

Q75. Sample source

8 Jun 2016  
Table 1

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
HPOL	1573 26%	800 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novatris	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toluna	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AIP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survey Router Federated	4570 74%	4652 85% A	206 100% A	184 100% B	358 100% A	315 100% B	204 100% A	183 100% B	253 100% A	231 100% B	687 100% A	595 100% B	207 100% A	181 100% B	201 100% A	192 100% B	105 100% A	90 100% B	103 100% A	96 100% B	119 100% A	93 100% B	110 100% A	93 100% B	370 100% A	321 100% B
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q616. COUNTRY

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
US	502 8%	461 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	200 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	223 4%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	101 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	102 2%	95 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES	206 3%	184 3%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPAN	358 6%	315 6%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA	204 3%	183 3%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIA	253 4%	231 4%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q616. COUNTRY

Base: All Respondents

	Country																																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)																
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)																
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321																
INDIA	687 11%	595 11%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-																
	CEGKMOGSUWY	DFHJLNPRTVXZ									ACEGKMOGSUWY														BDFHJLNPRTVXZ																	
INDONESIA	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-															
	CEGKMOUY	DFHJLPZ												ACEGKMOGSUWY														BDFHJLNPRTVXZ														
NIGERIA	201 3%	192 4%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-															
	CEGKMLUY	DFHJLNZ													ACEGKMOGSUWY														BDFHJLNPRTVXZ													
SOUTH AFRICA	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-	-															
	EIKY	FJLZ													-	-	ACEGKMOGSUWY														BDFHJLNPRTVXZ											
EGYPT	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-	-															
	EIKY	FJLZ																	ACEGKMOGSUWY														BDFHJLNPRTVXZ									
COLOMBIA	119 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-	-															
	CEGKMOY	FJLZ													-	-					ACEGKMOGSUWY														BDFHJLNPRTVXZ							
ARGENTINA	110 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	93 100%	-	-															
	EIKY	FJLZ													-	-								ACEGKMOGSUWY														BDFHJLNPRTVXZ				
BRAZIL	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-															
	CEGKMOGSUWY	DFHJLNPRTVXZ																																								
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%																
	CEGKMOGSUWY	DFHJLNPRTVXZ																																								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q620. LANGUAGE

Base: All Respondents

	Country																										
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
AMERICAN ENGLISH	502 8%	461 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SPAIN_SPANISH	100 2% EIKY	97 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
PORTUGUESE (BRAZIL)	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%	
SIMPLIFIED CHINESE	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FRENCH (FRANCE)	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
GERMAN	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ITALIAN	101 2% EIKY	90 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
JAPANESE	358 6%	315 6%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
KOREAN	204 3% CEIKMOUJY	183 3% DFJLNPZ	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
RUSSIAN	253 4%	231 4%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ARABIC	103 2% EIKY	96 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-	
VIETNAMESE	100 2% EIKY	93 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TAGALOG	206 3% EIKMOUJY	184 3% FHJLNPZ	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TURKISH	102 2% EIKY	95 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
POLISH	112 2% EIKY	92 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LATAM_SPANISH	452 7% CEIKMOJY	370 7% DFJLNPRTZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	110 100%	93 100%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q620. LANGUAGE

Base: All Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
BRITISH ENGLISH	1413 23%	1238 23%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	201 100%	192 100%	105 100%	90 100%	-	-	-	-	-	-	-	-
	CEGIMSUY DPHJNTVXZ										ACEGMSUY BDFHJNTVXZ				ACEGMSUY BDFHJNTVXZ		ACEGMSUY BDFHJNTVXZ									
BAHASA	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKOUY DFHJLPZ										ACEGKOUSUY BDFHJLPRTVXZ															
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Respondents

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
Argentina	110 2% EIKY	93 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100% ACEGKMOSUWY	93 100% BOFHJLNPRTVZ	-	-	
Brazil	370 6% CEGKMOSUWY	321 6% DFHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100% ACEGKMOSUWY	321 100% BOFHJLNPRTVX	
Canada	200 3% CEGKMOSUWY	181 3% DFHJLNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
China	1110 18% CEGKMOSUWY	996 18% DFHJLNPVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Colombia	119 2% CEGKMOSUWY	93 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100% ACEGKMOSUWY	93 100% BOFHJLNPRTVZ	-	-	-	
Egypt	103 2% EIKY	96 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100% ACEGKMOSUWY	96 100% BOFHJLNPRTVZ	-	-	-	-	-	
France	201 3% CEGKMOSUWY	181 3% DFHJLNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany	250 4% CEGKMOSUWY	228 4% DFHJLNPVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
India	687 11% CEGKMOSUWY	595 11% DFHJLNPVXZ	-	-	-	-	-	-	-	-	687 100% ACEGKMOSUWY	595 100% BOFHJLNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indonesia	207 3% CEGKMOSUWY	181 3% DFHJLPZ	-	-	-	-	-	-	-	-	-	-	207 100% ACEGKMOSUWY	181 100% BOFHJLNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	
Italy	101 2% EIKY	90 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Japan	358 6% CEGKMOSUWY	315 6% DHJLNPRTVXZ	-	-	358 100% ACEGKMOSUWY	315 100% BOFHJLNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mexico	223 4% CEGKMOSUWY	184 3% DFHJLNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Nigeria	201 3% CEGKMOSUWY	192 4% DFHJLNZ	-	-	-	-	-	-	-	-	-	-	-	-	201 100% ACEGKMOSUWY	192 100% BOFHJLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	
Philippines	206 3% EGIKMOSUWY	184 3% FHJLNPZ	206 100% ACEGKMOSUWY	184 100% BOFHJLNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Poland	112 2% EIKY	92 2% FJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

8 Jun 2016  
Table 4

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
South Africa	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-
	EIKY	FJLZ															ACEGRMOBSUWY BOFHJLNPTVYZ									
Russian Federation	253 4%	231 4%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGRMOBSUWY DFHJLNPTVYZ								ACEGRMOBSUWY BOFHJLNPTVYZ																	
South Korea	204 3%	183 3%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEIKMOUWY DFJLNPZ						ACEGRMOBSUWY BOFHJLNPTVYZ																			
Spain	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	EIKY	FJLZ																								
Turkey	102 2%	95 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	EIKY	FJLZ																								
United Kingdom	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGRMOBSUWY DFHJLNPTVYZ																									
United States	502 8%	461 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGRMOBSUWY DFHJLNPTVYZ																									
Vietnam	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	EIKY	FJLZ																								
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q268. I identify my gender as ...?

8 Jun 2016  
Table 5

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Male	3402 55% CIQW	2944 54%	95 46%	90 49%	215 60% FCIQWY	163 52%	115 56% CIQW	102 56%	114 45%	116 50%	401 58% CIQWY	334 56%	115 56% IQ	95 52% PACEGRMQWVY	162 81%	107 56%	43 41%	46 51%	86 83%	68 71% YACEGRMQWVY	65 55% Q	52 56%	49 45%	47 51%	192 52% Q	217 68% YBDFHJLNPRVX
Female	2742 45% OS	2506 46% TZ AEGKOS	111 54%	94 51% TZ	143 40% OS	152 48% ETZ	89 44% OS	81 44% TZ AEGKMOS	139 55%	115 50% TZ	286 42% OS	261 44% TZ	92 44% OS	85 47% TZ	39 19% OTZ AEGKMOSUY	85 44%	62 59%	44 49% TZ	17 17% S	28 29% S	54 45% OS	41 44% TZ AEGKOS	61 55%	46 49% TZ ZEKOS	178 48%	104 32%
Other/refuse	-	2	-	-	-	-	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q280. Respondent Age.

8 Jun 2016  
Table 6

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
18 - 19	146 2%	193 4% A	7 3%	9 5%	7 2%	9 3%	4 2%	5 3%	7 3%	6 3%	26 4% A	28 5%	12 6% AEGO	7 4%	3 1%	9 5%	3 3%	2 2%	6 6% AEO	8 8% BFHJ	2 2%	5 5%	6 5% AO	5 5%	20 5% AEGO	23 7% BFHJ
20 - 24	699 11% UW	708 13% A AEGUW	39 19% A AEGUW	31 17% A AEGUW	39 11% A AEGUW	41 13% A AEGUW	21 10% A AEGUW	28 15% A AEGUW	35 14% UW	31 13% A AEGUW	130 19% A AEGUW	97 16% B AEGIUW	43 21% B AEGIUW	32 18% F AEGUW	27 13% UW	30 16% AEGUW	20 19% AEGUW	12 13% AEGUW	21 20% AEGUW	20 21% B	6 5% U	17 18% U	6 5% W	17 18% W	55 15% AUW	58 18% B
25 - 29	842 14% BEW	669 12% FZ	36 17% EUW	28 15% FZ	35 10% F	17 5% W	31 15% W	19 10% F	41 16% EW	37 16% FZ	127 18% LAEUW	77 13% F NAEUW	45 22% F	25 14% F	52 26% F	40 21% BFHLXZ	14 13% F	12 13% F	26 25% AEGIUW	17 18% FZ	11 9% F	14 15% F	8 7% F	10 11% ZAEUW	65 18% ZAEUW	28 9%
30 - 34	928 15% BE	656 12% Z	36 17% DEU	18 10% FZ	35 10% FZ	34 11% Z	43 21% AEUW	27 15% Z	53 21% JAEUW	27 16% Z	107 16% E	79 13% Z	34 16% E	21 12% Z	56 28% ACEKMSUWY	49 26% BDFHJLNVRVXZ	21 20% REUW	8 9% Z	14 14% BDFZ	18 19% BDFZ	11 9% Z	11 12% Z	11 10% Z	10 11% ZEUW	68 18% ZEUW	17 5%
35 - 39	848 14% E	739 14% FZ	35 17% E	29 16% FZ	36 10% FZ	30 10% PZ	29 14% PZ	17 9% PZ	40 16% E	39 17% LPZ	113 16% AE	76 13% Z	25 12% FHXZ	30 17% FHXZ	26 13% P	35 18% FHXZ	16 15% Z	14 15% Z	11 11% Z	16 17% Z	12 10% Z	13 14% Z	14 13% Z	7 8% Z	52 14% Z	26 8%
40 - 44	687 11% B	496 9% PZ	16 8% PZ	15 8% PZ	32 9% PZ	30 10% ACEKMOOY	35 17% PZ	21 11% PZ	36 14% CEKQ	27 12% LPZ	65 9% LPZ	43 7% Z	20 10% Z	12 7% Z	19 9% P	8 4% P	7 7% P	9 10% Z	12 12% Z	6 6% Z	11 9% Z	8 9% ACEKMOOY	19 17% ACEKMOOY	9 10% Z	35 9% Z	14 4%
45 - 49	592 10% KOS	557 10% RT	14 7% RT	22 12% FACGKMOOY	56 16% FACGKMOOY	24 8% FACGKMOOY	17 8% HLPT	28 15% GBFLPRT	19 8% GBFLPRT	21 9% GBFLPRT	41 6% K	56 9% K	18 9% K	19 10% R	10 5% R	12 6% RKOS	12 11% RKOS	3 3% HLPT	4 4% HLPT	4 4% CIKOS	17 14% CIKOS	7 8% P	12 11% P	14 15% FPRT	34 9% PRT	39 12%
50 - 54	417 7% KMOY	410 8% P	10 5% P	12 7% ACGKMOOY	47 13% ACGKMOOY	32 10% HLPT	8 4% HLPT	9 5% HLPT	12 5% JPT	21 9% JPT	24 3% P	36 6% K	6 3% K	14 8% MP	4 2% MP	6 3% MP	5 5% HLPT	11 12% HLPT	5 5% ACGKMOOY	3 3% ACGKMOOY	14 12% ACGKMOOY	9 10% P	15 14% ACGKMOOY	5 5% YBHLPT	10 3% YBHLPT	36 11%
55 - 59	394 6% IKMOQ	402 7% AJPT	7 3% AJPT	10 5% CIRKMOOY	27 8% EBDJLPTV	38 12% EBDJLPTV	11 5% IMO	17 9% JPT	5 2% JPT	9 4% JPT	29 4% O	38 6% P	3 1% P	14 8% MP	2 1% MP	2 1% MP	1 1% QP	7 8% QP	4 4% VACGKMOOY	2 2% VACGKMOOY	18 15% VACGKMOOY	3 3% IMOQ	9 8% JPTV	10 11% O	15 4% YBDJLNPTV	49 15%
60 - 64	287 5% GIKMOOY	270 5% P	5 2% P	5 3% MOY	13 4% P	17 5% P	2 1% P	7 4% P	4 2% P	8 3% P	17 2% KP	33 6% KP	1 * KP	5 3% KP	1 * GMOOY	1 1% GMOOY	5 5% P	4 4% P	- - CEGKMOOY	1 1% CEGKMOOY	10 8% P	4 4% GMOOY	5 5% P	4 1% P	10 3%	
65 and over	304 5% CGIKMOOY	352 6% ADHJNPT	1 * P	5 3% ACGKMOOY	31 9% EBHJLNPTVZ	43 14% EBHJLNPTVZ	3 1% P	5 3% P	1 * P	5 2% P	8 1% KJNP	32 5% KJNP	- - KJNP	2 1% KJNP	1 * KJNP	- - KJNP	1 1% QDJNPTVX	8 9% QDJNPTVX	- - CGIKMOOY	1 1% CGIKMOOY	7 6% P	2 2% P	5 5% CIKMO	2 2% P	12 3% CIKMO	21 7% YJNPT
MEAN	39.4 CGIKMOOY	39.9 ADJLNPTV	34.4 MO	36.8 CPT	42.8 ACGKMOOY	44.2 BEHJLNPTVZ	36.6 CKMOS	38.9 PT	34.7 MOS	37.6 IPT	34.3 MO	38.2 KPT	32.1 MP	36.6 MPT	32.4	31.8	35.2 MOS	41.1 QDJNPTV	32.1	31.7	45.1 VACGKMOOY	35.8 PT	42.3 ACGKMOOY	38.4 PT	35.1 MOS	40.8 YDJLNPTV
STD. DEV.	13.51	14.33	10.88	12.81	14.12	15.70	10.77	12.93	10.08	12.06	11.45	14.33	9.68	12.47	8.46	8.61	11.66	14.72	10.50	10.31	13.49	13.06	13.11	13.99	12.23	15.68
STD. ERR.	0.17	0.19	0.76	0.94	0.75	0.88	0.77	0.96	0.63	0.79	0.44	0.59	0.67	0.93	0.60	0.62	1.14	1.55	1.03	1.05	1.24	1.35	1.25	1.45	0.64	0.88
MEDIAN	37	38	33	37	44	44	35	39	33	36	32	35	30	35	31	31	33	38	29	30	46	34	42	38	33	44
Sigma	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90	103	96	119	93	110	93	370	321
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
0 hours to less than 1 hour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-4 hours	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5-10 hours	1180 19%	971 18%	59 29% AEGIKS	62 34% BFHJLNPT	62 17%	68 22% T	38 19%	42 23% JT	40 16%	35 15%	135 20%	103 17%	53 26% AEIS	40 22% AEGIKS	57 28%	44 23% JT	25 24% S	27 30% BJLT	13 13%	12 13% AEGIKS	40 34%	21 23%	27 25% IS	26 28% BJLT	92 25% AEIKS	105 33% YBFHJLNPT
11-15 hours	911 15% Y	772 14%	29 14%	31 17%	54 15%	37 12%	32 16%	29 16%	31 12%	33 14%	103 15% Y	80 13%	30 14%	29 16%	28 14%	21 11%	16 15%	15 17%	9 9%	11 11%	23 19% SY	16 17%	19 17% Y	14 15%	38 10%	39 12%
16-20 hours	929 15%	908 17% ADFZ	27 13%	13 7%	54 15%	37 12%	35 17% S	22 12%	30 12%	36 16% D	94 14%	105 18% DFZ	34 16% DFHRZ	38 21%	26 13%	36 19% DFZ	13 12%	10 11%	9 9%	17 18% D	21 18%	16 17% D	10 9%	13 14%	50 14%	33 10%
More than 20 hours	3124 51% MU	2801 51% DNZ	91 44% U	78 42%	188 53% MU	173 55% DNRVXZ	99 49% U	90 49% ACGKMOQUY	152 60% DNRZ	127 55%	355 52% MU	307 52% DN	90 43% U	74 41%	90 45% U	91 47% U	51 49% U	38 42% ACGKMOQUY	72 70% DNRVXZ	56 58%	35 29%	40 43% U	54 49% U	40 43%	190 51% U	144 45%
Don't Know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q640. COUNTRY QUOTAS

8 Jun 2016  
Table 8

Base: All Qualified

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
US ADULTS	502 8%	461 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA ADULTS	200 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO ADULTS	223 4%	184 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY ADULTS	101 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY ADULTS	102 2%	95 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN ADULTS	100 2%	97 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND ADULTS	112 2%	92 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNITED KINGDOM ADULTS	220 4%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE ADULTS	201 3%	181 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY ADULTS	250 4%	228 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA ADULTS	1110 18%	996 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM ADULTS	100 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES ADULTS	206 3%	184 3%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPAN ADULTS	358 6%	315 6%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA ADULTS	204 3%	183 3%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIA ADULTS	253 4%	231 4%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q640. COUNTRY QUOTAS

Base: All Qualified

	Country																										
	2015 Total Consum- (18+)	2016 Total Consum- (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
INDIA ADULTS	687 11%	595 11%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA ADULTS	207 3%	181 3%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA ADULTS	201 3%	192 4%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA ADULTS	105 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-	
EGYPT ADULTS	103 2%	96 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-	
COLOMBIA ADULTS	119 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-	
ARGENTINA ADULTS	110 2%	93 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	93 100%	-	-	
BRAZIL ADULTS	370 6%	321 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%	
US TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CANADA TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEXICO TEENS 15-17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ITALY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TURKEY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SPAIN TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
POLAND TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
UNITED KINGDOM TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FRANCE TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q640. COUNTRY QUOTAS

Base: All Qualified

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
GERMANY TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIETNAM TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PHILIPPINES TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAPAN TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH KOREA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RUSSIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDONESIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIGERIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOUTH AFRICA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EGYPT TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
COLOMBIA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARGENTINA TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRAZIL TEENS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mer (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
HIGH (NET)	5749 94% EK	5332 98% AF	196 95% EK	180 98% F	323 90%	288 91%	198 97% AEIKS	181 99% F	232 92%	229 99% IF	616 90%	587 99% KF	196 95% K	178 98% F	195 97% AEIKS	192 100% OBDFX	98 93%	90 100% QF	93 90%	95 99% SF	115 97% EK	92 99% F	107 97% EKS	91 98% F	353 95% EKS	317 99% YF
.com	5481 89% K	5204 95% AF	187 91% K	178 97% CF	311 87%	279 89%	191 94% AEKSY	177 99% F	225 89% K	226 98% IFZ	574 84%	578 97% KBFZ	186 90% K	177 98% MFZ	190 95% AEIKSY	190 99% OBFZ	94 90%	90 100% QBZ	89 86%	93 97% SF	112 94% EKY	91 98% F	104 95% EKS	91 98% F	321 87%	300 93% YF
.net	4759 77% EK	4824 88% AF	153 74%	159 86% CF	247 69%	231 73%	181 89% ACEIKMOGSY	176 96% GBDFJLTZ	203 80% EKM	211 91% IF	489 71%	540 91% KF	149 72%	165 91% MF	161 80% EK	184 96% OBDFLTZ	84 80% E	82 91% QF	76 74%	85 89% SF	101 85% CEKMS	89 96% UBDF	97 88% ACEKMSY	85 91% F	293 79% EK	290 90% YF
.org	4387 71% E	4533 83% AFH	139 67% E	154 84% CF	175 49%	166 53%	137 67% E	142 78% GF	179 71% E	191 83% IF	477 69% E	531 89% KBDFHJ	136 66% E	159 88% MFH	162 81% ACEGKMS	191 99% OBDFHJLTZ	82 78% EGMS	82 91% QBFB	66 64% E	80 83% SF	101 85% ACEGKMS	91 98% UBDFHJLTZ	94 88% ACEGKMS	88 95% WBDFFJUT	287 78% ACEGKMS	300 93% YBDFHJLTZ
GEOGRAPHICALLY TARGETED (NET)	5113 83% S	4967 91% A	166 81% S	169 92% C	330 92% ACKMOGSY	299 95% B	179 88% CKMS	237 94% GBDLTZ	225 97% ACEIKMOGSY	225 97% BDLTZ	558 81% S	557 94% KB	165 80% S	174 96% MB	165 82% S	190 99% OBDFLTZ	95 90% ACKMS	86 96% 96%	66 64% S	88 92% S	108 91% ACKMOS	89 96% 96%	96 87% S	90 97% W	311 84% S	298 93% Y
.cn	909 15%	910 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	ADFHJLPRTVYZ																								
.eu	-	571 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		ADFHJLPRTVYZ																								
.in	558 9%	557 10%	-	-	-	-	-	-	-	-	558 81%	557 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	ADFHJLPRTVYZ									ACEGKMOGSUY	KBDFHJLPRTVYZ														
.jp	330 5%	299 5%	-	-	330 92%	299 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	DBFHJLPRTVYZ			ACEGKMOGSUY	KBDFHJLPRTVYZ																				
.br	311 5%	298 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	311 84%	298 93%
	CEGKMOGSUY	DBFHJLPRTVYZ																							ACEGKMOGSUY	YBDFHJLPRTVYZ
.us	261 4%	255 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	DBFHJLPRTVYZ																								
.ru	237 4%	225 4%	-	-	-	-	-	-	237 94%	225 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	DBFHJLPRTVYZ							ACEGKMOGSUY	KBDFHJLPRTVYZ																
.de	234 4%	219 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	DBFHJLPRTVYZ																								
.ng	165 3%	190 3%	-	-	-	-	-	-	-	-	-	-	-	-	165 82%	190 99%	-	-	-	-	-	-	-	-	-	-
	CEGKIMY	ADFHJLNZ													ACEGKMOGSUY	OBDFHJLPRTVYZ										
.mx	201 3%	180 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUY	DBFHJLPNZ																								
.kr	179 3%	179 3%	-	-	-	-	179 88%	179 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEIKMOY	DBFHJLPNZ					ACEGKMOGSUY	GBDFHJLPRTVYZ																		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Base: All Qualified Respondents

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- (18+)	2016 Total Consum- (18+)	2015 Phil- ippines (18+)	2016 Phil- ippines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
LOW (NET)	1635 27%	1888 35%	39 19%	55 30%	66 18%	69 22%	49 24%	58 32%	116 46%	120 52%	248 36%	269 45%	56 27%	71 39%	91 45%	116 60%	76 72%	72 80%	13 13%	26 27%	32 27%	30 32%	29 26%	26 28%	77 21%	94 29%
.mobi	CESY	AFZ		CF			S	F	ACEGKMSUWY	BDFHNTVXZ	ACEGMSUWY	KBDFHTVXZ	ES	MFTZ	ACEGKMSUWY	OBDFHNTVXZ	ACEGKMSUWY	BDFHNTVXZ		S	ES	F	S	S		YF
.tel	866 14%	998 18%	21 10%	21 11%	35 10%	35 11%	16 8%	19 10%	59 23%	50 22%	145 21%	146 25%	29 14%	48 27%	81 40%	100 52%	76 72%	69 77%	8 8%	17 18%	10 8%	16 17%	10 9%	12 13%	34 9%	43 13%
.pro	EGY	ADFHZ							ACEGMSUWY	DFHZ	ACEGMSUWY	BDFHXZ	G	MBDFHXZ	ACEGKMSUWY	OBDFHNTVXZ	ACEGMSUWY	BDFHNTVXZ		S						
.asia	563 9%	746 14%	8 4%	15 8%	11 3%	17 5%	21 10%	40 22%	30 12%	42 18%	86 13%	106 18%	18 9%	19 10%	21 10%	32 17%	5 5%	13 14%	3 3%	8 8%	17 14%	13 14%	11 10%	7 8%	42 11%	34 11%
.coop	CES	ADF					CES	GBDFNTXZ	CEQS	BDFNTXZ	ACEQS	KBDFNTXZ	CE	F	CES	DFXZ		QF			CEQS	F	CES		CEQS	F
I am not aware of any of these	587 10%	733 13%	7 3%	13 7%	25 7%	26 8%	26 13%	32 17%	86 34%	91 39%	82 12%	95 16%	14 7%	20 11%	10 5%	19 10%	2 2%	5 6%	2 2%	11 11%	9 8%	9 10%	12 11%	4 4%	28 8%	37 12%
Sigma	COQS	ADFRX					CEMOQSY	DFPRX	ACEGMSUWY	BDFHNTVXZ	ACEGMSUWY	KDFPRX								S			CQS		CQS	X
	533 9%	708 13%	22 11%	42 23%	34 9%	34 11%	22 11%	33 18%	27 11%	40 17%	120 17%	148 25%	34 16%	40 22%	15 7%	18 9%	6 6%	12 13%	3 3%	2 2%	8 7%	6 6%	3 3%	5 5%	20 5%	9 3%
	SWY	ATXZ	SWY	CBFPTVXZ	SWY	TZ	SWY	GBFPTVXZ	SWY	IBFPTVXZ	ACEGMSUWY	KBFJPRTVXZ	AEOQSUWY	BFPTVXZ		TZ		TZ								
	319 5%	462 8%	6 3%	15 8%	17 5%	28 9%	20 10%	22 12%	21 8%	27 12%	47 7%	62 10%	7 3%	9 5%	6 3%	16 8%	-	4 4%	1 1%	1 1%	14 12%	13 14%	11 10%	11 12%	24 6%	30 9%
	Q	AT		CT	Q	ET	ACEMOQS	NRT	ACMOQS	NRT	ACOQS	KNT				OT		Q			ACEMOQS	NRT	ACEMOQS	NT	QS	T
	121 2%	42 1%	2 1%	3 2%	9 3%	8 3%	1	-	1	-	13 2%	1	3 1%	-	-	-	-	-	8 8%	-	1 1%	-	1 1%	-	2 1%	2 1%
	BOY			L	IOY	BHJLNP					LO															
	27161 442%	28512 523%	873 424%	947 515%	1478 413%	1381 438%	951 466%	1001 547%	1334 527%	1377 596%	3168 461%	3374 567%	872 421%	1002 554%	1037 516%	1206 628%	520 495%	548 609%	389 378%	456 475%	565 475%	506 544%	529 481%	464 499%	1557 421%	1546 482%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q705. Have you personally visited websites with any of the following domain extensions?

Base: Heard Of Extensions

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6023	5410	204	181	349	307	203	183	252	231	674	594	204	181	201	192	105	90*	95*	96*	118	93*	109	93*	368	319
.com	5290 88% EK	5074 94% AF	182 89% EK	176 97% CBF	275 79% E	261 85% E	185 91% EK	177 97% GF	221 88% E	221 96% IF	560 83% KF	565 95% KF	182 89% EK	176 97% MBF	189 94% AEIKY	189 98% OBFLTZ	92 88% E	89 99% QBFTZ	85 89% E	89 93% E	108 92% EK	91 98% F	102 94% EKY	90 97% F	316 86% E	297 93% YF
.net	3904 65% EKY	4102 76% AF	123 60% E	139 77% CF	176 50% E	186 61% E	160 79% ACEKMOQY	168 92% GBDFLNRITXZ	185 73% ACEKMY	181 78% F	401 59% E	459 77% KF	120 59% MBF	150 83% CEKMY	141 70% OBDFLNRITXZ	171 89% E	70 67% E	72 80% QF	72 76% ACEKMY	75 78% F	87 74% ACEKMY	80 86% UBF	76 70% EK	70 75% F	221 60% E	261 82% YBF
.org	3646 61% CEGM	3890 72% AFH	109 53% E	139 77% CFH	105 30% E	120 39% E	91 45% E	117 64% GF	156 62% EGM	160 69% F	408 61% EGM	469 79% KBFHJ	99 49% E	144 80% MBFHJ	154 77% ACEGKMSY	191 99% GBDFLNRITXZ	77 73% ACEGKMS	79 88% QBDFHJT	57 60% EG	69 72% F	98 83% ACEGKMSY	84 90% BDFHLNT	85 78% ACEGKMS	80 86% BFHJT	253 69% ACEGKM	292 92% YBDFHLNT
.info	1622 27% GM	1824 34% A	54 26% E	70 39% C	85 24% E	104 34% E	40 20% G	58 32% ACEGKMSY	124 49% BDFHLNRITXZ	127 55% AEGMQWY	214 32% KBXZ	231 39% E	39 19% M	70 39% M	90 45% BDFHLNRITXZ	104 54% E	22 21% E	29 32% GM	30 32% GM	35 36% GM	36 31% GM	46 49% UBFHRXZ	24 22% E	25 27% E	91 25% E	96 30% E
.biz	1038 17% UY	1106 20% AXZ	51 25% AESUY	59 33% BFLTVXZ	51 15% Y	58 19% XZ	40 20% UY	54 30% GBFTVXZ	89 35% ACEGKMSY	93 40% BFHLTVXZ	135 20% AESUY	141 24% BTXZ	43 21% SUY	64 35% MBFHLTVXZ	71 35% ACEGKMSY	81 42% BFHLTVXZ	27 26% AESUY	35 39% BFLTVXZ	11 12% E	14 15% E	9 8% E	16 17% UZ	18 17% UY	9 10% E	25 7% E	30 9% E
.cn	846 14% E	853 16% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mobi	481 8% EUY	572 11% AFHJ	15 7% UY	16 9% E	16 5% E	15 5% E	10 5% E	11 6% E	29 12% E	37 16% E	77 11% E	85 14% E	18 9% EUY	34 19% MBFHLTVXZ	64 32% ACEGKMSY	63 33% BDFHLNRITXZ	56 53% ACEGKMSY	50 56% BDFHLNRITXZ	5 5% E	8 8% E	2 2% E	8 9% U	4 4% E	5 5% E	11 3% E	23 7% Y
.in	517 9% E	523 10% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	366 7% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pro	241 4% EQ	359 7% AFX	3 1% E	8 4% E	7 2% E	11 4% E	12 6% CEMOQ	18 10% DFNX	58 23% ACEGKMSY	54 23% BDFHLNRITXZ	25 4% Q	46 8% KFNX	3 1% E	6 3% E	3 1% E	9 5% E	-	3 3% E	1 1% E	4 4% E	2 2% E	4 4% E	4 4% Q	1 1% E	11 3% E	25 8% YFNX
.tel	217 4% E	352 7% AFRX	5 2% E	9 5% E	5 1% E	6 2% E	10 5% EM	26 14% GBDFLNRITXZ	16 6% ACEMS	24 10% BDFRTXZ	38 6% AEM	46 8% FRX	3 1% E	10 6% MF	6 3% E	17 9% OFRX	2 2% E	1 1% E	1 1% E	3 3% E	4 3% E	8 9% FRX	2 2% E	1 1% E	19 5% EM	16 5% F
.asia	230 4% Q	338 6% ATZ	10 5% Q	30 17% CBFJPTVXZ	14 4% Q	17 6% Z	10 5% Q	18 10% BPTXZ	13 5% E	18 8% TZ	54 8% AQEOGSY	68 11% KBFFTPTVXZ	17 8% E	24 13% AQEOGSY	5 2% E	7 4% E	-	9 10% QPTXZ	1 1% E	1 1% E	4 3% E	4 4% E	1 1% E	2 2% E	9 2% E	5 2% E
.br	296 5% E	294 5% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	296 80% E	294 92% E
.jp	300 5% E	281 5% E	-	-	300 86% E	281 92% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.coop	140 2% E	224 4% AT	3 1% E	7 4% E	5 1% E	17 6% ET	7 3% BPRT	13 7% EQS	10 4% E	14 6% T	17 3% E	28 5% KT	5 2% E	5 3% E	2 1% E	5 3% E	-	1 1% E	-	-	8 7% ACEKOQS	7 8% RT	7 6% ACEKOQS	8 9% BNPRT	13 4% E	14 4% T
.ru	236 4% E	222 4% E	-	-	-	-	-	-	-	236 94% E	222 96% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q705. Have you personally visited websites with any of the following domain extensions?

8 Jun 2016  
Table 10

Base: Heard Of Extensions

	Country																									
	2015 Total Consum- (A)	2016 Total Consum- (B)	2015 Philipi- (C)	2016 Philipi- (D)	2015 Japan (E)	2016 Japan (F)	2015 South Korea (G)	2016 South Korea (H)	2015 Russia (I)	2016 Russia (J)	2015 India (K)	2016 India (L)	2015 Indon- esia (M)	2016 Indon- esia (N)	2015 Nigeria (O)	2016 Nigeria (P)	2015 South Africa (Q)	2016 South Africa (R)	2015 Egypt (S)	2016 Egypt (T)	2015 Colom- bia (U)	2016 Colom- bia (V)	2015 Argen- tina (W)	2016 Argen- tina (X)	2015 Brazil (Y)	2016 Brazil (Z)
Unweighted Base	6023	5410	204	181	349	307	203	183	252	231	674	594	204	181	201	192	105	90*	95*	96*	118	93*	109	93*	368	319
.de	227 4%	212 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	157 3%	187 3%	-	-	-	-	-	-	-	-	-	-	-	-	157 78%	187 97%	-	-	-	-	-	-	-	-	-	-
.mx	188 3%	179 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	185 3%	169 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	150 2%	168 3%	-	-	-	-	-	-	-	-	-	-	150 74%	168 93%	-	-	-	-	-	-	-	-	-	-	-	-
.kr	161 3%	166 3%	-	-	-	-	161 79%	166 91%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	151 3%	163 3%	151 74%	163 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	168 3%	160 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	191 3%	159 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	149 2%	146 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	91 2%	90 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	99 2%	89 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	82 1%	88 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	91 2%	88 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91 83%	88 95%	-	-
.co	100 2%	87 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 85%	87 94%	-	-	-	-
.it	93 2%	85 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	90 1%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 86%	83 92%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q705. Have you personally visited websites with any of the following domain extensions?

Base: Heard Of Extensions

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6023	5410	204	181	349	307	203	183	252	231	674	594	204	181	201	192	105	90*	95*	96*	118	93*	109	93*	368	319
.eg	57 1% K	78 1% AFLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 60%	78 81%	-	-	-	-	-	-
.tr	80 1% EKY	76 1% FLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these above	89 1% K	58 1% K	2 1%	1 1%	20 6%	10 3%	3 1%	1 1%	-	-	2 *	5 1%	1 *	-	1 *	-	1 1%	1 1%	1 1%	2 2% JP	1 1%	-	1 1%	-	2 1%	2 1%
Sigma	21603 359%	22911 423%	708 347%	817 451%	1059 303%	1086 354%	729 359%	827 452%	1137 451%	1151 498%	2448 363%	2666 449%	680 333%	851 470%	883 439%	1024 533%	437 416%	452 502%	321 338%	378 394%	459 389%	435 468%	415 381%	379 408%	1267 344%	1355 425%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
.ar	108 98%	92 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 98%	92 99%	-	-	
.es	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.vn	94 94%	91 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.id	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	243 97%	222 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.in	662 96%	579 97%	-	-	-	-	-	-	-	-	662 96%	579 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	243 96%	224 97%	-	-	-	-	-	-	243 96%	224 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-	-	-	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-	-
.tr	93 91%	92 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.pl	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.mx	217 97%	178 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.it	98 97%	87 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.cn	1042 94%	956 96% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.co	115 97%	89 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 97%	89 96%	-	-	-	-	
.ph	199 97%	176 96%	199 97%	176 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.com	5857 95% E	5212 96% F	200 97% EG	182 99% BFTZ	324 91%	286 91%	189 93%	179 98% GFZ	244 96% E	221 96% F	659 96% E	577 97% FZ	204 99% AEGY	178 98% FTZ	198 99% AEGY	185 96% F	103 98% EG	89 99% FZ	100 97% E	90 94%	118 99% AEGY	92 99% FZ	108 98% EG	91 98% F	352 95% E	300 93%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.za	99 94%	86 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99 94%	86 96%	-	-	-	-	-	-	-	-
.kr	186 91%	173 95%	-	-	-	-	186 91%	173 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	192 96%	170 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	210 95%	169 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	195 97%	169 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	90 87%	89 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 87%	89 93%	-	-	-	-	-	-
.jp	332 93%	292 93%	-	-	332 93%	292 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	344 93%	297 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	344 93%	297 93%
.net	5443 89% EY	4856 89% FZ	196 95% AEGIWY	170 92% FZ	267 75% F	231 73% F	180 88% E	171 93% FZ	224 89% E	203 88% F	629 92% AEY	558 94% BFJXZ	204 99% ACEGKQWY	176 97% BDFJRXZ	192 96% AEGIWY	183 95% BFJRXZ	96 91% E	80 89% F	99 96% AEGIWY	89 93% FZ	108 91% E	87 94% FZ	97 88% E	82 88% F	311 84% E	266 83% F
.org	5288 86% EGI	4720 87% FHJ	185 90% EGI	165 90% FHJ	195 54% F	164 52% F	136 67% E	143 78% GF	204 81% EG	179 77% F	643 94% AEGIS	578 97% KBDHFJTXZ	197 95% ACEGIS	175 97% BDFHJ	199 99% ACEGKMSWY	188 98% BDFHJTXZ	102 97% ACEGIS	86 96% BFHJ	89 86% EG	89 93% FHJ	113 95% AEGIS	91 98% BDFHJ	104 95% AEGIS	86 92% FHJ	346 94% AEGIS	300 93% BFHJ
.us	375 75%	349 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	4492 73% BEG	3688 68% FH	173 84% DAEGUW	138 75% BFHXZ	200 56% F	151 48% F	97 48% F	93 51% AEGUW	199 79% BFHXZ	177 77% AEGUWY	576 84% AEGUWY	475 80% BFHRVXZ	191 92% ACEGKQWY	161 89% BDFHJTXZ	177 88% PAEGIUWY	154 80% BFHRVXZ	90 86% RAEGUW	61 68% FH	84 82% EGUW	71 74% FHX	81 68% EG	63 68% FH	75 68% EG	56 60% F	286 77% ZEGU	206 64% FH
.pro	- 2364 43% FHTVX	- 88 48% FHTVX	- 88 48% FHTVX	- 83 26% X	- 26% X	- 26% X	- 26% X	48 113 49% FHTVX	- 49% FHTVX	- 52% BFHPTVXZ	- 66% BDFHJTXZ	- 120 66% BDFHJTXZ	- 81 42% FHVX	- 39 43% FHVX	- 30 31% X	- 22 24% F	- 12 13% F	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	- 135 42% FHVX	
.tel	- 2290 42% FHJ	- 78 42% FHJ	- 78 42% FHJ	- 70 22% X	- 70 22% X	- 70 22% X	- 70 22% X	52 84 36% FX	- 36% FX	- 327 55% BDFHJTXZ	- 121 67% BDFHJTXZ	- 94 49% BFHJTXZ	- 37 41% FHJ	- 40 42% FHJ	- 32 34% FX	- 10 11% F	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	- 130 40% FHJ	
.asia	- 2184 40% FHJTXZ	- 109 59% BFHJTXZ	- 75 24% X	- 75 24% X	- 75 24% X	- 75 24% X	- 75 24% X	47 66 29% VX	- 29% VX	- 363 61% BDFHJTXZ	- 143 79% BDFHJTXZ	- 91 47% BFHJTXZ	- 36 40% FHJTXZ	- 29 30% VX	- 15 16% F	- 9 10% F	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	- 107 33% FVX	
.coop	- 2109 39% FHJX	- 78 42% FHJTX	- 87 28% HX	- 87 28% HX	- 87 28% HX	- 87 28% HX	- 87 28% HX	36 20% HX	- 20% HX	- 65 28% HX	- 286 48% BDFHJTXZ	- 112 62% BDFHJTXZ	- 79 41% FHJX	- 38 42% FHJX	- 29 30% HX	- 31 33% HX	- 15 16% F	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	- 135 42% FHJTX	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.  
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016  
Table 12

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- ines (C)	2016 Philip- ines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.coop	-	3343 61% LN	-	106 58% N	-	228 72% BDLNPRZ	-	147 80% BDJLNPRVZ	-	166 72% BDLNPRZ	-	309 52% N	-	69 38% N	-	113 59% N	-	52 55% N	-	67 70% DLNZ	-	62 67% LN	-	78 84% BDJLNPRVZ	-	186 58% N
.asia	-	3268 60% DLNP	-	75 41% N	-	240 76% BDLNPRZ	-	136 74% BDLNPRZ	-	165 71% BDLNPRZ	-	232 39% N	-	38 21% N	-	101 53% DLN	-	54 60% DLN	-	67 70% BDLNP	-	78 84% BDJLNPRZ	-	84 90% BDJLNPRVZ	-	214 67% BDLNP
.tel	-	3162 58% LNP	-	106 58% LN	-	245 78% BDJLNPRVZ	-	131 72% BDJLNPRZ	-	147 64% LNP	-	268 45% N	-	60 33% N	-	98 51% N	-	53 59% LN	-	56 58% LN	-	61 66% LNP	-	83 89% BDJLNPRVZ	-	191 60% LN
.pro	-	3088 57% LN	-	96 52% N	-	232 74% BDJLNPRZ	-	135 74% BDJLNPRZ	-	118 51% N	-	284 48% N	-	61 34% N	-	111 58% LN	-	51 57% N	-	66 69% BDJLN	-	71 76% BDJLNPRZ	-	81 87% BDJLNPRVZ	-	186 58% LN
.info	1652 27% CKMQWY	1764 32% ADJLNP	33 16% M	46 25% CN	158 44% ACKMOGSWY	164 52% BDJLNPRVZ	107 52% ACKMOGSWY	90 49% BDJLNPRVZ	54 21% MO	54 23% N	111 16% M	120 20% N	16 8% N	20 11% N	24 12% N	38 20% ON	15 14% QLNP	29 32% M	19 18% M	25 26% N	38 32% CKMQGSY	30 32% LNP	35 32% CKMQOS	37 40% DJLNP	84 23% KMO	115 36% YDJLNP
.us	127 25%	112 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	856 14% KMQWY	732 13% LNPRVZ	21 10% MOQ	19 10% LNPV	163 46% ACKMOGSWY	151 48% BDJLNPRVZ	68 33% ACKMOGSWY	40 22% BDJLNPRVZ	49 19% ACKMOGSWY	52 23% BDJLNPRVZ	44 6% LO	17 3% N	10 5% O	6 3% N	2 1% N	4 2% N	3 3% N	4 4% KMQWY	14 14% LP	7 7% LP	6 5% O	2 2% O	6 5% O	7 8% LP	24 6% O	21 7% LP
.net	701 11% CKMOS	596 11% LNP	10 5% M	14 8% N	91 25% ACKMOGSWY	84 27% BDJLNPRVZ	24 12% CMOS	12 7% CMOS	29 11% CMOS	28 12% LNP	58 8% M	37 6% N	3 1% N	5 3% N	9 4% N	9 5% N	10 11% NP	4 4% N	7 7% N	11 9% M	6 6% CMOS	13 12% CMOS	11 12% LNP	59 16% ACKMOS	55 17% BDJLNPTVZ	
.br	26 7%	24 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%	24 7%
.jp	26 7%	23 7%	-	-	26 7%	23 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	13 13%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	7 7%	-	-	-	-	-	-
.fr	6 3%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	10 5%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	8 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	18 9%	10 5%	-	-	-	-	18 9%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.za	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	4 4%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 12

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.com	287 5%	240 4%	6 3%	2 1%	34 9%	29 9%	15 7%	4 2%	9 4%	10 4%	28 4%	18 3%	3 1%	3 2%	3 1%	7 4%	2 2%	1 1%	3 3%	6 6%	1 1%	1 1%	2 2%	2 2%	18 5%	21 7%
MOU		D			ACKMOQSBWY	BDHJLNPRVX	HCMOQUW													DN				MOU	DHLNRV	
.ph	7 3%	8 4%	7 3%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	4 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	4 4%	-	-	-	-
.cn	68 6%	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	6 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	9 9%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ng	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-
.ru	10 4%	7 3%	-	-	-	-	-	-	10 4%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	25 4%	16 3%	-	-	-	-	-	-	-	-	25 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-
.vn	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_1. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 13

