mins but runs 25 minutes, HPOL and Vendor sample

Sample: HPOL and Vendor - Toluna, AiP, Empanel and Critical Mix

Target: Ages 18+, Registered a domain name, Lives In US, Canada, Mexico, Italy, Turkey, Spain, Poland, UK, France, Germany, China, Vietnam, Philippines, Japan, South Korea, Russia, India, Indonesia, Nigeria, South Africa, Egypt, Colombia, Argentina Or Brazil and Primary decision maker

Quotas: n=3330

1.	US (Q264/244, Q280/18+ AND Q625/1)	[QUOTA = 250]	NORTH AMERICA
2.	CANADA (Q264/42, Q280/18+ AND Q625/1)	[QUOTA = 100]	NORTH AMERICA
3.	MEXICO (Q264/157, Q280/18+ AND Q625/1)	[QUOTA = 100]	NORTH AMERICA
4.	ITALY (Q264/123, Q280/18+ AND Q625/1)	[QUOTA = 50]	EUROPE
5.	TURKEY (Q264/235, Q280/18+ AND Q625/1)	[QUOTA = 50]	EUROPE
6.	SPAIN (Q264/215, Q280/18+ AND Q625/1)	[QUOTA = 50]	EUROPE
7.	POLAND (Q264/189, Q280/18+ AND Q625/1)	[QUOTA = 50]	EUROPE
8.	UNITED KINGDOM (Q264/243, Q280/18+ AND Q625/1)	[QUOTA = 100]	EUROPE
9.	FRANCE (Q264/76, Q280/18+ AND Q625/1)	[QUOTA = 100]	EUROPE
10.	GERMANY (Q264/85, Q280/18+ AND Q625/1)	[QUOTA = 125]	EUROPE
11.	CHINA (Q264/48, Q280/18+ AND Q625/1)	[QUOTA = 550]	ASIA
12.	VIETNAM (Q264/249, Q280/18+ AND Q625/1)	[QUOTA = 50]	ASIA
13.	PHILIPPINES (Q264/187, Q280/18+ AND Q625/1)	[QUOTA = 100]	ASIA
14.	JAPAN (Q264/126, Q280/18+ AND Q625/1)	[QUOTA = 175]	ASIA
15.	SOUTH KOREA (Q264/214, Q280/18+ AND Q625/1)	[QUOTA = 100]	ASIA
16.	RUSSIA (Q264/196, Q280/18+ AND Q625/1)	[QUOTA = 125]	ASIA
17.	INDIA (Q264/116, Q280/18+ AND Q625/1)	[QUOTA = 325]	ASIA
18.	INDONESIA (Q264/117, Q280/18+ AND Q625/1)	[QUOTA = 100]	ASIA
19.	NIGERIA (Q264/174, Q280/18+ AND Q625/1)	[QUOTA = 200]	AFRICA
20.	SOUTH AFRICA (Q264/193, Q280/18+ AND Q625/1)	[QUOTA = 100]	AFRICA
21.	EGYPT (Q264/66, Q280/18+ AND Q625/1)	[QUOTA = 100]	AFRICA
22.	COLOMBIA (Q264/51, Q280/18+ AND Q625/1)	[QUOTA = 125]	SOUTH AMERICA
23.	ARGENTINA (Q264/10, Q280/18+ AND Q625/1)	[QUOTA = 100]	SOUTH AMERICA
24.	BRAZIL (Q264/33, Q280/18+ AND Q625/1)	[QUOTA = 175]	SOUTH AMERICA

Deliverables:

- Coding: 10 open end and 6 other specify
  - Open ends to be coded: Q730, Q780, Q790, Q830x1, Q917, Q918
  - No other specify' s will be coded
- No weighting
- 5 banners of cross tabs
- SPSS datafile
- Report (ppt)

NOTES:

Definitions of various TLDs:

- ccTLDs—country code TLDs like .us and .cn
- IDNs—internationalized domain names like we had for china
- And then there are city gTLDs which have no specific name, so we should just call them city gTLDs

SECTION 600: SAMPLE PRELOAD AND SCREENING QUESTIONS

BASE: ALL RESPONDENTS

Q616 – HIDDEN QUESTION (PRELOAD FOR COUNTRY)

244	US	NORTH AMERICA
42	CANADA	NORTH AMERICA
157	MEXICO	NORTH AMERICA
123	ITALY	EUROPE
235	TURKEY	EUROPE
215	SPAIN	EUROPE
189	POLAND	EUROPE
243	UK	EUROPE
76	FRANCE	EUROPE
85	GERMANY	EUROPE
48	CHINA	ASIA
249	VIETNAM	ASIA
187	PHILIPPINES	ASIA
126	JAPAN	ASIA
214	SOUTH KOREA	ASIA
196	RUSSIA	ASIA
116	INDIA	ASIA
117	INDONESIA	ASIA
174	NIGERIA	AFRICA
193	SOUTH AFRICA	AFRICA
66	EGYPT	AFRICA
51	COLOMBIA	SOUTH AMERICA
10	ARGENTINA	SOUTH AMERICA
33	BRAZIL	SOUTH AMERICA
22	[BLANK]	

BASE: ALL RESPONDENTS

Q620 – HIDDEN QUESTION (PRELOAD FOR LANGUAGE)

1 AMERICAN ENGLISH
2 SPAIN_SPANISH
3 PORTUGUESE (BRAZIL)
4 SIMPLIFIED CHINESE
5 FRENCH (FRANCE)
6 GERMAN
7 ITALIAN
8 JAPANESE
9 KOREAN
10 RUSSIAN
11 ARABIC
12 VIETNAMESE
13 TAGALOG
14 TURKISH
15 POLISH
16 LATAM_SPANISH
17 BRITISH ENGLISH
18 BAHASA

BASE: ALL RESPONDENTS

Q149 FINAL SURVEY MODE

[PROGRAMMER NOTE: CAPTURE CURRENT/FINAL MODE OF SURVEY]

1 WEB
2 CATI-COW

<u>BASE: ALL RESPONDENTS</u>
Q258 The progress bar below indicates approximately what portion of the survey you have completed.

Thank you for agreeing to take this survey. Our first few questions will help us to determine which questions to ask you.
In which country or region do you currently reside?

[PROGRAMMER: DISPLAY CODES IN ALPHABETICAL ORDER]
<u>BASE: ALL RESPONDENTS</u>
Q264 [HIDDEN QUESTION – FINAL COUNTRY QUESTION FOR SURVEY LOGIC]
[SEE MASTER DEMOGRAPHIC DOCUMENT FOR CODE FRAME]

[PN: Q268 AND Q270 PRESENTED ON SAME SCREEN.]
<u>BASE: ALL RESPONDENTS</u>
Q268 I identify my gender as…?
1 Male
2 Female
3 Other/refuse

<u>BASE: ALL RESPONDENTS</u>
Q271 In what month were you born?
1 January
2 February
3 March
4 April
5 May
6 June
7 July
8 August
9 September
10 October
11 November
12 December

<u>BASE: ALL RESPONDENTS</u>
Q270 In what year were you born? Please enter your response as a four-digit number (for example, 1977).
[RANGE: 1900 TO CURRENT YEAR-6]
|__|__|__|__|
<u>BASE: ALL RESPONDENTS</u>
Q280 [HIDDEN QUESTION - FINAL AGE FOR SURVEY LOGIC AND/OR QUOTAS]

<u>BASE: ALL RESPONDENTS 18+ WHO ARE IN US, CANADA, MEXICO, ITALY, TURKEY, SPAIN, POLAND, UK, FRANCE, GERMANY, CHINA, VIETNAM, PHILIPPINES, JAPAN SOUTH KOREA, RUSSIA, INDIA, INDONESIA, NIGERIA, SOUTH AFRICA, EGYPT, COLOMBIA ARGENTINA AND BRAZIL (Q280/18+ AND Q264/244,42,157,</u>123,235,215,189,243,76,85,48,249,187,126,214,196,116,116,174,193,66,51,1033) [TREND] <u>[REG SURVEY ONLY]</u>
Q605 Have you ever registered a domain name? (By domain name we mean the name and extension that would be used for a website or similar usage. Registering a domain name typically involves providing your business or personal information and paying a fee.)

1 Yes
2 No [ASK SUB BRANCH Q690]

BASE: HAS REGISTERED DOMAIN NAME (605/1) [TREND] [REG SURVEY ONLY]

Q610 What was your role in the domain registration decision?

1 I was the primary decision maker
2 It was a shared decision between myself and others
3 I had no say in the decision [TERMINATE]

BASE: HAS REGISTERED DOMAIN NAME (605/1) [NEW] [REG SURVEY ONLY]

Q615 For what purpose(s) did you register a domain name? Please select all that apply.

[MULTIPLE RESPONSE] [RANDOMIZE]

1 Business use
2 Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes), etc.
3 For use by an educational institution/group
4 Non-profit group
5 Political group
8 To park/save for future use or sale/speculation
6 Other
7 Unsure [TERMINATE} [A, E]

BASE: REGISTERED FOR BUSINESS USE (615/1) [NO TREND] [REG SURVEY ONLY]

Q625 For which types of business(es) did you register a domain name? Please select all that apply.

[MULTIPLE RESPONSE]

10 Small business with 9 or fewer employees
11 Small business with 10 to 49 employees
12 Business with 50 to 99 employees
13 Business with 100 to 499 employees
14 Business with 500 or more employees
9 Other (specify)____________________________[ANCHOR]

BASE: HAS REGISTERED DOMAIN NAME (605/1) [TREND] [REG SURVEY ONLY]

Q635 How many total domains have you personally registered, including domains that may no longer be active? If you have registered multiples, your best estimate is fine.

[NUMERICAL TEXT BOX #1-500]

BASE: HAS REGISTERED DOMAIN NAME (605/1) [TREND] [REG SURVEY ONLY]

Q640 Have you ever registered duplicate domain names? This is when you register the same domain name under two or more suffixes or extensions. For example, mycompany.com, mycompany.eu, and mycompany.biz.

1 Yes
2 No

BASE: HAS REGISTERED MULTIPLE DOMAIN NAMES (640/1) [NEW] [REG SURVEY ONLY]

Q642 Why did you register duplicate domain names? Please select all that apply.

MULTIPLE RESPONSE; RANDOMIZE

1. To keep someone else from having a similar name
2. To help ensure my site gets found in searches
3. For potential use or sale in the future
4. For use in different geographies
6. To protect my brand or organization name
5. Other (specify) (A)

HAS NOT REGISTERED QUESTIONS SECTION (NON-QUAL)

BASE: HAS NOT REGISTERED DOMAIN NAME (605/2) [NEW]

Q690 Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?