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	5857 95% E	5212 96% F	200 97% EG	182 99% BFTZ	324 91% 91%	286 91% 91%	189 93% 93%	179 98% GFZ	244 96% E	221 96% F	659 96% E	577 97% FZ	204 99% AEGY	178 98% FTZ	198 99% AEGY	185 96% F	103 98% EG	89 99% FZ	100 97% E	90 94% 94%	118 99% AEGY	92 99% FZ	108 98% EG	91 98% F	352 95% E	300 93% 93%
Very trustworthy	3534 58% EG	3376 62% AFH	156 76% AEGY	154 84% BFHJRZ	72 20% 20%	98 31% E	102 50% E	96 52% F	180 71% AEGY	155 67% FH	503 73% AEGY	471 79% KBFHJRZ	177 86% ACEGKQWY	156 86% BFHJRZ	165 82% AEGIKQY	160 83% BFHJRZ	71 68% AEG	59 66% FH	84 82% AEGIQY	79 82% BFHJRZ	94 79% AEGY	77 83% BFHJRZ	80 73% AEGY	74 80% BFHJRZ	224 61% EG	196 61% F
Somewhat trustworthy	2323 38% BCKMOSUW DLNPTVX	1836 34% M	44 21% M	28 15% FACGMRMOOSUWY	252 70% BDHJLNPRVXZ	188 60% 60%	87 43% 87%	83 45% BDHJLNPRVXZ	64 25% MOS	66 29% DLNPTV	156 23% LM	106 18% 18%	27 13% 13%	22 12% 12%	33 16% 16%	25 13% 13%	32 30% MOS	30 33% DLNPTVX	16 16% 16%	11 11% 11%	24 20% 20%	15 16% 16%	28 25% M	17 18% 18%	128 35% CIKMOSU DLNPTVX	104 32% 32%
BOTTOM 2 BOX (NET)	287 5% MOU	240 4% D	6 3% 3%	2 1% ACCKMOOSUWY	34 9% BDHJLNPRVX	29 9% 9%	15 7% HCMOQWY	4 2% 2%	9 4% 4%	10 4% 4%	28 4% 4%	18 3% 3%	3 1% 1%	3 2% 2%	3 1% 1%	7 4% 4%	2 2% 2%	1 1% 1%	3 3% 3%	6 6% DN	1 1% 1%	1 1% 1%	2 2% 2%	2 2% 2%	18 5% MOU	21 7% DHLNPRV
Not very trustworthy	230 4% O	181 3% N	4 2% 2%	2 1% ACCKMOOSUWY	30 8% BDHJLNPRVX	25 8% 8%	15 7% HCMOQWY	3 2% 2%	6 2% 2%	7 3% 3%	23 3% 3%	14 2% 2%	3 1% 1%	1 1% 1%	2 1% 1%	5 3% 3%	2 2% 2%	1 1% 1%	2 2% DNX	5 5% 5%	1 1% 1%	1 1% 1%	1 1% 1%	- - -	12 3% DLNX	16 5% 5%
Not at all trustworthy	57 1% 1%	59 1% 1%	2 1% 1%	- - -	4 1% 1%	4 1% 1%	- - -	1 1% 1%	3 1% 1%	3 1% 1%	5 1% 1%	4 1% 1%	- - -	2 1% 1%	1 1% 1%	2 1% 1%	- - -	- - -	1 1% 1%	1 1% 1%	- - -	- - -	1 1% 1%	2 2% D	6 2% 2%	5 2% 2%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q726\_2. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 14

2. .net

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	5443 89% EY	4856 89% FZ AEGIWY	196 95% FZ	170 92% FZ	267 75% FZ	231 73% FZ	180 88% E	171 93% FZ	224 89% E	203 88% F	629 92% AEY	558 94% BFJXZ	204 99% ACEGIQWVY	176 97% BDFJRXZ	192 96% AEGIWY	183 95% BFJRXZ	96 91% E	80 89% F	99 96% AEGIWY	89 93% FZ	108 91% E	87 94% FZ	97 88% E	82 88% F	311 84% E	266 83% F
Very trustworthy	2200 36% E	2239 41% AFZ AEGWY	94 46% CBFHJRXZ	106 58% FZ	41 11% FZ	45 14% FZ	66 32% E	73 40% F	110 43% AEGY	96 42% F	327 48% AEGWY	334 56% KBFHJRXZ	107 52% AEGWY	110 61% BFHJRVXZ	114 57% ACEGIQWVY	116 60% BFHJRVXZ	44 42% E	34 38% F	65 63% ACEGIQWVY	49 51% BFZ AEGWY	61 51% FZ	44 47% FZ	37 34% E	40 43% F	126 34% E	115 36% F
Somewhat trustworthy	3243 53% BIKOSU	2617 48% DLNP	102 50% DOS	64 35% ACDKMOGSUWY	226 63% BDLNPRTVXZ	186 59% IKOSU	114 56% DLNP	98 54% S	114 45% DLNP	107 46% LS	302 44% LS	224 38% NS	97 47% NS	66 36% S	78 39% S	67 35% S	52 50% S	46 51% DLNP	34 33% DLNP	40 42% DLNP	47 39% DLNP	43 46% KOSU	60 55% KOSU	42 45% OSU	185 50% OSU	151 47% DLNP
BOTTOM 2 BOX (NET)	701 11% CKMOS	596 11% LNP	10 5% M	14 8% N	91 25% ACDKMOGSUWY	84 27% BDLNPRTVXZ	24 12% CMOS	12 7% CMOS	29 11% CMOS	28 12% LNP	58 8% M	37 6% M	3 1% M	5 3% M	9 4% M	9 5% M	9 9% M	10 11% NP	4 4% NP	7 7% M	11 9% M	6 6% CMOS	13 12% CMOS	11 12% LNP	59 16% ACKMOS	55 17% BDHLNPTV
Not very trustworthy	602 10% CKMOS	485 9% LNP	9 4% LNP	12 7% ACDKMOGSUWY	82 23% BDLNPRTVXZ	77 24% CMOS	23 11% CMOS	11 6% MO	22 9% LNP	21 9% LNP	51 7% M	30 5% M	3 1% M	5 3% M	8 4% M	8 4% M	9 9% M	8 9% N	3 3% M	6 6% M	9 8% M	6 6% M	9 8% M	7 8% M	50 14% ACKMOS	45 14% BDHLNPT
Not at all trustworthy	99 2% CKMOS	111 2% LNP	1 LNP	2 1% ACDKMOGSUWY	9 3% BDLNPRTVXZ	7 2% CMOS	1 1% CMOS	7 3% MO	7 3% LNP	7 3% LNP	7 1% M	7 1% M	- M	- M	1 1% M	1 1% M	- M	2 2% N	1 1% N	1 1% N	2 2% M	- CGKMO	4 4% HLNPV	4 4% HLNPV	9 2% M	10 3% LN
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q726\_3. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 15

3. .info

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4492 73%	3688 68%	173 84%	138 75%	200 56%	151 48%	97 48%	93 51%	199 79%	177 77%	576 84%	475 80%	191 92%	161 89%	177 88%	154 80%	90 86%	61 68%	84 82%	71 74%	81 68%	63 68%	75 68%	56 60%	286 77%	206 64%
Very trustworthy	1109 18% EG	987 18% FH	54 26% AEG	49 27% BFHZ	15 4% F	21 7% F	12 6% F	12 7% F	67 26% AEG	53 23% BFHXZ	214 31% AEGUWY	175 29% BFHRVXZ	54 26% AEG	46 25% BFHZ	59 25% AEG	62 32% BFHJRXZ	29 28% AEG	17 19% FH	20 19% EG	23 24% FH	28 24% EG	20 22% FH	28 25% AEG	18 19% FH	97 26% ZAE	57 18% FH
Somewhat trustworthy	3383 55% BGUW	2701 50% F	119 58% GUW	89 48% F	185 52% FG	130 41% F	85 42% F	81 44% F	132 52% G	124 54% FX	362 53% G	300 50% F	137 66% F	115 64% F	118 59% PGUW	92 48% GUW	61 58% GUW	44 49% GUWY	64 62% GUWY	48 50% GUWY	53 45% GUWY	43 46% GUWY	47 43% GUWY	38 41% GUWY	189 51% G	149 46% G
BOTTOM 2 BOX (NET)	1652 27% CIKMOQ	1764 32% ADJLNP	33 16% M	46 25% CN	158 44% ACIKMOGSUWY	164 52% EBDLPNRTVYZ	107 52% ACIKMOGSUWY	90 49% BDLPNRTVYZ	54 21% MO	54 23% N	111 16% M	120 20% N	16 8% N	20 11% N	24 12% ON	38 20% ON	15 14% QLNP	29 32% QLNP	19 18% M	25 26% N	38 32% CIKMOGSY	30 32% LNP	35 32% CIKMOGS	37 40% DJLNPT	84 23% KMO	115 36% YDJLNP
Not very trustworthy	1433 23% CIKMOQ	1392 26% AJLNPT	30 15% M	37 20% N	141 39% ACIKMOGSUWY	139 44% BDLPNRTVYZ	96 47% ACIKMOGSUWY	79 43% BDLPNRTVYZ	44 17% M	38 16% N	95 14% M	104 17% N	14 7% N	14 8% N	23 11% N	31 16% N	14 13% QN	23 26% QN	16 16% M	16 17% N	28 24% CKMO	19 20% N	30 27% CIKMOGS	20 22% N	71 19% KMO	76 24% JLNP
Not at all trustworthy	219 4% MO	372 7% AL	3 1% CKMO	9 5% LN	17 5% CKMO	25 8% LN	11 5% CKMO	11 6% L	10 4% MO	16 7% L	16 2% L	16 3% L	2 1% L	6 3% L	1 0% L	7 4% O	1 1% QL	6 7% QL	3 3% LNP	9 9% ACKMOGY	10 8% DLNP	11 12% DLNP	5 5% MO	17 18% WBDHULNPR	13 4% O	39 12% YBDHULNP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q726\_4. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 16

4. .org

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	5288 86% EGI	4720 87% FHJ	185 90% EGI	165 90% FHJ	195 54% 52%	164 52% 52%	136 67% E	143 78% GF	204 81% EG	179 77% F	643 94% AEGIS	578 97% KBDHFJTXZ	197 95% ACEGIS	175 97% BDFHJ	199 99% ACEGKMSUWY	188 98% BDFHJTXZ	102 97% ACEGIS	86 96% BFHJ	89 86% EG	89 93% FHJ	113 95% AEGIS	91 98% BDFHJ	104 95% AEGIS	86 92% FHJ	346 94% AEGIS	300 93% BFHJ
Very trustworthy	2547 41% EGI	2622 48% AFHJ	82 40% EG	100 54% CFHJ	27 8% 10%	30 10% 10%	53 26% E	49 27% F	80 32% E	69 30% F	376 55% ACEGIS	389 65% KBDHFJ	106 51% ACEGI	121 67% MBDFHJ	144 72% ACEGKMSY	147 77% BDFHJLRTZ	65 62% ACEGIS	53 59% BFHJ	45 44% EGI	46 48% FHJ	78 66% ACEGKMS	69 74% BDFHJ	68 62% ACEGIS	62 67% BFHJ	210 57% ACEGIS	195 61% BFHJ
Somewhat trustworthy	2741 45% BKOQUWY	2098 38% LNPVXZ	103 50% DKOQUWY	65 35% PV	168 47% KOQUWY	134 43% LNPVXZ	83 41% OU	94 51% GBOLNPRVXZ	124 49% KOQUWY	110 48% BOLNPRVXZ	267 39% LOU	189 32% P	91 44% NOU	54 30% NOU	55 27% ACEGKMSY	41 21% BDFHJLRTZ	37 35% ACEGIS	33 37% P	44 43% OU	43 45% LNPVXZ	35 29% ACEGKMS	22 24% BDFHJ	36 33% ACEGIS	24 26% BFHJ	136 37% ACEGIS	105 33% BFHJ
BOTTOM 2 BOX (NET)	856 14% KMOQUWY	732 13% LNPVZ	21 10% MOQ	19 10% LNPV	163 46% ACQKMOQWY	151 48% BOLNPRVXZ	68 33% HACKMOQWY	40 22% BOLNPRVXZ	49 19% ACKMOQUWY	52 23% BOLNPRVXZ	44 6% LO	17 3% LO	10 5% O	6 3% O	2 1% O	4 2% O	3 3% O	4 4% KMOQUWY	14 14% LP	7 7% LP	6 5% O	2 2% O	6 5% O	7 8% LP	24 6% O	21 7% LP
Not very trustworthy	730 12% KMOQUWY	607 11% LNPVZ	17 8% O	15 8% LNPVZ	146 41% ACQKMOQWY	129 41% BOLNPRVXZ	61 30% HACKMOQWY	34 19% BOLNPRVXZ	38 15% CKMOQUWY	43 19% BOLNPRVXZ	37 5% LO	13 2% LO	9 4% O	4 2% O	2 1% O	4 2% O	3 3% O	4 4% KMOQUWY	13 13% L	6 6% L	4 3% O	1 1% O	3 3% O	5 5% O	19 5% O	12 4% O
Not at all trustworthy	126 2% KO	125 2% LP	4 2% O	4 2% P	17 5% AKMOQY	22 7% BOLNPRVZ	7 3% KMO	6 3% LP	11 4% AKMOQY	9 4% LP	7 1% LP	4 1% LP	1 1% LP	2 1% LP	-	-	-	-	1 1% LP	1 1% LP	2 2% LP	1 1% LP	3 3% O	2 2% P	5 1% LP	9 3% LP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q726\_29. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 17

29. .tel

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2290	-	78	-	70	-	52	-	84	-	327	-	121	-	94	-	37	-	40	-	32	-	10	-	130
	-	42%	-	42%	-	22%	-	28%	-	36%	-	55%	-	67%	-	49%	-	41%	-	42%	-	34%	-	11%	-	40%
Very trustworthy	-	366	-	8	-	7	-	4	-	15	-	58	-	18	-	10	-	4	-	5	-	4	-	1	-	20
	-	7%	-	4%	-	2%	-	2%	-	6%	-	10%	-	10%	-	5%	-	4%	-	5%	-	4%	-	1%	-	6%
	-	FHX	-		-		-		-	FHX	-	BDFHX	-	DFHX	-		-		-		-		-		-	FHX
Somewhat trustworthy	-	1924	-	70	-	63	-	48	-	69	-	269	-	103	-	84	-	33	-	35	-	28	-	9	-	110
	-	35%	-	38%	-	20%	-	26%	-	30%	-	45%	-	57%	-	44%	-	37%	-	36%	-	30%	-	10%	-	34%
	-	FHX	-	FHX	-	X	-	X	-	FX	-	BFHJVXZ	-	BFHJVXZ	-	BFHJVXZ	-	FX	-	FX	-	FX	-		-	FX
BOTTOM 2 BOX (NET)	-	3162	-	106	-	245	-	131	-	147	-	268	-	60	-	98	-	53	-	56	-	61	-	83	-	191
	-	58%	-	58%	-	78%	-	72%	-	64%	-	45%	-	33%	-	51%	-	59%	-	58%	-	66%	-	89%	-	60%
	-	LNP	-	LN	-	BDLNPRTVZ	-	BDLNPRTZ	-	LNP	-	N	-	N	-	N	-	LN	-	LN	-	LNP	-	BDLNPRTVZ	-	LN
Not very trustworthy	-	2335	-	86	-	198	-	106	-	93	-	192	-	51	-	76	-	39	-	39	-	41	-	44	-	119
	-	43%	-	47%	-	63%	-	58%	-	40%	-	32%	-	28%	-	40%	-	43%	-	41%	-	44%	-	47%	-	37%
	-	LNZ	-	LNZ	-	BDLNPRTVZ	-	BDLNPRTVZ	-	LN	-	N	-	N	-	N	-	LN	-	N	-	LN	-	LN	-	N
Not at all trustworthy	-	827	-	20	-	47	-	25	-	54	-	76	-	9	-	22	-	14	-	17	-	20	-	39	-	72
	-	15%	-	11%	-	15%	-	14%	-	23%	-	13%	-	5%	-	11%	-	16%	-	18%	-	22%	-	42%	-	22%
	-	N	-	N	-	N	-	N	-	BDFHLNP	-	N	-	N	-	N	-	N	-	N	-	DLNP	-	BDLNPRTVZ	-	BDFHLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_30. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 18

30. .asia

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2184	-	109	-	75	-	47	-	66	-	363	-	143	-	91	-	36	-	29	-	15	-	9	-	107
	-	40%	-	59%	-	24%	-	26%	-	29%	-	61%	-	79%	-	47%	-	40%	-	30%	-	16%	-	10%	-	33%
		FHJTVXZ		BFHJUPRTVXZ		X		X		VX		BFHJUPRTVXZ		BFHJUPRTVXZ		BFHJTVXZ		FHJTVXZ		VX						FVX
Very trustworthy	-	364	-	26	-	7	-	7	-	7	-	89	-	29	-	12	-	2	-	3	-	4	-	1	-	16
	-	7%	-	14%	-	2%	-	4%	-	3%	-	15%	-	16%	-	6%	-	2%	-	3%	-	4%	-	1%	-	5%
		FJX		BFHJUPRTVXZ								BFHJUPRTVXZ		BFHJUPRTVXZ		F										
Somewhat trustworthy	-	1820	-	83	-	68	-	40	-	59	-	274	-	114	-	79	-	34	-	26	-	11	-	8	-	91
	-	33%	-	45%	-	22%	-	22%	-	26%	-	46%	-	63%	-	41%	-	38%	-	27%	-	12%	-	9%	-	28%
		FHJTVXZ		BFHJTVXZ		VX		VX		VX		BFHJTVXZ		BFHJUPRTVXZ		BFHJTVXZ		FHJTVXZ		VX						FVX
BOTTOM 2 BOX (NET)	-	3268	-	75	-	240	-	136	-	165	-	232	-	38	-	101	-	54	-	67	-	78	-	84	-	214
	-	60%	-	41%	-	76%	-	74%	-	71%	-	39%	-	21%	-	53%	-	60%	-	70%	-	84%	-	90%	-	67%
		DLNP		N		BDLNP		BDLNP		BDLNP		N		N		DLN		DLN		BDLNP		BDLNP		BDLNP		BDLNP
Not very trustworthy	-	2227	-	60	-	191	-	113	-	103	-	188	-	32	-	77	-	37	-	43	-	44	-	34	-	122
	-	41%	-	33%	-	61%	-	62%	-	45%	-	32%	-	18%	-	40%	-	41%	-	45%	-	47%	-	37%	-	38%
		DLN		N		BDLNP		BDLNP		DLN		N		N		LN		N		DLN		DLN		N		N
Not at all trustworthy	-	1041	-	15	-	49	-	23	-	62	-	44	-	6	-	24	-	17	-	24	-	34	-	50	-	92
	-	19%	-	8%	-	16%	-	13%	-	27%	-	7%	-	3%	-	13%	-	19%	-	25%	-	37%	-	54%	-	29%
		DHLNP		N		DLN		LN		BDLNP						LN		DLN		DFHLNP		BDLNP		BDLNP		BDLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_31. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 19

31. .pro

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2364	-	88	-	83	-	48	-	113	-	311	-	120	-	81	-	39	-	30	-	22	-	12	-	135
	-	43%	-	48%	-	26%	-	26%	-	49%	-	52%	-	66%	-	42%	-	43%	-	31%	-	24%	-	13%	-	42%
		FHTVX		FHTVX		X		X		FHTVX		BFHPTVXZ		BFHPTVXZ		FHVX		FHVX		X		X		X		FHVX
Very trustworthy	-	375	-	10	-	7	-	6	-	26	-	55	-	17	-	15	-	4	-	5	-	6	-	1	-	22
	-	7%	-	5%	-	2%	-	3%	-	11%	-	9%	-	9%	-	8%	-	4%	-	5%	-	6%	-	1%	-	7%
		FHX								BDFHX		BFHX		FHX		FX					F					FX
Somewhat trustworthy	-	1989	-	78	-	76	-	42	-	87	-	256	-	103	-	66	-	35	-	25	-	16	-	11	-	113
	-	36%	-	42%	-	24%	-	23%	-	38%	-	43%	-	57%	-	34%	-	39%	-	26%	-	17%	-	12%	-	35%
		FHTVX		FHTVX		X		X		FHTVX		BFHPTVXZ		BFHPTVXZ		FHVX		FHVX		X		X		X		FHVX
BOTTOM 2 BOX (NET)	-	3088	-	96	-	232	-	135	-	118	-	284	-	61	-	111	-	51	-	66	-	71	-	81	-	186
	-	57%	-	52%	-	74%	-	74%	-	51%	-	48%	-	34%	-	58%	-	57%	-	69%	-	76%	-	87%	-	58%
		LN		N		BDJLNPRZ		BDJLNPRZ		N		N		N		LN		N		BDJLN		BDJLNPRZ		BDJLNPRZ		LN
Not very trustworthy	-	2321	-	77	-	193	-	115	-	80	-	222	-	49	-	85	-	36	-	44	-	51	-	42	-	110
	-	43%	-	42%	-	61%	-	63%	-	35%	-	37%	-	27%	-	44%	-	40%	-	46%	-	55%	-	45%	-	34%
		JLNZ		N		BDJLNPRTXZ		BDJLNPRTXZ		N		N		N		JNZN		N		NZ		BDJLNPRZ		N		N
Not at all trustworthy	-	767	-	19	-	39	-	20	-	38	-	62	-	12	-	26	-	15	-	22	-	20	-	39	-	76
	-	14%	-	10%	-	12%	-	11%	-	16%	-	10%	-	7%	-	14%	-	17%	-	23%	-	22%	-	42%	-	24%
		LN				N		LN		LN					N		N		BDJLN		BDJLN		BDJLNPRTXZ		BDJLN	
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_32. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 20

32. .coop

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2109	-	78	-	87	-	36	-	65	-	286	-	112	-	79	-	38	-	29	-	31	-	15	-	135
	-	39%	-	42%	-	28%	-	20%	-	28%	-	48%	-	62%	-	41%	-	42%	-	30%	-	33%	-	16%	-	42%
Very trustworthy	-	325	-	14	-	8	-	5	-	7	-	49	-	13	-	11	-	2	-	3	-	7	-	6	-	23
	-	6%	-	8%	-	3%	-	3%	-	3%	-	8%	-	7%	-	6%	-	2%	-	3%	-	8%	-	6%	-	7%
	-	F	-	FHJ	-		-		-		-	BFHJR	-	F	-		-		-		-	F	-		-	FHJ
Somewhat trustworthy	-	1784	-	64	-	79	-	31	-	58	-	237	-	99	-	68	-	36	-	26	-	24	-	9	-	112
	-	33%	-	35%	-	25%	-	17%	-	25%	-	40%	-	55%	-	35%	-	40%	-	27%	-	26%	-	10%	-	35%
	-	FHJX	-	FHJX	-	HX	-		-	HX	-	BFHJTVX	-	BFHJTVX	-	FHJX	-	FHJVX	-	HX	-	X	-		-	FHJX
BOTTOM 2 BOX (NET)	-	3343	-	106	-	228	-	147	-	166	-	309	-	69	-	113	-	52	-	67	-	62	-	78	-	186
	-	61%	-	58%	-	72%	-	80%	-	72%	-	52%	-	38%	-	59%	-	58%	-	70%	-	67%	-	84%	-	58%
	-	LN	-	N	-	BDLNPRZ	-	BDLFJNPRTVZ	-	BDLNPRZ	-	N	-	N	-	N	-	N	-	DLNZ	-	LN	-	BDLFJNPRTVZ	-	N
Not very trustworthy	-	2407	-	87	-	190	-	120	-	102	-	236	-	55	-	76	-	31	-	40	-	38	-	44	-	118
	-	44%	-	47%	-	60%	-	66%	-	44%	-	40%	-	30%	-	40%	-	34%	-	42%	-	41%	-	47%	-	37%
	-	LNZ	-	NRZ	-	BDLFJNPRTVZ	-	BDLFJNPRTVZ	-	N	-	N	-	N	-	N	-	N	-	N	-	N	-	N	-	N
Not at all trustworthy	-	936	-	19	-	38	-	27	-	64	-	73	-	14	-	37	-	21	-	27	-	24	-	34	-	68
	-	17%	-	10%	-	12%	-	15%	-	28%	-	12%	-	8%	-	19%	-	23%	-	28%	-	26%	-	37%	-	21%
	-	DFLN	-		-		-	N	-	BDFHLNP	-		-		-	DFLN	-	DFLN	-	BDFHLN	-	BDFHLN	-	BDFHLNPZ	-	DFLN
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_5. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 21

5. .cn

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	1042 94%	956 96% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	538 48%	569 57% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	504 45% B	387 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	68 6% B	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	56 5% B	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	12 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_6. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 22

6. .vn

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	94 94%	91 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	71 71%	69 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	23 23%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_7. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 23

7. .ph

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	206	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
TOP 2 BOX (NET)	199 97%	176 96%	199 97%	176 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	138 67%	129 70%	138 67%	129 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	61 30%	47 26%	61 30%	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	8 4%	7 3%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	5 2%	8 4%	5 2%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_8. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 24

8. .jp

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	358	315	..	..	358	315	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	332 93%	292 93%	-	-	332 93%	292 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	95 27%	117 37% A	-	-	95 27%	117 37% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	237 66% B	175 56%	-	-	237 66% F	175 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	26 7%	23 7%	-	-	26 7%	23 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	24 7%	19 6%	-	-	24 7%	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	4 1%	-	-	2 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_9. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 25

9. .kr

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	**	**	**	**	204	183	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	186 91%	173 95%	-	-	-	-	186 91%	173 95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	85 42%	89 49%	-	-	-	-	85 42%	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	101 50%	84 46%	-	-	-	-	101 50%	84 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 9%	10 5%	-	-	-	-	18 9%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	18 9%	9 5%	-	-	-	-	18 9%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_10. Please rate the following domain name extensions by how trustworthy you feel they are.  
10. .ru

Base: All Qualified Respondents

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	253	231	..	..	..	..	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
TOP 2 BOX (NET)	243 96%	224 97%	-	-	-	-	-	-	243 96%	224 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	197 78%	172 74%	-	-	-	-	-	-	197 78%	172 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	46 18%	52 23%	-	-	-	-	-	-	46 18%	52 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 4%	7 3%	-	-	-	-	-	-	10 4%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	7 3%	5 2%	-	-	-	-	-	-	7 3%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	3 1%	2 1%	-	-	-	-	-	-	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_11. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 27

11. .in

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	..	..	..	..	..	..	..	..	687	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	662 96%	579 97%	-	-	-	-	-	-	-	-	662 96%	579 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	449 65%	427 72% A	-	-	-	-	-	-	-	-	449 65%	427 72% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	213 31% B	152 26%	-	-	-	-	-	-	-	-	213 31% L	152 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	25 4%	16 3%	-	-	-	-	-	-	-	-	25 4%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	21 3%	12 2%	-	-	-	-	-	-	-	-	21 3%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	4 1%	4 1%	-	-	-	-	-	-	-	-	4 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_12. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 28

12. .id

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	202 98%	177 98%	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	41 20%	26 14%	-	-	-	-	-	-	-	-	-	-	41 20%	26 14%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_13. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 29

13. .ng

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-	-	-	194 97%	186 97%	-	-	-	-	-	-	-	-	-	-
Very trustworthy	116 58%	127 66%	-	-	-	-	-	-	-	-	-	-	-	-	116 58%	127 66%	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	78 39%	59 31%	-	-	-	-	-	-	-	-	-	-	-	-	78 39%	59 31%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	7 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	5 3%	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_14. Please rate the following domain name extensions by how trustworthy you feel they are.  
14. .za

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	105	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	105	90*	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	99 94%	86 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99 94%	86 96%	-	-	-	-	-	-	-	-
Very trustworthy	64 61%	49 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64 61%	49 54%	-	-	-	-	-	-	-	-
Somewhat trustworthy	35 33%	37 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 33%	37 41%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	4 4%	-	-	-	-	-	-	-	-
Not very trustworthy	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	4 4%	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_15. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 31

15. .eg

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	96*	..	..	..	..	..	..
TOP 2 BOX (NET)	90 87%	89 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 87%	89 93%	-	-	-	-	-	-
Very trustworthy	47 46%	48 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 46%	48 50%	-	-	-	-	-	-
Somewhat trustworthy	43 42%	41 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 42%	41 43%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 13%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	7 7%	-	-	-	-	-	-
Not very trustworthy	10 10%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	5 5%	-	-	-	-	-	-
Not at all trustworthy	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_16. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 32

16. .co

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	119	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	93*	..	..	..	..
TOP 2 BOX (NET)	115 97%	89 96%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115 97%	89 96%	-	-	-	-
Very trustworthy	89 75%	67 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 75%	67 72%	-	-	-	-
Somewhat trustworthy	26 22%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 22%	22 24%	-	-	-	-
BOTTOM 2 BOX (NET)	4 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	4 4%	-	-	-	-
Not very trustworthy	4 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	3 3%	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_17. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 33

17. .ar

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	110	93*	..	..
TOP 2 BOX (NET)	108 98%	92 99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	108 98%	92 99%	-	-
Very trustworthy	69 63%	71 76% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	69 63%	71 76% W	-	-
Somewhat trustworthy	39 35% B	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 35% X	21 23%	-	-
BOTTOM 2 BOX (NET)	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-
Not very trustworthy	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	93 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_18. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 34

18. .br

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	370	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	370	321
TOP 2 BOX (NET)	344 93%	297 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	344 93%	297 93%
Very trustworthy	221 60%	196 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	221 60%	196 61%
Somewhat trustworthy	123 33%	101 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123 33%	101 31%
BOTTOM 2 BOX (NET)	26 7%	24 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%	24 7%
Not very trustworthy	19 5%	22 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 5%	22 7%
Not at all trustworthy	7 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2%	2 1%
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_19. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 35

19. .it

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	101	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	98 97%	87 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	53 52%	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	45 45%	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_20. Please rate the following domain name extensions by how trustworthy you feel they are.  
20. .tr

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	93 91%	92 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	64 63%	66 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	29 28%	26 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 9%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	8 8%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_21. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 37

21. .es

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	97*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	97 97%	95 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	29 29%	50 52% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	68 68% B	45 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_22. Please rate the following domain name extensions by how trustworthy you feel they are.  
22. .pl

8 Jun 2016  
Table 38

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	112	92*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	110 98%	89 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	63 56%	42 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	47 42%	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q726\_23. Please rate the following domain name extensions by how trustworthy you feel they are.  
23. .uk

8 Jun 2016  
Table 39

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	220	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	210 95%	169 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	126 57%	87 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	84 38%	82 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	10 5%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	8 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_24. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 40

24. .fr

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	195 97%	169 93%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	80 40%	86 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	115 57% B	83 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 2%	11 6% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_25. Please rate the following domain name extensions by how trustworthy you feel they are.  
25. .de

8 Jun 2016  
Table 41

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	243 97%	222 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	118 47%	157 69% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	125 50% B	65 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	3 1%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	4 2%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_26. Please rate the following domain name extensions by how trustworthy you feel they are.  
26. .us

8 Jun 2016  
Table 42

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	375 75%	349 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	89 18%	105 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	286 57%	244 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	127 25%	112 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	98 20%	82 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	29 6%	30 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_27. Please rate the following domain name extensions by how trustworthy you feel they are.

8 Jun 2016  
Table 43

27. .ca

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	200	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	192 96%	170 94%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	140 70%	112 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	52 26%	58 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	6 3%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q726\_28. Please rate the following domain name extensions by how trustworthy you feel they are.  
28. .mx

8 Jun 2016  
Table 44

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	223	184	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	217 97%	178 97%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	117 52%	125 68% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	100 45% B	53 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- ines (C)	2016 Philip- ines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
REPUTATION (NET)	-	1963 36% L	-	78 42% L	-	132 42% BJLN	-	84 46% BJLN	-	77 33% L	-	153 26% L	-	59 33% L	-	81 42% L	-	44 49% BJLN	-	34 35% L	-	47 51% BJLNT	-	34 37% L	-	149 46% BJLN
Well known/Most commonly used	-	1291 24% L	-	55 30% BLX	-	107 34% BJLNXZ	-	75 41% BJLNXZ	-	54 23% L	-	92 15% L	-	44 24% L	-	56 29% LX	-	27 30% LX	-	25 26% L	-	28 30% LX	-	16 17% L	-	78 24% L
Legitimate/Genuine/Authentic	-	186 3% FH	-	9 5% FH	-	5 2% FH	-	2 1% FH	-	4 2% FH	-	19 3% FH	-	8 4% FH	-	7 4% FH	-	4 4% FH	-	8 8% BFHJL	-	4 4% BFHJL	-	8 9% BFHJL	-	13 4% BFHJL
Good experience/Never had a problem	-	178 3% HL	-	3 2% HL	-	14 4% HLNTV	-	-	-	4 2% HL	-	9 2% HL	-	2 1% HL	-	5 3% H	-	4 4% HTV	-	-	-	-	-	2 2% H	-	23 7% BDJHLNPTV
Dependable/Reliable	-	135 2% H	-	1 1% H	-	3 1% H	-	-	-	6 3% H	-	12 2% H	-	2 1% H	-	4 2% H	-	1 1% H	-	-	-	15 16% BDJHLNPTV	-	11 12% BDJHLNPTV	-	34 11% BDJHLNPTV
Trustworthy	-	117 2% F	-	2 1% F	-	-	-	8 4% BFRZ	-	4 2% F	-	17 3% F	-	2 1% F	-	5 3% F	-	-	-	1 1% F	-	1 1% F	-	3 3% F	-	3 1% F
Good company/reputation/track record	-	72 1% FJN	-	4 2% FJN	-	1 1% FJN	-	1 1% FJN	-	-	-	11 2% J	-	-	-	6 3% BFJN	-	3 3% FJN	-	-	-	3 3% FJN	-	-	-	11 3% BFHJN
Depends on company/website behind the name	-	63 1% BJLZ	-	6 3% BJLZ	-	3 1% BJLZ	-	1 1% BJLZ	-	-	-	6 1% BJLZ	-	1 1% BJLZ	-	6 3% BJLZ	-	8 9% BDJHLNPTVJZ	-	2 2% J	-	-	-	-	-	1 1% BDJHLNPTVJZ
Tested/Proven/Verified	-	33 1% BFL	-	4 2% BFL	-	-	-	1 1% BFL	-	7 3% BFLZ	-	-	-	1 1% BFLZ	-	2 1% L	-	1 1% L	-	-	-	-	-	1 1% L	-	2 1% L
No scams/fraud	-	19 * BDFHJL	-	-	-	-	-	-	-	-	-	2 * BDFHJL	-	1 1% BDFHJL	-	2 1% BDFHJL	-	2 2% BDFHJL	-	-	-	-	-	1 1% BDFHJL	-	1 * BDFHJL
Knowledgeable/Area of expertise/It's their business	-	11 * B	-	-	-	-	-	2 1% B	-	1 * B	-	1 * B	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Top level/High ranking	-	11 * BFZ	-	1 1% BFZ	-	-	-	-	-	3 1% BFZ	-	2 * BFZ	-	-	-	-	-	-	-	-	-	-	1 1% BFZ	-	-	-
Good management/Operation of site	-	6 * BFHJL	-	-	-	-	-	1 1% BFHJL	-	-	-	-	-	1 1% BFHJL	-	-	-	-	-	-	-	-	-	-	-	-
Other reputation mentions	-	40 1% BFHJL	-	1 1% BFHJL	-	1 * BFHJL	-	-	-	1 * BFHJL	-	2 * BFHJL	-	1 1% BFHJL	-	3 2% BFHJL	-	1 1% BFHJL	-	-	-	3 3% BFHJL	-	1 1% BFHJL	-	8 2% BFHJL
EXTENSION (NET)	-	1506 28% FHZ	-	77 42% BFHRZ	-	10 3% FHZ	-	22 12% F	-	116 50% BFHPRTXZ	-	269 45% BFHPRTXZ	-	78 43% BFHRZ	-	64 33% FHZ	-	24 27% FHZ	-	32 33% FHZ	-	36 39% BFHJL	-	34 37% FHZ	-	65 20% FHZ
.com	-	721 13% FHZ	-	51 28% BFHJPRZ	-	1 * FHZ	-	7 4% F	-	39 17% FHZ	-	152 26% BFHJPRZ	-	53 29% BFHJPRZ	-	34 18% FHZ	-	12 13% FHZ	-	24 25% BFHRZ	-	21 23% BFHJL	-	17 18% FHZ	-	30 9% FHZ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.org	-	303 6% FHJ	-	11 6% FHJ	-	1	-	1	-	3	-	51 9% BFHJ	-	11 6% FHJ	-	22 11% BFHJ	-	9 10% FHJ	-	6 6% FHJ	-	10 11% BFHJ	-	6 6% FHJ	-	21 7% FHJ
Domain name/extension (Unspec.)	-	153 3% F	-	5 3% F	-	2	-	11 6% BFXZ	-	7 3% F	-	28 5% BFXZ	-	6 3% F	-	9 5% FXZ	-	1 1% F	-	1 1% F	-	3 3% F	-	-	-	5 2%
.net	-	105 2% F	-	9 5% BFHJV	-	-	-	1	-	2	-	21 4% BFHJ	-	6 3% F	-	10 5% BFHJVZ	-	3 3% F	-	3 3% F	-	-	-	3 3% F	-	6 2% F
.ru	-	84 2% FLZ	-	-	-	-	-	-	-	84 36% BDFHNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	77 1% FZ	-	-	-	-	-	-	-	-	-	75 13% BDFHNPRTVZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.gov	-	65 1% FHJNP	-	5 3% FHJNP	-	-	-	-	-	-	-	8 1% F	-	-	-	-	-	-	-	1 1% F	-	-	-	-	-	2 1% F
.cn	-	46 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	36 1% L	-	-	-	-	-	1	-	-	-	12 2% BFJZ	-	4 2% BDFJZ	-	1	-	2 2% DFJZ	-	-	-	9 10% BDFHNPRTVZ	-	-	-	-
.fr	-	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	24	-	4 2% BFHJ	-	-	-	-	-	-	-	5 1% B	-	1 1% BF	-	1	-	2 2% BFHJ	-	1 1% F	-	-	-	-	-	3 1% F
.info	-	16	-	-	-	-	-	-	-	-	-	5 1% B	-	3 2% BF	-	2	-	-	-	1 1% F	-	-	-	-	-	1
Other extension mentions	-	278 5% FJLV	-	20 11% BFHJLV	-	7 2% BDJLNPT	-	5 3% BDJLNPT	-	3 1% LPT	-	17 3% BFHJLV	-	27 15% BFHJLV	-	21 11% V	-	4 4% V	-	4 4% V	-	-	-	13 14% BFHJLV	-	21 7% FJLV
USAGE (NET)	-	1287 24% DJLNP	-	31 17% BDJLNPT	-	99 31% BDJLNPT	-	61 33% BDJLNPT	-	40 17% LPT	-	95 16% H	-	28 15% J	-	31 16% HJ	-	28 31% H	-	17 18% HJ	-	28 30% HJ	-	22 24% HJ	-	86 27% DJLNP
More familiar/I use extension	-	625 11% LT	-	15 8% T	-	72 23% BDJLNPTVZ	-	34 19% BDJLNPTVZ	-	32 14% LPT	-	32 5% H	-	14 8% J	-	14 7% HJ	-	15 17% DLNPT	-	2 2% H	-	7 8% HJ	-	11 12% LT	-	32 10% LT
Government use	-	219 4% FJLNP	-	7 4% FJ	-	3 1% BDJLNPT	-	10 5% FJLNP	-	-	-	11 2% J	-	2 1% H	-	3 2% HJ	-	2 2% J	-	10 10% BDJLNPX	-	8 9% BFJLNP	-	2 2% J	-	20 6% BFJLNP
Used by organizations	-	165 3% H	-	6 3% F	-	8 3% BDJLPX	-	1 1% BJLX	-	3 1% H	-	22 4% H	-	3 2% H	-	9 5% HJ	-	4 4% H	-	2 2% HJ	-	6 6% HJNP	-	5 5% HJ	-	7 2% HJ
Business/Company use	-	101 2% BDJLPX	-	2 1% BDJLPX	-	18 6% BDJLPX	-	8 4% BJLX	-	1	-	7 1% H	-	5 3% H	-	3 2% HJ	-	1 1% H	-	1 1% H	-	3 3% J	-	-	-	9 3% J

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321	
Depends on use (Unspec.)	-	57 1%	-	-	-	1	-	-	-	-	-	6 1%	-	3 2%	-	3 2%	-	-	-	2 J	-	-	-	1 1%	-	3 1%	
Non profit use	-	41 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	3 1%	
Commercial use	-	30 1%	-	-	-	-	-	-	-	-	-	6 1%	-	1 1%	-	2 1%	-	-	-	1 1%	-	5 5%	-	2 2%	-	-	
Educational use	-	28 1%	-	3 2% BF	-	-	-	-	-	-	-	3 1%	-	-	-	2 1%	-	-	-	-	-	1 1%	-	-	-	1	
Public use	-	26	-	-	-	3 1%	-	11 6%	-	-	-	1	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	3 1%	
Not familiar	-	25	-	1 1%	-	2 1%	-	2 1%	-	-	-	1	-	1 1%	-	-	-	3 3%	-	-	-	-	-	-	-	1	
Helpful/Useful	-	19	-	-	-	-	-	-	-	2 1%	-	4 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	1
Efficient/Work well	-	10	-	1 1%	-	-	-	-	-	1	-	1	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1	
I would try it	-	4	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Necessary/Needed to access internet	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BL	-	-	-	-	
Other usage mentions	-	95 2%	-	2 1%	-	2 1%	-	5 3%	-	1	-	11 2%	-	3 2%	-	3 2%	-	5 6% BDFJL	-	1 1%	-	7 8% BDFJLNPTZ	-	3 3% FJ	-	9 3% FJ	
EXTENSION APPEAL (NET)	-	452 8% DR	-	6 3%	-	35 11% DJRZ	-	16 9% DR	-	12 5%	-	50 8% DR	-	27 15% BDJLPRTZ	-	13 7% R	-	1 1%	-	5 5%	-	8 9% R	-	10 11% DR	-	20 6%	
Gut feeling/My opinion	-	78 1% L	-	1 1%	-	20 6% BDHJLNPRTVXZ	-	-	-	3 1% L	-	1	-	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-	1	
Professional	-	50 1%	-	1 1%	-	-	-	1 1%	-	-	-	2	-	2 1%	-	-	-	-	-	1 1%	-	-	-	-	-	2 1%	
Good/Like domain	-	45 1%	-	-	-	4 1%	-	-	-	-	-	13 2% BDHJP	-	4 2% BDHJP	-	-	-	-	-	1 1%	-	1 1%	-	-	-	2 1%	
Relevant to topic/Specific to the domain	-	36 1%	-	-	-	-	-	2 1%	-	1	-	11 2% BF	-	3 2% F	-	3 2% F	-	-	-	-	-	2 2% DF	-	-	-	1	
Believable/Confidence/C onvincing	-	29 1%	-	-	-	-	-	2 1%	-	1	-	1	-	1 1%	-	2 1%	-	-	-	1 1%	-	2 2% BDFJLZ	-	3 3% BDFJLZ	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Ordinary/Traditional/Conventional	-	21	-	1%	-	-	-	1%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	3%	-	3%
Short wording	-	21	-	1%	-	-	-	1%	-	1	-	-	-	3%	-	1%	-	-	-	-	-	-	-	-	-	1
Same/Similar to others	-	20	-	-	-	1	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	3%
All/Everything	-	17	-	-	-	5%	-	1%	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3%
Better/Best	-	11	-	-	-	-	-	-	-	1	-	1	-	1%	-	-	-	-	-	-	-	2%	-	-	-	-
Accurate	-	11	-	-	-	-	-	-	-	-	-	3%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-
Wording makes sense	-	11	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-
Depends on language	-	9	-	-	-	-	-	1%	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
It's meaning/Meaningful	-	8	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nothing looks/sounds suspicious	-	6	-	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1
Curiosity/Interesting	-	3	-	-	-	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-
I don't pay attention/Wouldn't notice	-	1	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	90	-	1%	-	5%	-	4%	-	4%	-	13%	-	7%	-	6%	-	1%	-	2%	-	1%	-	3%	-	3%
WEBSITE ORIGIN (NET)	-	448	-	7%	-	19%	-	20%	-	46%	-	38%	-	7%	-	6%	-	7%	-	2%	-	10%	-	14%	-	15%
Country/State of origin (Unspec.)	-	109	-	2%	-	3%	-	8%	-	2%	-	12%	-	4%	-	1%	-	1%	-	-	-	2%	-	1%	-	5%
Worldwide/International usage	-	101	-	2%	-	3%	-	5%	-	6%	-	14%	-	2%	-	2%	-	4%	-	2%	-	3%	-	3%	-	5%
Represents my country	-	42	-	-	-	1	-	-	-	4%	-	1	-	-	-	1%	-	1%	-	-	-	3%	-	6%	-	1

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

8 Jun 2016  
Table 45

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Russian origin	-	36 1% L	-	-	-	-	-	-	-	36 16% BDFHNPRTVYZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other website origin mentions	-	179 3% LZ	-	3 2%	-	12 4% Z	-	3 2%	-	3 1%	-	11 2%	-	2 1%	-	4 2%	-	2 2%	-	-	-	3 3%	-	5 5% JLNTZ	-	4 1%
SAFETY/SECURITY (NET)	-	316 6% F	-	8 4%	-	6 2%	-	5 3%	-	8 3%	-	41 7% FH	-	7 4%	-	25 13% BDFHJLNX	-	8 9% FHJ	-	9 9% FHJ	-	7 8% F	-	3 3%	-	33 10% BDFHJNX
Safety/Security/Padlock	-	263 5% FJ	-	6 3%	-	4 1%	-	4 2%	-	3 1%	-	34 6% FJ	-	6 3%	-	23 12% BDFHJLNX	-	7 8% FHJ	-	8 8% FHJ	-	6 6% FJ	-	3 3%	-	24 7% BFHJ
Not being exposed to virus	-	33 1%	-	2 1%	-	1 *	-	-	-	3 1%	-	5 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	6 2% B
Ensures privacy of personal information	-	16 *	-	-	-	1 *	-	1 1%	-	2 1%	-	5 1% B	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 *
Check with anti virus software	-	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1% L	-	1 1% L	-	-	-	3 1% BL
Other safety/security mentions	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONVENIENCE (NET)	-	178 3% F	-	5 3%	-	3 1%	-	8 4% FR	-	7 3%	-	17 3%	-	15 8% BDFJLRJ	-	16 8% BDFJLRX	-	-	-	6 6% FR	-	3 3%	-	2 2%	-	14 4% FR
Clear/Easy to understand/differentiate	-	55 1%	-	-	-	2 1%	-	6 3% BDFLZ	-	4 2%	-	4 1%	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	2 1%
Easy to use/access	-	48 1%	-	2 1%	-	1 *	-	3 2%	-	1 *	-	6 1%	-	3 2%	-	8 4% BFJL	-	-	-	5 5% BDFJLRZ	-	1 1%	-	1 1%	-	5 2%
Faster/Quicker service	-	30 1%	-	1 1%	-	-	-	-	-	2 1%	-	3 1%	-	4 2% BFHL	-	2 1%	-	-	-	3 3% BFHL	-	-	-	-	-	3 1%
Harder to obtain/Requires certain criteria	-	24 *	-	-	-	-	-	-	-	-	-	3 1%	-	1 1%	-	2 1%	-	-	-	-	-	-	-	1 1%	-	2 1%
Other convenience mentions	-	38 1%	-	3 2% FL	-	-	-	-	-	1 *	-	1 *	-	7 4% BFHJLZ	-	3 2% FL	-	-	-	-	-	2 2% FHL	-	-	-	2 1%
INFORMATION (NET)	-	142 3% F	-	11 6% BFHJ	-	-	-	1 1%	-	4 2% F	-	19 3% FH	-	15 8% BFHJLZ	-	8 4% FH	-	3 3% F	-	6 6% BFHJ	-	4 4% FH	-	5 5% FH	-	12 4% FH
Content/Information provided	-	121 2% FH	-	8 4% BFH	-	-	-	-	-	4 2% F	-	18 3% FH	-	13 7% BFHJLPZ	-	5 3% FH	-	3 3% FH	-	6 6% BFHJ	-	3 3% FH	-	3 3% FH	-	10 3% FH
Has what I am looking for	-	14 *	-	3 2% BFL	-	-	-	1 1%	-	-	-	-	-	1 1%	-	3 2% BFL	-	-	-	-	-	1 1% L	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?