[PN: "HAVE" COLUMN: ALLOW MULTIPLE FOR 1-3, 9 IS EXCLUSIVE
"PROMOTE" COLS – ALLOW MULTIPLE ACROSS IF SELECTED IN "HAVE" COLUMN]

	Have	Promote Business	Promote Organization	Promote Personal
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	1	1	1	1
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	2	2	2	2
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	3	3	3	3
None of the above	9	9	9	9

[PN: IF Q690/9, TERMINATE]

BASE: HAS ALTERNATE ONLINE IDENTITIES (690-HAVE/1-3) [NEW]

Q695 How would you say your use of these alternative identities has impacted your decision to register a domain name, if at all?

1. I **currently use these instead of having a registered domain**, but I may register one in the future
2. I **thought about registering** a domain name, but **decided that I did not need one** because I use these other online identities
3. My decision not to register a domain name was **unaffected by my other online identities**
4. I've **never even considered registering** a domain name

[PN: IF Q695/3,4, TERMINATE]

BASE: REGISTRATION DECISION AFFECTED (Q695/1,2) [NEW]

Q696 What value do these alternative online identities provide over registering a domain name? Please select all that apply.

RANDOMIZE

1. Lower cost
2. Easier to set up
3. Integrate more easily with other tools—e.g. show my Twitter feed
4. Easier to communicate to interested people—they can "follow me"
5. Easier to access them on mobile devices (for example, I can use an app)
6. No registration process to go through
7. They are more credible
8. Other (specify) ____

[PN: IF Q605/2, TERMINATE]

BASE: ALL RESPONDENTS 18+

Q645 HIDDEN QUESTION TO DETERMINE QUALIFICATION STATUS

GET CODE 1 (QUALIFIED) IF:

- AGE 18+ (Q280/18+)
- REGISTERED A DOMAIN NAME (Q605/1)
- LIVES IN US, CANADA, MEXICO, ITALY, TURKEY, SPAIN, POLAND, UK, FRANCE, GERMANY, CHINA, VIETNAM, PHILIPPINES, JAPAN, SOUTH KOREA, RUSSIA, INDIA, INDONESIA, NIGERIA, SOUTH AFRICA, EGYPT, COLOMBIA, ARGENTINA OR BRAZIL (Q264/244, 42, 157, 123, 235, 215, 189, 243, 76, 85, 48, 249, 187, 126, 214, 196, 116, 117, 174, 193, 66, 51, 10, OR 33)
- PRIMARY DECISION MAKER (Q610/1-2)
- REGISTERED DOMAIN NAME FOR PURPOSE (Q615/NE7)

GET CODE 2 FOR ALL OTHERS

1. QUALIFIED
2. NOT QUALIFIED

BASE: ALL QUALIFIED (Q645/1)

Q650 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q645

1 QUOTA CELL CLOSED
2 QUOTA CELL OPEN
3 QUOTA CELL NOT FOUND

BASE: ALL QUALIFIED (Q645/1 AND Q650/2-3)

Q655 COUNTRY QUOTAS

1.	US (Q264/244 AND Q645/1)	[QUOTA = 250]	NORTH AMERICA
2.	CANADA (Q264/42 AND Q645/1)	[QUOTA = 100]	NORTH AMERICA
3.	MEXICO (Q264/157 AND Q645/1)	[QUOTA = 100]	NORTH AMERICA
4.	ITALY (Q264/123 AND Q645/1)	[QUOTA = 50]	EUROPE
5.	TURKEY (Q264/235 AND Q645/1)	[QUOTA = 50]	EUROPE
6.	SPAIN (Q264/215 AND Q645/1)	[QUOTA = 50]	EUROPE
7.	POLAND (Q264/189 AND Q645/1)	[QUOTA = 50]	EUROPE
8.	UNITED KINGDOM (Q264/243 AND Q645/1)	[QUOTA = 100]	EUROPE
9.	FRANCE (Q264/76 AND Q645/1)	[QUOTA = 100]	EUROPE
10.	GERMANY (Q264/85 AND Q645/1)	[QUOTA = 125]	EUROPE
11.	CHINA (Q264/48 AND Q645/1)	[QUOTA = 550]	ASIA
12.	VIETNAM (Q264/249 AND Q645/1)	[QUOTA = 50]	ASIA
13.	PHILIPPINES (Q264/187 AND Q645/1)	[QUOTA = 100]	ASIA
14.	JAPAN (Q264/126 AND Q645/1)	[QUOTA = 175]	ASIA
15.	SOUTH KOREA (Q264/214 AND Q645/1)	[QUOTA = 100]	ASIA
16.	RUSSIA (Q264/196 AND Q645/1)	[QUOTA = 125]	ASIA
17.	INDIA (Q264/116 AND Q645/1)	[QUOTA = 325]	ASIA
18.	INDONESIA (Q264/117 AND Q645/1)	[QUOTA = 100]	ASIA
19.	NIGERIA (Q264/174 AND Q645/1)	[QUOTA = 200]	AFRICA
20.	SOUTH AFRICA (Q264/193 AND Q645/1)	[QUOTA = 100]	AFRICA
21.	EGYPT (Q264/66 AND Q645/1)	[QUOTA = 100]	AFRICA
22.	COLOMBIA (Q264/51 AND Q645/1)	[QUOTA = 125]	SOUTH AMERICA
23.	ARGENTINA (Q264/10 AND Q645/1)	[QUOTA = 100]	SOUTH AMERICA
24.	BRAZIL (Q264/33 AND Q645/1)	[QUOTA = 175]	SOUTH AMERICA

BASE: QUALIFIED (Q655/1-24)

Q660 QUOTA CHECK (DOES NOT APPEAR ON SCREEN)

CHECK QUOTA AT Q655

1 QUOTA CELL CLOSED

2 QUOTA CELL OPEN

3 QUOTA CELL NOT FOUND

BASE: ALL RESPONDENTS

Q98 END OF SCREENER DISPOSITION STATUS OF RESPONDENT

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Q280/ NE 18+	27
Screener Not Qualified #4 Q605/NE 1	28
Screener Not Qualified #5 Q610/NE 1 OR 2	29
Screener Not Qualified #6 Q625/NE 1-9	30
Screener Not Qualified #7 Q630/NE 1-35	31
Screener Not Qualified #8 Q635/99	32
Screener Not Qualified #9 Q640/NE 1,2,98	33
Screener Not Qualified #20 Q645/2	44
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: ALL RESPONDENTS

Q99 SCREENER QUALIFICATION IDENTIFICATION QUESTION (DOES NOT APPEAR ON SCREEN)

1 SCREENER QUALIFIED RESPONDENTS, QUOTA OPEN [Q640/1]

3 SCREENER QUALIFIED RESPONDENTS, QUOTA CLOSED

6 NOT SCREENER QUALIFIED (Q640/2)

SECTION 700: UNDERSTANDING OF/EXPERIENCE WITH LEGACY GTLDS

[PN: DISPLAY Q700 AND Q701 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q701 As you are probably aware, website domain names can have different suffixes or extensions. For example, some domain names end with .com, while other common extensions are .org or .net. For the website [INSERT WEBSITE FOR REGION], "[INSERT SECOND LEVEL DOMAIN FOR REGION]" is the domain name and "[INSERT TLD FOR REGION]" is the domain name extension.

[PN: FOR EACH REGION, USE THE CHART BELOW TO INSERT WEBSITE, SECOND LEVEL DOMAIN AND TLD IN THE QUESTION WORDING]

Region	**Website**	**Second Level Domain**	**TLD**
China	Google.cn	Google	.cn
Vietnam	Google.com.vn	Google	.com.vn
Philippines	Google.com.ph	Google	.com.ph
Japan	Google.co.jp	Google	.co.jp
South Korea	Google.co.kr	Google	.co.kr
Russia	Google.ru	Google	.ru
India	Google.co.in	Google	.co.in
Indonesia	Google.co.id	Google	.co.id
Nigeria	Google.com.ng	Google	.com.ng
South Africa	Google.com.za	Google	.com.za
Egypt	Google.com.eg	Google	.com.eg
Colombia	Google.com.co	Google	.com.co
Argentina	Google.com.ar	Google	.com.ar
Brazil	Google.com.br	Google	.com.br
Italy	Google.it	Google	.it
Turkey	Google.com.tr	Google	.com.tr
Spain	Google.es	Google	.es
Poland	Google.pl	Google	.pl
United Kingdom	Google.co.uk	Google	.co.uk
France	Google.fr	Google	.fr
Germany	Google.de	Google	.de
United States	Google.com	Google	.com
Canada	Google.ca	Google	.ca
Mexico	Google.mx	Google	.mx

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q700 Which of the following domain name extensions, if any, have you heard of? Please select **all** that apply.

MASTER LEGACY gTLD LIST: RANDOMIZE; MULTIPE RESPONSE

1. .biz
2. .com
3. .info
4. .mobi
5. .net
6. .org
7. .tel
8. .asia
9. .pro
10. .coop
11. [CHINA ONLY] .cn
12. [VIETNAM ONLY] .vn
13. [PHILIPPINES ONLY] .ph
14. [JAPAN ONLY] .jp
15. [SOUTH KOREA ONLY] .kr
16. [RUSSIA ONLY] .ru
17. [INDIA ONLY] .in
18. [INDONESIA ONLY] .id
19. [NIGERIA ONLY] .ng
20. [SOUTH AFRICA ONLY] .za
21. [EGYPT ONLY] .eg
22. [COLOMBIA ONLY] .co
23. [ARGENTINA ONLY] .ar
24. [BRAZIL ONLY] .br
25. [ITALY ONLY] .it
26. [TURKEY ONLY] .tr
27. [SPAIN ONLY] .es
28. [POLAND ONLY] .pl
29. [UNITED KINGDOM ONLY] .uk
30. [FRANCE ONLY] .fr
31. [GERMANY ONLY] .de
32. [UNITED STATES ONLY] .us
33. [CANADA ONLY] .ca
34. [MEXICO ONLY] .mx

38. [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

35. I am not aware of any of these (ANCHOR)

HAS HEARD OF EXTENSIONS Q99/1 AND Q700/1-34,38 [TREND] [REG SURVEY ONLY]

Q630 In which of the following TLD(s) have you registered domain names? Please select all that apply.
[MULTIPLE RESPONSE]; [RANDOMIZE] [NOTE: ONLY SHOW THOSE HEARD OF IN Q700, IN SAME ORDER AS Q700]