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Table 45

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Other information mentions	-	9	-	1%	-	-	-	-	-	-	-	2	-	1%	-	-	-	-	-	-	-	-	-	2%	-	1
Illegible data	-	131	-	1%	-	3%	-	2%	-	6%	-	24%	-	2%	-	7%	-	-	-	1%	-	1%	-	-	-	5%
WEBSITE (NET)	-	86	-	8%	-	1%	-	1%	-	1%	-	28%	-	3%	-	7%	-	1%	-	2%	-	-	-	1%	-	2%
Web based use/Used by major websites	-	10	-	1%	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	76	-	7%	-	1%	-	1%	-	-	-	28%	-	3%	-	7%	-	1%	-	2%	-	-	-	1%	-	2%
SEARCH (NET)	-	77	-	4%	-	-	-	-	-	-	-	25%	-	2%	-	10%	-	1%	-	4%	-	2%	-	-	-	8%
Google search	-	49	-	4%	-	-	-	-	-	-	-	20%	-	2%	-	10%	-	1%	-	1%	-	2%	-	-	-	2%
Researched it/Check out source first	-	15	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	1%	-	-	-	-	-	6%
Search engine/Found through searching	-	6	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
Other search mentions	-	8	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
WEBSITE APPEAL (NET)	-	60	-	2%	-	3%	-	2%	-	2%	-	9%	-	1%	-	2%	-	1%	-	-	-	1%	-	1%	-	7%
Design/Layout/Way it looks	-	32	-	2%	-	2%	-	2%	-	1	-	3%	-	-	-	2%	-	-	-	-	-	-	-	-	-	3%
Few/No pop-ups/advertisements	-	29	-	-	-	1	-	-	-	1	-	6%	-	1%	-	-	-	1%	-	-	-	1%	-	1%	-	5%
MISCELLANEOUS (NET)	-	211	-	4%	-	6%	-	3%	-	11%	-	12%	-	6%	-	8%	-	4%	-	2%	-	7%	-	5%	-	17%
Authorized/Regulated	-	137	-	2%	-	4%	-	2%	-	6%	-	8%	-	3%	-	4%	-	3%	-	-	-	1%	-	1%	-	13%
Recommended by others	-	30	-	2%	-	-	-	-	-	-	-	1	-	3%	-	2%	-	1%	-	-	-	1%	-	2%	-	2%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 45

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Good quality	-	16	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	5 5%	-	-	-	1
Advertised/Promoted	-	8	-	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	1
Good technology/innovation	-	6	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Provide good services	-	5	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	2 2%	-	-	-	-	-	-
Other	-	12	-	-	-	-	-	-	-	3 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1
ECONOMY (NET)	-	40 1%	-	3 2%	-	1 *	-	-	-	3 1%	-	7 1%	-	10 6%	-	3 2%	-	1 1%	-	-	-	2 2%	-	-	-	-
It's paid for/Fee based	-	17	-	2 1%	-	-	-	-	-	-	-	2 *	-	8 4%	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-
Other economy mentions	-	23	-	1 1%	-	1 *	-	-	-	3 1%	-	5 1%	-	2 1%	-	3 2%	-	-	-	-	-	1 1%	-	-	-	-
None	-	196 4%	-	1 1%	-	39 12%	-	1 1%	-	6 3%	-	12 2%	-	1 1%	-	3 2%	-	3 3%	-	2 2%	-	-	-	4 4%	-	3 1%
Don't know	-	269 5%	-	2 1%	-	2 1%	-	6 3%	-	7 3%	-	17 3%	-	7 4%	-	3 2%	-	3 3%	-	3 3%	-	2 2%	-	1 1%	-	12 4%
Declined to answer	-	43 1%	-	1 1%	-	2 1%	-	1 1%	-	1	-	7 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	1
Sigma	-	8257 151%	-	293 159%	-	374 119%	-	255 139%	-	382 165%	-	967 163%	-	316 175%	-	359 187%	-	149 166%	-	141 147%	-	186 200%	-	154 166%	-	505 157%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

q730 To the best of your knowledge, why do websites have different extensions?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
IDENTIFICATION (NET)	2623 43% EG	2572 47% AFNTZ	105 51% AEGS	91 49% FNT	118 33% G	103 33% G	38 19% GF	79 43% GF	131 52% AEGMS	108 47% F	335 49% AEG	306 51% BFNTZ	86 42% EG	69 38% EG	86 43% EG	86 45% F	73 70% AEGMS	53 59% BFHNPZ	40 39% G	35 36% AEGMS	65 55% BFHNPZ	54 58% BFHNPZ	51 46% EG	57 61% WBHNPZ	174 47% EG	134 42% F
CLASSIFICATION (SUB-NET)	1608 26% GI	1491 27% J	72 35% DAEGI	46 25% J	85 24% G	73 23% J	27 13% GBFJNZ	62 34% GBFJNZ	46 18% AEGI	31 13% AEGI	219 32% BFJZ	186 31% BFJZ	54 26% GI	44 24% J	56 28% GI	59 31% J	39 37% AEGIM	23 26% J	26 25% G	24 25% J	41 34% AEGI	24 26% J	35 32% GI	27 29% J	107 29% GI	78 24% J
To differentiate/Determine type of business/work/organization/fields	648 11% GIM	614 11% DJ	14 7% G	10 5% GIM	39 11% J	28 9% J	2 1% GDJ	24 13% GDJ	12 5% G	8 3% ACGIM	94 14% ACGIM	68 11% DJ	10 5% G	15 8% J	30 15% ACGIM	34 18% BDFJLZ	25 24% ACGIM	16 18% BDFJLZ	8 8% G	10 10% J	17 14% CGIM	9 10% J	14 9% G	41 15% DJ	41 11% GIM	27 8% J
To differentiate between other sites/domains	691 11% DAEGIKOO	612 11% DAEGIKOO	43 21% DAEGIKOO	24 13% DAEGIKOO	29 8% DAEGIKOO	25 8% DAEGIKOO	17 8% DAEGIKOO	20 11% DAEGIKOO	26 10% DAEGIKOO	19 8% DAEGIKOO	87 13% E	89 15% BFJPT	37 18% AEGIO	21 12% AEGIO	21 10% AEGIO	16 8% AEGIO	10 10% AEGIO	6 7% TAEG	18 17% TAEG	7 7% TAEG	19 16% EG	12 13% XAE	19 17% XAE	7 8% ZAEIGKO	64 17% ZAEIGKO	38 12% ZAEIGKO
To determine categories/groupings (Unspec)	195 3% GM	148 3% GMSY	9 4% BJNVZ	10 5% BJNVZ	11 3% GM	16 5% BJNVZ	1 0% GM	3 2% GM	4 2% GMSY	4 2% GMSY	30 4% GMSY	22 4% N	1 0% N	1 0% N	3 1% N	5 3% N	1 0% N	1 0% N	- 0% N	3 3% N	1 1% N	- 0% N	5 5% GMS	8 9% BHJLNPZ	6 2% BHJLNPZ	5 2% BHJLNPZ
To determine classification/status	108 2% F	122 2% F	8 4% AY	2 1% AY	8 2% AY	2 1% AY	2 1% AY	6 3% Y	16 9% Y	4 2% Y	1 0% Y	14 2% Y	9 3% Y	5 3% Y	3 1% Y	4 2% Y	3 3% Y	- 0% Y	2 2% Y	1 1% Y	2 2% Y	1 1% Y	2 2% Y	1 1% Y	3 1% Y	6 2% Y
Other classification mentions	15 0% A	67 1% A	1 0% A	2 1% A	- 0% A	3 1% A	1 0% A	- 0% A	1 0% A	- 0% A	2 0% A	8 1% K	- 0% K	3 2% K	- 0% K	4 2% OJ	- 0% OJ	1 0% OJ	- 0% OJ	3 3% HJ	3 3% AEKMOY	4 4% BFHJL	- 0% BFHJL	1 1% BFHJL	- 0% BFHJL	6 2% YJ
LOCATION (SUB-NET)	1091 18% CEG	1163 21% AFHLNT	26 13% G	34 18% HT	49 14% G	41 13% G	6 3% G	18 10% ACEGMS	86 34% BDFHNPZ	81 35% BDFHNPZ	110 16% G	101 17% HT	29 14% G	25 14% G	35 17% G	38 20% FHT	49 47% ACEGMS	36 40% BDFHNPZ	12 12% G	7 7% CEGMS	27 23% UBDFHNPZ	34 37% WBDFHNPZ	18 16% G	33 35% G	63 17% G	56 17% HT
To indicate country/different countries	650 11% CGS	638 12% DLNT	12 6% GS	11 6% GS	37 10% T	27 9% T	6 3% GT	15 8% ACEGMS	51 20% BDFHNPZ	51 22% BDFHNPZ	66 10% GS	55 9% T	16 8% G	12 7% G	17 8% G	18 9% T	25 24% BDFHNPZ	17 19% BDFHNPZ	3 3% CGS	2 2% CGS	15 13% BDFHNPZ	19 20% CGS	14 13% DFHLNT	16 17% GS	34 9% GS	32 10% T
To indicate location/area extensions	309 5% EG	374 7% AFHL	15 7% EG	19 10% FHL	5 1% G	7 2% G	- 0% G	2 1% AEGKWY	27 11% BFHL	25 11% BFHL	33 5% EG	23 4% EG	12 6% EG	11 6% FH	20 10% AEGKW	19 10% FHL	22 21% ACEGMS	18 20% BDFHNPZ	6 6% EG	5 5% H	8 7% EG	13 14% BDFHNPZ	3 3% G	11 12% WFHL	22 6% EG	22 7% FHL
To indicate region/different regions	157 3% G	219 4% AHT	1 0% AHT	5 3% G	7 2% G	7 2% G	- 0% G	1 1% ACEGMO	13 5% H	8 3% H	18 3% G	23 4% H	1 0% H	3 2% H	2 1% H	5 3% CGM	4 4% HT	4 4% HT	1 1% H	- 0% H	4 3% CGM	4 4% HT	1 1% H	5 5% HT	10 3% G	7 2% H
Other location mentions	30 0% A	18 0% A	- 0% A	- 0% A	1 0% A	1 0% A	- 0% A	- 0% A	1 0% A	1 0% A	3 0% A	4 1% A	- 0% A	- 0% A	1 0% A	- 0% A	1 0% A	- 0% A	2 2% ACGM	- 0% ACGM	- 0% ACGM	- 0% ACGM	- 0% ACGM	2 2% BDHNPZ	- 0% BDHNPZ	- 0% BDHNPZ
TYPES OF EXTENSIONS (SUB-NET)	288 5% EGI	405 7% AFJ	12 6% EGI	16 9% FJ	3 1% FJ	- 0% FJ	2 1% GF	8 4% GF	4 2% F	5 2% F	50 7% AEGIM	85 14% KBDFHJL	7 3% E	18 10% MFHJ	10 5% EGI	17 9% FJ	4 4% E	10 11% FHJ	7 7% EGI	10 10% FJ	4 3% E	4 4% F	4 4% E	12 13% WBHNPZ	28 8% AEGIM	33 10% BFHJ
Business/Commercial	91 1% E	174 3% AFJ	4 2% EG	5 3% F	- 0% F	- 0% F	- 0% GF	4 2% GF	1 0% F	1 0% F	20 3% AEGIM	41 7% KBDFHJL	5 2% EG	8 4% FJ	4 2% EG	11 6% BFJ	2 2% EG	3 3% FJ	1 1% FJ	3 3% FJ	2 2% E	1 1% F	- 0% F	7 8% WBHNPZ	8 2% EG	8 2% F
Government extension	82 1% E	128 2% AFHP	- 0% AFHP	2 1% F	- 0% F	- 0% F	1 0% F	- 0% F	1 0% F	2 1% F	8 1% E	10 2% F	- 0% F	5 3% MFHP	1 0% F	- 0% F	2 2% CEM	6 3% BDFHJL	3 3% CEIM	5 5% DFHJL	2 2% E	2 2% FHP	1 1% F	2 2% FHP	17 5% ACEGIM	20 6% BDFHJL
Profit Vs. Non profit	108 2% EI	111 2% FJ	5 2% EGI	3 2% F	- 0% F	- 0% F	- 0% F	3 2% F	- 0% F	- 0% F	16 2% EGI	27 5% KBHJL	6 3% EGI	9 5% BFJL	4 2% EGI	6 3% FJ	1 1% FJ	2 2% FJ	2 2% EGI	2 2% FJ	1 1% FJ	- 0% FJ	3 3% EGI	2 2% FJ	10 3% EGI	7 2% FJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

q730 To the best of your knowledge, why do websites have different extensions?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Education extension	40 1%	68 1% AF	1	2 1%	-	-	-	2 1%	-	-	9 1% AE	12 2% FJ	-	1 1%	4 2% AEGIM	1 1%	-	-	-	3 3% FJZ	-	-	-	1 1%	3 1%	2 1%
Network	16 *	51 1% A	-	3 2% FZ	-	-	-	1 1%	-	1 *	4 1% KBFJNZ	16 3% B	1 *	-	-	3 2% FZ	-	-	-	-	1 1%	-	-	2 2% FNZ	1 *	-
Other type of extensions mentions	94 2%	113 2% AF	7 3% AEGIM	8 4% BFH	3 1%	-	1 *	1 1%	2 1%	3 1% F	17 2% A	31 5% KBFHJ	1 *	4 2% F	4 2%	4 2% F	1 1%	3 3% F	4 4% EGIM	2 2% F	1 1%	4 4% FH	1 1%	4 4% FH	6 2%	9 3% F
MISCELLANEOUS IDENTIFICATION (SUB-NET)	107 2%	113 2% AEGIKOSWY	12 6% BFHJZ	11 6% BFHJNZ	3 1%	7 2%	3 1%	2 1%	5 2%	7 3%	18 3% AEGI	19 3% B	6 3%	5 3%	4 2%	4 2%	-	1 1%	-	2 2% AEQSW	5 4%	2 2%	-	1 1%	5 1%	8 2%
Form of identity/identification (Unspec.)	63 1%	71 1% AEGIKOSWY	12 6% BFHJNZ	9 5%	-	2 1%	-	-	-	2 1%	16 2% AEGI	17 3% BFHJ	5 2% AEGI	1 1%	4 2% EGI	4 2%	-	1 1%	-	1 1% AEGIY	4 3%	1 1%	-	1 1%	3 1%	5 2%
Due to language/different languages	17 *	14 *	-	-	-	1 1% AEKY	3 1% AEKY	-	3 1% AEKY	5 2% BDFHLPZ	-	-	-	-	-	-	-	-	-	1 1% L	1 1% K	-	-	-	-	1
Other miscellaneous identification mentions	27 *	29 1%	-	2 1%	3 1%	4 1%	-	2 1%	2 1%	-	2 *	2 *	1	4 2% BJLP	-	-	-	-	-	-	-	1 1%	-	-	2 1%	2 1%
CONTENT (NET)	1207 20% BEG	962 18% F	48 23% EG	29 16% F	18 5%	14 4%	27 13% E	41 22% GFJ	50 20% E	31 13% F	151 22% EG	131 22% BFJ	76 37% NACEGKOSY	49 27% BDFJZRZ	66 33% ACEGKOSY	66 34% BDFHJLRZ	18 17% E	14 16% F	20 19% E	25 26% BDFJ	45 38% ACEGKOSY	50 54% BDFHJLRZ	36 33% AEGIKOS	27 29% BDFJZRZ	89 24% AEG	
Different purposes/content/features of website	890 14% EG	794 15% F	31 15% E	22 12% F	17 5%	11 3%	19 9% E	36 20% GBDFJR	32 13% E	25 11% F	97 14% E	106 18% BFJR	62 30% ACEGKOSY	44 24% BDFJZRZ	41 20% AEGIKOS	50 26% BDFJLRZ	10 10% F	8 9% F	10 10% SDFJR	20 21% AEGIKOS	27 23% BDFHJLRZ	38 41% AEGIKOS	24 22% AEGIKOS	19 20% FJR	80 22% ZAEIKOS	
Based on the type of information they provide	266 4% BEY	100 2% DEGY	14 7% E	4 2% F	1 *	2 1%	5 2% E	4 2% JAEGY	19 8% E	6 3% LAEGY	46 7% E	14 2% F	13 6% NEY	1 1%	16 8% AEGY	7 4% FN	6 6% EY	4 4% FN	7 7% EY	2 2% F	16 13% ACEGKMY	7 8% BDFHJLRZ	10 9% AEGY	3 3% F	7 2% E	
Based on the type of service they provide	58 1%	85 2% A	3 1% E	4 2% F	-	1	-	1 1%	-	2 1%	9 1% E	14 2% F	1	3 2%	10 5% ACEGKMY	13 7% BDFHJLRZ	1 1%	2 2% AEGIMY	4 4% F	3 3% F	5 4% AEGIKMY	9 10% BDFHJLRZ	4 4% AEGIMY	5 5% BFHJ	2 1% YF	
Other content mentions	22 *	13 *	1	-	-	-	3 1% AEY	1 1%	1	-	5 1%	2	2 1%	1 1%	-	-	1 1%	-	-	1 1%	-	1 1%	-	2 2% BDFJLPZ	-	-
TECHNOLOGY DRIVEN (NET)	149 2%	241 4% A	3 1% CB	14 8% CB	9 3%	12 4%	4 2% IL	8 4% GF	6 2% -	15 6% IL	12 2% K	20 3% AGIK	10 5% BFLPZ	12 7% BFLPZ	5 2% 1	7 4% F	4 4% -	4 4% -	3 3% BFLPZ	9 9% 3	3 3%	3 3%	3 3%	7 8%	13 4%	
Different network/service providers	32 1%	113 2% A	1 3% CF	6 3% CF	2 1%	2 1%	-	6 3% GF	-	5 2% I	2	11 2% K	4 2% AGIK	9 5% BFLPZ	1	6 3% F	-	2 2% -	1 1%	3 3% 3	-	1 1%	-	1 1%	2 1%	
Different servers	68 1%	110 2% A	1 4% CBHLP	8 4% CBHLP	2 1%	9 3% E	2 1%	1 1%	3 1%	9 4% BHLP	4 1%	7 1% O	4 2% O	3 2%	-	1 1%	3 3% EKO	2 2% -	1 1%	4 4% HLP	3 3% KO	2 2%	2 2% BHLNPZ	6 6% K	7 2% K	
Other technology driven mentions	51 1% B	19 *	1	-	5 1%	1	2 1%	1 1%	3 1%	1	6 1%	2	2 1%	-	4 2%	-	1 1%	-	1 1%	2 2% BLP	-	-	1 1%	-	4 1%	
ACCESSIBILITY (NET)	163 3% Y	181 3% A	18 9% AEIKMSWY	18 10% BFHJLVXZ	4 1%	8 3%	17 8% AEIKSWY	7 4%	9 4% EWY	5 2%	21 3% Y	30 5% B	8 4% EWY	9 5%	14 7% AEKWY	13 7% BFJXZ	3 3%	8 9% BFJVXZ	2 2%	7 7% BFJXZ	5 4% EWY	2 2%	-	1 1%	4 1%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
To simplify search/easy to use	481%	711% AZ	94% AEIKOSWY	105% BFHLJXZ	1	31% AEKY	63% AEKY	21% AEKY	31%	1*	51%	132% KZ	31%	53% Z	1*	42% Z	22% Z	33% JZ	-	11% Z	11% Z	11% Z	-	-	1	-
For easy/quick accessibility	601%	591% AEIKUWY	115% AEIKUWY	63% BJZ	1*	31% EI	42% EI	32% EI	-	1*	71% EI	92% EI	42% EI	21% AEIKUWY	115% AEIKUWY	84% BFJLXZ	11% BFJXZ	44% BFJXZ	22% 1	55% BFJLXZ	11% 1	11% 1	-	-	21% 1	21% 1
Convenience	451% B	17*	-	-	21%	21% ACERMOGWSWY	84% ACERMOGWSWY	21% ACKOY	62% ACKOY	31% BZ	3*	2*	1*	11% 1	-	-	-	-	-	-	11% 1	-	-	-	-	-
Other accessibility mentions	19*	361% A	-	21% A	-	-	1*	-	-	-	71% A	61% A	-	11% AE	31% AE	11% AE	-	11% AE	-	11% AE	22% AEI	-	-	11% 1	1	72% YBFHJ
Illegible data	-	1703% AHP	-	53% C	-	113% EHP	-	11% 1	-	104% IHPRX	-	21% KHP	-	42% M	-	11% 1	-	-	-	11% 1	-	11% 1	-	-	-	144% YHPRX
SITE/STORAGE SIZE (NET)	1883% Y	1443% Z	21%	21% Y	103% Y	62% Z	168% ACERMOGWSWY	63% Z	52% Y	94% Z	284% CY	152% Z	42% Y	42% Z	42% Y	63% Z	22% Z	22% Z	99% ACERMOGWSWY	55% DZ	22% Z	11% Z	22% Z	11% Z	1*	-
Ran out of space on the other domains/extensions	1663% Y	1232% Z	21%	21% Y	93% Y	52% Z	157% ACERMOGWSWY	63% Z	52% Y	63% Z	243% LY	92% Z	31% 1	42% Z	42% Y	63% Z	22% Z	22% Z	77% ACEIMOUT	44% Z	11% Z	11% Z	22% Z	11% Z	1*	-
Size of site	20	4	-	-	1	-	1	-	-	1	3	-	1	-	-	-	-	-	22% ACIOY	11% BL	11% 1	-	-	-	-	-
Other site/storage size mentions	2*	18*	-	-	-	1*	-	-	-	21% 1	61% KB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SITE CHARACTERISTICS (NET)	1643%	1383% AEMOY	126% BF	105% BF	51%	52% HACERMOGWSWY	2311% HACERMOGWSWY	84%	62%	63% AEMY	365% BF	254% BF	31%	127% MBFJR	42%	63%	22%	11%	33%	44%	43%	22%	33%	11%	51%	103%
To be different/unique	1292% B	621% EY	84% BFJ	74% BFJ	31%	31% HACERMOGWSWY	2010% HACERMOGWSWY	21%	62%	132% LAEMOY	325% LAEMOY	102% LAEMOY	31%	21%	31%	21%	11%	11%	22%	11%	33%	11%	11%	11%	31%	62%
Reliability/Trustworthiness of website	-	26*	-	21% A	-	1*	-	21% A	-	1*	-	51% K	-	32% B	-	-	-	-	-	22% BP	-	-	-	-	-	31%
Other site characteristics mentions	351%	531% A	42% AIM	11% A	21% A	1*	31% FZ	42% FZ	-	42% I	41% I	102% MBDFZ	-	74% MBDFZ	1*	42% Z	11% Z	11% Z	11% Z	11% Z	11% Z	11% Z	22% I	-	21% 1	1*
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	1773%	1292% Y	105% Y	63%	82%	41%	63%	63%	73%	63%	223%	163%	199%	95% AEIGKUWY	84%	116% BFLZ	66% Y	33%	66% Y	33%	22%	22%	33%	22%	62%	52%
To attract customers/increase traffic	601%	411%	21%	21%	31%	-	52% AY	42% BFJ	31% Y	-	81% Y	61% Y	21% Y	11% Y	31% Y	42% BFJ	11% Y	11% Y	44% FJ AEIKUWY	11% 1	22% Y	11% 1	-	11% 1	-	31% 1
Attract a variety/different target audience(s)	521% BK	291% K	31% K	11% 1	1*	-	-	11% 1	31% K	-	1*	31% AEGKU	73% BFJLZ	42% 2	42% EGK	32% F	22% GK	11% 1	-	-	-	-	22% K	-	41% K	1*
Popularity of site	321%	281%	1*	11% 1	-	21% 1	1*	-	21% BZ	42% BZ	61% 1	31% 1	42% AEY	21% 1	11% 1	11% 1	11% 1	-	22% AE	22% BZ	-	11% 1	-	-	11% 1	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

q730 To the best of your knowledge, why do websites have different extensions?

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
To make it easy to remember	25	19	2%	2%	1	1	-	-	-	-	5%	3%	6%	1%	-	1%	2%	-	-	1%	-	-	-	-	1	-	
			AEGIOY										AEGIKOY				AGI										
Other increase traffic/attract customers mentions	10	17	-	-	3%	1%	-	1%	-	2%	2	1	-	1%	-	2%	-	-	1%	-	-	-	1%	1%	-	1	
SECURITY (NET)	138	96	10%	7%	4%	1%	11%	2%	-	2%	17	20	6%	2%	11%	9%	1%	2%	7%	2%	6%	2%	4%	1%	5%	9%	
	1	2	5	4	1	1	5	1	-	1	2	3	3	1	5	5	1	2	7	2	5	2	1	1	1	3	
			AEIY				HAEIKY						BFJ		AEIKY		BFHJN		AEIKQY		AEIY						
Safety/Security reasons	107	77	8%	6%	2%	1%	9%	2%	-	1	13	16	5%	2%	10%	9%	-	1%	5%	2%	6%	2%	4%	1%	4%	6%	
	2	1	4	3	1		4	1	-		2	3	2	1	5	5	-	1	5	2	5	2	1	1	1	2	
			AEIQY				AEIKQY						BFJ		AEIKQY		BFHJN		AEIQY		AEIKQY		EI				
Other security mentions	31	20	2%	1%	2%	1	2%	-	-	1	4	4	1	-	1	1%	1%	1%	2%	-	-	-	-	-	1	3%	
	1	*	1	1	1		2			*	1	1	*	-	*	1	1	1	2						*	1	
MISCELLANEOUS (NET)	337	367	7%	13%	12%	9%	17%	15%	22%	28%	55%	55%	19%	24%	13%	11%	3%	7%	6%	11%	6%	8%	2%	1%	16%	15%	
	5	7	3	7	3	3	8	8	9	12	8	9	9	13	6	6	3	8	6	11	5	9	2	1	4	5	
			AFX				CEWY				FX		ACEQWY		BFPXZ		ACEQWY		BFPXZ		FX		FXZ				
Costs/Different costs	104	106	2%	4%	3%	1	6%	7%	10%	8%	13	15	6%	12%	5%	4%	-	3%	2%	3%	-	3%	-	-	8%	3%	
	2	2	1	2	1	*	3	4	4	3	2	3	3	7	2	2	-	3	2	3	-	3	-	-	2	1	
			F					FZ		FZ		F		BDFLPXZ													
To expand the registrable domain names	-	68	-	1%	-	2%	-	3%	-	2%	-	6%	-	1%	-	2%	-	2%	-	1%	-	-	-	1%	-	4%	
		1		1		1		2		1		1		1		1		2		1				1		1	
Rules/Regulations	57	53	2%	1%	1	2%	1	1%	1	2%	11	6%	5%	3%	2%	2%	2%	1%	1%	-	1%	1%	1%	-	2%	1	
	1	1	1	1	*	1	*	1	*	1	2	1	2	2	1	1	1	1	-	1	1	1	-	-	1	1	
													AEY														
To eliminate competitors registering same domain name	-	45	-	5%	-	1	-	1%	-	4%	-	6%	-	1%	-	-	-	-	-	1%	-	1%	-	-	-	1	
		1		3				1		2		1		1						1		1				1	
			CBFPZ																								
Specific website names	10	14	-	-	-	-	-	-	-	-	4	10	-	-	-	1%	-	-	-	-	-	-	-	-	-	1	1
											1	2				1											
													BFJ														
Other mentions	175	93	3%	2%	9%	3%	10%	3%	11%	12%	29	16	8%	7%	6%	3%	2%	2%	1%	4%	5%	5%	3%	2%	-	5%	5%
	3	2	1	1	3	1	5	2	4	5	4	3	4	4	3	2	2	1	4	5	4	3	2	-	1	2	
							CY													BDFXZ							
DECISION MAKING (NET)	124	69	6%	9%	3%	1	7%	3%	3%	9%	10	6%	10%	9%	16%	4%	1%	1%	2%	1%	4%	1%	3%	-	3%	2%	
	2	1	3	5	1		3	2	2	4	1	1	5	5	8	2	1	1	2	1	3	1	3	-	1	1	
			BFLXZ				EY						AEKY		BFLXZ		PACEGKQY		EY		EY						
Depends on/determined by the owner	114	57	6%	8%	3%	1	7%	3%	3%	7%	9	5	10%	7%	14%	3%	1%	1%	2%	-	4%	1%	3%	-	3%	2%	
	2	1	3	4	1	*	3	2	3	2	1	1	5	4	7	2	1	1	2	-	3	1	3	-	1	1	
			BFLTZX				EKY						AEKY		BFLZ		PAEIKQY										
Other decision making mentions	10	12	-	1%	-	-	-	-	2%	1	1	1	-	2%	2%	1%	-	-	-	1%	-	-	-	-	-	-	
									1	*	*	*															
None	97	100	-	1%	15%	23%	6%	-	1	-	6%	12%	1	1%	-	-	-	-	1%	-	-	-	-	1	2	5%	
	2	2		1	4	7	3		*		1	2	*	1					1					1	1	2	
			ACBKMQUY		BDHLNPRTVXZ		HCKIKOY																				
Don't know	1347	1079	19	20	151	125	49	26	44	44	79	59	14	14	19	15	13	13	20	19	4	3	21	17	76	85	
	22	20	9	11	42	40	24	14	17	19	11	10	7	8	9	8	12	14	19	20	3	3	19	18	21	26	
			DLNPV		V		HCKMOQU		NPV		CKMOU		DLNPV		U		U		V		CKMOU		LNPV		CKMOU		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

q730 To the best of your knowledge, why do websites have different extensions?

8 Jun 2016  
Table 46

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Declined to answer	293 5%	43 1%	5 2%	-	8 2%	1	5 2%	4 2%	10 4%	1	38 6%	6 1%	4 2%	-	1	-	-	-	3 3%	-	1 1%	1 1%	4 4%	-	19 5%	2 1%
Sigma	7776 127%	7345 135%	275 133%	252 137%	391 109%	344 109%	228 112%	222 121%	320 126%	295 128%	923 134%	882 148%	279 135%	252 139%	281 140%	289 151%	150 143%	133 148%	134 130%	137 143%	166 139%	152 163%	142 129%	145 156%	469 127%	427 133%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q750. If you wanted more information about one of the current domain name extensions, where would you go?

8 Jun 2016  
Table 47

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
An Internet search engine to find articles, posts or similar information	5013 82% BE	4268 78% AEY	181 88% AEY	166 90% BFHLZ	229 64% E	234 74% E	178 87% HAEY	140 77% JAEKGQJWY	235 93% BFHZ	198 86% AE	582 85% AE	493 83% BF	190 92% AEKUWY	167 92% BFHJLXZ	191 95% ACEGKQJWY	173 90% BFHLZ	89 85% E	77 86% F	94 91% AEWY	83 86% BFH	100 84% E	80 86% F	88 80% E	78 84% E	299 81% E	249 78% E
An Internet encyclopedia	2044 33% E	2303 42% AFRZ	75 36% E	87 47% CFRZ	80 22% E	89 28% E	56 27% E	77 42% GFR	125 49% ACEGKQJWY	118 51% BFRXZ	292 43% AEGY	288 48% KBFRXZ	83 40% AEG	100 55% MBFHPRXZ	85 42% AEGY	84 44% FRZ	37 35% E	26 29% ACEGKQJWY	56 54% BFRXZ	52 54% EG	46 39% FRZ	46 49% FRZ	37 34% E	34 37% E	119 32% E	107 33% E
My Internet service provider	1789 29% IOS	1727 32% AJPTX	84 41% AEIOQSY	61 33% JTX	113 32% IOS	99 31% JTX	68 33% IOS	74 40% BFJPTX	40 16% E	54 23% I	248 36% AIOSY	223 37% BJPTX	101 49% AEIOQSY	76 42% BFJPTX	46 23% E	47 24% E	28 27% I	26 29% E	16 16% AEIOQSY	18 19% JTX	50 42% AEIOQSY	33 35% JTX	35 32% XIS	18 19% E	109 29% IS	121 38% YBJPTX
Other	158 3% EG	151 3% H	13 6% AEGK	7 4% H	1 1% E	4 1% E	- - E	- - LN	7 3% EG	8 3% H	20 3% EG	19 3% H	6 3% EG	10 6% BFH	11 5% AEG	10 5% BFH	4 4% EG	5 6% FH	3 3% EG	1 1% E	4 3% EG	3 3% H	3 3% EG	4 4% H	14 4% EG	18 6% BFH
Not sure	453 7% CIKMOU	376 7% JLNV	5 2% E	7 4% E	67 19% E	47 15% E	10 5% IKM	9 5% LN	3 1% E	4 2% E	14 2% E	12 2% E	1 1% E	2 1% E	5 2% E	7 4% E	3 3% E	3 3% E	3 3% E	4 4% E	2 2% E	1 1% E	4 4% M	3 3% E	18 5% IKM	20 6% JLNV
Sigma	9457 154%	8825 162%	358 174%	328 178%	490 137%	473 150%	312 153%	300 164%	410 162%	382 165%	1156 168%	1035 174%	381 184%	355 196%	338 168%	321 167%	161 153%	137 152%	172 167%	158 165%	202 170%	163 175%	167 152%	137 147%	559 151%	515 160%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 48

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Useful	5141 84% E	4573 84% FZ	183 89% AE	156 85% FZ	231 65% E	207 66% E	176 86% E	163 89% FJZ	211 83% E	185 80% F	620 90% AEIQY	555 93% BDFJRTXZ	196 95% ACEGIQY	175 97% BDFJRTXZ	194 97% ACEGIQY	182 95% BDFJRTXZ	87 83% E	78 87% FZ	97 94% TAEIQY	81 84% F	110 92% AEIQY	83 89% FJZ	99 90% E	75 81% F	310 84% ZE	243 76% F
Informative	5069 83% E	4483 82% FZ	173 84% E	162 88% BFXZ	241 67% E	214 68% E	170 83% E	161 88% BFXZ	212 84% E	192 83% FZ	611 89% AEIGY	547 92% BDFJRTXZ	196 95% ACEGIK	166 92% BDFJRTXZ	192 96% ACEGIQY	178 93% BDFJRTXZ	93 89% E	73 81% F	94 91% TAEY	77 80% F	109 92% AEIGY	85 91% BFRTXZ	98 89% XE	73 78% ZE	306 83% ZE	238 74% F
Practical	4972 81% E	4428 81% FZ	176 85% E	148 80% F	259 72% E	221 70% E	176 86% AE	166 91% BDFJRTXZ	211 83% E	181 78% F	587 85% AE	519 87% BDFJRTXZ	190 92% ACEIKQY	167 92% BDFJRTXZ	177 88% AE	165 86% FJTZ	86 82% E	70 78% TAEIQY	95 92% AE	72 75% BDFJRTZ	105 88% AE	85 91% BDFJRTZ	99 90% AE	76 82% F	304 82% ZE	235 73% F
Helpful	4956 81% E	4387 80% FXZ	187 91% AEIY	161 88% BFJXZ	234 65% E	202 64% E	174 85% EI	165 90% BFJRTXZ	192 76% E	179 77% FZ	606 88% AEIY	546 92% KBDFJRTZ	196 95% AEIGQY	168 93% BDFJRTXZ	188 94% AEIGQY	174 91% BFJRTXZ	88 84% E	73 81% FZ	93 90% TAEIY	77 80% FZ	102 86% EI	83 89% BFJXZ	94 85% XEI	65 70% ZE	296 80% ZE	207 64% F
Trustworthy	4924 80% E	4385 80% FZ	181 88% AEQY	157 85% FZ	237 66% E	200 63% E	170 83% E	158 86% BFZ	207 82% E	189 82% FZ	605 88% AEIQY	544 91% KBDFJXZ	190 92% AEIGY	172 95% BDFJRTXZ	181 90% AEIGY	172 90% BFJXZ	81 77% E	77 86% FZ	96 93% AEQY	83 86% FZ	105 88% AEQY	81 87% FZ	95 86% E	73 78% F	297 80% ZE	230 72% F
Technical	4630 75% E	4200 77% AF	179 87% AEIGY	158 86% BFJRXZ	216 60% E	210 67% E	157 77% E	147 80% F	195 77% E	177 77% F	605 88% AEIGQY	523 88% BFJPRXZ	169 82% AEQ	158 87% BFJPRXZ	167 83% AEQ	150 78% F	74 70% E	68 76% AEIGY	91 88% F	78 81% AEQ	100 84% AEQ	82 88% BFJPRXZ	87 79% E	67 72% ZE	286 77% E	236 74% F
For people like me	4611 75% E	4011 74% FJXZ	177 86% AEIY	150 82% BFJXZ	170 47% E	166 53% E	161 79% E	146 80% FJXZ	191 75% JE	154 67% FX	584 85% AEIGY	516 87% BDFJRTXZ	189 91% AEIGY	160 88% BDFJRTXZ	172 86% AEIY	151 79% FJXZ	81 77% E	71 79% FJXZ	92 89% TAEIGQY	73 76% FXZ	94 79% BFJXZ	78 84% E	86 78% XE	51 55% ZE	274 74% ZE	199 62% F
Interesting	4431 72% E	3873 71% FX	179 87% AEIGQY	149 81% BFJRXZ	182 51% E	172 55% E	142 70% E	123 67% F	194 77% JE	156 68% F	582 85% AEIGY	522 88% BDFJRTXZ	194 94% AEIGQY	166 92% BDFJRTXZ	181 90% AEIGQY	157 82% BFJRXZ	78 74% E	63 70% F	89 86% TAEIGY	72 75% FX	94 79% BFJRXZ	83 89% E	85 77% XE	55 59% ZE	275 74% E	221 69% F
Innovative	4139 67% E	3696 68% FWY	171 83% AEIGQY	150 82% BFJRXZ	147 41% E	139 44% E	127 62% E	111 61% FX	167 66% E	147 64% FX	568 83% AEIGQY	504 85% BDFJRTXZ	193 93% BDFJRTXZ	163 90% ACEGIQY	186 93% ACEGIQY	168 88% BDFJRTXZ	75 71% E	62 69% FXZ	90 87% TAEIGQY	71 74% FWY	85 71% E	76 82% BFJRXZ	63 57% E	41 44% ZE	229 62% E	179 56% FX
Cutting edge	3841 63% E	3395 62% FWY	167 81% AEIGQY	142 77% BFRXZ	158 44% E	147 47% XZ	153 75% AEIGQY	127 69% BFRXZ	204 81% AEIGQY	177 77% FX	475 69% AEIGQY	428 72% BFRXZ	184 89% ACEGIQY	159 88% BDFJPRXZ	148 74% AEIGQY	134 70% BFRXZ	62 59% E	59 66% FXZ	95 92% TAEIGQY	78 81% BFHPRVXZ	71 60% E	63 68% FXZ	53 48% X	28 30% ZE	190 51% Z	124 39% F
Exciting	3358 55% E	2916 53% EGIW	144 70% AEIGQY	127 69% BFHJXZ	99 28% E	92 29% E	65 32% E	44 24% E	79 31% E	82 35% HX	540 79% AEIGQY	472 79% BDFJRTXZ	176 85% BDFJRTXZ	155 86% PACGEIQY	176 88% BDFJRTXZ	151 79% BDFJRTXZ	60 57% EGIW	59 66% BFHJXZ	90 87% TAEIGQY	60 63% FHJXZ	62 52% EGI	65 70% BFHJXZ	46 42% XE	20 22% ZEGIW	211 57% FHJX	145 45% F
Overwhelming	2835 46% E	2487 46% EIMUWY	113 55% AEIGQY	95 52% FJNRVXZ	82 23% E	78 25% X	119 58% AEIGQY	101 55% BFJNRVXZ	83 33% EW	85 37% FX	453 66% AEIGQY	396 67% BDFJNRVXZ	57 28% MFX	67 37% PACGEIQY	136 68% FJNRVXZ	98 51% EMW	41 39% FX	34 38% AEIGQY	90 87% TAEIGQY	82 85% BFHJXZ	37 31% X	31 33% X	24 22% E	13 14% E	112 30% E	97 30% X
Extreme	2738 45% E	2362 43% EGIMY	153 74% AEIGQY	134 73% BFHJRXZ	77 22% E	60 19% E	50 25% E	34 19% E	75 30% E	74 32% FHX	477 69% AEIGQY	413 69% BDFJNRVXZ	75 36% EG	71 39% FHXZ	129 64% AEIGQY	107 56% BFHJNRXZ	41 39% EG	35 39% FHX	96 93% TAEIGQY	75 78% BFHJNRVXZ	44 37% EG	43 46% FHXJZ	43 39% XEG	18 19% E	128 35% EG	95 30% FH
Unconventional	2347 38% E	2173 40% EIY	128 62% AEIGMOQY	114 62% BFHJLPRZ	75 21% E	77 24% E	78 38% HE	48 26% E	76 30% E	66 29% AEIGY	331 48% BFHJXZ	295 50% AEIGY	101 49% MBFHLPRZ	110 61% AEIGY	94 47% AEIGY	82 43% FHJZ	32 30% E	34 38% F	75 73% AEIGMOQY	58 60% BFHJLPRZ	88 74% ACEGIMQY	71 76% BDFHJNRXZ	75 68% BFHJNRZ	49 53% E	117 32% E	93 29% F
Confusing	1768 29% E	1682 31% GIMOW	82 40% AEIGMOQY	68 37% HJPRXZ	140 39% E	134 43% AGIMQY	45 22% AGIMQY	47 26% BHJNRVXZ	55 22% E	57 25% AGIMQY	231 34% BDFJRTXZ	216 36% HJPRXZ	43 21% AEIGY	53 29% RX	45 22% E	44 23% E	24 23% E	16 18% F	21 20% E	31 32% RX	29 24% E	27 29% E	16 15% E	16 17% E	101 27% W	78 24% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 49