1	.biz
2	.com
3	.info
4	.mobi
5	.net
6	.org
7	.tel
8	.asia
9	.pro
10	.coop
11	[CHINA ONLY] .cn
12	[VIETNAM ONLY] .vn
13	[PHILIPPINES ONLY] .ph
14	[JAPAN ONLY] .jp
15	[SOUTH KOREA ONLY] .kr
16	[RUSSIA ONLY] .ru
17	[INDIA ONLY] .in
18	[INDONESIA ONLY] .id
19	[NIGERIA ONLY] .ng
20	[SOUTH AFRICA ONLY] .za
21	[EGYPT ONLY] .eg
22	[COLOMBIA ONLY] .co
23	[ARGENTINA ONLY] .ar
24	[BRAZIL ONLY] .br
25	[ITALY ONLY] .it
26	[TURKEY ONLY] .tr
27	[SPAIN ONLY] .es
28	[POLAND ONLY] .pl
29	[UNITED KINGDOM ONLY] .uk
30	[FRANCE ONLY] .fr
31	[GERMANY ONLY] .de
32	[UNITED STATES ONLY] .us
33	[CANADA ONLY] .ca
34	[MEXICO ONLY] .mx
38	[ITALY, TURKEY, SPAIN,POLAND,UK,FRANCE,GERMANY ONLY] .eu
37	Other (specify) ______________________________ [ANCHOR]

BASE: HAS REGISTERED MORE THAN ONE DOMAIN NAME (Q635>1) [NEW] [REG SURVEY ONLY]

Q795 Of the (INSERT Q635 RESPONSE) domains you have registered, how many are in each of the following categories?
[INSERT NUMERIC TEXT BOXES FOR THE RESPONDENT TO ENTER NUMBER FOR EACH; RESPONSES SHOULD ADD UP TO Q635 RESPONSE; ALLOW RESPONDENT TO MOVE FORWARD IFONE OR MORE OF THE BOXES ARE BLANK AND TOTAL RESPONSE ADDS UP TO Q635 RESPONSE]

1	Parked—registered and reserved for your use, but not in active service. The site displays a placeholder webpage like “under development” or similar term
2	Redirected to an active website—if you enter the URL, it redirects to another URL
3	Used for an active website
4	Actively used for some purpose other than a website
5	Expired—no longer registered in your or your company’s name
6	Other

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND] [REG SURVEY ONLY]

Q720 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?
[REPEAT SCALE AT THE BOTTOM OF THE GRID]
Q721

1 .biz
2 .com
3 .info
4 .mobi
5 .net
6 .org
7 .tel
8 .asia
9 .pro
10 .coop
11 [CHINA ONLY] .cn
12 [VIETNAM ONLY] .vn
13 [PHILIPPINES ONLY] .ph
14 [JAPAN ONLY] .jp
15 [SOUTH KOREA ONLY] .kr
16 [RUSSIA ONLY] .ru
17 [INDIA ONLY] .in
18 [INDONESIA ONLY] .id
19 [NIGERIA ONLY] .ng
20 [SOUTH AFRICA ONLY] .za
21 [EGYPT ONLY] .eg
22 [COLOMBIA ONLY] .co
23 [ARGENTINA ONLY] .ar
24 [BRAZIL ONLY] .br
25 [ITALY ONLY] .it
26 [TURKEY ONLY] .tr
27 [SPAIN ONLY] .es
28 [POLAND ONLY] .pl
29 [UNITED KINGDOM ONLY] .uk
30 [FRANCE ONLY] .fr
31 [GERMANY ONLY] .de
32 [UNITED STATES ONLY] .us
33 [CANADA ONLY] .ca
34 [MEXICO ONLY] .mx
38 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

1 Very unlikely
2 Somewhat unlikely
3 Somewhat likely
4 Very likely
5 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND; CODED]

Q730 To the best of your knowledge, why do websites have different extensions?
[MANDATORY TEXT BOX]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q748 How would you describe your satisfaction with the types of common domain names we've mentioned so far?

1 Very dissatisfied
2 Somewhat dissatisfied
3 Somewhat satisfied
4 Very satisfied

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q750 If you wanted more information about one of the current domain name extensions, where would you go? Please select **all** that apply.

RANDOMIZE; MULTIPLE RESPONSE

1 An Internet search engine to find articles, posts or similar information
2 An Internet encyclopedia
3 My Internet service provider
4 Other (specify) ___________________ (ANCHOR)
5 Not sure (ANCHOR)

[PN: DISPLAY Q753 AND Q755 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q753 What we have been describing as domain name extensions are officially known as **generic top-level domains**, or **gTLDs** for short. For example, .com, .net and .org are all gTLDs.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q755 How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well

RANDOMIZE; REPEAT THE SCALE AT THE BOTTOM OF THE GRID

1 Innovative
2 Cutting edge
3 Extreme
4 Trustworthy
5 Unconventional
6 Practical
7 Technical
8 Confusing
9 Overwhelming
10 Useful
11 For people like me
12 Interesting
13 Exciting
14 Helpful
15 Informative

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q765 As you may know, people can purchase or register rights to a name using a gTLD for a purpose like creating a website (e.g., “yourwebsite.org”). This typically includes ensuring that the domain name is not already in use, providing information about the person or company registering to establish eligibility to register and then paying a fee.

What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

1 No purchase restrictions should be required	2 Some purchase restrictions should be required	3 Strict purchase restrictions should be required

RANDOMIZE

1 .com
2 .net
3 .info
4 .org
5 [CHINA ONLY] .cn
6 [VIETNAM ONLY] .vn
7 [PHILIPPINES ONLY] .ph
8 [JAPAN ONLY] .jp
9 [SOUTH KOREA ONLY] .kr
10 [RUSSIA ONLY] .ru
11 [INDIA ONLY] .in
12 [INDONESIA ONLY] .id
13 [NIGERIA ONLY] .ng
14 [SOUTH AFRICA ONLY] .za
15 [EGYPT ONLY] .eg
16 [COLOMBIA ONLY] .co
17 [ARGENTINA ONLY] .ar
18 [BRAZIL ONLY] .br
19 [ITALY ONLY] .it
20 [TURKEY ONLY] .tr
21 [SPAIN ONLY] .es
22 [POLAND ONLY] .pl
23 [UNITED KINGDOM ONLY] .uk
24 [FRANCE ONLY] .fr
25 [GERMANY ONLY] .de
26 [UNITED STATES ONLY] .us
27 [CANADA ONLY] .ca
28 [MEXICO ONLY] .mx
38 [ITALY, SPAIN, POLAND, UK, FRANCE, GERMANY ONLY] .eu

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q767 We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

1 Yes
2 No

1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
2. Validation that the person or company registering the site meets intended parameters (e.g., must be involved in the pharmaceutical industry to register a .pharmacy domain
3. Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)
4. Requirements for use of the name to be consistent with the meaning of the gTLD (e.g., use of a .net name must be for network operations purposes)

[PN: DISPLAY Q770 AND Q780 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q770 Does having purchase restrictions or requirements on a particular gTLD make it…?

ROTATE OPTIONS 1 AND 3

1 More trustworthy
2 Doesn't make a difference (ANCHOR HERE)
3 Less trustworthy
4 Not sure (ANCHOR HERE)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND; CODED]

Q780 How do you determine whether a website is legitimate or not?

[TEXT BOX]

____

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q785 Have you ever tried to identify who created a particular website?

1 Yes
2 No

BASE: TRIED TO IDENTIFY (Q785/1) [TREND; CODED]

Q790 What did you use to try and figure this out?

[TEXT BOX]

____

SECTION 800: UNDERSTANDING OF/EXPERIENCE WITH NEW GTLDS

[PN: DISPLAY Q801 AND Q830X1 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q801 As you may or may not know, new domain name extensions are becoming available all the time. These new extensions are called new gTLDs.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND; CODED]

Q830x1 To the best of your knowledge, why have new gTLDs been created?
[MANDATORY TEXT BOX]

____

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q800 Which of the following new gTLDs, if any, have you heard of? Please select **all** that apply.
MASTER NEW TLD LIST: RANDOMIZE; MULTIPLE RESPONSE; DISPLAY LIST IN TWO COLUMNS GOING DOWN

1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
16	.top	
17	.pics	
18	.online	
19	.space	
20	.website	
21	.news	
22	.site	
23	.toronto	[ONLY IN CANADA]
24	.guadalajara	[ONLY IN MEXICO]
25	.roma	[ONLY IN ITALY]
26	.istanbul	[ONLY IN TURKEY]
27	.madrid	[ONLY IN SPAIN}
28	.warszawa	[ONLY IN POLAND]
29	.paris	[ONLY IN FRANCE]
30	佛山	[ONLY IN CHINA] (Foshan)
31	.hanoi	[ONLY IN VIETNAM]
32	.manilla	ONLY IN PHILIPPINES]
33	.tokyo	[ONLY IN JAPAN]
34	.seoul	[ONLY IN SOUTH KOREA]
35	.москва	[ONLY IN RUSSIA]
36	.delhi	[ONLY IN INDIA]
37	.jakarta	[ONLY IN INDONESIA]
38	.abuja	[ONLY IN NIGERIA]
39	.capetown	[ONLY IN SOUTH AFRICA]
40	.cairo	[ONLY IN EGYPT]
41	.bogota	[ONLY IN COLOMBIA]
42	.cordoba	[ONLY IN ARGENTINA]
43	.rio	[ONLY IN BRAZIL]
8	.berlin	[ONLY in Germany]

9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK]
11	.nyc	[ONLY in US]
12	.wang	[ONLY IN CHINA]
13	.xn—ses554g (Chinese for network address)	[ONLY in China]
14	.xn—55qx5d (Chinese for company)	[ONLY in China]
15	I am not aware of any of these (ANCHOR)	

BASE: HAS HEARD OF NEW GTLDS (Q99/1 & Q800/1-14, 16-43) [NEW] [REG SURVEY ONLY]

Q807 And have you personally registered a domain name using any of these new gTLDs?

[NOTE: ONLY SHOW THOSE HEARD OF IN Q800, IN SAME ORDER AS Q800]

1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
16	.top	
17	.pics	
18	.online	
19	.space	
20	.website	
21	.news	
22	.site	
23	.toronto	[ONLY IN CANADA]
24	.guadalajara	[ONLY IN MEXICO]
25	.roma	[ONLY IN ITALY]
26	.istanbul	[ONLY IN TURKEY]
27	.madrid	[ONLY IN SPAIN}
28	.warszawa	[ONLY IN POLAND]
29	.paris	[ONLY IN FRANCE]
30	佛山	[ONLY IN CHINA] (Foshan)
31	.hanoi	[ONLY IN VIETNAM]
32	.manilla	ONLY IN PHILIPPINES]
33	.tokyo	[ONLY IN JAPAN]
34	.seoul	[ONLY IN SOUTH KOREA]
35	.москва	[ONLY IN RUSSIA]
36	.delhi	[ONLY IN INDIA]
37	.jakarta	[ONLY IN INDONESIA]
38	.abuja	[ONLY IN NIGERIA]
39	.capetown	[ONLY IN SOUTH AFRICA]
40	.cairo	[ONLY IN EGYPT]
41	.bogota	[ONLY IN COLOMBIA]
42	.cordoba	[ONLY IN ARGENTINA]
43	.rio	[ONLY IN BRAZIL]
8	.berlin	[ONLY in Germany]
9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK]
11	.nyc	[ONLY in US]
12	.wang	[ONLY IN CHINA]
13	.xn—ses554g (Chinese for network address)	[ONLY in China]
14	.xn—55qx5d (Chinese for company)	[ONLY in China]
15	I have not registered a new gTLD domain (ANCHOR)	
97	None of these, but I have registered a different new gTLD (specify)	(ANCHOR)

BASE: REGISTERED NEW GTLDS AND MORE THAN ONE GTLD ((Q635>1) & (Q807<>15)) [NEW] [REG SURVEY ONLY]

Q809 Of the (INSERT Q635 RESPONSE) domains you have registered, how many are of these new gTLDs?

|__|__|__|__|

[INSERT NUMERIC TEXT BOX; ONLY ALLOW RESPONSES FROM 1 TO THE RESPONSE GIVEN IN q635]

BASE: HAS REGISTERED NEW GTLDS (Q807<>15) [NEW] [REG SURVEY ONLY]

Q812 Would you say that your primary reason for a registering new gTLD was?

1 To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered
2 Because they will appeal to new Internet users or new types of customers—they will be effective and provide benefits
3 Because the name I wanted was not available using one of the older gTLDs

BASE: HAS REGISTERED NEW GTLDS (Q807<>15) [NEW] [REG SURVEY ONLY]

Q813 Please indicate how each of the following statements apply to your registration of new gTLDs?

1	2	3
DOES NOT apply to any of my new gTLD registrations	Applies to SOME of my new gTLD registrations	Applies to ALL of my new gTLD registrations

1 I gave up a legacy gTLD registration when I registered the new gTLD
2 I kept an existing gTLD registration(s) similar to the new gTLD
3 This was a completely new registration, no prior domain was registered for this use

BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) [NEW] [REG SURVEY ONLY]

Q827 Have you considered switching from your existing registered domain name to one of the new gTLDs?

1 Yes, I considered switching and may do so
2 Yes, I considered switching but decided not to
3 No, have not considered

BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND CONSIDERED SWITCHING (Q827=1 OR 2) [NEW] [REG SURVEY ONLY]

Q828 Why have you considered switching?

RANDOMIZE; MULTIPLE RESPONSE

1 The new gTLDs will be more effective
2 New gTLDs better target specific groups of people/communities
3 The new gTLDs are modern
4 The new gTLDs allow a greater range of characters/symbols in their names
5 The new gTLDs allow more flexibility to use my language in their names
6 The new gTLDs are a good value/priced well
7 The new gTLDs are better focused on specific topics versus general uses
8 Something else (specify) ________________________________(A)

BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND CONSIDERED SWITCHING BUT DID NOT (Q827=2)

[NEW] [REG SURVEY ONLY]

Q829 Why did you decide not to switch?

RANDOMIZE; MULTIPLE RESPONSE

1 New gTLDS will not be as effective as hoped
2 Waiting until new gTLDs get more popular
3 Cost to switch to new gTLDs was too high
4 New gTLDs did not seem relevant to my needs
5 Something else (specify) (A)

BASE: HAS NOT REGISTERED NEW GTLDS (Q807=15) AND HAS NOT CONSIDERED SWITCHING (Q827=3)

[NEW] [REG SURVEY ONLY]

Q831 Why have you not considered switching?

RANDOMIZE; MULTIPLE RESPONSE

1 New gTLDS will not be as effective as hoped
2 New gTLDs are too new and need to be proven
3 Cost to switch to new gTLDs is too high
4 We are satisfied with the performance of our domains on existing gTLDs
5 Just not a high enough business priority for us at this time
6 Something else (specify) ______________________________(A)

BASE: HAS HEARD OF NEW GTLDS (Q99/1 & Q800/1-14,16-43) [TREND]

Q820 If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

MULTIPLE RESPONSE

Q821

[NOTE: ONLY SHOW THOSE HEARD OF IN Q800, IN SAME ORDER AS Q800]

1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
16	.top	
17	.pics	
18	.online	
19	.space	
20	.website	
21	.news	
22	.site	
23	.toronto	[ONLY IN CANADA]
24	.guadalajara	[ONLY IN MEXICO]
25	.roma	[ONLY IN ITALY]
26	.istanbul	[ONLY IN TURKEY]
27	.madrid	[ONLY IN SPAIN}
28	.warszawa	[ONLY IN POLAND]
29	.paris	[ONLY IN FRANCE]
30	佛山	[ONLY IN CHINA] (Foshan)
31	.hanoi	[ONLY IN VIETNAM]
32	.manilla	ONLY IN PHILIPPINES]
33	.tokyo	[ONLY IN JAPAN]
34	.seoul	[ONLY IN SOUTH KOREA]
35	.москва	[ONLY IN RUSSIA]
36	.delhi	[ONLY IN INDIA]
37	.jakarta	[ONLY IN INDONESIA]
38	.abuja	[ONLY IN NIGERIA]
39	.capetown	[ONLY IN SOUTH AFRICA]
40	.cairo	[ONLY IN EGYPT]
41	.bogota	[ONLY IN COLOMBIA]
42	.cordoba	[ONLY IN ARGENTINA]
43	.rio	[ONLY IN BRAZIL]
8	.berlin	[ONLY in Germany]
9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK]
11	.nyc	[ONLY in US]
12	.wang	[ONLY IN CHINA]
13	.xn—ses554g (Chinese for network address)	[ONLY in China]
14	.xn—55qx5d (Chinese for company)	[ONLY in China

1 Very unlikely
2 Somewhat unlikely
3 Somewhat likely
4 Very likely
5 Not sure

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q823 Which of the following would be most important to you in determining which gTLD to register your domain name under?

RANDOMIZE

1 Reasonable price
2 Has a well-known extension
3 Has a new extension
7 One that is close to the one I wanted and is available to register
6 One that seems most relevant to my needs
5 Other (specify) _________________(ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q825 Please rate the following gTLDs by how **trustworthy** you feel they are. [PN: DISPLAY SCALE CODES 4-1] [PN: REPEAT SCALE AT THE BOTTOM OF THE GRID] RANDOMIZE

1 Very trustworthy	2 Somewhat trustworthy	3 Not very trustworthy	4 Not at all trustworthy

1 .email
2 .photography
3 .link
4 .guru
5 .realtor
6 .club
7 .xyz
16 .top
17 .pics
18 .online
19 .space
20 .website
21 .news
22 .site
23 .toronto [ONLY IN CANADA]
24 .guadalajara [ONLY IN MEXICO]
25 .roma [ONLY IN ITALY]
26 .istanbul [ONLY IN TURKEY]
27 .madrid [ONLY IN SPAIN}
28 .warszawa [ONLY IN POLAND]
29 .paris [ONLY IN FRANCE]
30 佛山 [ONLY IN CHINA] (Foshan)
31 .hanoi [ONLY IN VIETNAM]
32 .manilla ONLY IN PHILIPPINES]
33 .tokyo [ONLY IN JAPAN]
34 .seoul [ONLY IN SOUTH KOREA]
35 .москва [ONLY IN RUSSIA]
36 .delhi [ONLY IN INDIA]
37 .jakarta [ONLY IN INDONESIA]
38 .abuja [ONLY IN NIGERIA]
39 .capetown [ONLY IN SOUTH AFRICA]
40 .cairo [ONLY IN EGYPT]
41 .bogota [ONLY IN COLOMBIA]
42 .cordoba [ONLY IN ARGENTINA]
43 .rio [ONLY IN BRAZIL]
8 .berlin [ONLY in Germany]
9 .ovh [ONLY in Germany]
10 .london [ONLY in UK]
11 .nyc [ONLY in US]
12 .wang [ONLY IN CHINA]
13 .xn—ses554g (Chinese for network address) [ONLY in China]
14 .xn—55qx5d (Chinese for company) [ONLY in China

BASE: HAS REGISTERED NEW GTLDS (Q807/<>15) [NO TREND] [REG SURVEY ONLY]

Q848 As a registrant, how would you describe your satisfaction with the new gTLDs?

1 Very dissatisfied
2 Somewhat dissatisfied
3 Somewhat satisfied
4 Very satisfied
5 No experience with them

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q855 How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

1 Does not describe at all	2 Does not describe very well	3 Describes somewhat well	4 Describes very well

RANDOMIZE
[PN: REPEAT SCALE AT THE BOTTOM OF THE GRID]

1 Innovative
2 Cutting edge
3 Extreme
4 Trustworthy
5 Unconventional
6 Practical
7 Technical
8 Confusing
9 Overwhelming
10 Useful
11 For people like me
12 Interesting
13 Exciting
14 Helpful
15 Informative

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q890 Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?

PN: "HAVE" COLUMN: ALLOW MULTIPLE FOR 1-3, 9 IS EXCLUSIVE
"PROMOTE" COLS – ALLOW MULTIPLE ACROSS IF SELECTED IN "HAVE" COLUMN

	Have	Promote Business	Promote Organization	Promote Personal
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	1	1	1	1
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	2	2	2	2
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	3	3	3	3
None of the above	9	9	9	9

BASE: HAS ALTERNATE ONLINE IDENTITIES (Q890 "HAVE"/1-3) [NEW]

Q895 How would you say your use of alternative identities, like social media accounts, blogging or publishing accounts or web pages, has impacted your decision to register a domain name, if at all?

1. I have made a decision **to not register additional** domain names and use these other online identities instead
2. I have decided to **not renew** one or more domain names and use these other identities instead
3. I am considering **letting a domain registration lapse** and use these other online identities instead
4. My decision to register domain names is **unaffected by my other online identities**

BASE: HAS ALTERNATE ONLINE IDENTITIES (Q890 "HAVE"/1-3) [NEW]

Q896 And, do you expect these online identities to have an impact on domain registrations in the future?

1. I will be less likely to register a new domain name
2. I will be less likely to renew domain names I have already registered
3. These other identities won't affect my decision to register a domain name—they serve different purposes

BASE: REGISTRATION DECISION AFFECTED (Q896/1,2) [NEW]

Q897 What value do these alternative online identities provide over registering a domain name? Please select all that apply.