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Confusing	4376 71% BCEK	3770 69% FL	124 60% ACEK	116 63% DFL	218 61% ACEK	181 57% BDFL	159 78% ACEK	136 74% BDFL	198 78% BDFL	174 75% BDFL	456 66% ACEK	379 64% ACEK	164 79% ACEK	128 71% F	156 78% ACEK	148 77% BDFL	81 77% CEK	74 82% BDFLNT	82 80% CEK	65 68% CEK	90 76% CEK	66 71% F	94 85% ACEK	77 83% BDFLNT	269 73% CEK	243 76% BDFL
Unconventional	3797 62% CKMOSUW DLNTVX	3279 60% U	78 38% U	70 38% V	283 79% ACEKMOOSUY BDLNPRTVZ	238 76% CKMOSUW GBDNLPTVX	126 62% CKMOSUW GBDNLPTVX	135 74% ACKMOSUY BDLNPRTVZ	177 70% ACKMOSUY BDLNPRTVZ	165 71% CSUW	356 52% DNTV	300 50% DNTV	106 51% NCSUW	71 39% V	107 53% CSUW	110 57% DNTV	73 70% CKMOSUW DLNTVX	56 62% DLNTVX	28 27% V	38 40% V	31 26% S	22 24% DLT	35 32% CKOS	44 47% WV	253 68% ACKMOSUY BDLNPRTVX	228 71% WV
Extreme	3406 55% CKOS	3090 57% DLPT	53 26% S	50 27% S	281 78% ACEKMOOSUY BDLNPRTVZ	255 81% ACKMOSUY BDLNPRTVZ	154 75% ACKMOSUY BDLNPRTVZ	149 81% ACKOS	178 70% BDLPTV	157 68% BDLPTV	210 31% S	182 31% ACKOS	132 64% DLPT	110 61% CS	72 36% CS	85 44% DLT	64 61% CKOS	55 61% DLPT	7 7% S	21 22% CKOS	75 63% DLT	50 54% DLT	67 61% CKOS	75 81% WBDLNPRTV	242 65% ACKMOSUY BDLNPRTV	226 70% WBDLNPRTV
Overwhelming	3309 54% CGKOS	2965 54% HLT	93 45% KOS	89 48% KOS	276 77% ACGKMOOSY BDHJLNPRTV	237 75% BDHJLNPRTV	85 42% KS	82 45% LT	170 67% ACGKOS	146 63% BDHJLT	234 34% S	199 33% T	150 72% NACGKOS	114 63% BDHJLT	65 32% S	94 49% OLT	64 61% CGKOS	56 62% DHLPT	13 13% S	14 15% ACGKOS	82 69% BDHJLT	62 67% ACGKMOOSY BDHJLNPRTV	86 78% BDHJLNPRTV	80 86% ACKGKOS	258 70% ACKGKOS	224 43% BDHJLT
Exciting	2786 45% CKMOS	2536 47% DLNPRV	62 30% KMO	57 31% LNP	259 72% ACKMOSUY BDLNPRTVZ	223 71% ACKMOSUY BDLNPRTVZ	139 68% ACKMOSUY BDLNPRTVZ	139 68% ACKMOSUY BDLNPRTVZ	174 69% ACKMOSUY BDLNPRTVZ	149 65% ACKMOSUY BDLNPRTVZ	147 21% MOS	123 21% MOS	31 15% MOS	26 14% MOS	25 12% MOS	41 21% O	45 43% CKMOS	31 34% LNP	13 13% SLNP	36 38% VCKMOS	57 30% LN	28 30% ACKMOSUY BDHJLNPRTV	64 58% WBDLNPRTV	73 78% CKMOS	159 43% YBDLNPRTV	176 55% YBDLNPRTV
Cutting edge	2303 37% CGKMO	2057 38% DHJLNPT	39 19% MS	42 23% MS	200 56% ACKGKMOOSY BDHJLNPRTV	168 53% BDHJLNPRTV	51 25% MS	56 21% NT	49 19% MS	54 23% CIMS	212 31% CIMS	167 28% S	23 11% S	22 12% S	53 26% MS	58 30% NT	43 41% CGIKMO	31 34% DJNT	8 8% S	18 19% CGIKMO	48 40% CGIKMO	30 32% NT	57 52% ACKGKMOOSY BDHJLNPRTV	65 70% ACKGKMOOSY BDHJLNPRTV	180 49% ACKGKMOOSY BDHJLNPRTV	197 61% ACKGKMOOSY BDHJLNPRTV
Innovative	2005 33% CKMOS	1756 32% DLNPV	35 17% MO	34 18% N	211 59% BDHJLNPRTVZ	176 56% CKMOS	77 38% BDLNPTV	72 39% CKMOS	86 34% DLNPV	84 36% DLNPV	119 17% MO	91 15% MO	14 7% MO	18 10% MO	15 7% MO	24 13% CKMOS	30 29% DLNPV	28 31% DLNPV	13 13% SLNP	25 26% CKMOS	34 29% CKMOS	17 18% ACKMOSUY BDHJLNPRTV	47 43% WBDLNPRTV	52 56% ACKGKOS	141 38% BDLNPRTV	142 44% BDLNPRTV
Interesting	1713 28% CKMOS	1579 29% DLNPV	27 13% M	35 19% LN	176 49% ACKGKMOOSY BDHJLNPRTV	143 45% CKMOS	62 30% CKMOS	60 33% DLNPV	59 23% CKMOS	75 32% DLNPV	105 15% M	73 12% M	13 6% M	15 8% M	20 10% M	35 18% OLN	27 26% CKMOS	27 30% DLNPV	14 14% M	24 25% SLNV	25 21% VMO	10 11% CMO	25 23% WBDLNPRTV	38 41% CKMOS	95 26% CKMOS	100 31% DLNPV
For people like me	1533 25% CKMOS	1441 26% DLNV	29 14% M	34 18% LN	188 53% ACKGKMOOSY BDHJLNPRTV	149 47% KMS	43 21% LN	37 20% LN	62 25% CKMOS	77 33% BDHJLNPRTV	103 15% M	79 13% M	18 9% M	21 12% M	29 14% M	41 21% LN	24 23% KMS	19 21% LN	11 11% SLN	23 24% MS	25 21% MS	15 16% MS	24 22% WBDLNPRTV	42 45% CKMOS	96 26% CKMOS	122 38% YBDLNPRTV
Technical	1514 25% BCKMOSU	1252 23% DLNV	27 13% LN	26 14% LN	142 40% ACKGKMOOSY BDHJLNPRTV	105 33% CKS	47 23% L	36 20% L	58 23% CKS	54 23% DLNV	82 12% M	72 12% M	38 18% K	23 13% M	34 17% M	42 22% LNV	31 30% CKMOSU	22 24% DLNV	12 12% LN	18 19% LN	19 16% LN	11 12% LN	23 21% K	26 28% DLNV	84 23% CKS	85 26% DLNV
Trustworthy	1220 20% CKMOSU	1067 20% HLNP	25 12% LN	27 15% LN	121 34% ACKGKMOOSY BDHJLNPRTV	115 37% MOS	34 17% LN	25 14% LN	46 18% KMOS	42 18% LNP	82 12% L	51 9% L	17 8% L	9 5% L	20 10% L	20 10% CKMOSU	24 23% N	13 14% N	7 7% N	13 14% N	14 12% N	12 13% N	15 14% N	20 22% LNP	73 20% CKMOSU	91 28% YBDLNPRTV
Helpful	1188 19% CKMOS	1065 20% DHLNPV	19 9% MO	23 13% MO	124 35% ACKGKMOOSY BDHJLNPRTV	113 36% MO	30 15% MO	18 10% CGKMOOSUY DHLNPV	61 24% DHLNPV	52 23% LMO	81 12% LMO	49 8% LMO	11 5% LMO	13 7% LMO	13 6% LMO	18 9% MO	17 16% HLNP	17 19% HLNP	10 10% SHLNP	19 20% MO	17 17% MO	10 11% MO	16 15% WBDLNPRTV	28 30% CKMOS	74 20% CKMOS	114 36% YBDLNPRTV
Practical	1172 19% GKMOOSUW	1024 19% HLNV	30 15% M	36 20% HLNV	99 28% ACKGKMOOSY BDHJLNPRTV	94 30% BDHJLNPRTV	28 14% MS	17 9% MS	42 17% HLNPV	50 22% HLNPV	100 15% M	76 13% M	17 8% M	14 8% M	24 12% M	27 14% MS	19 18% HLNV	20 22% HLNV	8 8% SHLNPV	24 25% SHLNPV	14 12% SHLNPV	8 9% SHLNPV	11 10% HN	17 18% MS	66 27% YBDLNPRTV	86 27% YBDLNPRTV
Informative	1075 17% KMOSU	969 18% DHLNPV	33 16% MO	22 12% MO	117 33% ACKGKMOOSY BDHJLNPRTV	101 32% KMOU	34 17% KMOU	22 12% KMOU	41 16% LNP	39 17% LNP	76 11% MO	48 8% MO	11 5% MO	15 8% MO	9 4% MO	14 7% O	12 11% LNPV	17 19% LNPV	9 9% SLNPV	19 20% SLNPV	10 8% SLNPV	8 8% SLNPV	12 11% O	20 22% KMOSU	64 17% YBDLNPRTV	83 26% YBDLNPRTV
Useful	1003 16% CKMOSU	879 16% LNP	23 11% MO	28 11% LNP	127 35% ACKGKMOOSY BDHJLNPRTV	108 34% MOS	28 14% NP	20 11% NP	42 17% KMOSU	46 20% HLNPV	67 10% MO	40 7% MO	11 5% MO	6 3% MO	7 3% MO	10 5% KMOSU	18 17% LNP	12 13% LNP	6 6% SLNP	9 8% SLNP	10 11% N	10 11% N	11 10% O	18 19% LNP	60 16% KMOSU	78 24% YBDLNPRTV

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 50

1. Innovative

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4139 67%	3696 68%	171 83%	150 82%	147 41%	139 44%	127 62%	111 61%	167 66%	147 64%	568 83%	504 85%	193 93%	163 90%	186 93%	168 88%	75 71%	62 69%	90 87%	71 74%	85 71%	76 82%	63 57%	41 44%	229 62%	179 56%
Describes very well	EWY 22%	FHXZ 23%	AEIGIUWY 37%	BFHJRXZ 38%	8 2%	22 7%	22 11%	16 9%	58 23%	52 23%	261 38%	235 39%	101 49%	82 45%	121 60%	85 44%	31 30%	22 24%	40 39%	34 35%	43 36%	29 31%	22 20%	17 18%	69 19%	60 19%
Describes somewhat well	EG 46%	FHZ 44%	AEIGIY 46%	BFHJRXZ 44%	139 39%	117 37%	105 51%	95 52%	109 43%	95 41%	307 45%	269 45%	92 44%	81 45%	65 32%	83 43%	44 42%	40 44%	50 49%	37 39%	42 35%	47 51%	41 37%	24 26%	160 43%	119 37%
BOTTOM 2 BOX (NET)	2005 33%	1756 32%	35 17%	34 18%	211 59%	176 56%	77 38%	72 39%	86 34%	84 36%	119 17%	91 15%	14 7%	18 10%	15 7%	24 13%	30 29%	28 31%	13 13%	25 26%	34 29%	17 18%	47 43%	52 56%	141 38%	142 44%
Does not describe very well	CKMOS 24%	DLNPV 23%	MO 15%	N 15%	ACGKMOSUWY 50%	BDLNPRTVZ 45%	CKMOS 33%	BDLNPV 36%	CKMOS 19%	DLNPV 25%	MO 13%	DLNPV 12%	MO 6%	DLNPV 9%	DLNPV 4%	DLNPV 9%	DLNPV 17%	DLNPV 19%	DLNPV 10%	DLNPV 15%	DLNPV 19%	DLNPV 15%	DLNPV 28%	DLNPV 32%	DLNPV 26%	DLNPV 84%
Does not describe at all	540 9%	485 9%	5 2%	7 4%	32 9%	34 11%	9 4%	6 3%	37 15%	27 12%	28 4%	20 3%	2 1%	2 1%	7 3%	7 3%	12 11%	11 12%	3 3%	11 11%	11 9%	3 3%	16 15%	22 24%	45 12%	58 18%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 51

2. Cutting edge

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3841 63%	3395 62%	167 81%	142 77%	158 44%	147 47%	153 75%	127 69%	204 81%	177 77%	475 69%	428 72%	184 89%	159 88%	148 74%	134 70%	62 59%	59 66%	95 92%	78 81%	71 60%	63 68%	53 48%	28 30%	190 51%	124 39%
Describes very well	EWY 19%	FXZ 20%	AEQUWY 36%	BFRXZ 28%	7 2%	24 8%	31 15%	26 14%	96 38%	69 30%	184 27%	163 27%	88 43%	81 45%	71 35%	55 29%	14 13%	17 19%	55 53%	42 44%	26 22%	23 25%	13 12%	8 9%	55 15%	39 12%
Describes somewhat well	EY 44%	FHXZ 42%	AEQUWY 45%	BFHXZ 49%	151 42%	123 39%	122 60%	101 55%	108 43%	108 47%	291 42%	265 45%	96 46%	78 43%	77 38%	79 41%	48 46%	42 47%	40 39%	36 38%	45 38%	40 43%	40 36%	20 22%	135 36%	85 26%
BOTTOM 2 BOX (NET)	2303 37%	2057 38%	39 19%	42 23%	200 56%	168 53%	51 25%	56 31%	49 19%	54 23%	212 31%	167 28%	23 11%	22 12%	53 26%	58 30%	43 41%	31 34%	8 8%	18 19%	48 40%	30 32%	57 52%	65 70%	180 49%	197 61%
Does not describe very well	CGIKMOS 27%	DHJLNPT 27%	MS 16%	N 18%	ACGKMOGSU 48%	BDHJLNPTV 45%	MS 22%	NT 29%	MS 9%	23 15%	CIMS 23%	N 23%	CIMS 11%	N 10%	MS 18%	NT 21%	CGIKMOS 28%	DJNT 23%	8 5%	18 11%	31 26%	23 25%	36 33%	32 34%	116 31%	99 31%
Does not describe at all	CGKMS 10%	DHLN 11%	3 3%	8 4%	CGM 8%	HN 8%	M 3%	3 2%	25 10%	20 9%	55 8%	31 5%	1 2%	3 2%	17 8%	18 9%	14 13%	10 11%	3 3%	7 7%	17 14%	7 8%	21 19%	33 35%	64 17%	98 31%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 52

3. Extreme

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2738 45%	2362 43%	153 74%	134 73%	77 22%	60 19%	50 25%	34 19%	75 30%	74 32%	477 69%	413 69%	75 36%	71 39%	129 64%	107 56%	41 39%	35 39%	96 93%	75 78%	44 37%	43 46%	43 39%	18 19%	128 35%	95 30%
Describes very well	EGIMY 13%	FHJXZ 13%	AEGIMQWY 58%	BFHJNPRVXZ 43%	5 1%	6 2%	9 4%	7 4%	18 7%	13 6%	188 27%	159 27%	16 8%	21 12%	58 29%	44 23%	14 13%	7 8%	60 58%	39 41%	15 13%	7 8%	9 8%	3 3%	34 9%	29 9%
Describes somewhat well	EGIMY 31%	FHJXZ 30%	AEGIMQWY 46%	BFHJNPRVXZ 49%	72 20%	54 17%	41 20%	27 15%	57 23%	61 26%	289 42%	254 43%	59 29%	50 28%	71 35%	63 33%	27 26%	28 31%	36 35%	36 38%	29 24%	36 39%	34 31%	15 16%	94 25%	66 21%
BOTTOM 2 BOX (NET)	3406 55%	3090 57%	53 26%	50 27%	281 78%	255 81%	154 75%	149 81%	178 70%	157 68%	210 31%	182 31%	132 64%	110 61%	72 36%	85 44%	64 61%	55 61%	7 7%	21 22%	75 63%	50 54%	67 61%	75 81%	242 65%	226 70%
Does not describe very well	CKOS 34%	DLPT 35%	AEGIMQWY 43%	BFHJNPRVXZ 20%	212 59%	195 62%	104 51%	100 55%	85 34%	64 28%	142 21%	129 22%	99 48%	77 43%	43 21%	53 28%	40 38%	32 36%	3 3%	15 16%	47 39%	35 38%	32 29%	38 41%	140 38%	100 31%
Does not describe at all	CKOS 21%	DJLPT 22%	AEGIMQWY 10%	BFHJNPRVXZ 5%	69 19%	60 19%	50 25%	49 27%	93 37%	93 40%	68 10%	53 9%	33 16%	33 18%	29 14%	32 17%	24 23%	23 26%	4 4%	6 6%	28 24%	15 16%	35 32%	37 40%	102 28%	126 39%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 53

4. Trustworthy

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4924 80% E	4385 80% FZ	181 88% AEQY	157 85% FZ	237 66% FZ	200 63% FZ	170 83% E	158 86% BFZ	207 82% E	189 82% FZ	605 88% AEIQY	544 91% KBDFHJXZ	190 92% AEIQY	172 95% BDFHJRTVXZ	181 90% AEIQY	172 90% BFJXZ	81 77% E	77 86% FZ	96 93% AEIQY	83 86% FZ	105 88% AEQY	81 87% FZ	95 86% E	73 78% F	297 80% ZE	230 72% F
Describes very well	1846 30% E	1848 34% AF	93 45% AEQY	84 46% BFHRZ	25 7% FZ	40 13% E	51 25% E	55 30% F	105 42% AEQY	84 36% F	308 45% AEQY	295 50% BDFHJRTVXZ	108 52% AEIQY	109 60% BDFHJRTVXZ	118 59% AEQY	109 57% BDFHJRTVXZ	32 30% E	27 30% F	62 60% AEQY	52 54% AEQY	60 50% AEQY	47 51% BFHRZ	46 42% AEQY	39 42% F	115 31% E	108 34% F
Describes somewhat well	3078 50% BCHKMOSU	2537 47% LNPTZ	88 43% O	73 40% O	212 59% DLNPTVXZ	160 51% DLNPTVXZ	119 58% ACKMOSUWY	103 56% BDJLNPTVXZ	102 40% O	105 45% NPT	297 43% O	249 42% P	82 40% O	63 35% O	63 31% O	63 33% O	49 47% OS	50 56% DLNPTVXZ	34 33% O	31 32% O	45 38% O	34 37% O	49 45% O	34 37% O	182 49% ZIMOSU	122 38% ZIMOSU
BOTTOM 2 BOX (NET)	1220 20% CKMOSU	1067 20% HLNP	25 12% LN	27 15% LN	121 34% ACKMOSUWY	115 37% BDJLNPTVXZ	34 17% MOS	25 14% LN	46 18% KMOS	42 18% LNP	82 12% L	51 9% L	17 8% L	9 5% L	20 10% L	20 10% CKMOSU	24 23% N	13 14% N	7 7% N	13 14% N	14 12% N	12 13% N	15 14% N	20 22% LNP	73 20% CKMOSU	91 28% YBDFHJLNPTV
Does not describe very well	926 15% KMOSU	805 15% LNPR	22 11% S	22 11% LN	104 29% ACKMOSUWY	96 30% BDJLNPTVXZ	28 14% MS	24 13% LN	29 11% S	30 13% LN	68 10% LS	39 7% LS	14 7% S	8 4% S	16 8% S	17 9% RKMSU	18 17% S	6 7% S	1 1% S	10 10% S	9 8% S	10 11% N	10 9% S	12 13% LN	53 14% KMOS	50 16% LNPR
Does not describe at all	294 5% CKM	262 5% HLNP	3 1% S	5 3% LN	17 5% CKM	19 6% HLNP	6 3% CKM	1 1% CKMO	17 7% HLNP	12 5% HLNP	14 2% HLNP	12 2% HLNP	3 1% HLNP	1 1% HLNP	4 2% HLNP	3 2% CKM	6 6% CKM	7 8% HLNP	6 6% CKM	3 3% CKM	5 4% CKM	2 2% CKM	5 5% DHLNP	8 9% DHLNP	20 5% CKM	41 13% YBDFHJLNPTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?  
5. Unconventional

8 Jun 2016  
Table 54

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2347 38% EIY	2173 40% FHJZ	128 62% AEGIKMOQY	114 62% BFHJLPRZ	75 21% EIY	77 24% FHJZ	78 38% HE	48 26% HE	76 30% E	66 29% AEGIQY	331 48% BFHJRZ	295 50% AEGIQY	101 49% AEGIQY	110 61% MBFHJLPRZ	94 47% AEIQY	82 43% FHJZ	32 30% E	34 38% F	75 73% AEGIKMOQY	58 60% BFHJLPRZ	88 74% AEGIKMOQY	71 76% BFHJLPRZ	75 68% AEGIKMOQY	49 53% BFHJRZ	117 32% E	93 29% E
Describes very well	622 10% E	569 10% FJ	47 23% AEGIQY	28 15% BFHJRZ	6 2% EIY	9 3% FHJZ	14 7% E	12 7% F	20 8% E	13 6% AEGIQY	118 17% BFHJRZ	86 14% AEGIQY	34 16% BFHJRZ	29 16% AEGIQY	38 19% AEGIQY	23 12% FJ	8 8% E	5 6% AEGIKMOQY	29 28% BFHJLPRZ	24 25% AEGIKMOQY	43 36% BFHJLPRZ	34 37% BFHJLPRZ	27 25% AEGIQY	20 22% BFHJRZ	29 8% E	29 9% F
Describes somewhat well	1725 28% EI	1604 29% FHJZ	81 39% AEGIKMOQY	86 47% BFHJLPRZ	69 19% EIY	68 22% FHJZ	64 31% HEIY	36 20% HEIY	56 22% E	53 23% AEGIQY	213 31% BFHJRZ	209 35% BFHJRZ	67 32% AEGIQY	81 45% MBFHJLPRZ	56 28% E	59 31% FHZ	24 23% FHZ	29 32% AEGIKMOQY	46 45% BFHJLPRZ	34 35% AEGIKMOQY	45 38% BFHJLPRZ	37 40% BFHJLPRZ	48 44% AEGIKMOQY	29 31% BFHJRZ	88 24% HZ	64 20% HZ
BOTTOM 2 BOX (NET)	3797 62% CKMSUW	3279 60% DLNTVX	78 38% U	70 38% V	283 79% ACIKMOQY	238 76% BDLNPTVX	126 62% CKMSUW	135 74% GBDLNPTVX	177 70% ACKMSUW	165 71% BDLNPTVX	356 52% CSUW	300 50% DNTV	106 51% NCSUW	71 39% V	107 53% CSUW	110 57% DNTV	73 70% CKMSUW	56 62% DLNTVX	28 27% V	38 40% V	31 26% V	22 32% V	35 32% WV	44 47% ACKMSUW	253 68% BDLNPTVX	228 71% BDLNPTVX
Does not describe very well	2352 38% CKMSUW	2116 39% LNTVXZ	55 27% V	60 33% V	213 59% ACIKMOQY	180 57% BDLNPTVX	100 49% ACKMSUW	108 59% GBDLNPTVX	74 29% W	81 35% TVX	221 32% SUW	206 35% TVX	80 39% CISUW	53 29% V	60 30% W	73 38% TVX	43 41% CISUW	34 38% TVX	23 22% V	22 23% V	24 20% V	18 19% V	21 19% V	22 24% SUW	127 34% SUW	106 33% V
Does not describe at all	1445 24% BCGMSUW	1163 21% DHLNV	23 11% D	10 5% CGMSU	70 20% DNV	58 18% DNV	26 13% S	27 15% DV	103 41% ACKMSUW	84 36% CGMSU	135 20% CGMSU	94 16% DV	26 13% S	18 10% CGMSUW	47 23% CGMSUW	37 19% DNV	30 29% CEGKMSUW	22 24% DLNV	5 5% SDV	16 17% SDV	7 6% V	4 4% V	14 13% S	22 24% WDNV	126 34% ACKMSUW	122 38% BDLNPTVX
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90* 100%	103 100%	96* 100%	119 100%	93* 100%	110 100%	93* 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 55

6. Practical

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4972 81% E	4428 81% FZ	176 85% E	148 80% F	259 72% F	221 70% F	176 86% AE	166 91% BDFJRTXZ	211 83% E	181 78% F	587 85% AE	519 87% BDFJRTZ	190 92% ACEIKQY	167 92% BDFJRTXZ	177 88% AE	165 86% FJITZ	86 82% E	70 78% TAEIQY	95 92% F	72 75% AE	105 88% BDFJRTZ	85 91% AE	99 90% AE	76 82% F	304 82% ZE	235 73% F
Describes very well	1849 30% EG	1710 31% F	83 40% AEG	71 39% BFH	31 9% E	52 17% E	48 24% E	50 27% F	90 36% EG	78 34% F	287 42% AEGY	247 42% BFHJRZ	109 53% ACEGIKQY	95 52% BDFHLRZ	104 52% ACEGIKQY	94 49% BDFHJRZ	39 37% EG	24 27% F	55 53% ACEGIKQY	40 42% BFHR	62 52% ACEGIKQY	46 49% BFHJRZ	59 54% ACEGIKQY	43 46% BFHJRZ	130 35% AEG	107 33% F
Describes somewhat well	3123 51% KMOSUW DLNPTXZ	2718 50% F	93 45% AEG	77 42% BFH	228 64% F	169 54% E	128 63% AE	116 63% BDFJRTXZ	121 48% OUW	103 45% F	300 44% AEGY	272 46% BFHJRZ	81 39% ACEGIKQY	72 40% BDFHLRZ	73 36% ACEGIKQY	71 37% BDFHJRZ	47 45% EG	46 51% PTX	40 39% F	32 33% ACEGIKQY	43 36% BFHJRZ	39 42% ACEGIKQY	40 36% BFHJRZ	33 35% ACEGIKQY	174 47% AEG	128 40% F
BOTTOM 2 BOX (NET)	1172 19% GMOSUW HLNV	1024 19% HLNV	30 15% M	36 20% HLNV	99 28% ACGMOSUW BDHLNPNVX	94 30% BDHLNPNVX	28 14% MS	17 9% HLNPV	42 17% MS	50 22% HLNPV	100 15% M	76 13% M	17 8% M	14 8% M	24 12% MS	27 14% MS	19 18% HLNV	20 22% HLNV	8 8% SHLNPV	24 25% SHLNPV	14 12% S	8 9% S	11 10% S	17 18% HN	66 18% MS	86 27% YBHLNPNV
Does not describe very well	866 14% KMOSW	751 14% HLNV	26 13% SW	30 16% HNV	83 23% ACGMOSUW BDHLNPNVX	74 23% BDHLNPNVX	24 12% SW	16 9% S	27 11% S	38 16% HLNV	80 12% SW	65 11% SW	15 7% S	12 7% S	17 8% S	21 11% S	12 11% S	14 16% N	3 3% SHNV	17 18% S	12 10% S	6 6% S	5 5% S	11 12% SW	42 11% SW	52 16% HLNV
Does not describe at all	306 5% CGKM	273 5% HLN	4 2% M	6 3% M	16 4% M	20 6% HLN	4 2% CGKM	1 1% CGKM	15 6% HLN	12 5% HLN	20 3% CGKM	11 2% CGKM	2 1% HLN	2 1% HLN	7 3% CGKM	6 3% CGKM	7 7% HLN	6 7% HLN	5 5% M	7 7% HLN	2 2% M	2 2% M	6 5% M	6 6% HLN	24 6% CGKMU	34 11% BDHLNPNV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 56

7. Technical

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4630 75% E	4200 77% AF	179 87% AEGIQY	158 86% BFJRXZ	216 60% E	210 67% E	157 77% E	147 80% F	195 77% E	177 77% F	605 88% AEGIMQVY	523 88% BFHJPRXZ	169 82% AEQ	158 87% BFJPRXZ	167 83% AEQ	150 78% F	74 70% E	68 76% AEGIQY	91 88% F	78 81% AEQ	100 84% BFJPRXZ	82 88% AEQ	87 79% E	67 72% E	286 77% E	236 74% E
Describes very well	1575 26% E	1557 29% AFH	83 40% AEGQY	68 37% BFH	21 6% E	31 10% E	42 21% E	35 19% F	86 34% AEG	74 32% FH	285 41% AEGIMQY	265 45% BFHJRXZ	65 31% EG	69 38% BFH	90 45% AEGIMQY	81 42% BFHJR	26 25% E	25 28% F	49 48% AEGIMQY	43 45% BFHJR	55 46% AEGIMQY	46 49% BFHJRXZ	44 40% AEGQY	29 31% FH	115 31% AEG	113 35% BFH
Describes somewhat well	3055 50% IOUW	2643 48% LPTZ	96 47% PTZ	90 49% IKOSUWY	195 54% BDJLPTVXZ	179 57% CIKOSUWY	115 56% BDJLNPRTVXZ	112 61% E	109 43% E	103 45% O	320 47% O	258 43% E	104 50% OU	89 49% PTZ	77 38% E	69 36% E	48 46% E	43 48% E	42 41% E	35 36% E	45 38% E	36 39% E	43 39% E	38 41% E	171 46% Z	123 38% E
BOTTOM 2 BOX (NET)	1514 25% BCKMOSU	1252 23% DLNV	27 13% ACGKMOUWY	26 14% BDJLNPVT	142 40% BDJLNPVT	105 33% CKS	47 23% L	36 20% CKS	58 23% DLNV	54 23% DLNV	82 12% E	72 12% E	38 18% K	23 13% E	34 17% E	42 22% LNV	31 30% CKMOSU	22 24% DLNV	12 12% E	18 19% E	19 16% E	11 12% E	23 21% K	26 28% DLNV	84 23% CKS	85 26% DLNV
Does not describe very well	1145 19% CKSW	948 17% DLNV	25 12% ACGKMOUWY	22 12% BDJLNPVT	118 33% BDJLNPVT	82 26% CIKOSW	45 22% L	31 17% L	36 14% KS	38 16% L	59 9% E	55 9% E	34 16% KS	21 12% E	29 14% KS	36 19% LV	24 23% CIKSW	15 17% L	6 6% E	11 11% E	16 13% E	8 9% E	12 11% E	16 17% L	62 17% KS	50 16% L
Does not describe at all	369 6% CGKMO	304 6% DLN	2 1% CGKMO	4 2% DHLN	24 7% DHLN	23 7% E	2 1% E	5 3% CGKMOU	22 9% DLN	16 7% DLN	23 3% E	17 3% E	4 2% E	2 1% E	5 2% E	6 3% CGM	7 7% DLN	7 8% CG	6 6% DLN	7 7% DLN	3 3% CGKMOU	3 3% BDJLNPV	11 10% CGKMO	10 11% BDJLNPV	22 6% CGKMO	35 11% YBDJLNPV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 57

8. Confusing

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	1768 29%	1682 31%	82 40%	68 37%	140 39%	134 43%	45 22%	47 26%	55 22%	57 25%	231 34%	216 36%	43 21%	53 29%	45 22%	44 23%	24 23%	16 18%	21 20%	31 32%	29 24%	27 29%	16 15%	16 17%	101 27%	78 24%
Describes very well	436 7%	456 8%	20 10%	12 7%	19 5%	21 7%	11 5%	13 7%	12 5%	12 5%	80 12%	77 13%	10 5%	14 8%	24 12%	19 10%	9 9%	3 3%	7 7%	15 16%	7 6%	6 6%	6 5%	7 8%	30 8%	29 9%
Describes somewhat well	1332 22%	1226 22%	62 30%	56 30%	121 34%	113 36%	34 17%	34 19%	43 17%	45 19%	151 22%	139 23%	33 16%	39 22%	21 10%	25 13%	15 14%	13 14%	14 14%	16 17%	22 18%	21 23%	10 9%	9 10%	71 19%	49 15%
BOTTOM 2 BOX (NET)	4376 71%	3770 69%	124 60%	116 63%	218 61%	181 57%	159 78%	136 74%	198 78%	174 75%	456 66%	379 64%	164 79%	128 71%	156 78%	148 77%	81 77%	74 82%	82 80%	65 68%	90 76%	66 71%	94 85%	77 83%	269 73%	243 76%
Does not describe very well	2395 39%	2100 39%	72 35%	74 40%	183 51%	139 44%	106 52%	101 55%	67 26%	62 27%	239 35%	201 34%	104 50%	82 45%	65 32%	64 33%	46 44%	37 41%	29 28%	28 29%	39 33%	27 29%	41 37%	33 35%	140 38%	117 36%
Does not describe at all	1981 32%	1670 31%	52 25%	42 23%	35 10%	42 13%	53 26%	35 19%	131 52%	112 48%	217 32%	178 30%	60 29%	46 25%	91 45%	84 44%	35 33%	37 41%	53 51%	37 39%	51 43%	39 42%	53 48%	44 47%	129 35%	126 39%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 58

9. Overwhelming

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2835 46%	2487 46%	113 55%	95 52%	82 23%	78 25%	119 58%	101 55%	83 33%	85 37%	453 66%	396 67%	57 28%	67 37%	136 68%	98 51%	41 39%	34 38%	90 87%	82 85%	37 31%	31 33%	24 22%	13 14%	112 30%	97 30%
Describes very well	859 14%	832 15%	30 15%	22 12%	4 1%	10 3%	26 13%	25 14%	23 9%	23 10%	172 25%	147 25%	12 6%	22 12%	61 30%	44 23%	11 10%	9 10%	55 53%	59 61%	9 8%	5 5%	8 7%	4 4%	28 8%	36 11%
Describes somewhat well	1976 32%	1655 30%	83 40%	73 40%	78 22%	68 22%	93 46%	76 42%	60 24%	62 27%	281 41%	249 42%	45 22%	45 25%	75 37%	54 28%	30 29%	25 28%	35 34%	23 24%	28 28%	26 28%	16 15%	9 10%	84 23%	61 19%
BOTTOM 2 BOX (NET)	3309 54%	2965 54%	93 45%	89 48%	276 77%	237 75%	85 42%	82 45%	170 67%	146 63%	234 34%	199 33%	150 72%	114 63%	65 32%	94 49%	64 61%	56 62%	13 13%	14 15%	82 69%	62 67%	86 78%	80 86%	258 70%	224 70%
Does not describe very well	1987 32%	1805 33%	64 31%	67 36%	215 60%	176 56%	76 37%	72 39%	73 29%	62 27%	176 26%	147 25%	107 52%	75 41%	46 23%	57 30%	38 36%	35 39%	9 9%	10 10%	38 32%	36 39%	39 35%	38 41%	132 36%	117 36%
Does not describe at all	1322 22%	1160 21%	29 14%	22 12%	61 17%	61 19%	9 4%	10 5%	97 38%	84 36%	58 8%	52 9%	43 21%	39 22%	19 9%	37 19%	26 25%	21 23%	4 4%	4 4%	44 37%	26 28%	47 43%	42 45%	126 34%	107 33%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 59

10. Useful

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	5141 84% E	4573 84% FZ	183 89% AE	156 85% FZ	231 65% 66%	207 66% 66%	176 86% E	163 89% FJZ	211 83% E	185 80% F	620 90% AEIQY	555 93% BDFJRTXZ	196 95% ACEGIKQY	175 97% BDFJRTXZ	194 97% ACEGIKWY	182 95% BDFJRTXZ	87 83% E	78 87% FZ	97 94% TAEIGIQY	81 84% F	110 92% AEIQY	83 89% FJZ	99 90% E	75 81% F	310 84% ZE	243 76% F
Describes very well	2191 36% EG	1945 36% FH	96 47% AEGY	86 47% BFHJRZ	25 7% E	40 13% E	57 28% E	48 26% F	108 43% AEGY	82 35% FH	343 50% AEGY	294 49% BFHJRZ	132 64% ACEGIKQY	114 63% BDFJRTXZ	140 70% ACEGIKQY	120 63% BDFJRTXZ	49 47% RAEGY	29 32% F	56 54% AEGY	43 45% FH	76 64% ACEGIKQY	54 58% BFHJRZ	59 54% AEGY	42 45% FH	129 35% E	115 36% FH
Describes somewhat well	2950 48% IKMOQUW	2628 48% DLNPTVXZ	87 42% MOU	70 38% ACIKMOGSUY	206 58% DLNPTVXZ	167 53% ACIKMOGSUY	119 58% BDFJLANPTVXZ	115 63% BDFJLANPTVXZ	103 41% MOU	103 45% NPV	277 40% MOU	261 44% NPV	64 31% ACEGIKQY	61 34% BDFJRTXZ	54 27% ACEGIKQY	62 32% BDFJRTXZ	38 36% QDNPTVXZ	49 54% O	41 40% O	38 40% O	34 29% O	29 31% O	40 36% O	33 35% O	181 49% ZIKMOQUW	128 40% ZIKMOQUW
BOTTOM 2 BOX (NET)	1003 16% CKMOSU	879 16% LNP	23 11% MO	28 15% LNP	127 35% ACIKMOGSUY	108 34% BDHLNPTVXZ	28 14% MOS	20 11% NP	42 17% KMOSU	46 20% HLNPV	67 10% MO	40 7% MO	11 5% MO	6 3% MO	7 3% MO	10 5% KMOSU	18 17% LNP	12 13% LNP	6 6% SLNP	15 16% SLNP	9 8% N	10 11% N	11 10% O	18 19% LNP	60 16% KMOSU	78 24% YBDHLNPTV
Does not describe very well	728 12% KMOSUW	653 12% LNP	17 8% O	24 13% LNP	104 29% ACIKMOGSUY	88 28% BDHLNPTVXZ	24 12% MOSU	19 10% LNP	24 9% OS	35 15% LNP	53 8% O	33 6% O	10 5% O	4 2% O	5 2% O	7 4% MOSU	12 11% N	7 8% N	3 3% SLNP	12 13% SLNP	5 4% NP	10 10% NP	6 5% NP	9 10% NP	39 11% MOSU	47 15% LNP
Does not describe at all	275 4% KMO	226 4% HLN	6 3% GKMO	4 2% BDHLNPV	23 6% GKMO	20 6% BDHLNPV	4 2% ACGKMO	1 1% ACGKMO	18 7% HLN	11 5% HLN	14 2% HLN	7 1% HLN	1 1% HLN	2 1% HLN	2 1% KMO	3 2% KMO	6 6% HLN	5 6% HLN	3 3% HLN	3 3% M	4 3% M	1 1% MO	5 5% BDHLNPV	9 10% GKMO	21 6% YBDHLNPTV	31 10% YBDHLNPTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 60

11. For people like me

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4611 75% E	4011 74% FJXZ	177 86% AEIY	150 82% BFJXZ	170 47% E	166 53% E	161 79% E	146 80% FJXZ	191 75% JE	154 67% FX	584 85% AEGIQY	516 87% BFHJRTXZ	189 91% AEGIKQWY	160 88% BFHJRTXZ	172 86% AEIY	151 79% FJXZ	81 77% E	71 79% FJXZ	92 89% TAEIGIQUWY	73 76% FXZ	94 79% E	78 84% BFJXZ	86 78% XE	51 55% ZE	274 74% ZE	199 62% F
Describes very well	1663 27% EG	1492 27% FH	79 38% AEGY	76 41% BFHJXZ	11 3% E	25 8% E	35 17% E	22 12% AEG	84 33% FH	68 29% AEGY	276 40% BFHJXZ	242 41% ACEGIKWY	101 49% BFHJXZ	85 47% ACEGIKWY	113 56% BFHJLXZ	95 49% AEGY	44 42% BFHX	33 37% ACEGIKWY	54 52% BFHX	38 40% AEGIWY	53 45% BFHJXZ	44 47% EG	35 32% FH	20 22% EG	107 29% EG	96 30% FH
Describes somewhat well	2948 48% OQSU	2519 46% JPXZ	98 48% OQU	74 40% P	159 44% O	141 45% PZ	126 68% ACEKMOGSUWY	124 68% BDJLNPRTVYZ	107 42% O	86 37% OU	308 45% OU	274 46% JPXZ	88 43% O	75 41% PZ	59 29% O	56 29% O	37 35% P	38 42% P	38 37% P	35 36% P	41 34% P	34 37% P	51 46% O	31 33% O	167 45% ZOU	103 32% ZOU
BOTTOM 2 BOX (NET)	1533 25% CKMOS	1441 26% DLNV	29 14% ACGKMOGSUWY	34 18% BDHLNPRVTY	188 53% KMS	149 47% LN	43 21% CKMOS	37 20% IBDHLNPRV	62 25% M	77 33% M	103 15% M	79 13% M	18 9% M	21 12% M	29 14% LN	41 21% KMS	24 23% LN	19 21% LN	11 11% SLN	23 24% MS	25 21% MS	15 16% MS	24 22% MS	42 45% CKMOS	96 26% YBDHLNPRV	122 38% YBDHLNPRV
Does not describe very well	1072 17% IKMOSU	1024 19% LN	26 13% M	29 16% L	151 42% ACGKMOGSUWY	116 37% BDHLNPRVTY	37 18% IKMOS	36 20% LN	27 11% ILNRV	53 23% M	83 12% M	62 10% M	13 6% M	18 10% M	21 10% MS	30 16% MS	15 14% MS	10 11% MS	6 6% S	15 16% S	12 10% S	11 12% S	14 13% LN	20 22% LN	59 16% MS	66 21% LNR
Does not describe at all	461 8% CGKM	417 8% DHLN	3 1% ACGKMO	5 3% DHLN	37 10% DHLN	33 10% DHLN	6 3% ACGKMOS	1 1% DHLN	35 14% DHLN	24 10% DHLN	20 3% DHLN	17 3% DHLN	5 2% DHLN	3 2% DHLN	8 4% HN	11 6% CGKM	9 9% DHLN	9 10% DHLN	5 5% DHLN	8 8% CGKMO	13 11% H	4 4% CGKM	10 9% WBDHLNPRV	22 24% CGKMO	37 10% YBDHLNPRV	56 17% YBDHLNPRV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 61

12. Interesting

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4431 72% E	3873 71% FX	179 87% AEGIQWY	149 81% BFHJRXZ	182 51% E	172 55% E	142 70% E	123 67% F	194 77% JE	156 68% F	582 85% AEGIQY	522 88% BOFHJRTXZ	194 94% ACEGKOSUWY	166 92% BOFHJRTXZ	181 90% PAEGIQWY	157 82% BFHJRXZ	78 74% E	63 70% F	89 86% TAEGIQY	72 75% FX	94 79% E	83 89% UBFHJRTXZ	85 77% XE	55 59% E	275 74% E	221 69% F
Describes very well	1465 24% EG	1314 24% FH	86 42% AEGIY	68 37% BFHJRXZ	15 4% E	23 7% E	21 10% E	19 10% E	79 31% AEG	56 24% FH	300 44% AEGIQWY	247 42% BFHJRXZ	106 51% AEGIQWY	94 52% BOFHJRTXZ	107 53% ACEGKOSUWY	85 44% BFHJRXZ	33 31% EG	22 24% FH	48 47% AEGIQY	35 36% BFHJXZ	42 35% AEGY	36 39% BFHJRXZ	37 34% XAEG	18 19% FH	92 25% EG	83 26% FH
Describes somewhat well	2966 48% KO	2559 47% NP	93 45% E	81 44% E	167 47% O	149 47% P	121 59% ACEGKOSUWY	104 57% BOFHJRTXZ	115 45% E	100 43% E	282 41% AEGIQWY	275 46% BOFHJRTXZ	88 43% AEGIQWY	72 40% E	74 37% E	72 38% E	45 43% E	41 46% E	41 40% E	37 39% E	52 44% E	47 51% P	48 44% E	37 40% E	183 49% KO	138 43% E
BOTTOM 2 BOX (NET)	1713 28% CKMOS	1579 29% DLNPV	27 13% M	35 19% LN	176 49% ACEGKOSUWY	143 45% BDJLNPTVZ	62 30% CKMOS	60 33% DLNPV	59 23% CKMOS	75 32% IDLNPV	105 15% M	73 12% E	13 6% E	15 8% E	20 10% E	35 18% OLN	27 26% CKMOS	27 30% DLNPV	14 14% M	24 25% SLNV	25 21% VMO	10 11% E	25 23% CMO	38 41% WBDJLNPTV	95 26% CKMOS	100 31% DLNPV
Does not describe very well	1256 20% CKMOS	1158 21% LNV	21 10% LN	30 16% LN	144 40% ACEGKOSUWY	115 37% BDJLNPTVZ	54 26% ACEGKOSUWY	55 30% BDJLNPTVZ	32 13% MO	49 21% ILNV	85 12% MO	61 10% E	12 6% E	13 7% E	14 7% E	31 16% OLN	16 15% MO	17 19% LNV	11 11% E	16 17% N	16 13% M	8 9% E	15 14% M	21 23% LNV	62 17% CKMO	55 17% LNV
Does not describe at all	457 7% CGKMO	421 8% DHLNPV	6 3% E	5 3% E	32 9% CGKMO	28 9% DHLNPV	8 4% M	5 4% E	27 11% ACEGKOSUWY	26 11% BDJLNPTV	20 3% M	12 2% E	1 1% E	2 1% E	6 3% E	4 2% E	11 10% CGKMO	10 11% DHLNPV	3 3% DHLNP	8 8% KM	9 8% E	2 2% CKMO	10 9% BDJLNPTV	17 18% CGKMO	33 9% YBDFHJLNPTV	45 14% E
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 62

13. Exciting

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3358 55%	2916 53%	144 70%	127 69%	99 28%	92 29%	65 32%	44 24%	79 31%	82 35%	540 79%	472 79%	176 85%	155 86%	176 88%	151 79%	60 57%	59 66%	90 87%	60 63%	62 52%	65 70%	46 42%	20 22%	211 57%	145 45%
Describes very well	EGIW 1034 17%	FHJXZ 952 17%	AEGIUWY 63 31%	BFHJXZ 41 22%	5 1%	13 4%	8 4%	7 4%	21 8%	24 10%	259 38%	196 33%	75 36%	71 39%	93 46%	79 41%	25 24%	21 23%	45 44%	27 28%	21 18%	27 29%	16 15%	9 10%	57 15%	50 16%
Describes somewhat well	EGI 2324 38%	FHJX 1964 36%	AEGIUWY 81 39%	BFHJXZ 86 47%	94 26%	79 25%	57 28%	37 20%	58 23%	58 25%	281 41%	276 46%	101 49%	84 46%	83 41%	72 38%	35 33%	38 42%	45 44%	33 34%	41 34%	38 41%	30 27%	11 12%	154 42%	95 30%
BOTTOM 2 BOX (NET)	2786 45%	2536 47%	62 30%	57 31%	259 72%	223 71%	139 68%	139 76%	174 69%	149 65%	147 21%	123 21%	31 15%	26 14%	25 12%	41 21%	45 43%	31 34%	13 13%	36 38%	57 48%	28 30%	64 58%	73 78%	159 43%	176 55%
Does not describe very well	CKMOS 1867 30%	DLNPRV 1691 31%	KMOS 53 26%	LNP 45 24%	ACKMOOSUY 201 56%	BDLNPRVTYZ 166 53%	ACKMOOSUY 110 54%	BDLNPRVTYZ 111 61%	ACKMOOSUY 70 28%	BDLNPRVTYZ 68 29%	109 16%	93 16%	29 14%	24 13%	17 8%	33 17%	27 26%	18 20%	9 9%	21 22%	37 31%	20 22%	35 32%	33 35%	100 27%	85 26%
Does not describe at all	CKMOS 919 15%	DLNP 845 15%	M 9 4%	N 12 7%	CKMOS 58 16%	DLNPV 57 18%	CKMOS 29 14%	DLNP 28 15%	104 15%	81 35%	38 6%	30 5%	2 1%	2 1%	8 4%	8 4%	18 17%	13 14%	4 4%	15 16%	20 17%	8 9%	29 26%	40 43%	59 16%	91 28%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 63