RANDOMIZE

1. Lower cost
2. Easier to set up
3. Integrate more easily with other tools (e.g., show my Twitter feed)
4. Easier to communicate to interested people—they can "follow me" or I can invite my contacts
5. Easier to access them on mobile devices (for example, I can use an app)
6. No registration process to go through
7. They are more credible
8. Other (specify) ______________________________

BASE: REGISTRATION DECISION NOT AFFECTED (Q896/3) [NEW]

Q898 What value does a registered domain offer over these alternative identities?

RANDOMIZE

1. More likely to come up in search results
2. The gTLD or domain name communicates the topic better e.g. pet.photography
3. It's more legitimate
4. It's expected by customers
5. I have more control over the design
6. Other (specify) ______________________________

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q865 Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

1 No purchase restrictions should be required	2 Some purchase restrictions should be required	3 Strict purchase restrictions should be required

[PN: REPEAT SCALE AT THE BOTTOM OF THE GRID]

1	.email	
2	.photography	
3	.link	
4	.guru	
5	.realtor	
6	.club	
7	.xyz	
44	.bank	
45	.pharmacy	
46	.builder	
23	.toronto	[ONLY IN CANADA]
24	quadalajara	[ONLY IN MEXICO]
25	.roma	[ONLY IN ITALY]
26	.istanbul	[ONLY IN TURKEY]
27	.madrid	[ONLY IN SPAIN}
28	.warszawa	[ONLY IN POLAND]
29	.paris	[ONLY IN FRANCE]
30	佛山	[ONLY IN CHINA] (Foshan)
31	.hanoi	[ONLY IN VIETNAM]
32	.manilla	ONLY IN PHILIPPINES]
33	.tokyo	[ONLY IN JAPAN]
34	.seoul	[ONLY IN SOUTH KOREA]
35	.москва	[ONLY IN RUSSIA]
36	.delhi	[ONLY IN INDIA]
37	.jakarta	[ONLY IN INDONESIA]
38	.abuja	[ONLY IN NIGERIA]
39	.capetown	[ONLY IN SOUTH AFRICA]
40	.cairo	[ONLY IN EGYPT]
41	.bogota	[ONLY IN COLOMBIA]
42	.cordoba	[ONLY IN ARGENTINA]
43	.rio	[ONLY IN BRAZIL]
8	.berlin	[ONLY in Germany]
9	.ovh	[ONLY in Germany]
10	.london	[ONLY in UK/]
11	.nyc	[ONLY in US]
12	.wang	[ONLY IN CHINA]
13	.xn—ses554g (Chinese for network address)	[ONLY in China]
14	.xn—55qx5d (Chinese for company)	[ONLY in China

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

Q910 And, how much do you trust that the restrictions on this new registration will actually be enforced?
[PN: DISPLAY SCALE CODES 1-4]

1 Very low level of trust	2 Low level of trust	3 Moderate level of trust	4 High level of trust

SECTION 900: TRUST/EXPERIENCE WITH THE DOMAIN NAME SYSTEM

[PN: DISPLAY Q901 AND Q900 AND Q905 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)
Q901 Now some questions about the process for registering a domain name.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND] [REG SURVEY ONLY]
Q900 How would you describe the processing of registering a domain?

1 Very difficult
2 Somewhat difficult
3 Somewhat easy
4 Very easy

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND] [REG SURVEY ONLY]
Q905 What, if anything, would you change about the domain name purchase process? Please select all that apply.

RANDOMIZE
1 Make it less complicated
2 Make it quicker
3 Make it easier to register in multiple TLDs
4 Price
5 Other (specify) ________________ (ANCHOR)
6 Nothing (ANCHOR, SINGLE MENTION)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]
Q913 And how strongly do you agree or disagree with the following statements about the registration process?

1 Strongly disagree
2 Somewhat disagree
3 Neither agree nor disagree
4 Somewhat agree
5 Strongly agree

1 It was easy to find a domain name and extension that worked for my needs
2 There were plenty of choices between gTLDs that met my needs—for example, .photography and .photo, or .auto and .cars
3 If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier
4 I did not feel like I had many alternatives that were available for registration

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q915 Let's switch gears and talk about trust in the industry.

How much do you trust the domain name industry compared to these other industries?

Q916 RANDOMIZE

1 Internet service providers/the agency that provides my internet access
2 Web based marketing companies
3 E-commerce companies
4 Software companies
5 Computer hardware companies

1 Trust much less
2 Trust somewhat less
3 Trust the same
4 Trust somewhat more
5 Trust much more

BASE: TRUST OTHER INDUSTRIES MUCH/SOMEWHAT MORE (Q915/4,5 AND Q916/1-5) [NEW; CODED]

Q917 You said that you trust the domain name industry more than (insert options rated Q915/4,5; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry more than these other industries?
[MANDATORY TEXT BOX]

____

BASE: TRUST OTHER INDUSTRIES MUCH/SOMEWHAT LESS (Q915/1,2 AND Q916/1-5) [NEW; CODED]

Q918 You said that you trust the domain name industry less than (insert options rated Q915/1,2; if Q916/1 is to be inserted, shorten the wording to display Internet service providers). Why do you trust the domain name industry less than these other industries?
[MANDATORY TEXT BOX]

____

SECTION 1000: REACHING THE INTENDED INFORMATION SUPPLIER

[PN: DISPLAY Q1001 AND Q1000 ON THE SAME SCREEN]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1)

Q1001 Now please think about how you use the internet and the process you use to locate websites you may want to visit.

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1000 Which devices do you use to access the Internet? Please select **all** that apply.

MULTIPLE RESPONSE

1 Desktop computer
2 Laptop computer
3 Tablet
4 Smartphone
5 Other (specify) ____

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1005 What is your experience with URL shorteners? URL shortening is an Internet technique in which a URL may be made substantially shorter in length and still direct to the required page. For example, the url http://www.doctorswithoutborders.org/support-us/corporate-support could be shortened to http://bit.ly/1Um526Q.

1 I have never heard of them or used them
2 I have heard of them but never used them
3 I use them, but not frequently
4 I use them frequently

BASE: NOT USED URL SHORTENERS (Q1005/1-2) [TREND]

Q1010 Why haven't you used URL shorteners?

RANDOMIZE; MULTIPLE RESPONSE

1 I have never heard of them
2 Confused about which website I'm going to
3 Never needed to
4 Don't like them
5 Don't trust them
6 Other (specify) ________________________________ (ANCHOR)

BASE: HAVE USED URL SHORTENERS (Q1005/3-4) [TREND]

Q1015 Why do you use URL shorteners?

RANDOMIZE; MULTIPLE RESPONSE

1 They are convenient
2 They save me time
3 It's the latest thing
4 Other (specify) ________________________________ANCHOR

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1020 What is your experience with QR codes? A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera). Reading the QR code with your Smartphone takes you to a website or ad for more information. Here is an example—this is a QR code for http://www.doctorswithoutborders.org/support-us/corporate-support

1 I have never heard of them or used them
2 I have heard of them but never used them
3 I use them, but not frequently
4 I use them frequently

BASE: NOT USED QR CODES (Q1020/1-2) [TREND]

Q1025 Why haven't you used QR codes?

RANDOMIZE; MULTIPLE RESPONSE

1 I have never heard of them or seen them
2 Never needed to
3 Don't like them
4 Don't trust them
5 Other (specify) ______________________________ (ANCHOR)

BASE: HAVE USED QR CODES (Q1020/3-4) [TREND]

Q1030 Why do you use QR codes?

RANDOMIZE; MULTIPLE RESPONSE

1 They are convenient
2 They save me time
3 It's the latest thing
4 Other (specify) ________________________ (ANCHOR)

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1050 In general, what is your preferred way of finding websites now?

RANDOMIZE

1 Use a search engine
2 Type the domain name directly into my browser and see if it comes up
3 Use an app instead of going to websites themselves
4 Use a QR code
5 Other (specify) _________________[ANCHOR]

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

Q1036 Please think about looking for information about a topic on the Internet. Which of these is the safest, which is the fastest, and which is the easiest way to navigate to a website that may have the information you are looking for?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app instead of going to the website itself—for example, an app provided by an airline or a bank
2 Accessing via a QR code
3 Typing the domain name into a browser
4 Finding via an Internet search engine
5 Accessing via a bookmark
6 Not sure (ANCHOR)

1 Safest
2 Fastest
3 Easiest

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q1055 Now think about buying things over the Internet. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app instead of going to a website—for example, an app provided by an airline or a bank
2 Accessing via a QR code
3 Typing the domain name into a browser
4 Finding via an Internet search engine
5 Accessing via a bookmark
6 Not sure (ANCHOR)

1 Safest
2 Fastest
3 Easiest

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NEW]

Q1060 Lastly, think about a website you go to regularly and where you will access your personal information, like banking or healthcare information. Which of these is the safest, which is the easiest, and which is the fastest method?

RANDOMIZE; SINGLE RESPONSE; [PN: MAKE SAFEST, FASTEST AND EASIEST THE COLUMNS; ALLOW ONE RESPONSE PER COLUMN]

1 Using an app provided by the website owner—for example, an app provided by an airline or a bank
2 Accessing via a QR code
3 Typing the domain name into a browser
4 Finding via an Internet search engine
5 Accessing via a bookmark
6 Not sure (ANCHOR)

1 Safest
2 Fastest
3 Easiest

SECTION 6: ABUSIVE BEHAVIOR / CYBER CRIME

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

Q1100a How would you describe your familiarity with each of the following abusive internet behaviors?

MULTIPLE RESPONSE; RANDOMIZE

1 Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.
2 Spamming - The use of electronic messaging systems to send unsolicited messages.
3 Cyber squatting – Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.
4 Stolen credentials – When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
5 Malware – Short for “malicious software”, used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

1 Never heard of
2 Just know the name
3 Somewhat familiar
4 Very familiar
5 Extremely familiar

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1105 What do you think are the source(s) for each type of abusive Internet behavior?
[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]; [RANDOMIZE IN SAME ORDER AS Q1100a]

Q1106
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

MULTIPLE RESPONSE
1 Individuals from my country
2 Individuals from outside my country
3 Organized groups from within my country
4 Organized groups from outside my country
5 Don’t know [EXCLUSIVE]

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1115 How common do you feel each type of abusive Internet behavior is?

ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5] [RANDOMIZE IN SAME ORDER AS Q1100a]

Q1117

1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

1 Not at all common
2 Not very common
3 Somewhat common
4 Very common
5 Don't know [EXCLUSIVE]

BASE: FAMILIAR WITH **ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 and Q1101/3-5)** [NO TREND]

Q1120 Have you ever been affected by any of these types of abusive Internet behaviors?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

Q1121

1 Yes
2 No
3 Not sure

1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

BASE: FAMILIAR WITH ABUSIVE INTERNET BEHAVIOR (Q1100/1-5 AND Q1101/3-5) [NO TREND]

Q1125 How scared are you of each of the following?