14. Helpful

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	4956 81% E	4387 80% FXZ	187 91% AEIY	161 88% BFJXZ	234 65% 65%	202 64% 64%	174 85% EI	165 90% BFJRTXZ	192 76% E	179 77% FZ	606 88% AEIY	546 92% KBFJRTXZ	196 95% AEGIKOUWY	168 93% BFJRTXZ	188 94% AEGIKOUWY	174 91% BFJRTXZ	88 84% E	73 81% FZ	93 90% TAEIY	77 80% FZ	102 86% EI	83 89% BFJXZ	94 85% XEI	65 70% ZE	296 80% ZE	207 64% 64%
Describes very well	1931 31% EG	1729 32% FZ	100 49% AEGIY	85 46% BFHJXZ	23 6% 6%	33 10% 10%	50 25% E	48 26% F	82 32% E	67 29% F	325 47% AEGIY	284 48% BFHJXZ	121 58% AEGIKOUWY	102 56% BFHJXZ	126 63% AEGIKOUWY	103 54% BFHJXZ	47 45% AEGI	33 37% FZ	55 53% AEGIY	44 46% BFHJXZ	49 41% AEG	45 48% BFHJXZ	46 42% AEG	27 29% F	142 38% ZAEG	76 24% F
Describes somewhat well	3025 49% CKMOGSY	2658 49% DLNPTZ	87 42% O	76 41% O	211 59% DLNPTVXZ	169 54% DLNPTVXZ	124 61% ACRMOGSUWY	117 64% ACRMOGSUWY	110 43% O	112 48% NPT	281 41% O	262 44% O	75 36% O	66 36% O	62 31% O	71 37% O	41 39% O	40 44% O	38 37% O	33 34% O	53 45% O	38 41% O	48 44% O	38 41% O	154 42% O	131 41% O
BOTTOM 2 BOX (NET)	1188 19% CKMOS	1065 20% DHLNPV	19 9% ACRMOGSUWY	23 13% BDHLNPRTV	124 35% BDHLNPRTV	113 36% BDHLNPRTV	30 15% MO	18 10% CGKMOSUW	61 24% DHLNPV	52 23% LMO	81 12% LMO	49 8% LMO	11 5% LMO	13 7% LMO	13 6% LMO	18 9% LMO	17 16% MO	17 19% HLNP	10 10% SHLNP	19 20% SHLNP	17 14% MO	10 11% MO	16 15% MO	28 30% WBDHLNPV	74 20% CKMOS	114 36% YBDHLNPRTV
Does not describe very well	863 14% CKMOS	775 14% LNP	15 7% ACRMOGSUWY	19 10% BDHLNPRTV	103 29% BDHLNPRTV	93 30% BDHLNPRTV	27 13% CMOS	18 10% CMOS	35 14% LNP	34 15% LNP	65 9% MO	41 7% MO	9 4% MO	11 6% MO	10 5% MO	14 7% MO	13 12% MO	9 10% MO	5 5% SLN	14 15% SLN	12 10% M	8 9% M	11 10% M	15 16% LNP	51 14% CKMOS	66 21% YBDHLNPRTV
Does not describe at all	325 5% CGKMO	290 5% HLNP	4 2% H	4 2% H	21 6% CGKMO	20 6% DHLNP	3 1% ACRMOGSUWY	- 10% DHLNP	26 8% DHLNP	18 8% DHLNP	16 2% DHLNP	8 1% DHLNP	2 1% DHLNP	2 1% DHLNP	3 1% DHLNP	4 2% DHLNPV	4 4% DHLNPV	8 9% DHLNPV	5 5% M	5 5% HLN	5 4% H	2 2% H	5 5% M	13 14% WBDHLNPRTV	23 6% CGKMO	48 15% YBDHLNPRTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q756\_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8 Jun 2016  
Table 64

15. Informative

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	5069 83% E	4483 82% FZ	173 84% E	162 88% BFXZ	241 67% E	214 68% E	170 83% E	161 88% BFXZ	212 84% E	192 83% FZ	611 89% AEGY	547 92% BFJRTXZ	196 95% ACEGIK	166 92% BFJRTXZ	192 96% ACEGIKWY	178 93% BFJRTXZ	93 89% E	73 81% F	94 91% TAEY	77 80% F	109 92% AEGY	85 91% BFJRTXZ	98 89% XE	73 78% ZE	306 83% ZE	238 74% FH
Describes very well	2130 35% EG	1869 34% FH	84 41% EG	83 45% BFHRZ	33 9% E	45 14% E	46 23% E	40 22% F	107 42% AEGY	83 36% FH	343 50% ACEGIY	288 48% BFHJRZ	113 55% ACEGIY	106 59% BFHJRZ	138 69% ACEGIY	120 63% RAEGY	48 46% F	28 31% ACEGIY	61 59% BFHRZ	44 46% ACEGIY	71 60% BFHJRZ	52 56% BFHJRZ	55 50% AEGY	41 44% BFH	126 34% EG	109 40% FH
Describes somewhat well	2939 48% IKMOSU	2614 48% LNPTVXZ	89 43% OU	79 43% P	208 58% BDLNPTVXZ	169 54% BDLNPTVXZ	124 61% ACEIKMOGSUWY	121 66% ACEIKMOGSUWY	105 42% O	109 47% NPTX	268 39% O	259 44% NP	83 40% O	60 33% O	54 27% O	58 30% O	45 43% O	45 50% NPTVX	33 32% O	33 34% O	38 32% O	33 35% O	43 39% O	32 34% ZKMOSU	180 49% P	129 40% P
BOTTOM 2 BOX (NET)	1075 17% KMOSU	969 18% DHLNPV	33 16% MO	22 12% ACEIKMOGSUWY	117 33% BDHLNPRTV	101 32% BDHLNPRTV	34 17% KMOU	22 12% KMOU	41 16% KMOU	39 17% LNP	76 11% MO	48 8% NP	11 5% O	15 8% O	9 4% O	14 7% O	12 11% O	17 19% LNPV	9 9% SLNPV	19 20% SLNPV	10 8% O	8 9% O	12 11% O	20 22% WDLNPNV	64 17% KMOSU	83 26% YBDHLNPV
Does not describe very well	797 13% IKMOSUW	715 13% LNP	27 13% KMOUW	18 10% ACEIKMOGSUWY	98 27% BDHLNPRTV	78 25% BDHLNPRTV	32 16% IKMOGSUW	20 11% IKMOGSUW	21 8% O	28 12% LP	57 8% O	41 7% O	10 5% O	13 7% O	6 3% O	12 6% O	7 7% O	11 12% O	6 6% LP	13 14% LP	5 4% O	8 9% O	6 5% O	12 13% L	45 12% KMOUW	49 15% LNP
Does not describe at all	278 5% GKMO	254 5% HLNPV	6 3% GKMO	4 2% BDHLNPV	19 5% GKMO	23 7% BDHLNPV	2 1% ACGKMO	2 1% ACGKMO	20 8% HLNPV	11 5% L	19 3% L	7 1% O	1 O	2 1% O	3 1% O	2 1% O	5 5% GM	6 7% HLNPV	3 3% HLNPV	6 6% HLNPV	5 4% VM	-	6 5% GMO	8 9% DHLNPV	19 5% GKMO	34 11% YBDHLNPV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q766\_1. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
1. .com

8 Jun 2016  
Table 65

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1181 19% EIUW	1500 28% AFJ	60 29% AEGIUWY	82 45% CBFHUNTVXZ	49 14% E	62 20% EIW	41 20% EIW	39 21% EIW	29 11% EIW	44 19% I	214 31% AEGIOUWY	238 40% KBFHJXZ	50 24% EIUW	61 34% MFHJX	46 23% EIUW	72 38% OBFHJXZ	22 21% IW	32 36% QFHJX	30 29% AEIUWY	31 32% FHJ	14 12% U	27 29% U	9 8% W	19 20% W	65 18% IW	88 27% YFJ
Some purchase restrictions should be required	2467 40% KMOUW	2163 40% LNPR	101 49% AKMOUW	78 42% LNPR	211 59% ACDKNMOGSUWY	170 54% BDHLNPRTVXZ	84 41% OU	81 44% LNPR	121 48% JAKMOUW	86 37% I	239 35% AEGIOUWY	198 33% KBFHJXZ	68 33% EIUW	54 30% MFHJX	56 28% EIUW	57 30% OBFHJXZ	45 43% ROU	26 29% QFHJX	40 39% AEIUWY	33 34% FHJ	34 29% U	31 33% U	34 31% W	32 34% W	171 46% ZAKMOUW	122 38% YFJ
No purchase restrictions should be required	2496 41% BCEK	1789 33% DFL	45 22% D	24 13% D	98 27% ACDKNMOGSUWY	83 26% BDHLNPRTVXZ	79 39% CE	63 34% DL	103 41% CE	101 44% BDFLPZ	234 34% LCE	159 27% D	89 43% CEK	66 36% DFL	99 49% PACEGKQSY	63 33% D	38 36% C	32 36% D	33 32% D	32 33% D	71 60% VACEGKNMGSY	35 38% DFL	67 61% XACEGKNMGSY	42 45% BDFLP	134 36% CE	111 35% DFL
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q766\_2. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
2. .net

8 Jun 2016  
Table 66

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	955 16% I	1260 23% AFJ	44 21% AEIMWY	73 40% CBFHJNTVIZ	48 13% I	47 15% J	35 17% I	36 20% J	25 10% I	26 11% AEIMUWY	160 23% KBHFJUNVXZ	194 33% I	25 12% MJ	38 21% IW	38 19% OBFHJUNVX	59 31% I	18 17% OBFHJUNVX	29 32% OBFHJUNVX	30 29% AEIGMOOUWY	26 27% FJ	17 14% I	18 19% I	10 9% I	17 18% I	49 13% YFJ	80 25% YFJ
Some purchase restrictions should be required	2884 47% UW	2648 49% T	122 59% AGKMOSUWY	95 52% T	205 57% AGKMOSUWY	191 61% BHLNPRTVZ	88 43% I	84 46% I	128 51% OUW	112 48% T	338 49% OUW	270 45% T	97 47% UW	87 48% T	81 40% I	88 46% I	61 58% RAGOSUW	39 43% I	44 43% I	33 34% I	39 33% I	42 45% I	36 33% I	46 49% WT	176 48% UW	139 43% UW
No purchase restrictions should be required	2305 38% BCEKQS	1544 28% DL	40 19% D	16 9% D	105 29% C	77 24% D	81 40% CEKQS	63 34% DFLP	100 40% CEKQS	93 40% BDFLPRZ	189 28% LC	131 22% D	85 41% NCEKQS	56 31% DL	82 41% PCEKQS	45 23% D	26 25% D	22 24% D	29 28% BDFLPR	37 39% BDFLPR	63 53% VACEIGHMOOBY	33 35% DFLP	64 58% NACEIGHMOOBY	30 32% DL	145 39% ZCEKQS	102 32% DFLP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q766\_3. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
3. .info

8 Jun 2016  
Table 67

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (18+)	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	957 16% IM	1174 22% AFH	46 22% AEGIMU	78 42% CBFHLNPTVXZ I	48 13% I	34 11% I	24 12% I	21 11% I	20 8% I	39 17% IF	161 23% AEGIMOUWY BFHJ	166 28% BFHJ	18 9% MFH	40 22% MFH	30 15% I	62 32% IOBFHJNT	24 23% AEGIMU	27 30% BFHJ	19 18% IM	19 20% F	14 12% F	20 22% FH	15 14% FH	20 22% FH	63 17% IM	84 26% YBFHJ
Some purchase restrictions should be required	3001 49% OSUW	2772 51% AJPX	111 54% OSUW	82 45% AKOQSUIWY BDJLNPTVXZ AKOSUW	208 58% BDJLNPTVXZ	189 60% BDJLNPTVXZ	114 56% AKOSUW	114 62% BDJLNPTVXZ	141 56% JAKOSUW	92 40% OW	323 47% OW	292 49% JP	103 50% OW	86 48% P	77 38% P	69 36% P	47 45% P	46 51% P	40 39% P	43 45% P	46 39% P	44 47% P	35 32% P	36 39% OSUW	187 51% OSUW	147 46% P
No purchase restrictions should be required	2186 36% BCEK	1506 28% DL	49 24% D	24 13% D	102 28% DL	92 29% DL	66 32% DL	48 26% D	92 36% CEK	100 43% BDJLNPTVXZ L	203 30% L	137 23% D	86 42% NCEKY	55 30% DLR	94 47% PACCEGIKQY	61 32% DLR	34 32% R	17 19% R	44 43% CEK	34 35% DLR	59 50% VACEGIKQY	29 31% D	60 55% XACEGIKQY	37 40% BDHLRZ	120 32% C	90 28% D
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q766\_4. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 68

4. .org

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1534 25% EIM	1852 34% AFJ	53 26% EI	82 45% CBFHJNT	55 15% 59 19%	59 19% EIM	58 28% FJ	59 32% FJ	30 12% AEIMS	38 16% AEIMS	214 31% KBFHJN	249 42% 19%	39 19% I	57 31% MFJ	59 29% EIM	84 44% OBFHJN	38 36% AEIMSU	37 41% FJ	22 21% I	31 32% FJ	27 23% I	38 41% UFJ	31 28% EI	41 44% WBFJN	100 27% EIM	120 37% YFJ
Some purchase restrictions should be required	2696 44% OUW	2359 43% LXZ	107 52% AMOQIWW	87 47% LPVXZ	209 58% 59% BDHLPRTVYZ	185 59% OQUW	100 49% LPVXZ	88 48% AKMOQIWW	134 53% LXZ	105 45% LOUW	305 44% X	221 37% W	83 40% LXZ	83 46% W	65 32% LXZ	70 36% OW	39 37% XZ	33 37% OW	48 47% XZ	44 46% XZ	41 34% VACEGKQY	32 34% D	28 25% D	24 26% D	163 44% ZOW	107 33% BDHLP
No purchase restrictions should be required	1914 31% BCEGK	1241 23% D	46 22% D	15 8% D	94 26% D	71 23% D	46 23% D	36 20% D	89 35% CEGK	88 38% BDHLPRTVYZ	168 24% D	125 21% D	85 41% NACEGKQY	41 23% D	77 38% D	38 20% D	28 27% D	20 22% D	33 32% D	21 22% D	51 43% D	23 25% D	51 46% D	28 30% D	107 29% BDHLP	94 29% BDHLP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q766\_5. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 69

5. .cn

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	258 23%	299 30% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	475 43%	425 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	377 34% B	272 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_6. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 70

6. .vn

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	38 38%	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 39%	45 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	23 23%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_7. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 71

7. .ph

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	206	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	63 31%	97 53% A	63 31%	97 53% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	102 50% B	67 36%	102 50% D	67 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	41 20% B	20 11%	41 20% D	20 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_8. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 72

8. .jp

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	358	315	..	..	358	315	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	56 16%	79 25% A	-	-	56 16%	79 25% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	205 57% B	149 47%	-	-	205 57% F	149 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	97 27%	87 28%	-	-	97 27%	87 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_9. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
9. .kr

8 Jun 2016  
Table 73

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	..	..	..	..	204	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	46 23%	59 32% A	-	-	-	-	46 23%	59 32% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 47% B	61 33%	-	-	-	-	95 47% H	61 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	63 31%	63 34%	-	-	-	-	63 31%	63 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_10. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 74

10. .ru

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	253	231	..	..	..	..	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	32 13%	50 22% A	-	-	-	-	-	-	32 13%	50 22% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	120 47% B	68 29%	-	-	-	-	-	-	120 47% J	68 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 40%	113 49% A	-	-	-	-	-	-	101 40%	113 49% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_11. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 75

11. .in

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	..	..	..	..	..	..	..	..	687	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	197 29%	245 41% A	-	-	-	-	-	-	-	-	197 29%	245 41% K	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	300 44% B	219 37%	-	-	-	-	-	-	-	-	300 44% L	219 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	190 28% B	131 22%	-	-	-	-	-	-	-	-	190 28% L	131 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_12. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 76

12. .id

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	44 21%	52 29%	-	-	-	-	-	-	-	-	-	-	44 21%	52 29%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	80 39%	69 38%	-	-	-	-	-	-	-	-	-	-	80 39%	69 38%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	83 40%	60 33%	-	-	-	-	-	-	-	-	-	-	83 40%	60 33%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_13. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
13. .ng

8 Jun 2016  
Table 77

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	48 24%	74 39% A	-	-	-	-	-	-	-	-	-	-	-	-	48 24%	74 39% O	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	79 39%	76 40%	-	-	-	-	-	-	-	-	-	-	-	-	79 39%	76 40%	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	74 37% B	42 22%	-	-	-	-	-	-	-	-	-	-	-	-	74 37% P	42 22%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_14. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 78

14. .za

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	105	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	105	90*	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	22 21%	27 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 21%	27 30%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	46 44%	39 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 44%	39 43%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	37 35%	24 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 35%	24 27%	-	-	-	-	-	-	-	-
Sigma	105 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_15. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 79

15. .eg

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	96*	..	..	..	..	..	..
Strict purchase restrictions should be required	27 26%	24 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26%	24 25%	-	-	-	-	-	-
Some purchase restrictions should be required	50 49%	41 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 49%	41 43%	-	-	-	-	-	-
No purchase restrictions should be required	26 25%	31 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 25%	31 32%	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_16. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?  
16. .co

8 Jun 2016  
Table 80

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	119	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	93*	..	..	..	..
Strict purchase restrictions should be required	18 15%	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 15%	24 26%	-	-	-	-
Some purchase restrictions should be required	41 34%	40 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 34%	40 43%	-	-	-	-
No purchase restrictions should be required	60 50% B	29 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 50% V	29 31%	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_17. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 81

17. .ar

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	110	93*	..	..
Strict purchase restrictions should be required	8 7%	22 24% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	22 24% W	-	-
Some purchase restrictions should be required	41 37%	32 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 37%	32 34%	-	-
No purchase restrictions should be required	61 55%	39 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 55%	39 42%	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	93 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_18. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 82

18. .br

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	370	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	370	321
Strict purchase restrictions should be required	60 16%	88 27% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 16%	88 27% Y
Some purchase restrictions should be required	178 48% B	117 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	178 48% Z	117 36%
No purchase restrictions should be required	132 36%	116 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	132 36%	116 36%
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_19. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 83

19. .it

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	101	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	11 11%	15 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	32 32%	41 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	58 57% B	34 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	101 100%	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_20. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 84

20. .tr

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	18 18%	37 39% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	42 41%	35 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	42 41% B	23 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_21. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 85

21. .es

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	97*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	12 12%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	48 48%	49 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	40 40%	33 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_22. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 86

22. .pl

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	112	92*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	20 18%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 27%	44 48% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	62 55% B	31 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q766\_23. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 87

23. .uk

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	220	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	45 20%	51 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	90 41%	82 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	85 39% B	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	220 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_24. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 88

24. .fr

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	14 7%	24 13% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	87 43%	86 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	100 50% B	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_25. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 89

25. .de

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	31 12%	48 21% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	100 40%	83 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	119 48%	97 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_26. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 90

26. .us

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	104 21%	156 34% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	235 47%	204 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	163 32% B	101 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_27. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 91

27. .ca

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	200	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	46 23%	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	95 48%	80 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	59 30%	44 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	200 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q766\_28. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs?

8 Jun 2016  
Table 92

28. .mx

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	223	184	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	35 16%	53 29% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	87 39%	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	101 45% B	60 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	223 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q767. Do you feel each of the following restrictions should be enforced?  
SUMMARY TABLE OF YES

8 Jun 2016  
Table 93

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
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)	-	4463 82% FT	-	176 96% BFJLNPRTVXZ	-	227 72%	-	152 83% FT	-	183 79%	-	492 83% FT	-	151 83% FT	-	162 84% FT	-	77 86% FT	-	70 73%	-	78 84% F	-	78 84% F	-	255 79% F
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	-	4336 80% FJNXZ	-	162 88% BFJNPXTXZ	-	220 70%	-	151 83% FJNXZ	-	160 69%	-	534 90% BFJLNPRTVXZ	-	132 73%	-	147 77% X	-	74 82% FJX	-	75 78% X	-	76 82% FJX	-	57 61%	-	232 72% X
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)	-	4318 79% FJ	-	166 90% BFJLNPRTXZ	-	217 69% J	-	145 79% FJ	-	135 58%	-	494 83% BFJPTZ	-	151 83% FJT	-	147 77% J	-	71 79% J	-	70 73% J	-	77 83% FJ	-	71 76% J	-	248 77% FJ
Requirements for local presence within a specific city, country, or region for a domain related to that place.	-	4121 76% JTZ	-	168 91% BFJLNPRTVXZ	-	234 74% JZ	-	140 77% JZ	-	146 63%	-	449 75% JTZ	-	131 72% J	-	142 74% JZ	-	73 81% JTZ	-	63 66%	-	70 75% J	-	67 72%	-	209 65%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q767\_1. Do you feel each of the following restrictions should be enforced?

1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Yes	-	4336 80% FJNXZ	-	162 88% BFJNPTXZ	-	220 70%	-	151 83% FJNXZ	-	160 69%	-	534 90% BFJNPTVXZ	-	132 73%	-	147 77% X	-	74 82% FJX	-	75 78% X	-	76 82% FJX	-	57 61%	-	232 72% X
No	-	1116 20% DL	-	22 12%	-	95 30% BDHLRV	-	32 17% L	-	71 31% BDHLRV	-	61 10% BDHLRV	-	49 27% BDHLRV	-	45 23% DL	-	16 18% L	-	21 22% DL	-	17 18% L	-	36 39% BDHLRV	-	89 28% BDHLRV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q767\_2. Do you feel each of the following restrictions should be enforced?

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)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Yes	-	4463 82% FT	-	176 96% BFLNPRTVYZ	-	227 72% FT	-	152 83% FT	-	183 79% FT	-	492 83% FT	-	151 83% FT	-	162 84% FT	-	77 86% FT	-	70 73% FT	-	78 84% F	-	78 84% F	-	255 79% F
No	-	989 18% D	-	8 4% BDHLNPRVYZ	-	88 28% D	-	31 17% D	-	48 21% D	-	103 17% D	-	30 17% D	-	30 16% D	-	13 14% D	-	26 27% BDHLNPR	-	15 16% D	-	15 16% D	-	66 21% D
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q767\_3. Do you feel each of the following restrictions should be enforced?

3. Requirements for local presence within a specific city, country, or region for a domain related to that place.

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (18+)	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Yes	-	4121 76% JTZ	-	168 91% BDFHLNPRTYVZ	-	234 74% JZ	-	140 77% JZ	-	146 63% JTZ	-	449 75% JTZ	-	131 72% J	-	142 74% JZ	-	73 81% JTZ	-	63 66% BDLR	-	70 75% J	-	67 72% D	-	209 65% BDFHLPR
No	-	1331 24% D	-	16 9% D	-	81 26% D	-	43 23% D	-	85 37% BDFHLNPRV	-	146 25% D	-	50 28% D	-	50 26% D	-	17 19% D	-	33 34% BDLR	-	23 25% D	-	26 28% D	-	112 35% BDFHLPR
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q767\_4. Do you feel each of the following restrictions should be enforced?

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)

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (18+)	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Yes	-	4318	-	166	-	217	-	145	-	135	-	494	-	151	-	147	-	71	-	70	-	77	-	71	-	248
	-	79% FJ	-	90% BFJHLPRTXZ	-	69% J	-	79% FJ	-	58% FJ	-	83% BFJPTZ	-	83% FJT	-	77% J	-	79% J	-	73% J	-	83% FJ	-	76% J	-	77% FJ
No	-	1134	-	18	-	98	-	38	-	96	-	101	-	30	-	45	-	19	-	26	-	16	-	22	-	73
	-	21% DL	-	10% BDHNLNVZ	-	31% D	-	21% D	-	42% BDHLPRTXZ	-	17% D	-	17% D	-	23% DL	-	21% D	-	27% DLN	-	17% D	-	24% D	-	23% DL
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
More trustworthy	3422 56% EG	3830 70% AFHJ	169 82% CBFHJLNPRTXZ	167 91% CBFHJLNPRTXZ	166 46% CUW	166 53% DNVXZ	87 43% ACEKMOGSWY	107 58% G	154 61% EG	146 63% F	437 64% AEG	442 74% KBFHJT	147 71% AEGISW	151 83% MBFHJLT	137 68% AEGS	157 82% OBFHJLT	67 64% EG	67 74% FH	57 55% G	59 61% AEGIKSWY	89 75% UBFHJLRTZ	82 88% UBFHJLRTZ	65 59% EG	75 81% WBFHJT	236 64% AEG	249 78% YBFHJT
Doesn't make a difference	1506 25% BCMOUW	899 16% DNVXZ	18 9% D	5 3% CUW	76 21% DNVXZ	62 20% DNVXZ	67 33% ACEKMOGSWY	50 27% BDFLNPRTXZ	61 24% CMUW	46 20% DNVXZ	149 22% LCUW	94 16% DNVX	34 16% NCUW	16 9% DV	36 18% CUW	28 15% DVX	25 24% CUW	17 19% DNVX	19 18% CUW	18 19% DNVX	10 8% V	- - V	7 6% ZCMUW	4 4% V	88 24% ZCMUW	40 12% DVX
Less trustworthy	288 5% B	197 4% P	8 4% 4	4 2% 5	19 5% P	10 3% H	22 11% ACEKMOGSWY	8 4% P	17 7% O	21 9% BDFLNPRTZ	42 6% O	26 4% P	11 5% 5	4 2% 2	5 2% 1	1 1% 2	2 2% 2	2 2% 13	13 13% ACEKMOGY	12 13% BDFHJLNPRTZ	9 8% O	7 8% BDNP	12 11% ACEOGY	5 5% P	13 4% P	10 3% 3
Not sure	928 15% BCIKMY	526 10% DLP	11 5% ACEKMOGSWY	8 4% BDFHJLNPRTXZ	97 27% CKM	77 24% CKM	28 14% DLP	18 10% DLP	21 8% P	18 8% P	59 9% L	33 6% 595	15 7% 207	10 6% 181	23 11% PC	6 3% 192	11 10% 105	4 4% 90	14 14% C	7 7% 103	11 9% 96	4 4% 119	26 24% HACEKMOGSWY	9 10% P	33 9% 370	22 7% 321
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
RESEARCH (NET)	927 15% EIU	1205 22% AFJX	45 22% AEIUWY	55 30% BFJLTVX	21 6% E	28 9% F	35 17% EIU	43 23% FJX	26 10% E	35 15% F	132 19% AEIUWY	134 23% FJX	37 18% EIU	45 25% FJVX	37 18% EIUY	53 28% OFJTVX	21 20% EIUY	34 38% GBFJLNTVYZ	22 21% EIUYWY	15 16% E	10 8% E	13 14% E	12 11% E	12 13% E	45 12% E	71 22% YFJ
Researching online/Internet searches	506 8% E	556 10% AF	33 16% AEIGMOLUWY	27 15% BFJL	16 4% E	19 6% F	18 9% E	18 10% E	17 8% E	19 8% LAEIUWY	92 13% E	56 9% E	19 9% E	18 10% E	18 9% E	31 16% EOBFJLV	15 14% AEIUWY	20 22% BFJLNTV	15 15% AEIUWY	9 9% F	6 5% E	7 8% F	8 7% E	11 12% E	29 8% E	45 14% YBFJL
Check registration/If it's registered	151 2% EKY	265 5% AFJLXZ	3 1% E	9 5% FJX	- - E	1 - F	2 1% F	6 3% F	4 2% E	3 1% F	7 1% E	17 3% KF	1 - E	11 6% MFJLXZ	3 1% E	8 4% FX	1 1% E	4 4% FX	1 1% E	3 3% F	- - E	3 3% F	- - E	- - E	1 - E	7 2% YF
Sites credibility/Being legitimate/trustworthy	115 2% E	187 3% AF	6 3% E	11 6% FJ	2 1% E	4 1% F	5 2% FJ	10 5% FJ	2 1% F	3 1% FH	9 1% E	27 5% KFJ	8 4% AEIK	11 6% BFJ	3 1% E	4 2% E	1 1% EW	4 4% FHZ	4 4% E	2 2% E	1 1% E	2 2% E	1 1% E	3 3% E	7 2% E	9 3% E
Using specific sites that classify/provide information on sites (i.e., whois.org)	118 2% E	138 3% AF	4 2% E	8 4% FH	1 - E	2 1% F	6 3% E	1 1% E	4 2% FH	8 3% FH	20 3% E	17 3% F	7 3% E	6 3% F	11 5% AEIUWY	4 2% E	4 4% EW	5 5% FHZ	3 3% E	1 1% E	1 1% E	1 1% E	- - E	1 1% E	7 2% E	5 2% E
If it's verified/Can be verified	56 1% A	75 1% A	3 1% E	2 1% E	- - E	2 1% F	2 1% F	6 3% BFJ	- - E	- - AEI	12 2% E	13 2% J	1 - E	1 1% E	3 1% E	4 2% J	1 1% E	1 1% E	- - E	1 1% E	2 2% EI	- - E	2 2% EI	- - E	2 1% E	5 2% E
Other research mentions	31 1% A	53 1% A	- - E	1 1% E	2 1% F	- - E	2 1% F	3 2% F	- - E	4 2% IF	1 - E	9 2% KF	2 1% E	2 1% E	2 1% E	6 3% BF	- - E	2 2% F	- - E	- - E	- - E	- - E	1 1% E	- - E	1 - E	3 1% E
APPEARANCE/CONTENT (NET)	1522 25% B	931 17% EKY	62 30% BH	43 23% BHL	79 22% F	53 17% F	60 29% H	23 13% JAEKY	78 31% H	39 17% JAEKY	160 23% L	103 17% L	72 35% AEKQY	54 30% BFHJLRZ	87 43% PACEGKQWY	51 27% BFHJLRZ	23 22% E	12 13% TEKY	34 33% TEKY	19 20% VACEGKQWY	52 44% BFHJLRZ	26 28% BFHJLRZ	29 26% BFHJLRZ	26 28% BFHJLRZ	82 22% BFHJLRZ	59 18% BFHJLRZ
Content/Information on site	862 14% BK	403 7% BK	27 13% BHL	21 11% BHL	52 15% F	28 9% F	31 15% H	8 4% JAEKQY	54 21% H	19 8% JAEKQY	77 11% L	36 6% L	51 25% NACEGKQWY	26 14% BHJLR	50 25% PACEGKQWY	22 11% BHL	9 9% E	4 4% E	16 16% E	7 7% VACEGKQWY	36 30% BHLR	14 15% BHLR	16 15% BFHJLRT	16 17% BFHJLRT	48 13% BHL	35 11% BHL
Initial appearance/layout/ design	164 3% G	157 3% GS	9 4% GS	5 3% HL	10 3% E	9 3% E	1 - E	2 1% E	6 2% E	6 3% E	17 2% E	11 2% E	6 3% E	6 3% E	6 3% E	8 4% E	2 2% E	1 1% E	- - E	2 2% E	2 2% E	5 5% HL	5 5% GS	5 5% HL	14 4% GS	14 4% HL
Look for contact information/Ability to contact site	138 2% BE	82 2% AEGIY	14 7% AEGIY	8 4% BFHV	2 1% E	1 - E	2 1% E	1 1% E	6 2% E	3 1% AEGY	35 5% AEGY	23 4% BFH	8 4% E	4 2% F	10 5% AEGY	6 3% F	4 4% E	2 2% E	3 3% E	1 1% E	4 3% E	- - E	2 2% BFHJVZ	6 6% E	6 2% E	6 2% E
Finding something wrong/suspicious/illegal	143 2% BK	53 1% BK	4 2% E	1 1% E	13 4% KWY	7 2% BLPZ	13 6% HACIKMNY	3 2% E	5 2% E	6 3% BLPZ	6 1% E	3 1% E	3 1% E	7 4% BDLPZ	5 2% P	- - E	3 3% E	- - E	8 8% ACKMOLUWY	3 3% BLPZ	2 2% E	1 1% E	- - E	- - E	4 1% E	1 - E
Accuracy of information	69 1% E	52 1% E	- - E	3 2% E	1 - E	1 - E	7 3% ACEY	2 1% E	3 1% E	3 1% E	17 2% LACE	6 1% E	3 1% E	3 2% E	5 2% CE	4 2% E	1 1% E	1 1% E	- - E	2 2% ACEY	4 3% E	1 1% E	2 2% E	- - E	3 1% E	4 1% E
Correct spelling/grammar	56 1% E	41 1% E	1 - E	- - E	- - E	- - E	- - E	1 1% E	3 1% E	- - E	4 1% E	4 1% E	- - E	2 1% E	- - E	3 2% F	2 2% EGM	3 3% BDFJLZ	- - E	- - E	1 1% BFJZ	- - E	2 2% E	- - E	3 1% E	2 1% E
Owner/Registered owner of site	59 1% E	41 1% E	3 1% E	1 1% E	3 1% E	- - E	2 1% E	1 1% E	4 2% E	1 - E	5 1% E	8 1% F	3 1% E	3 2% F	3 1% E	2 1% E	- - E	- - E	1 1% E	3 3% E	- - E	- - E	1 1% E	1 1% E	2 1% E	2 1% E
Look for "About Us" section	- - E	35 1% A	- - E	1 1% E	- - E	- - E	- - E	- - E	- - E	- - E	- - E	1 - E	- - E	- - E	- - E	1 1% E	- - E	- - E	- - E	1 1% E	- - E	- - E	- - E	1 1% E	- - E	1 - E

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
From the services/What is offered	82 1% B	32 1% A	1	2 1% A	1	1	1	1 1%	3 1%	1	8 1%	5 1%	4 2% E	-	8 4% ACEGKMY	3 2%	1 1%	-	5 5% TACEGKMY	-	6 5% ACEGIKWY	4 4% BFHJLNRTZ	-	1 1%	2 1%	1	
Information/Personal information requested	71 1% B	16 *	2 1%	-	2 1%	-	3 1%	1 1%	2 1%	-	6 1%	2 *	2 1%	-	5 2% E	2 1%	2 2%	1 1%	1 1%	1 1%	2 2% BFHJLNRTZ	1 1%	3 3%	-	4 1%	2 1%	
Site requesting payments	43 1% B	13 *	4 2% AEMY	1 1%	-	-	5 2% HAEMY	-	1	-	7 1%	2 *	-	1 1%	6 3% AEIKMY	2 1% B	2 2% EMY	-	1 1%	-	1 1%	-	2 2% EY	-	-	-	
Other appearance/content mentions	42 1%	168 3% A	-	9 5% C	-	8 3% E	2 1%	5 3%	1 *	6 3% I	5 1%	23 4% K	-	8 4% M	3 1% E	10 5% O	1 1%	2 2% ACEIKM	3 3%	2 2%	1 1%	3 3%	1 1%	1 1%	5 1% E	10 3%	
DOMAIN/NAME/EXTENSION (NET)	565 9% E	785 14% AFJ	19 9%	27 15% FJ	18 5%	16 5%	18 9%	23 13% F	16 6%	17 7%	95 14% AEI	123 21% KBFHJ	39 19% ACEGKMY	44 24% BDFHJ	23 11% E	32 17% FJ	13 12% E	14 16% FJ	8 8% SFJ	18 19% SFJ	14 12% E	22 24% UBFHJ	10 9% WBDFHJ	21 23% WBDFHJ	46 12% AEI	58 18% YFJ	
Domain/Domain name/Name	235 4% Y	370 7% AF	7 3%	10 5% F	10 3%	5 2%	11 5% Y	10 5% F	6 2%	12 5% F	28 4% KFZ	50 8% KFZ	22 11% ACEIKSWY	30 17% BDFHJLPTZ	11 5% Y	17 9% FZ	7 7% IY	4 4% F	4 4% F	6 6% F	5 4% F	8 9% F	3 3% WBDFHJ	12 13% WBDFHJ	7 2% F	14 4% F	
By it's extension	92 1%	199 4% AFJ	3 1%	5 3%	2 1%	3 1%	3 1%	9 5% FJ	2 1%	2 1%	18 3% AE	28 5% KFJ	13 6% ACEGIKOSY	13 7% BDFJ	2 1%	7 4% FJ	2 2% FJ	5 6% FJ	-	6 6% SFJ	4 3% E	8 9% BDFJ	2 2% WBDFJ	8 9% WBDFJ	7 2% YBFJ	19 6% YBFJ	
If it has "https"/Make sure the "S" is in the "https" link	129 2% E	163 3% AFHJ	3 1%	8 4% FHJ	1	2 1%	1	-	3 1%	-	30 4% AEGIM	37 6% BFHJN	2 1% E	3 2% E	9 4% AEGIM	7 4% FHJ	1 1% QBHFJN	6 7% BFHJN	2 2% BFHJN	7 7% BFHJN	3 3% E	5 5% FHJ	3 3% E	2 2% HJ	16 4% AEGIM	15 5% FHJ	
Web address (Unspec.)	97 2% BE	48 1% E	6 3% E	1 1%	1	4 1%	4 2% E	4 2% P	6 2% E	3 1%	11 2% B	8 1% B	5 2% E	2 1%	1	-	4 4% EO	-	1 1%	-	5 4% AEO	1 1%	4 4% EO	1 1% AEKO	15 4% AEKO	10 3% BP	
Through URL	37 1%	29 1%	1	3 1% B	4 1%	3 1%	-	-	1	-	8 1%	2	3 1%	-	-	1 1%	-	-	1 1%	-	-	-	4 4% BFHJLNRTZ	-	1 1%	4 1%	2 1%
SSL/SSL certificate	-	8 A	-	-	-	-	-	-	-	-	-	3 1% B	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	1	
Other domain/name/extension mentions	6	15 A	-	1 1%	-	-	-	-	-	-	-	2	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	2 1%	
SAFETY PROTOCOLS (NET)	957 16% BEG	775 14% FHJ	29 14% G	27 15% F	36 10%	24 8%	11 5%	15 8% JEG	39 15% JEG	21 9%	108 16% EG	78 13% F	28 14% G	19 10%	28 14% G	36 19% FHJN	25 24% ACEGKMO	18 20% FHJN	19 18% EG	21 22% BFHJLN	18 15% G	20 22% BFHJLN	15 14% G	10 11% ZACEGKMO	113 31% BFHJLN	68 21% BFHJLN	
INTERNET SAFETY (SUB-NET)	252 4% FJ	245 4% FJ	6 3%	4 2%	14 4%	5 2%	6 3%	3 2%	5 2%	3 1%	29 4% FHJ	31 5% FHJ	11 5% E	8 4%	8 4% FHJ	11 6% FHJ	3 3% QBDFHJX	9 10% QBDFHJX	3 3% FHJ	6 6% FHJ	4 3% UBDFHJLN	11 12% UBDFHJLN	3 3% E	1 1% ACEGIK	30 8% DFHJX	21 7% DFHJX	
Security certificate	109 2% E	157 3% A	5 2% E	1 1%	1	5 2%	2 1%	3 2%	2 1%	3 1%	13 2% E	13 2% E	5 2% E	5 3%	5 2% E	4 2% BFHJ	2 2% BFHJ	7 8% BFHJ	1 1%	2 2% BFHJ	3 3% E	6 6% BDFHJL	-	1 1% ACIK	11 3% FJ	14 4% DFJ	
Security (Unspec.)	86 1%	73 1% F	1	2 1% FAI	10 3% FAI	-	3 1%	-	1	-	9 1% BFHJ	14 2% BFHJ	4 2% F	3 2% F	2 1% BFHJ	6 3% BFHJ	-	2 2% FHJ	1 1% BFHJ	4 4% BFHJ	1 1% FHJ	3 3% FHJ	2 2% ACIK	-	12 3% FJ	6 2% FJ	
Other internet safety mentions	65 1% B	15	1	1 1%	3 1%	-	1	-	2 1%	-	8 1%	4 1%	3 1%	-	2 1%	1 1%	1 1%	-	1 1%	-	-	2 2% BFHJN	1 1%	-	8 2% ZA	1	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
HARDWARE/SOFTWARE (SUB-NET)	323 5%	228 4%	11 5%	7 4%	10 3%	14 4%	4 2%	3 2%	25 10%	8 3%	29 4%	11 2%	8 4%	5 3%	9 4%	4 2%	8 8%	3 3%	3 3%	1 1%	5 4%	3 3%	9 8%	5 5%	28 8%	18 6%
BEG									JAEKGMOS								EG						EG		AEGK	HL
Use of anti-virus software/virus protection	242 4%	152 3%	10 5%	6 3%	6 2%	10 3%	4 2%	2 1%	22 9%	6 3%	18 3%	7 1%	3 1%	3 2%	6 3%	1 1%	7 7%	3 3%	2 2%	1 1%	5 4%	3 3%	8 7%	4 4%	24 6%	14 4%
Use of protection software/filter/program	35 1%	58 1%	-	-	3 1%	3 1%	-	1 1%	-	1	3	4 1%	-	1 1%	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	1	2 1%
Malware/Spyware/Spam software	44 1%	9	2 1%	1 1%	-	1	-	-	3 1%	1	9 1%	1	4 2%	-	2 1%	1 1%	1 1%	-	-	-	-	-	1 1%	1 1%	2 1%	-
Other hardware/software mentions	11	14	-	-	1	-	-	-	-	-	-	1	2 1%	1 1%	1	1 1%	-	-	-	-	-	-	-	-	1	2 1%
SYMBOLS/LOGOS (SUB-NET)	154 3%	143 3%	5 2%	7 4%	1	1	-	1 1%	4 2%	3 1%	9 1%	12 2%	1	3 2%	6 3%	11 6%	4 4%	2 2%	1 1%	3 3%	4 3%	7 8%	2 2%	3 3%	42 11%	22 7%
Padlock symbol	94 2%	96 2%	3 1%	2 1%	-	-	-	1 1%	2 1%	2 1%	3	8 1%	-	1 1%	2 1%	4 4%	4 4%	1 1%	-	3 3%	3 3%	5 5%	2 2%	3 3%	36 10%	20 6%
Security logos/symbols (Unspec.)	33 1%	37 1%	3 1%	4 2%	1	1	-	-	2 1%	-	2	3 1%	1	1 1%	1	2	-	-	-	-	1 1%	1 1%	-	-	3 1%	2 1%
Other symbols/logos mentions	29 B	10	-	1 1%	-	-	-	-	-	1	4 1%	1	-	1 1%	3 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	-	-	3 1%	-
SITE SECURITY (SUB-NET)	133 2%	114 2%	4 2%	8 4%	7 2%	1	1	5 3%	1	2 1%	29 4%	19 3%	10 5%	5 3%	7 3%	8 4%	3 3%	1 1%	12 12%	10 10%	4 3%	-	1 1%	-	10 3%	5 2%
Terms and conditions	56 1%	36 1%	1	3 2%	4 1%	1	1	3 2%	-	1	16 2%	5 1%	2 1%	1 1%	4 2%	1 1%	1 1%	-	7 7%	4 4%	3 3%	-	1 1%	-	1	1
Trademarks/Copyright	30	28 1%	1	3 2%	1	-	-	-	1	1	6 1%	5 1%	2 1%	-	2 1%	-	1 1%	-	5 5%	3 3%	1 1%	-	-	-	2 1%	-
Other site security mentions	51 1%	52 1%	2 1%	3 2%	2 1%	-	-	2 1%	-	-	8 1%	9 2%	8 4%	4 2%	1	7 4%	1 1%	1 1%	-	3 3%	-	-	-	-	8 2%	4 1%
ALERTS/FLAGS/POP-UPS (SUB-NET)	166 3%	96 2%	5 2%	4 2%	5 1%	3 1%	2 1%	3 2%	12 5%	6 3%	19 3%	9 2%	1	-	2 1%	3 2%	8 8%	5 6%	-	4 4%	1 1%	2 2%	1 1%	1 1%	12 3%	5 2%
Browser flags/Alerts if site is unsafe	69 1%	42 1%	2 1%	-	1	-	-	1 1%	10 4%	3 1%	11 2%	6 1%	1	-	1	2 1%	1 1%	-	-	1 1%	-	2 2%	-	1 1%	8 2%	3 1%
Warnings/Warning tabs	34 1%	29 1%	-	1 1%	-	2 1%	1	1 1%	-	3 1%	3	-	-	-	-	1 1%	1 1%	3 3%	-	1 1%	-	-	1 1%	-	1	-
If site has pop-ups/unwanted offers	61 B	20	3 1%	2 2%	4 1%	1	1	1 1%	2 1%	-	6 1%	2	-	-	1	-	6 6%	2 2%	-	1 1%	1 1%	-	-	-	3 1%	-

Proportions/Meanings: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines (18+)	2016 Philippines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indonesia (18+)	2016 Indonesia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colombia (18+)	2016 Colombia (18+)	2015 Argentina (18+)	2016 Argentina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Other alerts/flags/pop-up mentions	5	5	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	2 B
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	567 9%	579 11% A	54 26% AEGKMOBURY	40 22% BFJLNPTXZ	27 8%	29 9%	22 11% S	31 17% BFJLXZ	22 9%	23 10%	71 10% S	66 11% AEIOSY	31 15% S	19 10%	14 7%	25 13% O	14 13% S	15 17% F	4 4%	8 8%	13 11%	14 15%	9 8%	7 8%	31 8%	33 10%
Reviews/Comments/Complaints/Compliments	288 5%	269 5% FHT	38 18% AEGKMOBURY	24 13% BFHLNTZ	10 3%	8 3%	7 3%	2 1%	16 6% E	17 7% FHT	45 7% AEU	37 6% FHT	15 7% EU	8 4% T	11 5%	14 7% FHT	7 7% BFHLNTZ	12 13% F	3 3%	-	2 2% UFHT	8 9% S	4 4% FHT	7 8%	17 5%	15 5% HT
How well known site is/Reputation	139 2% I	217 4% AX	7 3% IO	12 7% LPX	9 3% I	17 5% X	10 5% AIKO	27 15% GBOFANPRTVXZ	-	6 3% I	11 2% I	17 3% I	4 2% I	7 4%	1	4 2% IO	4 4% IO	2 2% X	1 1%	4 4% X	5 4% IO	4 4% X	4 4% IO	-	9 2% I	11 3%
Family/Friends referral/recommendations	83 1%	59 1%	5 2%	1 1%	5 1%	1	3 1%	2 1%	4 2%	1	8 1%	7 1%	6 3%	3 2%	1	2 1%	1 1%	1 1%	-	1 1% AEKOSY	6 5% X	1 1%	2 2%	-	4 1%	5 2%
Through forums/blogs/articles	45 1%	39 1% AEGKMOBURY	12 6% BFHJLNZ	7 4% Z	1	-	2 1%	1 1%	3 1% Y	2 1%	3	4 1% AEKY	4 2% AGIOY	-	2 1%	4 2% BF	-	2 2% FN	-	-	1 1% BHJLZ	-	-	1 1%	-	3 1%
Other public awareness/recommendations mentions	55 1%	33 1% AGIKOY	6 3% Z	3 2% Z	4 1%	3 1%	-	-	-	-	7 1%	4 1% AGIOY	5 2% Q	1 1%	-	2 1% GI	2 2% GI	-	-	3 3% BHJLZ	-	1 1%	-	-	2 1%	-
USAGE (NET)	405 7% BQ	298 5% T	19 9% Q	17 9% BLTV	20 6% Q	19 6% T	20 10% Q	18 10% BJLTV	23 9% Q	11 5% T	46 7% Q	31 5% T	19 9% Q	11 6% T	16 8% Q	11 6% T	1 1%	3 3%	8 8% TQ	-	12 10% VQ	1 1%	8 7% Q	4 4% T	24 6% Q	17 5% T
By trying it out/visiting it	125 2%	128 2%	2 1%	6 3%	8 2%	10 3%	8 4% Q	8 4% T	4 2%	5 2%	16 2%	13 2%	6 3%	3 3%	3 1%	7 4%	-	2 2%	1 1%	-	3 3%	1 1%	3 3%	1 1%	10 3%	5 2%
Prior use/experience with it	94 2%	89 2%	3 1%	1 1%	5 1%	7 2% NP	2 1% BDNPZ	7 4% AO	8 3% AO	3 1%	11 2%	11 2%	2 1%	-	1	-	-	1 1%	1 1%	-	1 1%	-	1 1%	1 1%	6 2%	3 1%
Through site usage/Activity through users	100 2% BE	28 1% AEKQY	8 4% BFL	4 2% BFL	1	1	9 4% AEKQY	2 1%	6 % E	1	11 2%	3 1% NAEKQY	10 5% PAEKQY	2 1% PAEKQY	11 5% PAEKQY	1 1%	-	-	6 6% TAEKQY	-	2 2%	-	2 2%	1 1%	4 1%	3 1%
Problems with links/broken links	35 1%	20	-	4 2% CBFHLN	1	-	-	-	3 1%	2 1%	2	1	1	-	-	1 1%	1 1%	-	-	-	5 4% VACEKMOBY	-	2 2% K	-	1	3 1%
Other usage mentions	56 1%	34 1% AGIKMO	7 3% Z	2 1% Z	5 1%	2 1%	1	1 1%	2 1%	-	6 1%	3 1%	-	3 2%	1	2 1%	-	-	-	-	1 1%	-	-	1 1%	4 1%	3 1%
MISCELLANEOUS (NET)	688 11% BCKMOSVY	500 9% DLN	9 4% ACKMOSVY	8 4% ACKMOSVY	52 15% DLN	36 11% DLN	24 12% CMOW	14 8% N	65 26% ACEKMOBURY	66 29% BOFHLNPTVXZ	58 8% L	33 6% L	11 5% S	4 2%	12 6% C	14 7% N	11 10% C	8 9% N	7 7%	5 5%	12 10% C	10 11% DN	5 5% DLN	11 12% DLN	26 7% N	23 7% N
Don't/Cannot determine if a website is legitimate	231 4% CGKM	263 5% ALN	-	5 3% C	12 3% CM	14 4%	2 1%	6 3%	39 15% ACEKMOBURY	50 22% BOFHLNPTVXZ	11 2%	18 3%	1	3 2%	4 2% C	7 4% CGKM	5 5% C	5 6%	1 1%	2 2%	3 3% C	2 2% C	3 3% C	6 6% N	8 2% C	11 3%
Common sense/Gut feeling	178 3% BKOY	103 2% LZ	2 1%	-	29 8% FACKMOSVY	10 3% DLZ	13 6% DLZ	4 2% KOUY	9 4% BDLNZ	9 4% BDLNZ	6 1%	3 1%	2 1%	1 1%	-	3 2% Z	4 4% KOSU	1 1%	-	-	-	1 1%	1 1%	1 1%	4 1%	-
Through ads/advertisement	55 1%	53 1%	1	2 1%	1	4 1%	3 1%	2 1%	10 4% ACEKMY	6 3% BLN	5 1%	4 1%	2 1%	-	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	3 3% EY	3 3% BLN	1 1% BLN	3 3% BLN	1	3 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- ppines (18+)	2016 Philipi- ppines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Quality/Reliability of site	36 1%	36 1%	-	-	3 1%	2 1%	-	-	1	-	2	3 1%	-	-	2 1%	1 1%	-	1 1%	1 1%	1 1%	1 1%	2 2%	-	1 1%	10 3%	4 1%
Other mentions	192 3% BY	47 1%	6 3%	1 1%	8 2%	6 2% B	6 3% Y	2 1%	6 2%	1 1%	34 5% LAEWY	5 1%	6 3% N	-	5 2%	2 1%	1 1%	-	4 4% WY	1 1%	5 4% WY	2 2% N	-	-	3 1%	5 2%
Illegible data	-	183 3% ADHPZ	-	1 1%	-	6 2% E	-	1 1%	-	15 6% IBDFHNPXZ	-	38 6% KBDFHNPXZ	-	2 1%	-	-	-	-	-	2 2% P	-	2 2% P	-	1 1%	-	3 1%
None	104 2% Y	122 2% AHN	-	1 1%	21 6%	24 8%	-	-	2 1%	1	23 3%	22 4%	1	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	2 2% HN	1	3 1%
Don't know	1153 19% CIKMO	972 18% DJNPR	17 8%	12 7%	89 25% ACGIMOLUY	85 27% BDHJLNPRVZ	32 16% CIM	35 19% DJNPR	22 9%	26 11%	75 11% KDP	89 15% BDHJNPZ	13 6%	21 12%	21 10%	16 8% RCIKMO	23 22% CIKMO	7 8% CIKMO	20 19% DJNPR	21 22% DJNPR	16 13% M	13 14% D	36 33% ACGIMOSUY	19 20% DJPR	64 17% CIKMO	59 18% DJNPR
Declined to answer	282 5% BCOQU	53 1%	1	-	14 4% COQU	8 3% BDNZ	7 3% CU	2 1%	14 6% JCMOQU	2 1%	53 8% LACGIMOSU	9 2% Z	4 2%	-	2 1%	2 1%	-	1 1%	1 1%	-	-	-	3 3%	-	17 5% ZCOQU	-
Sigma	7607 124%	6780 124%	283 137%	255 139%	386 108%	332 105%	239 117%	209 114%	330 130%	268 116%	871 127%	768 129%	280 135%	236 130%	264 131%	260 135%	139 132%	121 134%	128 124%	118 123%	158 133%	132 142%	137 125%	125 134%	476 129%	425 132%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Base: All Qualified Respondents

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

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- ppines (C)	2016 Philipi- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Yes	1929 31% E	1841 34% AFH	78 38% AEGU	66 36% FH	31 9% E	54 17% E	52 25% E	43 23% AEGUW	97 38% FH	86 37% ACEGIMQUWY	335 49% BDFHJRVXZ	293 49% EGU	77 37% MBDFHJRVXZ	89 49% ACEGIMQUWY	101 50% BDFHJRVXZ	95 49% E	37 35% FH	32 36% ACEGIMQUWY	53 51% BDFHJRVXZ	47 49% E	30 25% E	31 33% F	30 27% E	25 27% F	129 35% EG	100 31% F
No	4215 69% BCIKOS	3611 66% LNPT	128 62% KOS	118 64% LNPT	327 91% FACEGIMQUWY	261 83% BDJLNPRTYXZ	152 75% CIKMOSY	140 77% BDJLNPRTY	156 62% KOS	145 63% LNP	352 51% E	302 51% NKOS	130 63% E	92 51% E	100 50% E	97 51% KOS	68 65% LNPT	58 64% LNPT	50 49% CIKMOS	49 51% LNPT	89 75% LNPT	62 67% LNPT	80 73% IKOS	68 73% LNPT	241 65% KOS	221 69% LNPT
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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

Base: Tried To Identify

	Country																										
	2015 Total Consum- (A)	2016 Total Consum- (B)	2015 Philip- (C)	2016 Philip- (D)	2015 Japan (E)	2016 Japan (F)	2015 South Korea (G)	2016 South Korea (H)	2015 Russia (I)	2016 Russia (J)	2015 India (K)	2016 India (L)	2015 Indon- esia (M)	2016 Indon- esia (N)	2015 Nigeria (O)	2016 Nigeria (P)	2015 South Africa (Q)	2016 South Africa (R)	2015 Egypt (S)	2016 Egypt (T)	2015 Colom- bia (U)	2016 Colom- bia (V)	2015 Argen- tina (W)	2016 Argen- tina (X)	2015 Brazil (Y)	2016 Brazil (Z)	
Unweighted Base	1929	1841	78*	66*	31*	54*	52*	43*	97*	86*	335	293	77*	89*	101	95*	37*	32*	53*	47*	30*	31*	30*	25**	129	100	
ONLINE ACTIVITY (NET)	1191 62% EK	1205 65% AFL	59 76% AEK	47 71% FL	2 6% -	-	33 63% E	35 81% BFL	74 76% AEK	70 81% BFL	180 54% E	158 54% F	50 65% E	75 84% MBFLZ	72 71% AEK	69 73% FL	27 73% EK	27 84% BFL	42 79% AEK	34 72% FL	24 80% AEK	25 81% FL	23 77% EK	17 68% -	85 66% EK	70 70% FL	
SPECIFIC SITE SEARCH (SUB-NET)	400 21% EG	514 28% AFH	22 28% EGIK	23 35% FH	-	-	3 6% -	3 7% -	14 14% E	23 27% IFH	60 18% EG	73 25% KFH	22 29% EGIK	28 31% FH	24 24% EG	31 33% FH	14 38% AEGIKUWY	12 38% FH	24 45% FHL	19 40% E	4 13% FH	8 26% FH	4 13% E	7 28% -	24 19% EG	26 26% FH	
Google	192 10% AF	259 14% AEGIK	19 24% AEGIK	17 26% BFHJL	-	-	3 6% -	2 5% -	5 5% -	9 10% F	36 11% -	41 14% F	12 16% EI	21 24% BFHJL	15 15% EI	25 26% OBFHJL	8 22% AEGI	6 19% AEGIK	12 23% BFHJL	13 28% BFHJL	3 10% FH	6 19% FH	4 13% E	6 24% -	19 15% EI	18 18% FH	
Whois search	152 8% BY	101 5% -	3 4% -	4 6% -	-	-	1 2% -	1 2% -	8 8% -	5 6% -	24 7% -	17 6% CEGWY	10 13% -	6 7% -	9 9% -	5 5% ACEGWY	7 19% -	4 13% FZ	11 21% ACEGWY	4 9% F	1 3% -	1 3% -	-	1 4% -	4 3% -	2 2% -	
Baidu search	59 3% KY	81 4% AJLNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Go Daddy	-	8 A	-	1 2%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	1 3% B	-	-	-	-	-	-	-	-	
DNS records	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other specific site search mentions	10 1%	101 5% A	-	4 6% C	-	-	-	-	1 1% IBFHNP	10 12% -	1	18 6% K	1	1%	1%	-	3 3%	-	2 6% -	1 2% -	3 6% -	-	1 3% -	-	1 4% -	1 1% YFN	8 8% -
GENERAL ONLINE ACTIVITY (SUB-NET)	435 23% EKY	487 26% AFL	24 31% EKY	15 23% F	1 3% -	-	21 40% AEKMOQY	25 58% BDFLNPRITZ	37 38% AEKMOQY	35 41% BDFLT	62 19% EY	53 18% F	15 19% E	33 37% MBFLT	25 25% EY	29 31% FL	7 19% F	16 30% EKY	8 17% F	14 47% AEKMOQY	12 39% FLT	13 43% AEKMOQY	9 36% -	13 10% YFLT	34 34% YFLT		
Internet search/Search engine (Unspec.)	362 19% EKY	421 23% AFL	19 24% EKY	14 21% F	1 3% -	-	19 37% AEKMOQY	23 53% BDFLNPRITZ	35 36% AEKMOQY	32 37% BDFLT	45 13% F	40 14% F	12 16% MBFLT	29 33% MBFLT	23 23% EKY	28 29% FLT	6 16% F	6 19% EKY	13 25% F	5 11% AEKMY	10 32% FLT	8 27% EKY	8 32% -	12 9% YFLT	28 28% YFLT		
Wikipedia/Web Encyclopedia	22 1%	31 2%	1 1%	-	-	-	2 4% Y	1 2% -	2 2% -	3 3% -	7 2% -	9 3% -	1 1% BP	4 4% -	1 1%	-	2 5% AY	1 3% Y	2 4% Y	1 2% -	-	-	1 3% Y	1 4% -	-	1 1%	
Online/Internet tools (Unspec.)	-	20 1% A	-	-	-	-	-	1 2% -	-	-	-	1 *	-	1 1%	-	-	-	-	-	1 2% -	-	-	-	-	-	5 5% YBJLP	
Email	27 1% B	5 -	4 5% AIKY	-	-	-	1 2% -	-	-	-	3 1% -	2 1% -	1 1% -	-	2 2% -	-	-	-	1 2% -	-	4 13% AEGIKMOQY	1 3% B	3 10% AIKMOY	-	-	-	
Other general online activity mentions	35 2% B	15 1%	-	1 2%	-	-	-	-	-	-	10 3% L	2 1% -	1 1% -	-	-	1 1%	1 3% -	-	-	1 2% -	1 3% -	1 3% ACIOY	2 7% -	-	1 1%	-	
SOURCE OF SEARCH (SUB-NET)	456 24% BE	290 16% F	21 27% E	13 20% F	1 3% -	-	10 19% E	8 19% F	30 31% JES	15 17% F	77 23% LE	43 15% F	19 25% E	21 24% BFL	30 30% ES	19 20% F	9 24% E	11 34% BFL	7 13% F	9 19% F	6 20% E	7 23% F	9 30% E	4 16% ZACEGKMSU	54 42% F	19 19% F	
Domain/IP Address Search	93 5%	87 5%	4 5%	2 3%	-	-	4 8% FT	4 9% FT	4 4% -	2 2% -	15 4% -	14 5% -	3 4% -	6 7% -	5 5% FT	8 8% FT	1 3% QBDFJLTZ	6 19% QBDFJLTZ	2 4% -	-	-	3 10% FT	-	-	13 10% AK	6 6% -	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 101

Base: Tried To Identify

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1929	1841	78*	66*	31*	54*	52*	43*	97*	86*	335	293	77*	89*	101	95*	37*	32*	53*	47*	30*	31*	30*	25**	129	100
Check website itself	207 11% BS	59 3%	10 13% ES	3 5%	-	-	3 6%	1 2%	14 14% JES	1 1%	35 10% LS	9 3%	7 9% S	7 8% BFJL	17 17% PAES	3 3%	7 19% RES	-	-	1 2%	6 20% VES	-	6 20% ES	-	22 17% ZAEGS	5 5%
HTML/Source Code	37 2%	44 2%	-	4 6% C	1 3%	-	2 4%	1 2%	-	1 1%	6 2%	7 2%	2 3%	1 1%	1 1%	2 2%	-	2 6%	-	2 4%	-	1 3%	-	1 4%	7 5% ACIK	3 3%
Using specific sites that classify/provide information on sites	100 5% B	38 2%	6 8%	3 5% LZ	-	-	1 2%	1 2%	10 10% AQ	8 9% BFLNZ	17 5% L	3 1%	3 4%	1 1%	7 7%	3 3%	-	2 6% LZ	4 8% BFLNPZ	6 13%	-	2 6% LZ	2 7%	-	12 9% ZA	-
Social media/blogs	20 1%	14 1%	3 4% A	-	-	-	1 2%	1 2%	-	-	3 1%	3 1%	2 3%	1 1%	2 2%	-	-	1 3%	1 2%	-	-	1 3%	1 3%	1 4%	1 1%	1 1%
Hosting options	-	11 1% A	-	-	-	-	-	-	-	1 1%	-	3 1%	-	1 1%	-	-	-	1 3%	-	-	-	-	-	-	-	1 1%
Online forums	11 1%	8 *	1 1%	-	-	-	-	-	2 2%	1 1%	1 *	-	1 1%	1 1%	1 1%	1 1%	1 3%	1 3% BL	-	-	-	-	-	-	1 1%	-
Other source of search mentions	12 1%	53 3% A	-	4 6% C	-	-	-	-	-	2 2%	4 1%	11 4% K	2 3% A	4 4%	-	2 2%	-	-	-	1 2%	-	1 3%	-	2 8%	-	3 3% Y
SITE ATTRIBUTES/TRAD EMARKS (NET)	348 18% I	384 21% AJ	12 15% I	12 18% ACOMMOBSUNY	16 52% SCHULNPRIVZ	34 63% I	10 19% I	12% I	3 3%	10 12% I	91 27% ACISY	85 29% BHJNR	18 23% IY	13 15% I	26 26% AISY	25 26% J	11 30% ISY	4 13%	11% I	8 17%	4 13% I	6 19%	13% I	9 36% I	16 12% I	22 22% I
Site contact information	83 4%	95 5%	5 6%	1 2%	-	-	3 6%	1 2%	1 1%	1 1%	19 6% AEIKMY	17 6%	3 4%	3 3% AEIKMY	13 13% I	6 6%	11% I	-	2 4% FJ	4 9% FJ	1 3%	2 6%	1 3%	5 20%	5 4%	3 3%
Owner of site/Who programmed/developed the website	71 4%	66 4%	4 5% I	3 5% FAGISY	4 13% I	1 2%	1 2%	-	-	1 1%	29 9% AIY	22 8% BJN	3 4%	1 1%	6 6% I	6 6%	3 8% I	1 3%	1 2%	1 2%	2 7% I	1 3%	1 3%	1 4%	3 2%	6 6%
Company details/information	65 3% K	63 3%	-	2 3%	1 3%	2 2%	1 2%	2 5%	-	3 3%	4 1%	7 2%	3 4%	5 6%	1 1%	3 3%	1 3%	1 3%	-	2 4%	1 3%	2 6%	-	1 4%	2 2% YBL	7 7%
Through the footer/Bottom of page	-	60 3% A	-	2 3%	-	-	-	1 2%	-	5 6% I	-	8 3% K	-	1 1%	-	12 13% OBDFLNT	-	1 3%	-	1 2%	-	1 3%	-	2 8%	-	5 5% Y
Sites credibility/trusted/being legitimate/trustworthy	47 2%	55 3%	1 1%	2 3% ACOMMOBSUNY	9 29% SCHULNPRIVZ	27 50% I	-	-	-	-	23 7% AIY	18 6% BJPZ	3 4% Y	1 1%	2 2%	-	2 5% IY	1 3%	-	-	-	-	1 3% Y	-	-	-
Check registration/if it's registered/certificate	29 2%	30 2%	-	-	-	-	2 4% O	1 2%	1 1%	-	3 1%	3 1%	2 3%	-	-	1 1%	1 3%	1 3%	-	-	-	-	1 3%	-	4 3%	2 2%
Security/Security certificate	15 1%	14 1%	-	-	1 3%	-	-	-	-	2 2%	3 1%	4 1%	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	-	1 1%	-
Trademarks/Copyright	14 1%	10 1%	-	-	-	1 2%	1 2%	-	-	1 1%	4 1%	2 1%	1 1%	-	3 3% A	1 1%	1 3%	-	-	-	-	-	-	-	-	-
Age/History of website	11 1%	9 *	-	-	-	-	-	-	-	1 1%	3 1%	4 1% B	2 3% A	-	2 2%	-	-	-	-	-	-	1 3% B	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: Tried To Identify

	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ppines	2016 Phil- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	1929	1841	78*	66*	31*	54*	52*	43*	97*	86*	335	293	77*	89*	101	95*	37*	32*	53*	47*	30*	31*	30*	25**	129	100	
Website's administrator	11 1%	5	1 K	1 2%	1 3% KY	-	1 2% K	-	1 1%	1 1%	-	1	-	1 1%	1 1%	-	-	-	3 6% AKMY	-	-	1 3% B	-	-	-	-	
Credits for the page/website	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Site's legal conditions	9 B	1	-	-	-	-	1 2% K	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other site attributes/trademarks mentions	38 2%	32 2%	1 1%	2 3%	-	4 7% B	-	-	-	1 1%	17 5% AI	10 3% B	2 3%	2 2%	2 2%	3 3%	-	-	1 2%	-	-	-	-	-	-	2 2%	2 2%
Illegible data	-	52 3% A	-	-	-	1 2%	-	-	-	1 1%	-	15 5% KB	-	1 1%	-	1 1%	-	-	-	-	-	1 3%	-	-	-	2 2%	
RESEARCH (NET)	84 4% BKO	28 2%	5 6% KO	4 6% BJLN	-	-	6 12% AKMO	1 2%	7 7% JKO	-	3 1%	3 1%	1 1%	-	-	2 2%	1 3%	1 3%	1 2%	3 6% BJLN	1 3%	-	-	1 4%	8 6% KO	4 4% B	
Research (Unspec.)	81 4% BKO	20 1%	5 6% KO	3 5% BJLN	-	-	6 12% AKMO	1 2%	7 7% JKO	-	1	3 1%	1 1%	-	-	1 1%	1 3%	1 3%	1 2%	1 2%	1 3% K	-	-	-	8 6% KO	4 4% B	
Other research mentions	3	9	-	1 2% L	-	-	-	-	-	-	2 1%	-	-	-	-	2 2% BL	-	-	-	2 4% BLZ	-	-	-	1 4%	-	-	
MISCELLANEOUS (NET)	241 12%	221 12%	10 13%	8 12% ACORNOOSURY	10 32% BJNPTZ	13 24%	3 6%	4 9%	9 9%	9 10%	44 13%	43 15%	10 13%	7 8%	9 9%	7 7%	2 5%	5 16%	6 11%	4 9%	3 10%	4 13%	1 3%	1 4%	10 8%	12 12%	
Use of software/filter/program	43 2% K	52 3%	2 3% K	-	-	-	-	-	3 3% K	2 2%	1	4 1%	1 1%	-	1	1%	1 1%	-	-	-	-	-	1 3%	-	-	1 1%	3 3%
Reviews/Comments/Complaints/Compliments	27 1%	24 1%	3 4% O	3 5% BP	-	-	-	1 2%	-	2 2%	4 1%	4 1%	1 1%	1 1%	-	-	1 3%	1 3%	-	2 4% P	1 3%	1 3%	1 3%	-	4 3%	1 1%	
Good/Positive response mentions	18 1%	21 1%	-	-	2 6% ACIO	1 2%	1 2%	-	-	-	8 2% A	7 2% B	1 1%	1 1%	-	1 1%	-	-	-	2 4% BZ	-	-	-	-	2 2%	-	
Curiosity/I just wanted to know	21 1%	20 1%	-	-	5 16% ACORNOOSURY	6 11% BDHJLNPTZ	1 2%	-	-	-	6 2%	6 2%	1 1%	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	
Friend/Family Help	30 2%	19 1%	3 4% Y	2 3%	-	-	-	2 5% BJLN	2 2%	-	4 1%	2 1%	2 3%	-	4 4% Y	2 2%	-	1 3%	1 2%	-	-	-	-	-	-	3 3% Y	
Tools/Development tools (Unspec.)	-	17 1% A	-	1 2%	-	-	-	-	-	-	-	1	-	-	-	1 1%	-	1 3%	-	-	-	-	-	-	-	1 1%	
Information (Unspec.)	7	15 1%	-	-	1 3% AKY	-	-	-	-	1 1%	-	7 2% KB	-	1 1%	-	-	-	-	2 4% AKY	-	-	-	-	1 4%	-	-	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: Tried To Identify

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes (18+)	2016 Philipi- nes (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1929	1841	78*	66*	31*	54*	52*	43*	97*	86*	335	293	77*	89*	101	95*	37*	32*	53*	47*	30*	31*	30*	25**	129	100
Various means/ways	8	14 1%	-	-	1 3% A	-	-	1 2%	2 2% A	3 3% BL	2 1%	1	-	2 2%	-	-	-	-	-	-	-	1 3%	-	-	1 1%	1 1%
Records/Record information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	91 5% B	42 2%	2 3%	2 3%	1 3% BHJLNPTZ	6 11%	1 2%	-	2 2%	1 1%	19 6%	11 4%	4 5%	1 1%	4 4%	1 1%	1 3% BHJLNPT	3 9%	3 6%	-	2 7%	1 3%	-	-	2 2%	3 3%
OFFLINE ACTIVITY (NET)	42 2% B	17 1%	2 3%	1 2%	-	-	1 2%	-	3 3%	1 1%	4 1%	1	1 1%	1 1%	5 5% PK	-	-	-	-	1 2%	1 3%	1 3% AKMSY	3 10%	2 8%	3 2%	2 2%
Telephone	18 1%	11 1%	2 3%	-	-	-	1 2%	-	-	1 1%	3 1%	1	-	-	2 2%	-	-	-	-	-	1 3%	1 3% AIKM	2 7%	2 8%	3 2%	2 2%
Other offline activity mentions	26 1% B	6	-	1 2% L	-	-	-	-	3 3% KY	-	1	-	1 1%	1 1%	3 3% K	-	-	-	-	1 2% BL	-	-	2 7% ACKY	-	-	-
None	45 2%	48 3%	2 3%	1 2%	2 6% MY	2 4%	-	1 2%	1 1%	1 1%	7 2%	11 4%	-	-	1 1%	-	1 3%	-	-	-	-	-	1 3%	-	1 1%	-
Don't know	47 2%	43 2% L	1 1%	1 2%	-	2 4% L	-	-	2 2%	1 1%	9 3% L	1	1 1%	1 1%	1 1%	-	-	-	1 2%	-	-	1 3%	1 3%	-	7 5% A	1 1%
Declined to answer	108 6% BCO	26 1%	-	-	2 6% CO	2 4%	2 4% O	-	4 4% O	-	30 9% LACO	10 3% B	2 3%	-	-	1 1%	1 3%	-	1 2%	-	-	-	1 3%	-	7 5% ZCO	-
Sigma	2305 119%	2237 122%	102 131%	85 129%	32 103%	54 100%	59 113%	47 109%	110 113%	104 121%	409 122%	363 124%	93 121%	108 121%	131 130%	125 132%	50 135%	45 141%	64 121%	54 115%	34 113%	43 139%	39 130%	34 136%	146 113%	127 127%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q830x1 To the best of your knowledge, why have new gTLDs been created?

8 Jun 2016  
Table 102

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
CONSUMER DEMAND (NET)	2002 33% BEKY	1659 30% FLZ	57 28% Z	44 24% Z	95 27% F	73 23% LTVZ	70 34% CKMOY	69 38% LTZ	96 38% CEKY	72 31% FLZ	148 22% Z	143 24% Z	73 35% EK	61 34% DFLTZ	68 34% K	55 29% Z	33 31% K	26 29% Z	32 31% K	21 22% Z	54 45% ACEGKOOSY	30 32% Z	50 45% XACEKOOSY	29 31% Z	102 28% ZK	62 19% Z
Availability/Ran out/Shortage of names/domains	950 15% BCKMOUY	621 11% DLTVZ	16 8% Z	12 7% Z	67 19% F	34 11% LTVZ	31 15% CKMOY	18 10% LTZ	50 20% CKMOY	41 18% BDFHNLPTVZ	50 7% Z	32 5% Z	13 6% Z	14 8% Z	15 7% Z	20 10% LTVZ	19 18% CKMOY	14 16% DLNTVZ	9 9% T	2 2% DFJLZ	10 8% ACEGKOOSY	3 3% DFJLZ	23 21% CKMOY	9 10% TZ	20 5% Z	5 2% Z
It's needed/Growing demand	486 8% CK	560 10% ADFJL	6 3% Z	9 5% Z	24 7% F	21 7% F	19 9% CK	20 11% DNL	16 6% Z	8 3% Z	32 5% Z	38 6% Z	21 10% CK	18 10% J	18 9% CK	17 9% J	8 8% Z	8 9% J	8 8% J	15 16% DFJLZ	23 19% ACEGKOOSY	13 14% DFJLZ	11 10% CK	11 12% DJ	24 6% Z	23 7% Z
Create new/additional domains/websites	367 6% BE	275 5% F	18 9% E	8 4% F	6 2% F	4 1% F	13 6% E	16 9% BFR	22 9% E	17 8% FR	43 6% E	40 7% FR	17 8% E	13 7% FR	19 9% AE	9 5% F	7 7% E	1 1% TAEKY	13 13% Q	3 3% E	7 6% E	5 5% F	8 7% E	6 6% F	22 6% E	17 5% F
Provide/Offer new/variety /choices/options	230 4% EQ	185 3% EQ	13 6% EQ	6 3% EQ	- - EQ	8 3% E	7 3% E	13 7% BFJX	10 4% EQ	6 3% EQ	25 4% EQ	23 4% EQ	23 11% AEGIKQ	14 8% BFJLX	17 8% AEGIKQ	8 4% Q	- - Q	6 7% Q	5 5% EQ	2 2% EQ	11 9% AEGIKQ	3 3% AEGIKQ	10 9% XAEGIKQ	1 1% ZAEGIKQ	36 10% ZAEGIKQ	13 4% Z
To customize/add personality/meet specific needs	50 1% A	150 3% A	5 2% AEKY	13 7% CBFHJLRTZ	1 - F	10 3% E	3 1% F	3 2% Z	3 1% F	3 1% F	3 - F	17 3% K	5 2% AEKY	10 6% BHJZ	3 1% F	7 4% F	- - F	1 1% F	- - F	1 1% F	4 3% AEKY	6 6% BHJZ	- - F	4 4% W	1 - F	7 2% Y
Other consumer demand mentions	17 - F	10 - F	- - F	- - F	- - F	- - F	- - F	1 1% F	- - F	- - F	1 - F	3 1% F	- - F	- - F	- - F	- - F	- - F	- - F	1 1% F	- - F	2 2% AEIK	- - F	1 1% F	- - F	2 1% F	1 - F
PROVIDE STRUCTURE (NET)	949 15% B	988 18% AF	62 30% F	56 30% F	45 13% F	25 8% F	38 19% BFN	44 24% BFN	41 16% F	48 21% F	135 20% AEO	123 21% F	46 22% NAEO	26 14% F	27 13% F	45 23% OFN	21 20% F	17 19% F	17 17% F	14 15% F	32 27% AEIOWY	29 31% BFJLNTX	17 15% WBFT	25 27% WBFT	59 16% F	58 18% F
To identify/differentiate between businesses/sites	675 11% B	414 8% F	41 20% F	27 15% BFHNT	29 8% F	6 2% F	22 11% F	10 5% F	29 11% F	21 9% F	111 16% LAE	61 10% BFHT	36 17% NAE	11 6% F	22 11% F	21 11% FT	18 17% AE	7 8% F	12 12% T	3 3% F	25 21% AEGIOWY	16 16% BFHJLNTX	11 10% F	7 8% F	50 14% E	36 11% BFHT
Too many/Large volume of sites/domains	99 2% ALZ	282 5% ALZ	4 2% CZ	11 6% CZ	9 3% Y	10 3% Y	5 2% Y	19 10% GBFLNZ	4 2% F	15 6% ILZ	8 1% F	20 3% K	2 1% F	6 3% F	1 - F	12 6% OZ	1 1% QZ	6 7% Y	3 3% Y	6 6% Z	2 2% UZ	7 8% UZ	2 2% WBFLNZ	11 12% F	2 1% F	6 2% F
To organize/categorize the internet	134 2% A	204 4% A	13 6% AEKSY	11 6% F	5 1% F	7 2% F	5 2% F	11 6% F	7 3% F	6 3% F	15 2% F	26 4% K	5 2% F	5 3% F	5 2% F	8 4% F	2 2% F	2 2% F	1 1% F	1 1% F	4 3% F	5 5% F	2 2% F	4 4% F	7 2% F	11 3% F
Reduce redundancy/sites with the same name	54 1% K	70 1% A	4 2% KY	4 2% F	3 1% F	2 1% F	5 2% AKY	4 2% F	2 1% F	7 3% BF	1 - F	9 2% K	6 3% AKY	3 2% F	1 - F	4 2% KY	2 2% F	1 1% F	1 1% F	1 1% F	2 2% KY	1 1% F	- - F	2 2% F	- - F	3 1% F
To differentiate different locations/countries	- - A	48 1% A	- - F	2 1% F	- - F	2 1% F	- - F	- - F	- - F	4 2% I	- - F	12 2% KB	- - F	3 2% F	- - F	3 2% F	- - F	- - F	- - F	1 1% F	- - F	1 1% F	- - F	2 2% H	- - F	3 1% F
Other provide structure mentions	38 1% A	64 1% A	3 1% E	4 2% F	- - F	1 - F	2 1% F	3 2% F	1 - F	3 1% F	3 - F	5 1% F	- - F	2 1% F	- - F	3 2% F	- - F	2 2% F	- - F	2 2% F	3 3% AEKMO	2 2% F	2 2% E	- - F	2 1% F	2 1% F
IMPROVE CREDIBILITY (NET)	209 3% I	438 8% A	18 9% AEIOQY	26 14% BFHJ	13 4% Q	18 6% IQ	10 5% IQ	13 7% F	3 1% F	12 5% I	37 5% AIQ	66 11% KBFI	14 7% AIOQ	22 12% BFJ	5 2% F	15 8% O	- - F	6 7% Q	5 5% IQ	14 15% SBFHJ	5 4% Q	17 18% UBFHJLNP	5 5% IQ	7 8% F	17 5% IQ	38 12% YBFJ
Improve security/Make it safer	120 2% AJ	265 5% AJ	7 3% IO	15 8% CBFHJ	7 2% F	10 3% F	3 1% F	5 3% F	2 1% F	5 2% F	19 3% KBFI	40 7% KBFI	5 2% F	10 6% F	1 - F	9 5% O	- - F	5 6% Q	2 2% SFHJ	8 8% SFHJ	5 4% IOQ	13 14% UBFHJLNP	3 3% F	6 6% F	15 4% AIOQ	26 8% YBFHJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q830x1 To the best of your knowledge, why have new gTLDs been created?

8 Jun 2016  
Table 102

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321	
More reliable/trustworthy	34 1%	86 2% A	2 1%	3 2%	3 1%	4 1%	4 2% AIY	4 2%	-	4 2% I	9 1% AY	14 2%	2 1%	7 4% BP	1 %	1 1%	-	-	1 1%	5 5% BFPRX	-	3 3%	-	-	-	11 3% YBP	
More legitimate/credible	-	70 1% A	-	5 3% C	-	3 1%	-	1 1%	-	2 1%	-	9 2% K	-	5 3% M	-	4 2% O	-	-	-	4 4% SBFHJZ	-	1 1%	-	2 2%	-	3 1%	
Improve reputation/More known	24 *	31 1% AEGKY	4 2% AIOY	2 1%	-	-	-	2 1%	1 *	3 1% FZ	3 *	7 1% B	3 1% AE	-	3 1% AE	1 1%	-	1 1%	1 1%	-	-	-	-	1 1%	-	1 *	-
Other improve credibility mentions	34 1% B	16 2% AIOY	5 2% AIOY	2 1%	3 1%	2 1%	3 1%	1 1%	-	-	6 1%	3 1%	4 2% AIOY	-	-	1 1%	-	-	1 1%	1 1%	-	-	1 1%	-	1 *	1 *	
IMPROVE BUSINESS (NET)	358 6% E	347 6% FXZ	15 7% EW	14 8% FXZ	5 1%	4 1%	7 3% GFXZ	15 8% ACEGKMOWY	33 13% BFTXZ	31 13% BFTXZ	49 7% EW	53 9% BFXZ	9 4% E	21 12% MBFTXZ	24 12% AEGKMOWY	26 14% BFTXZ	5 5% E	10 11% FTXZ	11 11% TAEGMW	3 3% EGW	11 9% FXZ	8 9% FXZ	2 2% FXZ	1 1% FXZ	21 6% E	11 3% E	
For business purposes (Unspec.)	50 1%	96 2% AF	3 1% E	4 2% F	-	1 *	1 *	3 2% E	3 1% E	1 *	11 2% AE	15 3% FZ	2 1% MBFJTZX	8 4% AE	6 3% BFHJLTZX	11 6% BFHJLTZX	1 1%	2 2% E	-	-	1 1% EGW	2 2% FXZ	1 1% FXZ	-	4 1% E	2 1% E	
To advertise/market/attract new customers	121 2% E	87 2% E	4 2% E	8 4% BFHXZ	-	1 *	3 1% E	-	4 2% EWY	11 5% BFHXZ	27 4% AEMWY	15 3% FHZ	2 1% FH	5 3% E	5 3% FHZ	6 3% FHZ	4 4% EW	4 4% BFHXZ	4 4% EW	1 1% EW	4 3% E	3 3% FHZ	-	-	4 1% E	2 1% E	
Competition/To compete	81 1% E	61 1% E	4 2% E	-	-	-	1 *	-	11 4% AEGKQY	11 5% BDFHLVXZ	6 1% BDFH	13 2% BDFH	4 2% E	7 4% BDFHZ	10 5% AEGKQY	7 4% BDFHZ	-	2 2% DFH	4 4% AEGKQY	1 1% EGK	4 3% EGK	-	1 1% EGK	-	6 2% E	3 1% E	
Economic interests/Make money/Profits	112 2% BK	58 1% BK	4 2% BK	2 1% BK	5 1% BK	1 *	2 1% BK	3 2% AEGKMOWY	12 5% BFLZ	7 3% BFLZ	5 1% BFLZ	3 1% BFLZ	1 *	3 2% BFLZ	4 2% BFLZ	2 1% BFLZ	1 1% BFLZ	1 1% BFLZ	1 1% BFLZ	2 2% KMW	2 2% KMW	2 2% KMW	1 1% KMW	-	6 2% E	2 1% E	
Industry demand/New business types/development	-	58 1% A	-	1 1% A	-	1 *	-	9 5% GBDFJLNPZ	-	1 *	-	8 1% K	-	1 1% K	-	1 1% K	-	1 1% K	-	-	-	-	2 2% KMW	-	1 1% KMW	-	2 1% E
Other improve business mentions	7 *	12 2% B	-	2 1% B	-	-	-	-	-	-	1 *	4 1% B	-	1 1% B	-	-	-	1 1% B	-	-	-	-	-	-	1 *	-	
ACCESSIBILITY (NET)	221 4% A	251 5% AE	13 6% AE	13 7% F	9 3% F	8 3% F	9 4% F	5 3% F	12 5% F	14 6% F	44 6% AE	47 8% BFHP	16 8% AEW	8 4% AEW	11 5% AEW	6 3% AEW	9 9% AEW	3 3% AEW	3 3% AEW	4 4% E	8 7% E	7 8% F	2 2% F	5 5% F	18 5% BFHP	27 8% BFHP	
Easy/Easy to use/access the web	83 1%	133 2% I	5 2% H	7 4% H	6 2% I	6 2% I	1 *	1 1%	-	3 1%	22 3% AGI	31 5% BFHJN	3 1% BFHJN	2 1% BFHJN	3 1% BFHJN	4 2% BFHJN	3 3% BFHJN	2 2% BFHJN	3 3% BFHJN	1 1% BFHJN	2 2% BFHJN	2 2% BFHJN	-	4 4% WH	14 4% AGIW	19 6% BFHJN	
Convenience	32 1%	50 1% A	-	-	-	1 *	8 4% ACEKQSWY	2 1% ACEK	5 2% BDFLPZ	9 4% BDFLPZ	3 1% BDFLPZ	7 1% BDFLPZ	2 1% BDFLPZ	4 2% DFPZ	1 *	-	-	-	-	1 1% DFPZ	1 1% DFPZ	-	-	-	2 1% DFPZ	-	
Improve search function/Making searching easier	76 1% B	34 1% GY	5 2% GY	3 2% F	2 1% F	-	-	1 1% G	5 2% G	2 1% G	14 2% LG	3 1% LG	10 5% NAEGKQSWY	1 1% NAEGKQSWY	2 1% NAEGKQSWY	1 1% NAEGKQSWY	6 6% RAEGKQSWY	-	-	1 1% AEGSY	5 4% AEGSY	1 1% AEGSY	1 1% AEGSY	1 1% AEGSY	2 1% YBFL	8 2% YBFL	
Other accessibility mentions	36 1%	44 1% UBFHJLNPX	3 1% UBFHJLNPX	3 2% UBFHJLNPX	1 *	1 *	-	1 1% UBFHJLNPX	2 1% UBFHJLNPX	-	8 1% A	7 1% A	1 *	1 1% A	6 3% AEGY	1 1% AEGY	-	2 2% J	-	1 1% J	-	4 4% UBFHJLNPX	1 1% UBFHJLNPX	-	1 *	4 1% EQ	
INNOVATION/DEVELOPMENT (NET)	243 4% EQ	248 5% F	9 4% EQ	8 4% F	4 1% F	1 *	11 5% EQ	5 3% F	7 3% F	9 4% F	38 6% AEQ	35 6% F	24 12% ACEGKQSWY	22 12% BDFHLRXZ	21 10% ACEGKQSWY	22 11% BDFHLRXZ	-	2 2% Q	4 4% Q	5 5% F	6 5% EQ	5 5% F	2 2% F	3 3% F	14 4% EQ	12 4% F	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q830x1 To the best of your knowledge, why have new gTLDs been created?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (18+) (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Progress/Improved development/Make it better	118 2% B	78 1% F	2 1% F	4 2% F	3 1% F	- HACEQY	9 4% F	1 1% F	5 2% F	3 1% F	17 2% F	9 1% F	12 6% F	5 3% F	7 3% E	5 3% F	- F	- F	2 2% F	3 3% F	1 1% F	- F	2 2% F	- F	5 1% F	4 1% F
Innovation	68 1% F	74 1% F	4 2% EG	3 2% F	1 - F	- F	- F	2 1% F	2 1% F	3 1% F	9 1% F	5 1% F	7 3% F	10 6% F	7 3% F	11 6% F	- F	1 1% F	- F	- F	2 2% F	2 2% F	- F	1 1% F	6 2% F	5 2% F
Good/Improve quality	13 - A	51 1% A	1 - F	- F	- F	1 - F	1 - F	- F	- F	1 - F	4 1% A	15 3% A	- F	3 2% F	1 - F	1 1% F	- F	1 1% F	2 2% AEIM	1 1% F	1 1% F	2 2% DH	- F	- F	2 1% F	2 1% F
Good/Improved technology	46 1% F	39 1% F	2 1% F	1 1% F	- F	- F	1 - F	2 1% F	- F	1 - F	10 1% AE	3 1% F	6 3% F	3 2% F	5 2% AEIY	5 3% BFLZ	- F	- F	- F	1 1% F	1 1% F	1 1% F	- F	2 2% F	1 - F	1 - F
Other innovation/development mentions	5 - F	12 - F	- F	- F	- F	- F	- F	- F	- F	1 - F	- F	3 1% F	- F	1 1% F	1 - F	1 1% F	- F	- F	1 1% AK	- F	1 1% AK	- F	- F	- F	- F	- F
Illegible data	- F	147 3% A	- F	1 1% F	- F	5 2% E	- F	1 1% F	- F	8 3% IDHNP	- F	26 4% KBDHNPXZ	- F	1 1% F	- F	1 1% F	- F	- F	- F	1 1% F	- F	2 2% F	- F	- F	- F	5 2% Y
MISCELLANEOUS (NET)	338 6% BEY	245 4% Z	20 10% AEY	18 10% BFLTXX	3 1% F	10 3% E	18 9% AEY	10 5% F	14 6% E	14 6% Z	72 10% LAEIMY	33 6% Z	11 5% E	16 9% BFTXZ	18 9% AEY	12 6% Z	5 5% E	5 6% F	10 10% TEY	2 2% F	9 8% EY	6 6% Z	5 5% E	2 2% F	12 3% E	7 2% F
To be unique/different	81 1% Y	71 1% F	12 6% AEIMQUWY	10 5% BFJLPRZ	1 - F	4 1% F	3 1% Y	2 1% F	1 - F	3 1% AEIY	21 3% B	14 2% B	2 1% F	5 3% F	8 4% AEIMQY	2 1% F	- F	- F	2 2% Y	1 1% F	1 1% F	1 1% F	1 1% F	1 1% F	- F	2 1% F
Information/More information	67 1% E	67 1% F	2 1% F	1 1% F	- F	3 1% F	3 1% E	2 1% F	2 1% F	2 1% F	20 3% LAEMY	4 1% F	- F	3 2% F	3 1% E	8 4% BDFJLTZ	2 2% EM	5 6% BDFJLTZ	3 3% EMY	- F	4 3% AEMY	1 1% F	2 2% E	1 1% F	1 - F	2 1% F
Keep up with the market/trend	38 1% F	36 1% F	2 1% F	2 1% F	- F	1 - F	- F	2 1% F	- F	1 - F	7 1% F	2 - F	6 3% AEGIK	5 3% BFLPZ	2 1% F	- F	1 1% F	- F	- F	- F	- F	1 1% F	- F	- F	3 1% F	- F
Cheaper/More affordable	61 1% B	17 - F	1 - F	1 1% F	2 1% F	- HACEK	7 3% F	1 1% F	6 2% A	3 1% BF	6 1% F	3 1% F	3 1% F	- F	5 2% AE	2 1% F	- F	- F	2 2% F	- F	2 2% F	1 1% F	- F	- F	4 1% F	1 - F
Other mentions	95 2% BE	58 1% F	3 1% E	4 2% F	- F	2 1% F	6 3% E	1 1% F	5 2% E	5 2% F	18 3% AE	10 2% F	1 - F	4 2% F	1 - F	- F	2 2% E	- F	3 3% E	1 1% F	2 2% E	3 3% BFPZ	2 2% E	- F	4 1% E	2 1% F
IMPROVE EFFICIENCY (NET)	201 3% B	118 2% F	2 1% F	3 2% F	7 2% F	2 1% F	7 3% F	4 2% F	19 8% JACEKM	4 2% F	22 3% F	13 2% F	6 3% F	6 3% F	12 6% ACE	12 6% BDFJLTZ	5 5% C	6 7% BDFJLTZ	5 5% C	1 1% F	8 7% ACE	3 3% F	5 5% F	3 3% F	18 5% ZCE	3 1% F
Lack of space/To create more space	124 2% BC	72 1% F	- F	1 1% F	4 1% F	2 1% F	3 1% F	- F	12 5% JACEKMY	3 1% F	11 2% F	5 1% F	3 1% F	1 1% F	8 4% ACEK	7 4% BDFHLNZ	4 4% C	6 7% BDFHLNZ	4 4% C	1 1% F	5 4% CE	1 1% F	3 3% C	3 3% FHL	7 2% C	3 1% F
For use/To use/Usability	45 1% B	21 - F	1 - F	1 1% F	3 1% F	- F	3 1% F	2 1% F	3 1% F	- F	5 1% F	1 - F	1 - F	3 2% BFLZ	4 2% A	1 1% F	- F	- F	1 1% F	- F	2 2% F	1 1% F	2 2% F	- F	8 2% ZAK	- F
Other improve efficiency mentions	33 1% F	25 - F	1 - F	1 1% F	- F	- F	1 - F	2 1% F	4 2% AE	1 - F	6 1% F	7 1% B	2 1% F	2 1% F	- F	4 2% OBFZ	1 1% F	- F	- F	- F	2 2% E	1 1% F	- F	- F	3 1% F	- F
None	127 2% DN	125 2% DN	1 - F	- F	13 4% ACIMUW	19 6% BDHNPVXZ	3 1% F	1 1% F	1 - F	2 1% F	25 4% ACIMUW	23 4% BDHJNP	1 - F	- F	2 1% F	1 1% F	4 4% CIMUW	2 2% DN	1 1% F	3 3% DN	- F	- F	- F	- F	7 2% F	5 2% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q830x1 To the best of your knowledge, why have new gTLDs been created?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Don't know	1678 27% CIKMOU DHLNPV	1536 28% DHLNPV	30 15% ACIKMOGURRY	29 16% ACIKMOGURRY	161 45% BOHJLNPRTVAZ	160 51% BOHJLNPRTVAZ	45 22% MU	35 19% MU	47 19% U	53 23% V	115 17% U	125 21% U	29 14% N	28 15% N	39 19% U	37 19% CIKMOU	32 30% CIKMOU	26 29% DNV CIKMU	30 29% CIKMU	34 35% DHJLNPV	11 9% CIKMU	12 13% CIKMU	31 28% DHJLNPV	33 35% CIKMOU	107 29% CIKMOU	122 38% YBDHJLNPV
Declined to answer	364 6% BCGOU	41 1% BCGOU	3 1% BCGOU	2 1% BCGOU	13 4% FU	1 FU	5 2% FU	1 1% FU	10 4% JU	1 4% JU	76 11% LACEIKMOGURRY	11 2% BZ	6 3% N	-	5 2% N	1 1% N	2 2% N	-	3 3% N	-	-	-	2 2% ZCGOU	-	24 6% ZCGOU	-
Sigma	6873 112%	6454 118%	234 114%	225 122%	372 104%	334 106%	228 112%	208 114%	292 115%	281 122%	776 113%	731 123%	246 119%	228 126%	241 120%	248 129%	120 114%	110 122%	127 123%	109 114%	152 128%	123 132%	124 113%	112 120%	405 109%	364 113%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