[ONLY DISPLAY THE BEHAVIORS FAMILIAR WITH IN Q1100/1-5 AND Q1101/3-5]
[RANDOMIZE IN SAME ORDER AS Q1100a]

1 Not at all scared	2 Not very scared	3 Somewhat scared	4 Very scared

1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [TREND]

Q1130 What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? Please select all that apply.

RANDOMIZE; MULTIPLE RESPONSE

Q1131
1 Phishing
2 Spamming
3 Cyber squatting
4 Stolen credentials
5 Malware

1 Changed my Internet habits
2 Stopped making purchases online
3 Purchased antivirus software for my computer
4 Purchased an identity protection plan
5 Other (ANCHOR)
6 None (ANCHOR) (EXCLUSIVE)

[LOOP Q1135 FOR EACH Q1131 AND Q1130/5]

BASE: OTHER MEASURES TAKEN (Q1131/1-5 AND Q1130/5) [TREND; CODED]

Q1135 What other measures to avoid being affected by [INSERT Q1131 WHERE Q1130/5] have you taken?
INSERT TEXT BOX ____________________

BASE: ALL QUALIFIED RESPONDENTS (Q99/1) [NO TREND]

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? Please select all that apply.

MULTIPLE RESPONSE; RANDOMIZE

1 Contact the website owner/operator
5 Local police
6 Interpol
7 ICANN
8 Private security companies
9 Consumer protection agency
10 (US ONLY) FBI
11 (US ONLY) Intelligence agency like the CIA or NSA
12 (NON US ONLY) Federal police
13 (NON US ONLY) National law enforcement
14 (NON US ONLY) A national intelligence agency
15 Don't know [EXCLUSIVE]

SECTION 7: DEMOGRAPHIC QUESTIONS

BASE: REGISTERED FOR BUSINESS (615/1) [NEW]

Q300 Does the company for which you registered domains have multi-national operations?

1 Yes
2 No

BASE: REGISTERED FOR BUSINESS (615/1) [NEW]

Q305 Which of the following sectors does your business fall into? [DISPLAY IN TWO COLUMNS GOING DOWN]

1 Agriculture, forestry and fishing
2 Mining and quarrying
3 Manufacturing
4 Electricity, gas, steam and air conditioning supply
5 Water supply; sewerage, waste management and remediation activities
6 Construction of buildings
7 Civil engineering
8 Specialized construction activities
9 Wholesale and retail trade and repair of motor vehicles and motorcycles
10 Wholesale trade, except of motor vehicles and motorcycles
11 Retail trade, except of motor vehicles and motorcycles
12 Land transport and transport via pipelines
13 Water transport
14 Air transport
15 Warehousing and support activities for transportation
16 Postal and courier activities
17 Accommodations
18 Food and beverage service activities
19 Publishing activities
20 Motion picture, video and television program production, sound recording and music publishing activities
21 Programming and broadcasting activities
22 Telecommunications
23 Computer programming, consultancy and related activities
24 Information service activities
25 Financial service activities, except insurance and pension funding
26 Insurance, reinsurance and pension funding, except compulsory social security
27 Activities auxiliary to financial service and insurance activities
28 Real estate activities
29 Legal and accounting activities
30 Activities of head offices; management consultancy activities
31 Architectural and engineering activities; technical testing and analysis
32 Scientific research and development
33 Advertising and market research
34 Other professional, scientific and technical activities
35 Veterinary activities
36 Rental and leasing activities
37 Employment activities
38 Travel agency, tour operator, reservation service and related activities
39 Security and investigation activities
40 Services to buildings and landscape activities
41 Office administrative, office support and other business support activities
42 Public administration and defense; compulsory social security
43 Education
44 Human health activities
45 Residential care activities
46 Social work activities without accommodation
47 Arts, entertainment and recreation
48 Other service activities
49 Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use
50 Activities of extraterritorial organizations and bodies
99 Other

BASE: ALL RESPONDENTS

Q308 [HIDDEN QUESTION - MANDATORY QUESTION SELECTION.]
[MULTIPLE RESPONSE]
[IF ONLINE SURVEY AND US USE CODES 01,03,06,08-13. IF HPOL SAMPLE GET CODES 15 AND 16. IF ONLINE SURVEY AND NON-US PICK CODES 1,6, 8-11.]

01 GEOGRAPHICAL REGION (STATE/PROVINCE/REGION) (Q318)
03 ZIP/POSTAL CODE (Q326) [PN: Do not ask for ANY COUNTRIES OTHER THAN US.]
~~05 INTERNET USAGE (Q350)~~
06 **SINGLE** EMPLOYMENT (Q398, Q404, Q410)[PN: Do not ask for Vietnam and Philippines.]
08 EDUCATION (Q434-Q437)
09 SCHOOL LOCATION (Q440)
10 PARENTAL EDUCATION (Q444, Q446)
11 INCOME (Q450-Q466)
12 HISPANIC ORIGIN (Q474)
13 ETHNICITY (Q478-Q485)
15 SWEEPSTAKES (Q510-512, Q354, Q514)
16 SURVEY EVALUATION (Q516, Q518,Q522)
97 NONE E;

BASE: ALL RESPONDENTS

Q310 [HIDDEN QUESTION – OPTIONAL QUESTION SELECTION.]
[PN: GET CODE 1 ONLY] [MULTIPLE RESPONSE]

1 OPTIONAL BATCH 1 – HOUSEHOLD QUESTIONS (Q364(MARITAL STATUS), Q368 (# IN HH), Q372 (# OF CHILDREN IN HH))
2 OPTIONAL BATCH 2 – HOUSEHOLD QUESTIONS AND YEAR OF BIRTH OF CHILDREN (Q364(MARITAL STATUS), Q368(# IN HH), Q372 (# OF CHILDREN IN HH), Q376-Q381(AGE OF CHILDREN IN HH))
3 PLACEHOLDER
4 OPTIONAL BATCH 4 – EMPLOYMENT AND INVESTABLE ASSETS QUESTIONS (Q424(INDUSTRY),, Q428(PROFESSION), Q470(INVESTABLE ASSETS))
5 OPTIONAL BATCH 5 – SEXUAL ORIENTATION QUESTIONS (Q498, Q500, Q504)
6 OPTIONAL BATCH 6 - INTERNET CONNECTION (Q336-Q346)
7 OPTIONAL BATCH 7 - LANGUAGE FOR WEIGHTING (Q492)
8 OPTIONAL BATCH 8 - HOUSEHOLD TELEPHONES (Q358, Q360)
9 OPTIONAL BATCH 9 - SOCIAL CLASS (Q414, Q417, Q421)
10 OPTIONAL BATCH 10 - SPOKEN HH LANGUAGE (Q488-Q490)
99 NO OPTIONAL QUESTIONS E;

Custom Demos (all same as A version)

BASE: ALL ARGENTINA RESPONDENTS (Q264/10)
QARREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

1 Buenos Aires
2 Buenos Aires Province (including Gran Buenos Aires)
3 Santa Fe
4 Cordoba
5 Patagonia
6 Other [ANCHOR]

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRINC Which of the following income categories best describes your total [INSERT LAST YEAR] <U>household</U> income before taxes?

1 Less than 10,000,000 Won
2 10,000,000 to 20,999,999 Won
3 21,000,000 to 29,999,999 Won
4 30,000,000 to 44,999,999 Won
5 45,000,000 to 74,999,999 Won
6 75,000,000 or more Won
7 Decline to answer

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRBUY In the past 12 months, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRREG1 In which region do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Seoul
2 Busan
3 Gyeonggi-do
4 Ulsan
5 Daejeon
6 Gwangjiu
7 Incheon
8 Daegu
9 Jeju-do
10 Chungcheongbuk-do
11 Gangwon-do
12 Chungcheongnam-do
13 Jeollabuk-do
14 Jeollanam-do
15 Gyeongsangnam-do
16 Gyeongsangbuk-do

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRREG2 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QKRREG1/1 GET CODE 1. IF QKRREG1/2 GET CODE 2. IF QKRREG1/3 GET CODE 3. IF QKRREG1/4-8 GET CODE 4. IF QKRREG1/9-16 GET CODE 5.]

1 Seoul
2 Busan
3 Gyeonggi-do
4 All other metropolitan cities
5 All other provinces (do)

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINED What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?

1 No education
2 Less than primary
3 Primary but less than middle
4 Middle but less than matric
5 Matric but less than graduate
6 Graduate or above

BASE: ALL INDIA RESPONDENTS (Q264/116)

QININC2 Which of the following income categories best describes your total [INSERT LAST YEAR] <U>household</U> income before taxes?

1 Less than 120,000 rupees
2 120,000 rupees or more
3 Decline to answer

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINSUB Which of the following best describes the area in which you live?

1 Metro
2 Non-metro

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINBUY In the past month, did you purchase any products or services over the Internet?

1 Yes
2 No

BASE: ALL INDIA RESPONDENTS (Q264/116)

QINREG1 In which division do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Uttar Pradesh
2 Maharashtra
3 Bihar
4 West Bengal
5 Andhra Pradesh
6 Tamil Nadu
7 Madhya Pradesh
8 Rajasthan
9 Karnataka
10 Gujarat
11 Orissa
12 Kerala
13 Assam
14 Punjab
15 Haryana

16 Jharkhand
17 Chhattisgarh
18 Jammu and Kashmir
19 Uttaranchal
20 Himachal Pradesh
21 Tripura
22 Manipur
23 Meghalaya
24 Nagaland
25 Goa
26 Arunachal Pradesh
27 Mizoram
28 Sikkim
29 Delhi
30 Pondicherry
31 Chandigarh
32 Andaman and Nicobar Islands
33 Dadra and Nagar Haveli
34 Daman and Diu
35 Lakshadweep

BASE: ALL INDIA RESPONDENTS (Q264/116)
QINREG2 HIDDEN QUESTION FOR WEIGHTING – STATE SIZE CLASSIFICATION

[PROGRAMMER: IF QINREG1/1-15 GET CODE 1. IF QINREG1/16-28 GET CODE 2. IF QINREG1/29-35 GET CODE 3.]

1 Bigger State
2 Smaller State
3 Union Territories

BASE: ALL INDONESIA RESPONDENTS (Q264/117)
Q1500 In which province do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Irian Jaya Barat
2 Papua
3 Banten
4 Jakarta Raya
5 Jawa Barat
6 Jawa Tengah
7 Jawa Timur
8 Yogyakarta
9 Kalimantan Barat
10 Kalimantan Selatan
11 Kalimantan Tengah
12 Kalimantan Timur
13 Maluku
14 Maluku Utara
15 Bali
16 Nusa Tenggara Barat
17 Nusa Tenggara Timur
18 Gorontalo
19 Sulawesi Barat
20 Sulawesi Selatan
21 Sulawesi Tengah
22 Sulawesi Tenggara

23 Sulawesi Utara
24 Aceh
25 Bangka-Belitung
26 Bengkulu
27 Jambi
28 Kepulauan Riau
29 Lampung
30 Riau
31 Sumatera Barat
32 Sumatera Selatan
33 Sumatera Utara

BASE: ALL INDONESIA RESPONDENTS (Q264/117)
Q1502 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1500/1-2 GET CODE 1. IF Q1500/3-8 GET CODE 2. IF Q1500/9-12 GET CODE 3. IF Q1500/13-14 GET CODE 4. IF Q1500/15-17 GET CODE 5. IF Q1500/18-23 GET CODE 6. IF Q1500/24-33 GET CODE 7.]

1 Irian Jaya
2 Jawa
3 Kalimantan
4 Maluku
5 Nusa Tenggara
6 Sulawesi
7 Sumatera

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1580 What is your marital status?

1 Single, never married
2 Married (monogamous or polygamous)
3 Divorced
4 Separated
5 Widowed
6 Loosely coupled

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1503 In which state do you currently reside?

[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Lagos State
2 Ogun State
3 Oyo State
4 Osun State
5 Kogi State
6 Kwara State
7 Delta State
8 Ondo State
9 Edo State
10 Ekiti State
11 Anambra State
12 Abia State
13 Enugu State
14 Ebonyi State
15 Rivers State
16 Akwa Ibom State
17 Imo State
18 Cross River State
19 Bayelsa State
20 Borno State

21 Adamawa State
22 Taraba State
23 Yobe State
24 Kano State
25 Jigawa State
26 Bauchi State
27 Gombe State
28 Kaduna State
29 Katsina State
30 Sokoto State
31 Kebbi State
32 Zamfara State
33 Benue State
34 Niger State
35 Plateau State
36 Nassarawa State
37 Abuja Federal Capital Territory

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1504HIDDEN QUESTION FOR WEIGHTING – STATE CLASSIFICATION

[PROGRAMMER: IF Q1503/1-2 GET CODE 1. IF Q1503/3-6 GET CODE 2. IF Q1503/7-10 GET CODE 3. IF Q1503/11-14 GET CODE 4. IF Q1503/15-19 GET CODE 5. IF Q1503/20-23 GET CODE 6. IF Q1503/24-27 GET CODE 7. IF Q1503/28-32 GET CODE 8. IF Q1503/33-37 GET CODE 9.]

1 Postal Code Region 1
2 Postal Code Region 2
3 Postal Code Region 3
4 Postal Code Region 4
5 Postal Code Region 5
6 Postal Code Region 6
7 Postal Code Region 7
8 Postal Code Region 8
9 Postal Code Region 9

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
Q1585 Do you consider yourself…?

1 Hausa
2 Yoruba
3 Igbo/Ibo
4 Fulanji
5 Other
9 Decline to answer

BASE: ALL EGYPT RESPONDENTS (Q264/66)
Q1505 In which governorate do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST]

1 Ad Daqahlīyah
2 Al Buhayrah
3 Al Gharbīyah
4 Al Ismā`īlīyah
5 Kafr ash Shaykh
6 Dumyāt
7 Al Qalyūbīyah
8 Ash Sharqīyah
9 Al Minūfīyah
10 Al Qāhirah
11 Al Iskandarīyah
12 Būr Sa`īd

13 Al Uqsur
14 As Suways
15 Aswān
16 Asyūt
17 Al Minyā
18 Sūhāj
19 Qinā
20 Al Fayyūm
21 Al Jīzah
22 Banī Suwayf
23 Janūb Sīnā'
24 Matrūh
25 Shamal Sīnā'
26 Al Wādī al Jadīd
27 Al Bahr al Ahmar

BASE: ALL EGYPT RESPONDENTS (Q264/66)
Q1506 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF Q1505/1-9 GET CODE 1. IF Q1505/10-14 GET CODE 2. IF Q1505/15-22 GET CODE 3. IF Q1505/23-27 GET CODE 4.]

1 Lower
2 City
3 Upper
4 Desert

BASE: ALL COLOMBIA RESPONDENTS (Q264/51)
Q4005 Which of the following income categories best describes your total 2015 household income before taxes?

01 Menos de $ 6,000.000 pesos colombianos
02 $ 6.001.000 a $ 12.000.000 pesos colombianos
03 $ 12.001.000 a $ 18.000.000 pesos colombianos
04 $ 18.001.000 a $ 24.000.000 pesos colombianos
05 $ 24.001.000 a $ 30.000.000 pesos colombianos
06 $ 30.001.000 a $ 36.000.000 pesos colombianos
07 $ 36.001.000 a $ 60.000.000 pesos colombianos
08 $ 60.001.000 a $ 84.000.000 pesos colombianos
09 $ 84.001.000 o mas pesos colombianos
99 Decline to answer

BASE: ALL COLOMBIAN RESPONDENTS (Q264/51)
QCOREG2 In which region do you live?

1 Central
2 Bogota
3 Pacifico Norte
4 Eje Cafetero
5 Andina Norte
6 Andina Sur
7 Pacifico Sur
8 Caribe
9 Orinoquia
10 Amazonia

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4010 What is your current education level?

No schooling	01
Some Kindergarten school	02
Complete Kindergarten school	03
Some Primary school (Grades 1-5)	04
Complete Primary school (Grades 1-5)	05
Some Lower Secondary school (Grades 6-9)	06
Complete Lower Secondary school (Grades 6-9)	07
Some Upper Secondary school (Grades 10-12)	08
Complete Upper Secondary school (Grades 10-12)	09
Some Professional Secondary school - Primary level	10
Complete Professional Secondary school - Primary level	11
Some Professional Secondary school - Intermediate level	12
Complete Professional Secondary school - Intermediate level	13
Some College	14
Complete College	15
Some University	16
Complete University	17
Some Post graduate degree	18
Complete Post graduate degree	19
Don't' Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4015 What is your current occupation?

GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGINIZATIONS OR STATE-OWN COMPANIES)	01
Senior government official	02
Middle government official	03
Low government official	04
Production Worker	05
NON-STATE SECTOR EMPLOYEE	06
Top level management	07
Middle management	08
Low manager	09
Executive/Officer	10
~~Production Worker~~	~~11~~

EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	12
Owner of a company/agency/farm (10 workers or higher)	13
Owner of a company/agency/farm (1- 9 workers)	14
OWN-ACCOUNT WORKER	15
Investor (real estate, stock,…)	16
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	17
Farmer, logger, fisherman (agriculture, forestry and fishing)	18
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	19
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	20
Student/ Apprentice	21
Housewife/househusband	22
Retired	23
Family workers	24
Unemployed	25
OTHERS (UNCLASIFIABLE BY STATUS)	26
Don't Know/ REFUSED	99

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4020 What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale?

You don't have to be exact, just indicate the approximate amount based on this list.

	Q24a	Q24b	Q24c	Q24d
	Household Income	Household Expenditure	Personal Income	Personal Expenditure
150,000,000 VND or higher	01	01	01	01
75,000,000- 149,999,999 VND	02	02	02	02
45,000,000- 74,999,999 VND	03	03	03	03
30,000,000- 44,999,999 VND	04	04	04	04
15,000,000- 29,999,999 VND	05	05	05	05
7,500,000- 14,999,999 VND	06	06	06	06
4,500,000- 7,499,999 VND	07	07	07	07
3,000,000- 4,499,999 VND	08	08	08	08
1,500,000- 2,999,999 VND	09	09	09	09
1- 1,499,999 VND	10	10	10	10
No income/ expenditure	11	11	11	11
Don't Know/NA	12	12	12	12

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4025 BTS

RECORD SEC (SOCIO ECONOMIC CLASSIFICATION) PLEASE MATCH MONTHLY HOUSEHOLD INCOME FROM **Q4020** TO THE APPROPRIATE HOUSEHOLD INCOME BAND.	Code
Class A5 (150,000,000+)	01
Class A4 (75,000,000 - 149,999,999)	02
Class A3 (45,000,000 - 74,999,999)	03
Class A2 (30,000,000 - 44,999,999)	04
Class A1 (15,000,000 - 29,999,999)	05
Class B (7,500,000 - 14,999,999)	06
Class C (4,500,000 - 7,499,999)	07
Class D (3,000,000 - 4,499,000)	08
Class E (1,500,000 - 2,999,999)	09
Class F (1 - 1,499,999)	10

BASE: ALL VIETNAM RESPONDENTS (Q264/249)

Q4027 In what region do you live?

1 North East

2 Red River Delta

3 North Central Coast

4 South Central Coast

5 Central Highlands

6 South East

7 Mekong River Delta

8 North West

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4030 What is your highest educational attainment?

No schooling	01
Some elementary	02
Complete elementary	03
Some high school	04
Completed high school	05
Some vocational	06
Completed Vocational	07
Some college	08
Completed college/ Has degree	09
Some post graduate degree	10
Completed post graduate degree	11
Not know/Refused	12

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4035 At the present time, what is your occupation?

Professional, technical and kindred workers	01
Farmers and farm managers	02
Manager, officials and proprietors except farm	03
Clerical and kindred workers	04
Sales workers	05
Craftsmen, foremen and kindred workers	06
Service workers except private household workers	07
Private household workers	08
Laborers	09
Not gainfully employed	10
Housewife	11
Student	12
Refused	13
Pensioner	14
Others	15

BASE: ALL PHILIPPINES RESPONDENTS (Q264/187)

Q4036 Please select the area in which you live?

1 National Capital Region

2 Cordillera Administrative Region

3 Ilocos (Region I)

4 Cagayan Valley (Region II)

5 Central Luzon (Region III)

6 Southern Tagalog (Region IV)

7 Bicol (Region V)

8 Western Visayas (Region VI)

9 Central Visayas (Region VII)

10 Eastern Visayas (Region VIII)

11 Western Mindanao (Region IX)
12 Northern Mindanao (Region X)
13 Southern Mindanao (Region XI)
14 Central Mindanao (Region XII)
15 Autonomous Region in Muslim Mindanao
16 Caraga

BASE; ALL BRAZIL RESPONDENTS AND 21+ years of age (Q264/33 AND Q280/21+)

Q1507 What is the highest level of education you have completed or the highest degree you have received?