8 Jun 2016  
Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321
USAGE (NET)	-	1090 20% L	-	35 19%	-	52 17%	-	55 30% BDFJLNPX	-	45 19%	-	100 17%	-	32 18%	-	34 18%	-	19 21%	-	21 22%	-	18 19%	-	15 16%	-	81 25% BFLP
FAMILIARITY/PREVIOUS USAGE (SUB-NET)	-	195 4%	-	7 4%	-	20 6% BJVXZ	-	8 4% V	-	4 2%	-	22 4%	-	9 5% V	-	7 4%	-	2 2%	-	7 7% BJVXZ	-	-	-	1 1%	-	7 2%
Most popular/common domain name	-	98 2% J	-	3 2%	-	14 4% BJLRVZ	-	3 2%	-	-	-	10 2% J	-	6 3% J	-	4 2% J	-	-	-	7 7% BDHJLPRVXZ	-	-	-	1 1%	-	3 1%
Familiar/Use this site	-	74 1%	-	5 3%	-	6 2%	-	2 1%	-	3 1%	-	8 1%	-	2 1%	-	3 2%	-	2 2%	-	-	-	-	-	-	-	2 1%
Not familiar with websites	-	17 *	-	-	-	1 *	-	2 1%	-	1 *	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
I've been to this type of website before	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
My own domain is registered to extension	-	1 *	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	8 *	-	-	-	-	-	-	-	-	-	2 *	-	1 %	-	-	-	-	-	-	-	-	-	-	-	-
BUSINESSES/ORGANIZ ATIONS (SUB-NET)	-	113 2%	-	2 1%	-	3 1%	-	1 1%	-	4 2%	-	13 2%	-	4 2%	-	2 1%	-	3 3% DFZ	-	2 2%	-	1 1%	-	2 2%	-	3 1%
For business use	-	68 1%	-	-	-	1 *	-	1 1%	-	4 2%	-	8 1%	-	3 2%	-	1 1%	-	3 3% DFZ	-	-	-	-	-	1 1%	-	1 *
Schools/education	-	24 *	-	1 1%	-	-	-	-	-	-	-	2 *	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	2 2% BFHJL	-	1 *
Government site/usage	-	15 *	-	1 1%	-	2 1%	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Organization website/extension	-	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Profit site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other businesses/organ izations mentions	-	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BL	-	-	-	-	-	1 *
COUNTRIES (SUB-NET)	-	33 1%	-	1 1%	-	4 1%	-	1 1%	-	-	-	5 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	4 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

8 Jun 2016  
Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Global/Universal	-	4	-	-	-	-	-	-	-	-	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specific to my country/state	-	1	-	-	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	29 1%	-	1 1%	-	4 1%	-	1 1%	-	-	-	3 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	4 1%
MISCELLANEOUS USAGE (SUB-NET)	-	791 15% FL	-	26 14% F	-	26 8%	-	45 25% BDFLNPTX	-	40 17% FL	-	63 11%	-	21 12%	-	25 13%	-	16 18% FL	-	12 13%	-	17 18% FL	-	12 13%	-	69 21% BDFLNP
Need based/necessity	-	379 7% FL	-	10 5%	-	10 3%	-	18 10% FLT	-	19 8% FL	-	21 4%	-	12 7%	-	9 5%	-	7 8%	-	3 3%	-	8 9% FL	-	4 4%	-	28 9% FL
Redirected/Links from an already viewed/searched website	-	120 2% L	-	6 3% L	-	8 3% L	-	8 4% BLNT	-	13 6% BLNTZ	-	5 1%	-	1 1%	-	9 5% BLNTZ	-	5 6% BLNTZ	-	-	-	2 2%	-	1 1%	-	5 2%
Would not visit this type of website/domain	-	94 2%	-	2 1%	-	6 2%	-	3 2%	-	6 3% NP	-	8 1%	-	-	-	-	-	2 2% NP	-	1 1%	-	-	-	1 1%	-	17 5% BDFHLNPV
Allows for searching/browsing	-	82 2% F	-	3 2% F	-	-	-	11 6% BDFJLNP	-	2 1%	-	11 2% F	-	1 1%	-	3 2% F	-	1 1%	-	5 5% BFJLN	-	3 3% F	-	1 1%	-	12 4% BFJN
To do research	-	32 1%	-	4 2% BFHJLN	-	-	-	-	-	-	-	1 *	-	-	-	2 1%	-	-	-	-	-	3 3% BFHJLN	-	3 3% BFHJLN	-	4 1% FL
Shopping	-	28 1%	-	-	-	-	-	-	-	1 *	-	7 1% B	-	2 1%	-	1 1%	-	-	-	2 2% BF	-	-	-	-	-	3 1%
Never visited such website	-	12 *	-	-	-	1 *	-	3 2% BLZ	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Use for email	-	5	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1
Internet access	-	3	-	-	-	-	-	-	-	-	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile device use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous usage mentions	-	54 1%	-	3 2%	-	1	-	1 1%	-	-	-	9 2%	-	4 2% FJZ	-	2 1%	-	2 2% J	-	1 1%	-	2 2% J	-	1 1%	-	1
SITE APPEAL (NET)	-	1048 19% FL	-	43 23% FL	-	28 9%	-	38 21% F	-	37 16% F	-	96 16% F	-	55 30% BFHJLT	-	52 27% BFJL	-	20 22% F	-	18 19% F	-	20 22% F	-	31 33% BFHJLTZ	-	73 23% FL

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

8 Jun 2016  
Table 103

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	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Interesting	-	370 7% HL	-	16 9% HLP	-	15 5%	-	5 3%	-	23 10% FHLPT	-	18 3%	-	20 11% BFHLPT	-	7 4%	-	5 6%	-	3 3%	-	5 5%	-	15 16% BFHLPTV	-	29 9% FHLPT
Out of curiosity	-	363 7% FJL	-	12 7% F	-	1 *	-	19 10% BFJLT	-	8 3% F	-	22 4% F	-	22 12% BFJLT	-	33 17% BDFJLTZ	-	10 11% FJLT	-	3 3% F	-	8 9% FL	-	9 10% FJL	-	28 9% FJL
New/Innovative	-	86 2% FZ	-	4 2% FZ	-	1 *	-	2 1% FZ	-	2 1% FZ	-	21 4% BFJZ	-	6 3% FZ	-	3 2% FZ	-	2 2% FZ	-	3 3% FZ	-	- - FZ	-	- - FZ	-	1 *
Website has what I'm looking for	-	54 1% BL	-	4 2% BL	-	2 1% BL	-	1 1% FL	-	1 *	-	4 1% BL	-	1 1% BL	-	5 3% BL	-	1 1% BL	-	3 3% BJLZ	-	1 1% BFHJLNZ	-	4 4% BFHJLNZ	-	2 1%
No alternative/Only place I can find what I'm looking for	-	51 1% FL	-	2 1% FL	-	1 *	-	4 2% FL	-	2 1% FL	-	3 1% FL	-	3 2% FL	-	2 1% FL	-	- - FL	-	2 2% FL	-	2 2% FL	-	- - FL	-	3 1%
Initial appearance/layout/design of website	-	37 1% BJ	-	3 2% BJ	-	1 *	-	2 1% BJ	-	- - BJ	-	9 2% BJ	-	1 1% BJ	-	1 1% BJ	-	- - BJ	-	1 1% BJ	-	1 1% BJ	-	1 1% BJ	-	6 2% BJ
Different/Not common	-	36 1% BF	-	2 1% BF	-	- - BF	-	2 1% BF	-	- - BF	-	9 2% BF	-	3 2% BF	-	2 1% BF	-	- - BF	-	- - BF	-	1 1% BF	-	- - BF	-	1 *
Good/Like site	-	26 *	-	- - FZ	-	2 1% FZ	-	- - FZ	-	1 *	-	4 1% FZ	-	3 2% FZ	-	1 1% FZ	-	1 1% FZ	-	- - FZ	-	- - FZ	-	- - FZ	-	1 *
Professional/Professional image	-	5 *	-	- - FZ	-	- - FZ	-	- - FZ	-	- - FZ	-	1 *	-	- - FZ	-	2 1% B	-	1 1% B	-	- - FZ	-	- - FZ	-	- - FZ	-	-
Updated	-	4 *	-	- - FZ	-	- - FZ	-	- - FZ	-	- - FZ	-	1 *	-	- - FZ	-	- - FZ	-	- - FZ	-	- - FZ	-	- - FZ	-	1 1% B	-	-
Other site appeal mentions	-	67 1% BJX	-	2 1% BJX	-	5 2% BJX	-	4 2% J	-	- - J	-	11 2% J	-	5 3% J	-	4 2% J	-	1 1% J	-	4 4% BJX	-	2 2% J	-	- - J	-	4 1%
CONTENT (NET)	-	913 17% FL	-	40 22% FL	-	20 6% FL	-	27 15% F	-	70 30% BFHLZ	-	82 14% F	-	56 31% BDFHLZ	-	49 26% BFHLZ	-	19 21% F	-	34 35% BDFHLZ	-	25 27% BFHLZ	-	25 27% BFHLZ	-	50 16% F
INFORMATION (SUB-NET)	-	590 11% FZ	-	23 13% FZ	-	14 4% FZ	-	20 11% F	-	63 27% BFHLPTXZ	-	58 10% F	-	37 20% BDFHLZ	-	34 19% BFLZ	-	13 14% FZ	-	15 16% FZ	-	17 18% BFLZ	-	15 16% FZ	-	20 6% F
It has information I'm seeking	-	274 5% FLZ	-	8 4% FZ	-	8 3% FZ	-	11 6% LZ	-	41 18% BFHLNRTVYZ	-	14 2% LZ	-	18 10% BDFLTZ	-	22 11% BDFLTZ	-	8 9% FLZ	-	3 3% BFHLZ	-	4 4% BFH	-	8 9% FLZ	-	5 2%
Informative	-	187 3% F	-	9 5% F	-	3 1% F	-	4 2% F	-	13 6% F	-	23 4% F	-	13 7% BFH	-	7 4% F	-	4 4% F	-	9 9% BFHLZ	-	7 8% BFH	-	3 3% F	-	10 3%
It's where you go for specific information	-	48 1% F	-	- - F	-	- - F	-	2 1% F	-	3 1% F	-	8 1% F	-	2 1% F	-	2 1% F	-	1 1% F	-	- - F	-	1 1% F	-	3 3% BDF	-	4 1% F
Only website where I can find information needed	-	48 1% BFLZ	-	2 1% BFLZ	-	1 *	-	3 2% BFLZ	-	7 3% BFLZ	-	6 1% BFLZ	-	3 2% BFLZ	-	2 1% BFLZ	-	- - BFLZ	-	- - BFLZ	-	4 4% BFLRTZ	-	1 1% BFLZ	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

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Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Other information mentions	-	38 1%	-	4 2% BHJZ	-	2 1%	-	-	-	-	-	8 1% Z	-	2 1%	-	1 1%	-	-	-	3 3% BHJZ	-	1 1%	-	-	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	347 6% FL	-	17 9% FHJL	-	6 2%	-	7 4%	-	10 4%	-	26 4%	-	21 12% BFHJL	-	16 8% FL	-	7 8% F	-	21 22% BFHJLNPVZ	-	9 10% FL	-	10 11% FHJL	-	33 10% BFHJL
Good/Like the content	-	205 4% FJ	-	12 7% BFHJLR	-	5 2%	-	4 2%	-	2 1%	-	16 3%	-	15 8% BFHJLPRV	-	6 3%	-	1 1%	-	20 21% BFHJLNPVZ	-	2 2%	-	4 4% J	-	19 6% BFJL
Good/Like the ads/advertising	-	82 2% F	-	4 2% F	-	-	-	2 1%	-	6 3% FL	-	4 1%	-	2 1%	-	7 4% BFL	-	4 4% BFL	-	1 1%	-	5 5% BFHLN	-	5 5% BFHLN	-	8 2% FL
Other miscellaneous content mentions	-	65 1%	-	2 1%	-	1	-	1 1%	-	2 1%	-	6 1%	-	4 2% F	-	3 2%	-	2 2%	-	1 1%	-	2 2%	-	1 1%	-	7 2% F
BRAND IMAGE (NET)	-	754 14% LN	-	35 19% BHJLN	-	53 17% JLN	-	20 11%	-	22 10%	-	53 9%	-	12 7%	-	27 14% LN	-	17 19% JLN	-	11 11%	-	22 24% BHJLNT	-	14 15% N	-	49 15% JLN
Recommend/Asked to visit it	-	351 6% FLN	-	13 7% FL	-	5 2%	-	10 5% FL	-	15 6% FL	-	13 2%	-	5 3%	-	14 7% FLN	-	6 7% FL	-	3 3% BFHJLNPRT	-	16 17% BFHJLNT	-	13 14% BFHJLNT	-	33 10% BFLNT
I trust this extension	-	234 4% L	-	12 7% LNxz	-	37 12% BHJLNPxz	-	7 4%	-	6 3%	-	11 2%	-	4 2%	-	6 3%	-	6 7% LZ	-	6 6% LZ	-	6 6% LZ	-	1 1%	-	7 2%
Reputable/Good reviews	-	107 2%	-	3 2%	-	7 2%	-	4 2%	-	2 1%	-	9 2%	-	2 1%	-	6 3%	-	3 3%	-	1 1%	-	3 3%	-	1 1%	-	5 2%
It seems legitimate	-	101 2%	-	11 6% BFHJNPXTZ	-	4 1%	-	-	-	1	-	19 3% BHJZ	-	2 1%	-	3 2%	-	4 4% HJTXZ	-	-	-	2 2% H	-	-	-	2 1%
Root domain/Main source for a group of domains/sites	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pioneer/First domain name used on internet	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other credibility mentions	-	19	-	-	-	-	-	-	-	-	-	4 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	3 1%
SECURITY (NET)	-	327 6% HJNX	-	18 10% BHJNPX	-	30 10% BHJNPX	-	4 2%	-	2 1%	-	36 6% HJNX	-	4 2%	-	6 3%	-	5 6% J	-	9 9% HJNPX	-	11 12% BHJLNPX	-	1 1%	-	29 9% BHJNPX
Safe/Secured	-	229 4% HJ	-	12 7% HJNPX	-	28 9% BHJLNPX	-	1 1%	-	1	-	23 4% HJ	-	3 2%	-	4 2%	-	2 2%	-	6 6% HJN	-	6 6% HJN	-	1 1%	-	17 5% HJN
Virus/Malware protected	-	56 1%	-	4 2% FHJLP	-	1	-	-	-	-	-	3 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	4 4% BFHJLNPX	-	-	-	9 3% BFHJLP
I'm not afraid of my information being stolen if I go here	-	3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Other security mentions	-	59 1%	-	3 2%	-	1	-	3 2%	-	1	-	13 2%	-	-	-	2 1%	-	2 2%	-	2 2%	-	2 2%	-	-	-	6 2%
DOMAIN/NAME/EXTENSI ON (NET)	-	191 4% FHJ	-	10 5% FHJ	-	4 1%	-	1 1%	-	2 1%	-	61 10% BDFHJRXZ	-	14 8% BFHJXZ	-	11 6% FHJZ	-	2 2%	-	5 5% FHJ	-	5 5% FHJ	-	1 1%	-	7 2%
Good/Like name	-	46 1%	-	-	-	-	-	-	-	-	-	10 2% BFJ	-	6 3% BDFHJZ	-	5 3% BDFHJZ	-	2 2% DFHJ	-	3 3% BDFHJZ	-	2 2% DFHJ	-	-	-	1 *
Site name (Spec.)	-	11 *	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-	3 2% BFLZ	-	-	-	-	-	-	-	-	-	-	-	-
Easy to remember name	-	5 *	-	1 1%	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other domain/name/extension mentions	-	135 2% H	-	8 4% FHJR	-	4 1%	-	-	-	2 1%	-	50 8% BDFHJRXZ	-	5 3% H	-	6 3% H	-	-	-	2 2%	-	4 4% HJR	-	1 1%	-	6 2%
RESEARCH (NET)	-	187 3%	-	7 4%	-	6 2%	-	5 3%	-	5 2%	-	34 6% BFJ	-	12 7% BFJX	-	5 3% BFJX	-	8 9% BDFHJPTXZ	-	2 2%	-	2 2%	-	1 1%	-	12 4%
Researching website online/Internet/Google search on website	-	161 3% F	-	5 3%	-	3 1%	-	5 3%	-	4 2%	-	31 5% BFJ	-	8 4% F	-	5 3% F	-	8 9% BDFHJPTXZ	-	1 1%	-	2 2%	-	1 1%	-	11 3% F
Other research mentions	-	26 *	-	2 1%	-	3 1%	-	-	-	1 *	-	3 1% BHLZ	-	4 2% BHLZ	-	-	-	-	-	1 1%	-	-	-	-	-	1 *
Illegible data	-	169 3% DHP	-	1 1%	-	9 3%	-	1 1%	-	7 3%	-	29 5% BDFHJPTXZ	-	2 1%	-	1 1%	-	-	-	-	-	2 2%	-	-	-	5 2%
PERFORMANCE (NET)	-	132 2%	-	7 4%	-	6 2%	-	3 2%	-	3 1%	-	16 3% BJN	-	2 1%	-	9 5% BJN	-	1 1%	-	6 6% BFHJN	-	5 5% JN	-	2 2%	-	9 3%
Reliable/No problems	-	70 1%	-	1 1%	-	4 1%	-	-	-	-	-	3 1%	-	-	-	3 2%	-	-	-	4 4% BDHJLN	-	5 5% BDFHJLNR	-	2 2% HJN	-	9 3% BHJLN
Good results/search results	-	42 1%	-	3 2% Z	-	2 1%	-	2 1%	-	3 1% Z	-	7 1%	-	1 1%	-	4 2% BZ	-	1 1%	-	-	-	-	-	-	-	-
High speed/fast	-	16 *	-	3 2% BFZ	-	-	-	-	-	-	-	5 1% B	-	1 1%	-	2 1%	-	-	-	3 3% BFHJZ	-	-	-	-	-	-
Other performance mentions	-	7 *	-	-	-	-	-	1 1%	-	-	-	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-
FUNCTIONALITY (NET)	-	95 2% F	-	6 3% F	-	1 *	-	4 2% F	-	5 2% F	-	13 2% F	-	6 3% F	-	7 4% BFZ	-	1 1%	-	6 6% BFLZ	-	1 1%	-	2 2%	-	3 1%
Practical/Useful/Helpful website	-	63 1%	-	2 1%	-	1 *	-	4 2% FZ	-	5 2% FZ	-	9 2% Z	-	3 2% Z	-	3 2% Z	-	1 1%	-	4 4% BFZ	-	1 1%	-	2 2% Z	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321	
Easy to use/navigate	-	14	-	1%	-	-	-	-	-	-	-	2	-	3 BF	-	1%	-	-	-	2 BFJL	-	-	-	-	-	2%	
Easy to access	-	14	-	3 BF	-	-	-	-	-	-	-	2	-	-	-	1%	-	-	-	-	-	-	-	-	-	1	
Only place to find website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other functionality mentions	-	6	-	-	-	-	-	-	-	-	-	1	-	-	-	2 B	1%	-	-	-	-	-	-	-	-	-	
MISCELLANEOUS (NET)	-	238	-	8	-	20	-	14	-	24	-	26	-	8	-	10	-	3	-	-	-	-	4	-	7	-	12
	-	4%	-	4%	-	6%	-	8%	-	10%	-	4%	-	4%	-	5%	-	3%	-	-	-	-	4%	-	8%	-	4%
Negative mentions	-	47	-	5	-	5	-	3	-	2	-	5	-	4	-	1	-	-	-	-	-	2	-	2	-	4	
	-	1%	-	3%	-	2%	-	2%	-	1%	-	1%	-	2%	-	1%	-	-	-	-	-	2%	-	2%	-	1%	
Unintentionally end up there	-	44	-	1	-	-	-	4	-	11	-	2	-	1	-	-	-	1	-	-	-	-	-	-	-	1	
	-	1%	-	1%	-	-	-	2%	-	5%	-	*	-	1%	-	-	-	1%	-	-	-	-	-	-	-	1	
I visit websites with any extensions/Domain name extension doesn't matter to me	-	38	-	-	-	10	-	1	-	2	-	2	-	1	-	1	-	1	-	-	-	-	-	-	3	-	1
	-	1%	-	-	-	3%	-	1%	-	1%	-	*	-	1%	-	1%	-	1%	-	-	-	-	-	-	3%	-	1
Depends on the site	-	32	-	1	-	1	-	3	-	-	-	4	-	-	-	3	-	-	-	-	-	-	-	-	1	-	2
	-	1%	-	1%	-	1	-	2%	-	-	-	1%	-	-	-	2%	-	-	-	-	-	-	-	-	1%	-	1%
Other	-	77	-	1	-	4	-	3	-	9	-	13	-	2	-	5	-	1	-	-	-	2	-	1	-	4	
	-	1%	-	1%	-	1%	-	2%	-	4%	-	2%	-	1%	-	3%	-	1%	-	-	-	-	2%	-	1%	-	1%
ECONOMY (NET)	-	23	-	3	-	2	-	2	-	1	-	3	-	-	-	1	-	-	-	-	2	-	-	-	-	1	
	-	*	-	2%	-	1%	-	1%	-	*	-	1%	-	-	-	1%	-	-	-	-	2%	-	-	-	-	*	
Expensive/Not cheap	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other economy mentions	-	23	-	3	-	2	-	2	-	1	-	3	-	-	-	1	-	-	-	-	2	-	-	-	-	1	
	-	*	-	2%	-	1%	-	1%	-	*	-	1%	-	-	-	1%	-	-	-	-	2%	-	-	-	-	*	
None	-	461	-	5	-	60	-	14	-	25	-	63	-	5	-	6	-	4	-	3	-	3	-	6	-	22	
	-	8%	-	3%	-	19%	-	8%	-	11%	-	11%	-	3%	-	3%	-	4%	-	3%	-	3%	-	6%	-	7%	
Not sure	-	536	-	8	-	51	-	13	-	13	-	47	-	3	-	3	-	5	-	6	-	-	-	7	-	16	
	-	10%	-	4%	-	16%	-	7%	-	6%	-	8%	-	2%	-	2%	-	6%	-	6%	-	-	-	8%	-	5%	
Declined to answer	-	51	-	2	-	-	-	1	-	1	-	11	-	1	-	1	-	3	-	-	-	-	-	-	-	1	
	-	1%	-	1%	-	-	-	1%	-	*	-	2%	-	BF	-	1%	-	3%	-	-	-	-	-	-	-	*	
Sigma	-	6464	-	240	-	344	-	204	-	273	-	696	-	229	-	237	-	114	-	128	-	127	-	116	-	384	
	-	119%	-	130%	-	109%	-	111%	-	118%	-	117%	-	127%	-	123%	-	127%	-	133%	-	137%	-	125%	-	120%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?

8 Jun 2016  
Table 103

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- ppines (C)	2016 Philip- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
SECURITY (NET)	-	1581 29% LPR	-	54 29% LR	-	96 30% LPR	-	72 39% BDFLPRXZ	-	97 42% BDFLPRXZ	-	115 19% BDFLPRXZ	-	75 41% BDFLPRXZ	-	42 22% BDFLPRXZ	-	16 18% BDFLPRXZ	-	44 46% BDFLPRXZ	-	30 32% LR	-	24 26% BDFLPRXZ	-	94 29% LR
Viruses	-	693 13% L	-	35 19% BLPR	-	45 14% L	-	36 20% BLPR	-	66 29% BDFLPRXZ	-	38 6% BDFLPRXZ	-	48 27% BDFLPRXZ	-	18 9% BDFLPRXZ	-	7 8% BDFLPRXZ	-	15 16% L	-	11 12% L	-	16 17% L	-	56 17% BLPR
Not safe/secure	-	524 10% DLZ	-	5 3% BDHJLNXX	-	42 13% BDHJLNXX	-	13 7% BDHJLNXX	-	18 8% D	-	42 7% D	-	12 7% D	-	16 8% D	-	6 7% D	-	13 14% DLZ	-	11 12% D	-	5 5% D	-	19 6% D
Warning/Alerts tabs	-	94 2% FL	-	2 1% J	-	1 1% J	-	1 1% J	-	12 5% BDFHJLNXX	-	3 1% BDFHJLNXX	-	2 1% BDFHJLNXX	-	2 1% BDFHJLNXX	-	-	-	1 1% BDFHJLNXX	-	1 1% BDFHJLNXX	-	1 1% BDFHJLNXX	-	2 1% BDFHJLNXX
Fear of hackers	-	71 1% J	-	5 3% J	-	2 1% J	-	13 7% BDFHJLNXX	-	-	-	9 2% BDFHJLNXX	-	3 2% BDFHJLNXX	-	2 1% BDFHJLNXX	-	-	-	9 9% BDFHJLNXX	-	1 1% BDFHJLNXX	-	-	-	8 2% J
Use of protection software/filter/program	-	67 1% F	-	3 2% F	-	-	-	1 1% F	-	-	-	7 1% F	-	2 1% F	-	-	-	-	-	1 1% F	-	-	-	1 1% F	-	2 1% F
I'm afraid of my information being stolen if I go here	-	65 1% JLP	-	5 3% JLP	-	3 1% JLP	-	5 3% JLP	-	-	-	5 1% JLP	-	6 3% BJLP	-	-	-	-	-	1 1% BJLP	-	5 5% BFJLP	-	1 1% BFJLP	-	6 2% J
Risk of phishing	-	52 1% L	-	1 1% L	-	4 1% L	-	7 4% BDJLPZ	-	-	-	-	-	4 2% JLZ	-	1 1% JLZ	-	-	-	-	-	-	-	-	-	1
Fear of malware/spyware	-	47 1% BDFHJLZ	-	-	-	3 1% BDFHJLZ	-	-	-	-	-	8 1% BDFHJLZ	-	7 4% BDFHJLZ	-	2 1% BDFHJLZ	-	2 2% DHJ	-	3 3% BDHJ	-	-	-	1 1% BDHJ	-	3 1% BDHJ
Because of Harkers/surname	-	1 * B	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Other security mentions	-	102 2% J	-	4 2% J	-	3 1% J	-	4 2% J	-	3 1% J	-	14 2% J	-	2 1% J	-	3 2% J	-	4 4% F	-	5 5% BFJN	-	5 5% BFJN	-	2 2% J	-	6 2% J
USAGE (NET)	-	864 16% J	-	20 11% J	-	39 12% J	-	25 14% J	-	19 8% J	-	105 18% DFJ	-	21 12% J	-	33 17% J	-	16 18% J	-	10 10% J	-	11 12% J	-	17 18% J	-	62 19% DFJNT
FAMILIARITY/PREVIU S USAGE (SUB-NET)	-	546 10% DJL	-	9 5% DJL	-	27 9% DJL	-	22 12% DJL	-	12 5% DJL	-	39 7% DJL	-	15 8% DJL	-	15 8% DJL	-	12 13% DJL	-	8 8% DJL	-	9 10% DJL	-	11 12% DJL	-	38 12% DJL
Not familiar with this type of domain/Don't know enough about it	-	339 6% L	-	9 5% L	-	13 4% L	-	17 9% FJLNT	-	9 4% FJLNT	-	25 4% FJLNT	-	6 3% FJLNT	-	12 6% FJLNT	-	6 7% FJLNT	-	2 2% FJLNT	-	6 6% FJLNT	-	10 11% FJLNT	-	23 7% FJLNT
Site is not a common/popular domain name	-	110 2% P	-	-	-	8 3% DP	-	1 1% DP	-	1 1% DP	-	11 2% DP	-	7 4% DHJP	-	-	-	4 4% DHJPX	-	5 5% BDHJLPX	-	3 3% DJP	-	-	-	11 3% DHJP
I have no reason to go there	-	69 1% L	-	-	-	4 1% L	-	3 2% L	-	3 1% L	-	-	-	2 1% L	-	2 1% L	-	-	-	-	-	-	-	1 1% L	-	3 1% L

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

8 Jun 2016  
Table 104

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
I've never been to this type of website before	-	8	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rarely Visit	-	2	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other familiarity/previous usage mentions	-	23	-	-	-	2%	-	-	-	-	-	3%	-	-	-	1%	-	2%	-	1%	-	-	-	-	-	1*
COUNTRIES (SUB-NET)	-	78	-	-	-	3%	-	-	-	-	-	4%	-	1%	-	2%	-	1%	-	-	-	-	-	-	4%	6%
Foreign/Not in preferred language	-	40	-	-	-	1*	-	-	-	-	-	2*	-	1%	-	1%	-	1%	-	-	-	-	-	-	2%	2%
Would be in foreign language (DO NOT USE/USE CODE 16)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other countries mentions	-	39	-	-	-	2%	-	-	-	-	-	2*	-	-	-	1%	-	-	-	-	-	-	-	-	2%	4%
MISCELLANEOUS USAGE (SUB-NET)	-	261	-	11	-	9%	-	3%	-	8%	-	6%	-	5%	-	17%	-	3%	-	2%	-	2%	-	3%	-	19%
Avoid it/Will not visit website/go to another website	-	167	-	9	-	5%	-	1%	-	7%	-	51	-	4%	-	14%	-	2%	-	1%	-	1%	-	1%	-	11%
Have used/likely to visit/Positive mentions	-	56	-	1	-	2%	-	2%	-	1*	-	7%	-	-	-	3%	-	1%	-	1%	-	-	-	1%	-	4%
Prefer other sites	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't have mobiles devices	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other miscellaneous usage mentions	-	38	-	1	-	2%	-	-	-	-	-	3%	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	4%
BRAND IMAGE (NET)	-	708	-	32	-	41	-	29	-	15	-	59	-	34	-	39	-	12	-	10	-	19	-	11	-	45
It doesn't seem legitimate (Not credible/fraud/scam)	-	283	-	17	-	14%	-	10	-	3%	-	32	-	25	-	26	-	5%	-	5%	-	6%	-	-	-	14%
I don't trust this extension	-	218	-	7	-	21	-	19	-	5%	-	13	-	8	-	3%	-	1%	-	2%	-	8%	-	6%	-	14%
Bad reviews/Poor reputation/track record	-	202	-	7	-	6%	-	-	-	6%	-	12	-	1%	-	9%	-	6%	-	2%	-	5%	-	5%	-	19%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Other brand image mentions	-	21	-	2	-	-	-	-	-	1	-	3	-	-	-	1	-	-	-	1	-	-	-	-	-	1
CONTENT (NET)	-	516	-	31	-	9	-	19	-	22	-	56	-	40	-	24	-	17	-	25	-	21	-	10	-	45
	-	9%	-	17%	-	3%	-	10%	-	10%	-	9%	-	22%	-	13%	-	19%	-	26%	-	23%	-	11%	-	14%
INFORMATION (SUB-NET)	-	185	-	10	-	6	-	3	-	3	-	14	-	12	-	14	-	3	-	9	-	10	-	4	-	26
	-	3%	-	5%	-	2%	-	2%	-	1%	-	2%	-	7%	-	7%	-	3%	-	9%	-	11%	-	4%	-	8%
Content/Information	-	134	-	7	-	6	-	1	-	3	-	7	-	11	-	10	-	2	-	8	-	6	-	3	-	20
	-	2%	-	4%	-	2%	-	1%	-	1%	-	1%	-	6%	-	5%	-	2%	-	8%	-	6%	-	3%	-	6%
Lack of information	-	37	-	2	-	-	-	2	-	-	-	7	-	-	-	4	-	1	-	1	-	2	-	-	-	6
	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	2%	-	1%	-	1%	-	2%	-	-	-	2%
Other information mentions	-	19	-	1	-	-	-	-	-	-	-	1	-	2	-	-	-	-	-	-	-	3	-	1	-	-
	-	*	-	1%	-	-	-	-	-	-	-	*	-	1%	-	-	-	-	-	-	-	3%	-	1%	-	-
MISCELLANEOUS CONTENT (SUB-NET)	-	343	-	21	-	3	-	16	-	19	-	45	-	29	-	10	-	15	-	16	-	11	-	6	-	22
	-	6%	-	11%	-	1%	-	9%	-	8%	-	8%	-	16%	-	5%	-	17%	-	17%	-	12%	-	6%	-	7%
Ads/Too many commercials/advertising/Pop-ups	-	136	-	10	-	-	-	5	-	12	-	22	-	5	-	2	-	4	-	6	-	7	-	1	-	11
	-	2%	-	5%	-	-	-	3%	-	5%	-	4%	-	3%	-	1%	-	4%	-	6%	-	8%	-	1%	-	3%
Inappropriate content (i.e., violence, porn, etc.)	-	109	-	6	-	1	-	9	-	6	-	12	-	12	-	3	-	6	-	11	-	3	-	3	-	4
	-	2%	-	3%	-	*	-	5%	-	3%	-	2%	-	7%	-	2%	-	7%	-	11%	-	3%	-	3%	-	1%
Spam (i.e., unsolicited link/don't know who sent me the link)	-	87	-	4	-	2	-	4	-	2	-	12	-	12	-	2	-	4	-	-	-	1	-	-	-	4
	-	2%	-	2%	-	1%	-	2%	-	1%	-	2%	-	7%	-	1%	-	4%	-	-	-	1%	-	-	-	1%
Other miscellaneous content mentions	-	27	-	2	-	-	-	-	-	-	-	2	-	2	-	3	-	2	-	1	-	-	-	2	-	4
	-	*	-	1%	-	-	-	-	-	-	-	*	-	1%	-	2%	-	2%	-	1%	-	-	-	2%	-	1%
SITE APPEAL (NET)	-	444	-	18	-	22	-	14	-	14	-	26	-	14	-	18	-	9	-	4	-	8	-	11	-	30
	-	8%	-	10%	-	7%	-	8%	-	6%	-	4%	-	8%	-	9%	-	10%	-	4%	-	9%	-	12%	-	9%
Looks suspicious	-	178	-	8	-	20	-	3	-	6	-	5	-	6	-	8	-	3	-	1	-	-	-	1	-	7
	-	3%	-	4%	-	6%	-	2%	-	3%	-	1%	-	3%	-	4%	-	3%	-	1%	-	-	-	1%	-	2%
Not interesting	-	76	-	1	-	1	-	3	-	2	-	4	-	4	-	6	-	1	-	-	-	3	-	6	-	5
	-	1%	-	1%	-	1%	-	2%	-	1%	-	1%	-	2%	-	3%	-	1%	-	-	-	3%	-	6%	-	2%
Initial appearance/layout/design of website	-	33	-	1	-	-	-	2	-	-	-	5	-	-	-	-	-	1	-	-	-	1	-	-	-	4
	-	1%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	1%
Curiosity	-	31	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	7
	-	1%	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	2%
Not professional (i.e., tacky, amateurish, etc.)	-	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Site doesn't have what I am looking for	-	12	-	1%	-	-	-	-	-	-	-	1	-	1%	-	-	-	-	-	1%	-	3%	-	-	-	1
Other site appeal mentions	-	110	-	7%	-	-	-	7%	-	7%	-	12%	-	3%	-	4%	-	3%	-	2%	-	1%	-	4%	-	6%
DOMAIN/NAME/EXTENSION (NET)	-	266	-	11%	-	6%	-	5%	-	11%	-	39%	-	10%	-	19%	-	6%	-	5%	-	5%	-	7%	-	9%
Poor/Dislike website name/Domain name is suspicious looking	-	138	-	5%	-	5%	-	1%	-	7%	-	19%	-	7%	-	10%	-	4%	-	2%	-	2%	-	4%	-	5%
By its extension/Poor/Dislike extension	-	26	-	-	-	1	-	-	-	1	-	2	-	-	-	2%	-	1%	-	1%	-	1%	-	-	-	2%
Other domain/name/extension mentions	-	116	-	6%	-	1	-	4%	-	4%	-	19%	-	4%	-	5%	-	2%	-	2%	-	2%	-	4%	-	5%
Illegible data	-	202	-	4%	-	6%	-	1%	-	8%	-	46%	-	2%	-	-	-	-	-	1%	-	2%	-	-	-	16%
RESEARCH (NET)	-	167	-	9%	-	3%	-	5%	-	7%	-	24%	-	2%	-	2%	-	7%	-	4%	-	3%	-	-	-	12%
Researching website online/Internet searches	-	120	-	8%	-	2%	-	3%	-	6%	-	16%	-	1%	-	1%	-	7%	-	4%	-	3%	-	-	-	9%
Other research mentions	-	51	-	2%	-	1	-	3%	-	1	-	10%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	3%
PERFORMANCE (NET)	-	106	-	7%	-	4%	-	7%	-	1	-	9%	-	1%	-	4%	-	2%	-	5%	-	6%	-	2%	-	12%
Not reliable	-	69	-	1%	-	3%	-	3%	-	-	-	3%	-	1%	-	2%	-	2%	-	3%	-	5%	-	2%	-	7%
Due to errors	-	13	-	1%	-	1	-	2%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	3%
Other performance mentions	-	24	-	5%	-	-	-	2%	-	1	-	3%	-	-	-	2%	-	-	-	2%	-	1%	-	-	-	2%
MISCELLANEOUS (NET)	-	208	-	7%	-	12%	-	8%	-	24%	-	9%	-	6%	-	9%	-	5%	-	3%	-	3%	-	5%	-	8%
Intuition/Uncertainty/Fear of the unknown	-	107	-	-	-	3%	-	6%	-	16%	-	3%	-	3%	-	1%	-	1%	-	1%	-	1%	-	4%	-	5%
Other	-	102	-	7%	-	9%	-	2%	-	8%	-	6%	-	3%	-	8%	-	4%	-	2%	-	2%	-	1%	-	3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?