1 Nenhum
2 Alfabetização
3 Fundamental incompleto - fundamental I (1a. série a 4a.)
4 Fundamental incompleto - fundamental II (6a. série a 8a. série)
5 Fundamental completo
6 Ensino Médio
7 Superior
8 Pós-graduação (Mestrado, Doutorado ou Pós-doutorado)

BASE; ALL BRAZIL RESPONDENTS (Q264/33)

QBRREG1 In which state do you currently reside?

[PROGRAMMER: DISPLAY IN 2 COLUMNS GOING DOWN; ALPHABETIZE LIST]

1 Distrito Federal
2 Goiás
3 Mato Grosso
4 Mato Grosso do Sul
5 Acre
6 Amapá
7 Amazonas
8 Pará
9 Rondônia
10 Roraima
11 Tocantins
12 Alagoas
13 Bahia
14 Ceará
15 Maranhão
16 Paraíba
17 Pernambuco
18 Piauí
19 Rio Grande do Norte
20 Sergipe

21 Paraná
22 Rio Grande do Sul
23 Santa Catarina
24 Espírito Santo
25 Minas Gerais
26 Rio de Janeiro
27 São Paulo

BASE; ALL BRAZIL RESPONDENTS (Q264/33)
QBRREG2 HIDDEN QUESTION FOR WEIGHTING – REGION CLASSIFICATION

[PROGRAMMER: IF QBRREG1/1-4 GET CODE 1. IF QBRREG1 /5-11 GET CODE 2. IF QBRREG1 /12-20 GET CODE 3. IF QBRREG1/21-23 GET CODE 4. IF QBRREG1/24-27 GET CODE 5.]

1 Center-west
2 North
3 North-east
4 South
5 South-east

BASE: ALL MEXICAN RESPONDENTS AND 21+ YEARS OF AGE **(Q264/157 AND Q280/21+)**
Q1538 What is the highest level of education you have completed or the highest degree you have received?

1 No he estudiado
2 Primaria incompleta
3 Primaria completa
4 Secundaria incompleta
5 Secundaria completa
6 Carrera comercial
7 Carrera técnica
8 Preparatoria incompleta
9 Preparatoria completa
10 Licenciatura incompleta
11 Licenciatura completa
12 Diplomado/Maestría
13 Doctorado

BASE: ALL MEXICAN RESPONDENTS (Q264/157)
QMXREG In which state do you currently reside?
[PROGRAMMER: DISPLAY IN 3 COLUMNS GOING DOWN; ALPHABETIZE LIST.]

1 Aguascalientes
2 Baja California Norte
3 Baja California Sur
4 Campeche
5 Chiapas
6 Chihuahua
7 Coahuila
8 Colima
9 Distrito Federal
10 Durango
11 Guanajuato
12 Guerrero

13 Hidalgo
14 Jalisco
15 Mexico
16 Michoacán
17 Morelos
18 Nayarit
19 Nuevo León
20 Oaxaca
21 Puebla
22 Querétaro
23 Quintana Roo
24 San Luis Potosí
25 Sinaloa
26 Sonora
27 Tabasco
28 Tamaulipas
29 Tlaxcala
30 Veracruz
31 Yucatán
32 Zacatecas

BASE: ALL CHINESE RESPONDENTS AND 21+ YEARS OF AGE **(Q264/48 AND Q280/21+)**

Q1574 What is the highest level of education you have completed or the highest degree you have received?

1 High school or less
2 College
3 Bachelor degree
4 Post graduate

BASE: ALL TURKEY RESPONDENTS (Q264/235)

QTRED What is the highest level of education you have completed or the highest degree you have received?

1 Primary education
2 Middle school or junior high school
3 High school
4 University
5 Masters degree or doctorate
6 No schooling completed

BASE: ALL COLOMBIA RESPONDENTS (Q264/51)

QCOED What was the last year of schooling that you completed?

1 None
2 Pre-school
3 Primary
4 Secondary
5 Technical/Technology
6 University
7 Post Graduate
96 Other

BASE: ALL INDONESIA RESPONDENTS (Q264/117)

QIDED What is the highest level of education you have completed or the highest degree you have received?

1 No schooling
2 Some elementary school

3 Elementary school
4 Junior high school
5 High school or higher

BASE: ALL JAPAN RESPONDENTS (Q264/126)
QJPED What is the highest level of education you have completed or the highest degree you have received?

1 Less than high school
2 High school degree
3 Junior College degree
4 BA or University degree

BASE: ALL NIGERIA RESPONDENTS (Q264/174)
QNGED What is the highest level of education you have completed or the highest degree you have received?

1 No level completed
2 Completed FSLC (first school leaving certificate)
3 Completed MSLC (middle school leaving certificate)
4 Vocational/COMM
5 JSS/O'Level
6 Completed O'Level/SSS (senior secondary school)
7 Completed A'Level or higher
8 Other

BASE: ALL POLAND RESPONDENTS (Q264/189)
QPLED What is the highest level of education you have completed or the highest degree you have received?

1 Incomplete primary or no school education
2 Primary
3 Basic vocational
4 Secondary
5 Post-secondary
6 Tertiary

BASE: ALL RUSSIA RESPONDENTS (Q264/196)
QRUED What is the highest level of education you have completed or the highest degree you have received?

1 Incomplete secondary and lower
2 Secondary general
3 Secondary special
4 Incomplete higher
5 Higher (including postgraduate)

BASE: ALL SOUTH KOREA RESPONDENTS (Q264/214)
QKRED What is the highest level of education you have completed or the highest degree you have received?

1 Less than high school
2 High school graduate
3 College/University graduate
4 Post graduate degree

BASE: ALL CHINESE RESPONDENTS (Q264/48)
QCNINC Which of the following income categories best describes your total <fontcolor=blue>monthly <U>household</U> income before taxes?

1 Less than 1000 RMB
2 1001-2000 RMB

3 2001-3000 RMB
4 3001-4000 RMB
5 4001-6000 RMB
6 6001-10,000 RMB
7 Over 10,000 RMB
99 Decline to answer

<u>BASE: ALL SOUTH AFRICA RESPONDENTS (Q264/193)</u>

QZAREG In which region do you currently reside?

[PROGRAMMER: ALPHABETIZE LIST.]

1 Free state
2 Gauteng
3 KwaZulu-Natal
4 Limpopo
5 Mpumalanga
6 Northern Cape
7 Northwest
8 Western Cape
9 Eastern Cape

[BEHIND THE SCENE] ISQ – IN SURVEY QUALITY METRICS

ISQ Metrics to be used (Q229) *Select which of the 5 ISQ metrics will be used. Codes 1 and 2 are on by default. Minimum LOI and Respondent Instruction are required for HPOL surveys.*	**[PN: SELECT CODES 1, 2]** 1 – MINIMUM LOI 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION 3 - STRAIGHT-LINE THROUGH GRID QUESTIONS 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS 9 – NONE - NOT USING ISQ IN THIS SURVEY
LOI (Q230) and LOI check (Q231)	**LOI Check** = RE'S FOR THE LONGEST SURVEY PATH CONVERTED TO ESTIMATED LOI. THE MINIMUM ACCEPTABLE LOI IS 40% OF ESTIMATED LOI.] **PN: MINIMUM LENGTH = 0.4 x AVG LOI OF 15 MINS=6 MINS**
Respondent Instruction Test Result (Q232)	A STANDARD RESPONDENT INSTRUCTION QUESTION IS SHOWN BEFORE THE DEMOS IN THIS TEMPLATE AT Q9457
Straight-lining Grid Check (Q235) *Identify a grid question in the survey with a base of ALL QUALFIED RESPONDENTS. A grid with 15 attributes or more is recommended, but a grid with minimum of 5 attributes will work. This question checks for the same response across all attributes.*	**PN: Do not include Q235**
Incomplete Response at Open End (Q236) *Identify a mandatory open end question with a base of ALL QUALFIED RESPONDENTS. If the respondent provides less than a 5 character response, it will be flagged.*	[PN: CHECK FOR INCOMPLETE OE RESPONSE AT QXXX] **PN: Do not include Q236**
Illogical Choice Combination (Q238) *Identify 2 questions with a base of ALL QUALFIED RESPONDENTS that contain responses that contradict each other. Identify the contradicting questions & responses. Replace PN with "NONE" if not using this check.*	[PN – ILLOGICAL RESPONSE IF QXXX/X and QYYY/Y] **PN: Do not include Q238**
Quality Checks that Failed (Q239)	1 – MINIMUM LOI 2 – INCORRECT RESPONSE TO RESPONDENT INSTRUCTION 3 - STRAIGHT-LINE THROUGH GRID QUESTIONS 4 - LESS THAN 5 CHARACTERS AT OPEN-END RESPONSE 5 – ILLOGICAL RESPONSE TO SURVEY QUESTIONS
Number of Quality Checks Failed (Q240) *FM/RESEARCHER: MINIMUM ISQ FAILURES IS SET TO 2*	1 FAILED ONE **2 FAILED TWO** 3 FAILED THREE 4 FAILED FOUR 5 FAILED FIVE 6 FAILED NONE

[BEHIND THE SCENE] Final Disposition

BASE: ALL RESPONDENTS
Q59 STATUS OF RESPONDENT (LABELS ALSO USED IN ICW SAMPLE DISPOSITION REPORTS)

QMS Over quota	1
Screener Not Qualified #1 Under Age	25
Screener Not Qualified #2 Not US, CA, MX, IT, TU, SP, PO, UK, FR, DE, CH, VI, PH, JA, SK, RU, IN, NI, SA, EG, CO, AR, BR	26
Screener Not Qualified #3 Q280/ NE 18+	27
Screener Not Qualified #4 Q605/NE 1	28
Screener Not Qualified #5 Q610/NE 1 OR 2	29
Screener Not Qualified #6 Q625/NE 1-9	30
Screener Not Qualified #7 Q630/NE 1-35	31
Screener Not Qualified #8 Q635/99	32
Screener Not Qualified #9 Q640/NE 1,2,98	33
Screener Not Qualified #20 Q645/2	44
Dispo term not specified	98
COMPLETE	99
DF Fail	996
Failed ISQ	998
Fraud Score Failure	997

BASE: ALL RESPONDENTS
Q60 STATUS OF RESPONDENT (DOES NOT APPEAR ON SCREEN)

1 QUALIFIED RESPONDENTS, QUOTA OPEN (Q99/1)
3 QUALIFIED RESPONDENTS, QUOTA CLOSED (Q99/3)
6 NOT SCREENER QUALIFIED (Q99/6)
TBD NOT QUALIFIED – FAILED ISQ OR DF (Q59/??)
TBD NOT QUALIFIED