8 Jun 2016  
Table 104

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
FUNCTIONALITY (NET)	-	34 1%	-	3 2%	-	1	-	-	-	-	-	4 1%	-	3 2%	-	2 1%	-	1 1%	-	1 1%	-	-	-	-	-	3 1%
Not helpful/useful	-	10*	-	2 1% B	-	-	-	-	-	-	-	2*	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-
Other functionality mentions	-	24*	-	1 1%	-	1*	-	-	-	-	-	2*	-	2 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	3 1%
None	-	528 10% HNTZ	-	12 7% HN	-	57 18% BDHJNPTVZ	-	4 2%	-	23 10% HNTZ	-	92 15% BDHJNPTZ	-	4 2%	-	15 8% HN	-	10 11% HNT	-	3 3%	-	8 9% HN	-	9 10% HN	-	17 5%
Not sure	-	458 8% DNPV	-	4 2%	-	43 14% BDHJNPTVZ	-	9 5%	-	13 6%	-	43 7% DN	-	5 3%	-	8 4%	-	4 4%	-	5 5%	-	2 2%	-	10 11% DNPV	-	19 6%
Declined to answer	-	57 1%	-	1 1%	-	-	-	8 4% BDFJNPTVXZ	-	1*	-	14 2% BFZ	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Sigma	-	6382 117%	-	222 121%	-	347 110%	-	218 119%	-	263 114%	-	666 112%	-	234 129%	-	220 115%	-	112 124%	-	126 131%	-	123 132%	-	112 120%	-	392 122%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing

Q800. Which of the following new gTLDs, if any, have you heard of?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- (A)	2016 Total Consum- (B)	2015 Philipi- (C)	2016 Philipi- (D)	2015 Japan (E)	2016 Japan (F)	2015 South Korea (G)	2016 South Korea (H)	2015 Russia (I)	2016 Russia (J)	2015 India (K)	2016 India (L)	2015 Indon- nesia (M)	2016 Indon- nesia (N)	2015 Nigeria (O)	2016 Nigeria (P)	2015 South Africa (Q)	2016 South Africa (R)	2015 Egypt (S)	2016 Egypt (T)	2015 Colom- bia (U)	2016 Colom- bia (V)	2015 Argen- tina (W)	2016 Argen- tina (X)	2015 Brazil (Y)	2016 Brazil (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
NEW (NET)	-	2882	-	117	-	99	-	86	-	143	-	367	-	132	-	121	-	41	-	60	-	77	-	62	-	179
	-	53% AF	-	64% CBFHR	-	31% E	-	47% GF	-	62% IBFHR	-	62% KBFHR	-	73% MBFHLPRZ	-	63% OBFHR	-	46% QF	-	63% SFHR	-	83% UBFHLPRZ	-	67% WBFHR	-	56% YF
.news	-	1775	-	88	-	55	-	48	-	103	-	248	-	107	-	86	-	32	-	29	-	44	-	28	-	102
	-	33% AF	-	48% CBFHTXZ	-	17% E	-	26% GF	-	45% IBFHTXZ	-	42% KBFHTXZ	-	59% MBFHLPRZ	-	45% OBFHTXZ	-	36% QF	-	30% SF	-	47% UBFHTXZ	-	30% WF	-	32% YF
.online	-	1612	-	57	-	42	-	44	-	94	-	227	-	70	-	76	-	23	-	36	-	53	-	29	-	104
	-	30% AF	-	31% CF	-	13% E	-	24% GF	-	41% IBDFHRZ	-	38% KBFHR	-	39% MBFHR	-	40% OBFHR	-	26% QF	-	38% SFH	-	57% UBFHLPRZ	-	31% WF	-	32% YFH
.website	-	1171	-	37	-	32	-	37	-	33	-	159	-	61	-	42	-	19	-	31	-	48	-	27	-	125
	-	21% AFJ	-	20% CF	-	10% E	-	20% GF	-	14% I	-	27% KBFJ	-	34% MBDFHJPR	-	22% OFJ	-	21% QF	-	32% SBDHFJ	-	52% UBFHLPRZ	-	29% WFJ	-	39% YBDFHLPR
.site	-	1086	-	38	-	31	-	36	-	41	-	168	-	69	-	53	-	15	-	27	-	37	-	20	-	89
	-	20% AF	-	21% CF	-	10% E	-	20% GF	-	18% IF	-	28% KBDHFJR	-	38% MBDFHLPRZ	-	28% OBFJR	-	17% Q	-	28% SBFJ	-	40% UBFHLPRZ	-	22% WF	-	28% YBFHJR
.space	-	819	-	30	-	12	-	22	-	42	-	107	-	32	-	49	-	8	-	10	-	43	-	20	-	55
	-	15% AF	-	16% CF	-	4% E	-	12% GF	-	18% IFR	-	18% KBFJR	-	18% MF	-	26% OBDHJRTZ	-	9% Q	-	10% SF	-	46% UBFHLPRZ	-	22% WFHRT	-	17% YF
.pics	-	592	-	23	-	16	-	14	-	21	-	130	-	25	-	31	-	13	-	11	-	13	-	11	-	27
	-	11% AF	-	13% CF	-	5% E	-	8% G	-	9% I	-	22% KBDHJRTZ	-	14% MF	-	16% OBFHJZ	-	14% QF	-	11% SF	-	14% UF	-	12% WF	-	8% Y
.top	-	573	-	12	-	27	-	18	-	47	-	53	-	19	-	8	-	2	-	8	-	15	-	2	-	23
	-	11% APRXZ	-	7% C	-	9% ERX	-	10% GPRX	-	20% IBFHLPRZ	-	9% KPRX	-	10% MPRX	-	4% O	-	2% S	-	8% S	-	16% UDFLPRXZ	-	2% Y	-	7% Y
CONSISTENT (NET)	2698	2792	103	103	83	117	108	97	158	155	434	337	129	127	94	107	39	35	65	56	83	76	64	53	175	171
	44% E	51% AFR	50% EQ	56% FR	23% E	37% AEQ	53% FR	53% ACEGOQY	62% BDFHLPRZ	67% LACEGOQY	63% BFR	57% ACEGOQY	62% BDFHLPRZ	70% BFR	47% E	56% FR	37% E	39% ACEGOQY	63% FR	58% ACEGOQY	70% UBFHLPRZ	76% AEQY	58% FR	57% E	47% E	53% FR
.email	1750	1719	49	49	48	61	67	52	109	97	278	205	71	64	53	54	21	21	54	43	55	53	44	28	132	118
	28% E	32% AF	24% E	27% E	13% E	19% CEQ	33% F	28% ACEGOQY	43% BDFHLPRZ	42% LACEGOQY	40% DFR	34% CEQ	34% FR	35% FR	26% E	28% F	20% E	23% ACEGMOQY	52% BDFHPRX	45% ACEGMOQY	46% BDFHLPRZ	57% ACEGOQY	40% F	30% F	36% ACEGOQY	37% BDFPR
.link	1484	1463	58	58	47	60	57	67	83	71	235	167	91	75	61	59	23	18	43	39	60	56	58	30	93	99
	24% E	27% AF	28% E	32% FR	13% E	19% E	28% E	37% BFLR	33% AEQY	31% F	34% LAEQY	28% F	44% ACEGMOQY	41% BFJLPRZ	30% AE	31% F	22% E	20% ACEGOQY	42% BFLR	41% ACEGMOQY	50% BDFHLPRZ	60% XACEGMOQY	53% F	32% F	25% E	31% FR
.club	774	852	33	26	17	35	41	33	55	59	125	104	37	41	28	30	5	7	16	12	10	16	9	13	48	43
	13% EQ	16% AFR	16% EQ	14% E	5% E	11% AEQUWY	20% FR	18% AEQUWY	22% BDFHLPRZ	26% AEQUWY	18% FR	17% AEQUWY	18% BDFRTZ	23% EQ	14% EQ	16% E	5% E	8% EQ	16% EQ	13% EQ	8% EQ	17% EQ	8% EQ	14% EQ	13% EQ	13% EQ
.guru	647	646	34	38	10	11	18	12	37	37	175	153	37	26	44	53	16	7	3	5	42	35	8	15	40	22
	11% ES	12% AFHTZ	17% AEGSW	21% BFHRTZ	3% E	3% E	9% E	7% E	16% AES	16% BFHTZ	25% ACEGMOQY	26% BFHJRTXZ	18% AEGSWY	14% FHTZ	22% AEGISWY	28% BFHJRTXZ	15% ES	8% E	3% E	5% E	35% BDFHLPRZ	38% E	7% E	16% E	11% ES	7% ES
.photography	534	587	21	21	11	15	20	20	29	115	93	35	38	15	24	9	8	12	9	16	20	15	14	6	39	49
	9% E	10% AF	10% E	11% F	3% E	5% E	10% E	11% E	14% F	17% ACEGOQY	16% BFX	17% ACEGOQY	21% BDFHJRTXZ	19% E	13% F	9% E	9% E	12% E	9% E	13% E	22% E	14% E	6% E	11% E	15% E	15% BFX
.xyz	309	482	13	20	20	39	14	16	12	27	52	67	17	35	11	20	-	7	4	6	4	8	6	2	19	17
	5% Q	9% AXZ	6% Q	11% XZ	6% Q	12% EBXZ	7% Q	9% X	5% Q	8% IXZ	8% AQ	11% KBXZ	8% AQ	19% BDFHLPRZ	5% Q	10% XZ	-	8% Q	4% Q	6% Q	3% E	9% FZ	5% Q	2% Q	5% Q	5% Q
.realtor	352	306	21	17	3	5	12	5	21	11	80	72	16	8	10	13	6	5	1	2	5	6	4	1	18	4
	6% ES	6% FZ	10% AEGSWY	9% BFHRTXZ	1% E	2% ES	6% ES	3% ES	5% ES	12% FZ	12% AEGISWY	12% BFHJRTXZ	8% ES	4% Z	5% E	7% FXZ	6% E	6% FZ	1% E	2% E	4% E	6% FZ	4% E	1% E	5% ZE	1% E

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q800. Which of the following new gTLDs, if any, have you heard of?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
GEOGRAPHICALLY TARGETED (NET)	360 6%	830 15%	-	21 11% C	-	74 23%	-	37 20%	-	42 18%	-	73 12%	-	26 14%	-	15 8%	-	14 16%	-	19 20%	-	22 24%	-	4 4% W	-	21 7% Y
GEOGRAPHICALLY TARGETED (NEW IN 2016) (SUB-NET)	-	594 11% AXZ	-	21 11% C	-	74 23%	-	37 20%	-	42 18%	-	73 12%	-	26 14%	-	15 8% O	-	14 16%	-	19 20%	-	22 24%	-	4 4% W	-	21 7% Y
.Foshan	-	93 2% AFJLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	74 1% ALZ	-	-	-	74 23% EBDLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	73 1% AFZ	-	-	-	-	-	-	-	-	-	73 12% KBDFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mockba	-	42 1% AL	-	-	-	-	-	-	-	42 18% IBDFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	37 1% AL	-	-	-	-	-	37 20% GBDFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	32 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	26 * A	-	-	-	-	-	-	-	-	-	-	-	26 14% KBDFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	22 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 24% UBDFHLNPRTVXZ	-	-	-	-
.paris	-	21 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	21 * A	-	21 11% CBFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	21 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 7% YBDFHLNPRTVXZ
.cairo	-	19 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 20% SBDFHLNPRTVXZ	-	-	-	-	-	-
.hanoi	-	18 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	16 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	15 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	15 8% OBDFHLNPRTVXZ	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q800. Which of the following new gTLDs, if any, have you heard of?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.toronto	-	15 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	14 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 16%	-	-	-	-	-	-	-	-
.warszawa	-	14 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	12 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	5 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	4 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-
GEOGRAPHICALLY TARGETED (CONSISTENT) (SUB-NET)	360 6%	286 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	124 2%	124 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	105 2% BEIKY	65 1% LZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	46 1% K	53 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	114 2% BCEGKMOY	46 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	29 1% BEKY	41 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	72 1% BEKY	22 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	2 1% BEKY	5 1% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am not aware of any of these	3346 54% BGHMSUW	2061 38% JLNPV	103 50% DIKMSU	58 32% JNV	275 77% FACGROGOSUW	156 50% SOHLNPVTYVZ	96 47% IKU	69 38% JNV	95 38% J	52 23% J	253 37% JNV	195 33% JNV	78 38% N	34 19% PIKMSU	107 53% PIKMSU	58 30% NV	66 63% CGIKMSUW	45 50% BDJLNPVTYVZ	38 37% NV	30 31% NV	36 30% V	12 13% V	46 42% V	27 29% ZIKMSUW	195 53% JNV	120 37% JNV
Sigma	9688 158% BGHMSUW	16694 306% JLNPV	332 161% DIKMSU	592 322% JNV	431 120% FACGROGOSUW	671 213% SOHLNPVTYVZ	325 159% IKU	530 290% JNV	448 177% J	806 349% J	1313 191% JNV	2221 373% JNV	382 185% N	730 403% PIKMSU	329 164% PIKMSU	671 349% NV	146 139% CGIKMSUW	244 271% BDJLNPVTYVZ	171 166% NV	317 330% NV	228 192% V	481 517% V	190 173% V	263 283% ZIKMSUW	584 158% JNV	1018 317% JNV

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

8 Jun 2016  
Table 106

Base: Has Heard Of New Extensions

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2798	3391	103	126	83*	159	108	114	158	179	434	400	129	147	94*	134	39*	45*	65*	66*	83*	81*	64*	66*	175	201
.news	-	980 29% AF	-	56 44% CBFHJTVXZ	-	22 14% E	-	32 28% GF	-	57 32% IF	-	148 37% KBFTXZ	-	74 50% MBFHJLTVXZ	-	53 40% OBFTXZ	-	13 29% QF	-	15 23% S	-	23 28% UF	-	13 20% W	-	51 25% YF
.email	1052 38% BCE	963 28% DF	28 27%	23 18%	18 22%	21 13%	40 37% HE	26 23% F	59 37% E	58 32% DF	189 44% LACEO	123 31% DF	55 43% CEO	47 32% DF	27 29%	31 23% F	12 31%	9 20% ACEOQ	33 51% DFHPR	25 38% E	30 36% BDFHLPRX	36 44% XE	25 39% ZACEGKOQJ	15 23% BDFHLPRX	93 53% BDFHLPRX	78 39%
.online	-	819 24% AF	-	28 22% CF	-	16 10% E	-	22 19% GF	-	45 25% IF	-	128 32% KBDFHT	-	44 30% MFT	-	42 31% OBFHT	-	10 22% QF	-	10 15% S	-	42 52% UBDFHLPRX	-	15 23% WF	-	61 30% YBFTHT
.link	726 26% BI	673 20% I	31 30% FJ	30 24% FJ	17 20%	22 14% I	34 31% BFJL	32 28% I	30 19%	26 15%	106 24% L	69 17% AEIKY	52 40% BFJLPX	47 32% I	30 32% I	28 21%	10 26%	8 18%	19 29% BFJLX	21 32% I	26 31% BFJLPX	27 33% ZACEGKOQJ	33 52% I	11 17% I	51 29% FJL	49 24%
.website	-	580 17% ADFI	-	12 10% C	-	15 9% E	-	13 11% G	-	10 6% I	-	93 23% KBDFHJX	-	43 29% MBDFHJX	-	27 20% ODFI	-	6 13% Q	-	18 27% SBDFHJX	-	32 40% UBDFHLPRX	-	8 12% W	-	64 32% YBDFHLPRX
.site	-	463 14% AFJ	-	18 14% CFJ	-	10 6% E	-	17 15% GFJ	-	11 6% I	-	59 15% KFJ	-	41 28% MBDFHJLR	-	27 20% OBFI	-	6 13% Q	-	13 20% SFJ	-	18 22% UBFI	-	12 18% WFJ	-	42 21% YBFI
.club	337 12% U	355 10% U	13 13% U	9 7%	5 6%	14 9% EUW	19 18% EUW	15 13%	22 14% U	28 16% BDLTXZ	54 12% U	36 9% EUW	21 16% EUW	18 12%	9 10% U	13 10%	2 5%	3 7%	10 15% TUW	3 5%	1 10% U	8 25% U	3 5%	4 6% W	21 12% U	18 9%
.space	-	288 8% AF	-	11 9% CF	-	4 3% E	-	11 10% GF	-	12 7% I	-	31 8% KF	-	15 10% MF	-	17 13% OF	-	4 9% S	-	5 8% S	-	20 25% UBDFHLPRX	-	5 8% W	-	20 10% YF
.guru	284 10% BI	264 8% F	15 15% IS	16 13% BFHTZ	5 6%	3 2%	8 7%	6 5%	8 5%	13 7% F	79 18% AEGISW	66 17% BFHJNRTZ	21 16% NAEGIS	11 7% F	21 22% AEGISW	25 19% BFHJNRTZ	4 10%	2 4%	3 5%	2 3%	18 22% AEGISW	17 21% BFHJNRTZ	4 6%	6 9% F	23 13% ZI	9 4%
.photography	249 9% B	238 7% FP	8 8%	6 5%	4 5%	4 3%	9 8%	10 9% FP	17 11%	14 8% FP	55 13% AE	47 12% BDFPTX	17 13% E	12 8% FP	6 6%	3 2%	4 10%	3 7%	6 9%	1 2%	5 6% AEGISW	6 7% BFHJNRTZ	6 9%	2 3%	15 9% FPT	20 10%
.top	-	234 7% APTIX	-	6 5% C	-	12 8% EPTX	-	6 5% G	-	14 8% IPTX	-	20 5% K	-	9 6% MTX	-	3 2%	-	1 2%	-	-	-	2 2% U	-	-	-	8 4% Y
.xyz	130 5% U	226 7% AX	4 4%	7 6%	4 5% U	11 7% X	8 7% IU	7 6% X	3 2%	8 4%	19 4% X	24 6% X	10 8% IU	29 20% MBDFHLPRX	6 6% U	9 7% X	-	4 9% X	3 5%	6 9% X	-	2 2% U	1 2%	-	14 8% AIU	9 4%
.pics	-	224 7% AD	-	3 2% E	-	9 6% E	-	6 5% G	-	6 3% I	-	61 15% KBDFHLPRX	-	10 7% M	-	10 7% O	-	3 7%	-	3 5%	-	5 6% U	-	2 3%	-	10 5% Y
.realtor	146 5% B	112 3% S	7 7% FHJVZ	7 6% FHJVZ	2 2%	2 1%	5 5%	1 1%	5 3%	2 1%	36 8% AIS	23 6% BFHJVZ	6 5%	5 3%	3 3%	5 4%	1 3% FHJVZ	3 7%	-	2 3%	3 4%	-	1 2%	-	14 8% ZS	3 1%
.wang	70 3% BIKY	59 2% L	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.Foshan	-	41 1% AL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

Base: Has Heard Of New Extensions

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2798	3391	103	126	83*	159	108	114	158	179	434	400	129	147	94*	134	39*	45*	65*	66*	83*	81*	64*	66*	175	201
.delhi	-	30 1% A	-	-	-	-	-	-	-	-	-	30 8% KBDFHJNPVTXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	25 1% A	-	-	-	25 16% EBDFHJNPVTXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	55 2% BK	23 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	20 1% A	-	-	-	-	-	20 18% GBDFHJNPVTXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	70 3% BIKY	18 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mockba	-	17 1% A	-	-	-	-	-	-	-	17 9% IBDFHJNPVTXZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	16 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jakarta	-	14 * A	-	-	-	-	-	-	-	-	-	-	-	14 10% MBDFHJNPVTXZ	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	14 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 17% LBDFHJNPVTXZ	-	-	-	-
.nyc	8 *	14 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	5 *	13 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	11 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 17% SBDFHJNPVTXZ	-	-	-	-	-	-
.rio	-	10 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 5% YBDFHJLNPV
.madrid	-	10 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	9 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	9 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	9 7% OBDFHJLNTXVZ	-	-	-	-	-	-	-	-	-	-
.hanoi	-	7 * A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.

8 Jun 2016  
Table 106

Base: Has Heard Of New Extensions

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2798	3391	103	126	83*	159	108	114	158	179	434	400	129	147	94*	134	39*	45*	65*	66*	83*	81*	64*	66*	175	201
.london	26 1% BK	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	6 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	5 A	-	5 4% CBFHJLNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	5 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.toronto	-	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 7% BDFHJLNPZ	-	-	-	-	-	-	-	-
.roma	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BL	-	-
None of the above	972 35% BKMY	1025 30% NVZ	33 32% M	38 30% N	51 61% ACQKMSWNY	88 55% BDFHJLNPZ	36 33% M	35 31% N	65 41% JKMY	48 27% N	116 27% N	109 27% N	26 20% N	19 13% N	35 37% KMY	46 34% NTVZ	19 49% KMSY	17 38% NTV	19 29% N	13 20% N	29 35% VM	15 19% N	24 38% M	27 41% JLNTVZ	44 25% N	48 24% N
Sigma	4130 148%	7839 231%	139 135%	275 218%	106 128%	278 175%	159 147%	259 227%	209 132%	369 206%	654 151%	1067 267%	208 161%	438 298%	137 146%	348 260%	52 133%	95 211%	93 143%	148 224%	112 135%	267 330%	97 152%	121 183%	275 157%	500 249%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q890. Think about accessing a website with one of the newer domain extensions (the part after the 'dot').  
If the domain name extension in question is descriptive of a service or item, would you expect that all websites using that domain extension have a direct relationship to it?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
I would expect that there is a very clear relationship between the websites and the extensions-for example, bank should only be related to banks	-	3002 55% FH	-	123 67% BFHJT	-	78 25% -	-	53 29% -	-	130 56% FH	-	380 64% BFHJ	-	143 79% BDFHJLRTVZ	-	135 70% BFHJTZ	-	57 63% FH	-	52 54% FH	-	59 63% FH	-	65 70% BFHJT	-	191 60% FH
I would expect there to be some relationship, but it could include sites for entities that are not themselves banks	-	1337 25% DLNPTZ	-	32 17% N	-	107 34% BDJLNPRTVYZ	-	92 50% BDFJLNPRTVYZ	-	55 24% N	-	119 20% N	-	15 8% -	-	31 16% N	-	18 20% N	-	14 15% -	-	17 18% N	-	16 17% N	-	60 19% N
I expect that the extension could be used by just about any company that wanted to-for example, there could be a website called river.bank that might relate to fishing or flood control	-	303 6% -	-	16 9% X	-	24 8% X	-	12 7% X	-	16 7% X	-	42 7% X	-	10 6% -	-	11 6% -	-	3 3% -	-	10 10% BXZ	-	9 10% X	-	1 1% -	-	15 5% -
I don't have any strong expectations, I'll probably just look at search results and figure it out	-	810 15% DLNP	-	13 7% -	-	106 34% BDJLNPRTVYZ	-	26 14% DLNP	-	30 13% -	-	54 9% -	-	13 7% -	-	15 8% -	-	12 13% -	-	20 21% DLNPV	-	8 9% -	-	11 12% -	-	55 17% DLNPV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 108

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Wildanimalphotography.com [ENGLISH]	-	3955	-	145	-	144	-	131	-	177	-	484	-	159	-	159	-	78	-	67	-	55	-	62	-	209
	-	73% FVZ	-	79% FVXZ	-	46% FV	-	72% FV	-	77% FVZ	-	81% BFHTVXZ	-	88% BDFHULTVXZ	-	83% BFHTVXZ	-	87% BFHJTVXZ	-	70% F	-	59% F	-	67% F	-	65% F
Wildanimalphotography.com	-	2708	-	92	-	180	-	133	-	179	-	-	-	148	-	-	-	-	-	54	-	53	-	58	-	237
	-	72% DFTVX	-	50% DFTV	-	57% DFTV	-	73% DFTVX	-	77% DFTVX	-	-	-	82% BDFHTVXZ	-	-	-	-	-	56% F	-	57% F	-	62% F	-	74% DFTVX
Wildanimalphotos.info	-	3470	-	129	-	116	-	119	-	171	-	434	-	149	-	149	-	66	-	62	-	53	-	50	-	187
	-	64% FXZ	-	70% FVXZ	-	37% F	-	65% F	-	74% BFHVXZ	-	73% BFHVXZ	-	82% BDFHULTVXZ	-	78% BFHTVXZ	-	73% FVXZ	-	65% F	-	57% F	-	54% F	-	58% F
Wildanimal.photos	-	3144	-	111	-	115	-	112	-	164	-	377	-	125	-	125	-	54	-	50	-	47	-	42	-	181
	-	58% FX	-	60% FX	-	37% FX	-	61% FX	-	71% BDFHULTVXZ	-	63% BFTVXZ	-	69% BFTVXZ	-	65% BFTVX	-	60% FX	-	52% F	-	51% F	-	45% F	-	56% F
Wildanimal.photography	-	3070	-	119	-	95	-	103	-	161	-	384	-	130	-	121	-	60	-	56	-	52	-	42	-	169
	-	56% FX	-	65% BFXZ	-	30% F	-	56% F	-	70% BFHTVXZ	-	65% BFHXZ	-	72% BFHTVXZ	-	63% FXZ	-	67% BFXZ	-	58% F	-	56% F	-	45% F	-	53% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 109

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Wildanimal.photography	-	1625 30% LN	-	44 24%	-	115 37% BDJLNPR	-	61 33% DLN	-	58 25%	-	150 25% N	-	32 18%	-	53 28% N	-	21 23%	-	31 32% N	-	35 38% DJLNPR	-	39 42% BDJLNPR	-	113 35% BDJLNPR
Wildanimal.photos	-	1591 29% JN	-	52 28% N	-	101 32% JN	-	53 29% N	-	54 23%	-	156 26% N	-	35 19%	-	51 27% N	-	28 31% N	-	37 39% BJLNPR	-	42 45% BDFHJLNPR	-	42 45% BDFHJLNPR	-	109 34% JLN
Wildanimalphotos.info	-	1322 24% LNP	-	43 23% NP	-	106 34% BDJLNPR	-	46 25% LNP	-	50 22% N	-	102 17% N	-	20 11%	-	29 15% N	-	17 19%	-	26 27% LNP	-	33 35% BDJLNPR	-	38 41% BDJLNPR	-	101 31% BJLNPR
Wildanimalphotography.com [ENGLISH]	-	982 18% LN	-	28 15% N	-	72 23% BDLNPR	-	34 19% N	-	45 19% LN	-	80 13% N	-	14 8%	-	29 15% N	-	10 11%	-	26 27% BDLNPR	-	29 31% BDJLNPR	-	25 27% BDLNPR	-	83 26% BDLNPR
Wildanimalphotography.com	-	665 18% N	-	64 35% BFHJNZ	-	64 20% N	-	30 16% N	-	38 16% N	-	-	-	21 12% N	-	-	-	-	-	30 31% BFHJNZ	-	31 33% BFHJNZ	-	29 31% BFHJNZ	-	62 19% N

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812\_1. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 110

1. Wildanimalphotography.com [ENGLISH]

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (A)	2016 Total Consu- mers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3955	-	145	-	144	-	131	-	177	-	484	-	159	-	159	-	78	-	67	-	55	-	62	-	209
	-	73% FVZ	-	79% FVXZ	-	46% FV	-	72% FV	-	77% FVZ	-	81% BFHJTVXZ	-	88% BDFHJTVXZ	-	83% BFHJTVXZ	-	87% BFHJTVXZ	-	70% F	-	59% F	-	67% F	-	65% F
Very likely	-	2531	-	107	-	63	-	70	-	116	-	343	-	111	-	130	-	62	-	51	-	41	-	46	-	133
	-	46% FH	-	58% BFHVZ	-	20% F	-	38% F	-	50% FHZ	-	58% BFHVZ	-	61% BFHJTVXZ	-	68% BFHJTVXZ	-	69% BFHJTVXZ	-	53% FHZ	-	44% F	-	49% F	-	41% F
Somewhat likely	-	1424	-	38	-	81	-	61	-	61	-	141	-	48	-	29	-	16	-	16	-	14	-	16	-	76
	-	26% PTVX	-	21% PV	-	26% PV	-	33% BDFHJTVXZ	-	26% PV	-	24% P	-	27% PV	-	15% P	-	18% P	-	17% P	-	15% P	-	17% P	-	24% P
BOTTOM 2 BOX (NET)	-	982	-	28	-	72	-	34	-	45	-	80	-	14	-	29	-	10	-	26	-	29	-	25	-	83
	-	18% LN	-	15% N	-	23% BDLNPR	-	19% N	-	19% LN	-	13% N	-	8% N	-	15% N	-	11% N	-	27% BDLNPR	-	31% BDHJLNPR	-	27% BDLNPR	-	26% BDLNPR
Somewhat unlikely	-	487	-	14	-	42	-	22	-	18	-	36	-	10	-	11	-	4	-	7	-	4	-	5	-	32
	-	9% L	-	8% BJLNPRVX	-	13% LNPRV	-	12% LNPRV	-	8% LNPRV	-	6% LNPRV	-	6% LNPRV	-	6% LNPRV	-	4% LNPRV	-	7% LNPRV	-	4% LNPRV	-	5% LNPRV	-	10% LNPRV
Very unlikely	-	495	-	14	-	30	-	12	-	27	-	44	-	4	-	18	-	6	-	19	-	25	-	20	-	51
	-	9% N	-	8% N	-	10% N	-	7% N	-	12% LN	-	7% N	-	2% N	-	9% N	-	7% N	-	20% BDFHJLNPR	-	27% BDFHJLNPRZ	-	22% BDFHJLNPR	-	16% BDFHJLNPR
Not sure	-	515	-	11	-	99	-	18	-	9	-	31	-	8	-	4	-	2	-	3	-	9	-	6	-	29
	-	9% JLNPRT	-	6% BDHJLNPRVXZ	-	31% JLNPRT	-	10% JLNPRT	-	4% JLNPRT	-	5% JLNPRT	-	4% JLNPRT	-	2% JLNPRT	-	2% JLNPRT	-	3% JLNPRT	-	10% JLNPRT	-	6% JLNPRT	-	9% JLNPRT
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812\_2. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 111

2. Wildanimal.photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3070	-	119	-	95	-	103	-	161	-	384	-	130	-	121	-	60	-	56	-	52	-	42	-	169
	-	56% FX	-	65% BFXZ	-	30% F	-	56% F	-	70% BFHTV/XZ	-	65% BFHXZ	-	72% BFHTV/XZ	-	63% FXZ	-	67% BFXZ	-	58% F	-	56% F	-	45% F	-	53% F
Very likely	-	1225	-	62	-	31	-	28	-	74	-	185	-	55	-	58	-	29	-	26	-	22	-	18	-	84
	-	22% FH	-	34% BFHX	-	10% F	-	15% BFHX	-	32% BFHX	-	31% BFHX	-	30% BFH	-	30% BFHX	-	32% BFHX	-	27% FH	-	24% F	-	19% F	-	26% FH
Somewhat likely	-	1845	-	57	-	64	-	75	-	87	-	199	-	75	-	63	-	31	-	30	-	30	-	24	-	85
	-	34% FZ	-	31% F	-	20% F	-	41% BDFXZ	-	38% FXZ	-	33% FZ	-	41% BDFLXZ	-	33% F	-	34% F	-	31% F	-	32% F	-	26% F	-	26% F
BOTTOM 2 BOX (NET)	-	1625	-	44	-	115	-	61	-	58	-	150	-	32	-	53	-	21	-	31	-	35	-	39	-	113
	-	30% LN	-	24% BDJLNPR	-	37% DLN	-	33% DLN	-	25% N	-	25% N	-	18% N	-	28% N	-	23% N	-	32% N	-	38% DJLNPR	-	42% BDJLNPR	-	35% BDJLNPR
Somewhat unlikely	-	1039	-	24	-	74	-	49	-	30	-	98	-	25	-	28	-	13	-	17	-	20	-	23	-	53
	-	19% DJ	-	13% BDJLNPRZ	-	23% BDJLNPRZ	-	27% BDJLNPRZ	-	13% N	-	16% N	-	14% N	-	15% N	-	14% N	-	18% N	-	22% N	-	25% DJNPR	-	17% DJNPR
Very unlikely	-	586	-	20	-	41	-	12	-	28	-	52	-	7	-	25	-	8	-	14	-	15	-	16	-	60
	-	11% N	-	11% N	-	13% HLN	-	7% N	-	12% N	-	9% N	-	4% N	-	13% HN	-	9% N	-	15% HN	-	16% HLN	-	17% BHLN	-	19% BDJLNPR
Not sure	-	757	-	21	-	105	-	19	-	12	-	61	-	19	-	18	-	9	-	9	-	6	-	12	-	39
	-	14% JLV	-	11% J	-	33% BDJLNPRZ	-	10% J	-	5% J	-	10% J	-	10% J	-	9% J	-	10% J	-	9% J	-	6% J	-	13% J	-	12% J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812\_3. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 112

3. Wildanimal.photos

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3144	-	111	-	115	-	112	-	164	-	377	-	125	-	125	-	54	-	50	-	47	-	42	-	181
	-	58% FX	-	60% FX	-	37%	-	61% FX	-	71% BDFHJTVXZ	-	63% BFTVXZ	-	69% BFTVXZ	-	65% BFTVX	-	60% FX	-	52% F	-	51% F	-	45%	-	56% F
Very likely	-	1317	-	51	-	44	-	31	-	84	-	190	-	57	-	60	-	21	-	18	-	17	-	19	-	94
	-	24% FH	-	28% FH	-	14%	-	17%	-	36% BFHRTVX	-	32% BFHRTVX	-	31% BFHRTV	-	31% BFHRTV	-	23% F	-	19%	-	18%	-	20%	-	29% BFHRTV
Somewhat likely	-	1827	-	60	-	71	-	81	-	80	-	187	-	68	-	65	-	33	-	32	-	30	-	23	-	87
	-	34% FZ	-	33% F	-	23%	-	44% BDFJLPXZ	-	35% F	-	31% F	-	38% FXZ	-	34% F	-	37% F	-	33% F	-	32%	-	25%	-	27%
BOTTOM 2 BOX (NET)	-	1591	-	52	-	101	-	53	-	54	-	156	-	35	-	51	-	28	-	37	-	42	-	42	-	109
	-	29% JN	-	28% N	-	32% JN	-	29% N	-	23%	-	26%	-	19%	-	27%	-	31% N	-	39% BJLNP	-	45% BDFHJLNPZ	-	45% BDFHJLNPZ	-	34% JLN
Somewhat unlikely	-	1007	-	33	-	64	-	44	-	32	-	94	-	28	-	25	-	21	-	23	-	19	-	25	-	49
	-	18% P	-	18%	-	20% P	-	24% BJLNPZ	-	14%	-	16%	-	15%	-	13%	-	23% JP	-	24% JLPZ	-	20%	-	27%	-	15%
Very unlikely	-	584	-	19	-	37	-	9	-	22	-	62	-	7	-	26	-	7	-	14	-	23	-	17	-	60
	-	11% HN	-	10% N	-	12% HN	-	5% N	-	10% N	-	10% HN	-	4% HN	-	14% HN	-	8% HN	-	15% HN	-	25% BDFHJLNPZ	-	18% BHJLNR	-	19% BDFHJLNR
Not sure	-	717	-	21	-	99	-	18	-	13	-	62	-	21	-	16	-	8	-	9	-	4	-	9	-	31
	-	13% JLPV	-	11% J	-	31% BDFHJLNPZ	-	10% J	-	6% J	-	10% J	-	12% JV	-	8% J	-	9%	-	9%	-	4%	-	10%	-	10%
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812\_4. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 113

4. Wildanimalphotos.info

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	5452	**-	184	**-	315	**-	183	**-	231	**-	595	**-	181	**-	192	**-	90*	**-	96*	**-	93*	**-	93*	**-	321
TOP 2 BOX (NET)	-	3470	-	129	-	116	-	119	-	171	-	434	-	149	-	149	-	66	-	62	-	53	-	50	-	187
	-	64%	-	70%	-	37%	-	65%	-	74%	-	73%	-	82%	-	78%	-	73%	-	65%	-	57%	-	54%	-	58%
		FXZ		FVXZ				F		BFHVXZ		BFHVXZ		BFHVXZ		BFHTVXZ		FVXZ		F		F		F		F
Very likely	-	1504	-	69	-	41	-	36	-	82	-	241	-	69	-	102	-	28	-	32	-	32	-	23	-	87
	-	28%	-	38%	-	13%	-	20%	-	35%	-	41%	-	38%	-	53%	-	31%	-	33%	-	34%	-	25%	-	27%
	-	FH	-	BFHXZ	-		-	F	-	BFHZ	-	BFHXZ	-	BFHXZ	-	BFHXZ	-	FH	-	FH	-	FH	-	F	-	F
Somewhat likely	-	1966	-	60	-	75	-	83	-	89	-	193	-	80	-	47	-	38	-	30	-	21	-	27	-	100
	-	36%	-	33%	-	24%	-	45%	-	39%	-	32%	-	44%	-	24%	-	42%	-	31%	-	23%	-	29%	-	31%
	-	FPV	-	F	-		-	BFHLPVXZ	-	FPV	-	FP	-	BFHLPVXZ	-		-	FPV	-		-		-		-	F
BOTTOM 2 BOX (NET)	-	1322	-	43	-	106	-	46	-	50	-	102	-	20	-	29	-	17	-	26	-	33	-	38	-	101
	-	24%	-	23%	-	34%	-	25%	-	22%	-	17%	-	11%	-	15%	-	19%	-	27%	-	35%	-	41%	-	31%
	-	LNP	-	NP	-	BDHJLNPR	-	LNP	-	N	-	N	-	N	-		-		-	LNP	-	BDJLNPR	-	BDHJLNPR	-	BJLNPR
Somewhat unlikely	-	856	-	26	-	66	-	36	-	31	-	68	-	17	-	15	-	13	-	16	-	18	-	17	-	56
	-	16%	-	14%	-	21%	-	20%	-	13%	-	11%	-	9%	-	8%	-	14%	-	17%	-	19%	-	18%	-	17%
	-	LNP	-		-	BJLNPR	-	LNP	-		-		-		-		-		-	P	-	LNP	-	NP	-	LNP
Very unlikely	-	466	-	17	-	40	-	10	-	19	-	34	-	3	-	14	-	4	-	10	-	15	-	21	-	45
	-	9%	-	9%	-	13%	-	5%	-	8%	-	6%	-	2%	-	7%	-	4%	-	10%	-	16%	-	23%	-	14%
	-	LN	-	N	-	BHJLNPR	-		-	N	-	N	-	N	-	N	-		-	N	-	BHJLNPR	-	BDHJLNPR	-	BHJLNPR
Not sure	-	660	-	12	-	93	-	18	-	10	-	59	-	12	-	14	-	7	-	8	-	7	-	5	-	33
	-	12%	-	7%	-	30%	-	10%	-	4%	-	10%	-	7%	-	7%	-	8%	-	8%	-	8%	-	5%	-	10%
	-	DJNXPX	-		-	BDHJLNPR	-	J	-		-	J	-		-		-		-		-		-		-	J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q812\_5. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites?

8 Jun 2016  
Table 114

5. Wildanimalphotography.com

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	3753	-**	184	-**	315	-**	183	-**	231	-**	-**	-**	181	-**	-**	-**	-**	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2708	-	92	-	180	-	133	-	179	-	-	-	148	-	-	-	-	-	54	-	53	-	58	-	237
	-	72%	-	50%	-	57%	-	73%	-	77%	-	-	-	82%	-	-	-	-	-	56%	-	57%	-	62%	-	74%
		DFTVX						DFTV		DFTVX				BDFHTVXZ												DFTVX
Very likely	-	1779	-	52	-	98	-	67	-	128	-	-	-	109	-	-	-	-	-	36	-	49	-	50	-	182
	-	47%	-	28%	-	31%	-	37%	-	55%	-	-	-	60%	-	-	-	-	-	38%	-	53%	-	54%	-	57%
		DFHT						BDFHT		BDFHT				BDFHT												BDFHT
Somewhat likely	-	929	-	40	-	82	-	66	-	51	-	-	-	39	-	-	-	-	-	18	-	4	-	8	-	55
	-	25%	-	22%	-	26%	-	36%	-	22%	-	-	-	22%	-	-	-	-	-	19%	-	4%	-	9%	-	17%
		VXZ				VXZ		BDFJNTVXZ		VX				VX						VX						VX
BOTTOM 2 BOX (NET)	-	665	-	64	-	64	-	30	-	38	-	-	-	21	-	-	-	-	-	30	-	31	-	29	-	62
	-	18%	-	35%	-	20%	-	16%	-	16%	-	-	-	12%	-	-	-	-	-	31%	-	33%	-	31%	-	19%
		N		BFHJNZ		N														BFHJNZ		BFHJNZ		BFHJNZ		N
Somewhat unlikely	-	332	-	27	-	36	-	21	-	12	-	-	-	15	-	-	-	-	-	15	-	9	-	9	-	24
	-	9%	-	15%	-	11%	-	11%	-	5%	-	-	-	8%	-	-	-	-	-	16%	-	10%	-	10%	-	7%
		J		BJZ		J		J												BJZ						
Very unlikely	-	333	-	37	-	28	-	9	-	26	-	-	-	6	-	-	-	-	-	15	-	22	-	20	-	38
	-	9%	-	20%	-	9%	-	5%	-	11%	-	-	-	3%	-	-	-	-	-	16%	-	24%	-	22%	-	12%
		N		BFHJNZ		N		HN												BHN		BFHJNZ		BFHJNZ		HN
Not sure	-	380	-	28	-	71	-	20	-	14	-	-	-	12	-	-	-	-	-	12	-	9	-	6	-	22
	-	10%	-	15%	-	23%	-	11%	-	6%	-	-	-	7%	-	-	-	-	-	13%	-	10%	-	6%	-	7%
		JZ		BJNXZ		BDHJNTVXZ																				
Sigma	-	3753	-	184	-	315	-	183	-	231	-	-	-	181	-	-	-	-	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	-	-	100%	-	-	-	-	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following?

8 Jun 2016  
Table 115

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Digitalcameras.com	-	4344	-	146	-	165	-	152	-	189	-	505	-	173	-	168	-	75	-	71	-	64	-	67	-	246
		80%		79%		52%		83%		82%		85%		96%		88%		83%		74%		69%		72%		77%
		FV		F				FVX		FV		BFTVXZ		BDFHLEFRTVXZ		BDFTVXZ		FV		F		F		F		F
Digitalcameras	-	3900	-	149	-	173	-	141	-	204	-	506	-	160	-	157	-	71	-	68	-	61	-	61	-	247
		78%		81%		55%		77%		88%		85%		88%		82%		79%		71%		66%		66%		77%
		FVX		FVX				FVX		BDFHRTVXZ		BFHRTVXZ		BFHRTVXZ		FTVX		FVX		F						FVX
Digitalcameras.shop	-	3368	-	121	-	115	-	106	-	171	-	404	-	139	-	148	-	66	-	54	-	52	-	54	-	201
		62%		66%		37%		58%		74%		68%		77%		77%		73%		56%		56%		58%		63%
		F		F				F		BFHRTVXZ		BFHRTV		BDFHLEFRTVXZ		BDFHLEFRTVXZ		BFHRTVX		F		F		F		F
Digital.cameras	-	2792	-	92	-	85	-	81	-	151	-	355	-	114	-	110	-	55	-	43	-	48	-	36	-	159
		51%		50%		27%		44%		65%		60%		63%		57%		61%		45%		52%		39%		50%
		FX		F				F		BDFHRTVXZ		BDFHTXZ		BDFHTXZ		FHTX		FHTX		F		F		F		F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016  
Table 116

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Digital.cameras	-	1903 35% LN	-	67 36% N	-	130 41% BJLNP	-	83 45% BJLNP	-	71 31% NP	-	174 29% P	-	47 26% P	-	56 29% P	-	29 32% P	-	41 43% JLNP	-	40 43% JLNP	-	41 44% JLNP	-	128 40% JLNP
Digitalcameras.shop	-	1432 26% LNP	-	43 23% P	-	106 34% BDJLNP	-	62 34% BDJLNP	-	54 23% NP	-	132 22% P	-	28 15% P	-	29 15% P	-	19 21% P	-	35 36% BDJLNP	-	33 35% BDJLNP	-	27 29% NP	-	86 27% NP
Digitalcameras	-	657 13% JLN	-	25 14% L	-	62 20% BJLN	-	26 14% LN	-	20 9% LN	-	48 8% LN	-	14 8% LN	-	25 13% L	-	14 16% LN	-	21 22% BJLN	-	27 29% BDJLNP	-	26 28% BDJLNP	-	53 17% JLN
Digitalcameras.com	-	696 13% LN	-	26 14% N	-	67 21% BDHLNP	-	17 9% N	-	35 15% LN	-	55 9% N	-	5 3% N	-	18 9% N	-	12 13% N	-	22 23% BHLNP	-	24 26% BDJLNP	-	21 23% BHLNP	-	57 18% BHLNP

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1\_1. And if you were looking to buy a new camera, how likely would you be to visit each of the following?  
1. Digitalcameras.com

8 Jun 2016  
Table 117

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4344	-	146	-	165	-	152	-	189	-	505	-	173	-	168	-	75	-	71	-	64	-	67	-	246
	-	80% FV	-	79% F	-	52% F	-	83% FVX	-	82% FV	-	85% BFTVXZ	-	96% BDFHJLPRTVXZ	-	88% BDFTVXZ	-	83% FV	-	74% F	-	69% F	-	72% F	-	77% F
Very likely	-	2955	-	112	-	88	-	86	-	133	-	376	-	135	-	144	-	58	-	59	-	51	-	59	-	191
	-	54% FH	-	61% FH	-	28% F	-	47% F	-	58% FH	-	63% BFH	-	75% BDFHJLTVXZ	-	75% BDFHJLTVXZ	-	64% BFH	-	61% FH	-	55% F	-	63% FH	-	60% BFH
Somewhat likely	-	1389	-	34	-	77	-	66	-	56	-	129	-	38	-	24	-	17	-	12	-	13	-	8	-	55
	-	25% DLPTVXZ	-	18% X	-	24% PTVXZ	-	36% BDFHJLPRTVXZ	-	24% PTVXZ	-	22% PTX	-	21% PX	-	13% X	-	19% X	-	13% X	-	14% X	-	9% X	-	17% X
BOTTOM 2 BOX (NET)	-	696	-	26	-	67	-	17	-	35	-	55	-	5	-	18	-	12	-	22	-	24	-	21	-	57
	-	13% LN	-	14% N	-	21% BDHLNP	-	9% N	-	15% LN	-	9% N	-	3% N	-	9% N	-	13% N	-	23% BHLNP	-	26% BDFHJLNP	-	23% BHLNP	-	18% BHLNP
Somewhat unlikely	-	351	-	15	-	43	-	11	-	17	-	37	-	3	-	10	-	4	-	5	-	3	-	4	-	20
	-	6% N	-	8% N	-	14% BHLNPRTVXZ	-	6% N	-	7% N	-	6% N	-	2% N	-	5% N	-	4% N	-	5% N	-	3% N	-	4% N	-	6% N
Very unlikely	-	345	-	11	-	24	-	6	-	18	-	18	-	2	-	8	-	8	-	17	-	21	-	17	-	37
	-	6% LN	-	6% N	-	8% LN	-	3% N	-	8% LN	-	3% N	-	1% N	-	4% N	-	9% HLN	-	18% BDFHJLNP	-	23% BDFHJLNP	-	18% BDFHJLNP	-	12% BDHLNP
Not sure	-	412	-	12	-	83	-	14	-	7	-	35	-	3	-	6	-	3	-	3	-	5	-	5	-	18
	-	8% JNP	-	7% N	-	26% BDFHJLNP	-	8% JN	-	3% N	-	6% N	-	2% N	-	3% N	-	3% N	-	3% N	-	5% N	-	5% N	-	6% N
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1\_2. And if you were looking to buy a new camera, how likely would you be to visit each of the following?  
2. Digital cameras

8 Jun 2016  
Table 118

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2792	-	92	-	85	-	81	-	151	-	355	-	114	-	110	-	55	-	43	-	48	-	36	-	159
	-	51% FX	-	50% F	-	27% F	-	44% F	-	65% BDFHTVXZ	-	60% BDFHTXZ	-	63% BDFHTXZ	-	57% FHTX	-	61% FHTX	-	45% F	-	52% F	-	39% F	-	50% F
Very likely	-	988	-	33	-	29	-	24	-	59	-	144	-	43	-	53	-	14	-	19	-	17	-	10	-	68
	-	18% F	-	18% F	-	9% F	-	13% F	-	26% BFHX	-	24% BFHX	-	24% BFHX	-	28% BDFHRX	-	16% F	-	20% F	-	18% F	-	11% F	-	21% FHX
Somewhat likely	-	1804	-	59	-	56	-	57	-	92	-	211	-	71	-	57	-	41	-	24	-	31	-	26	-	91
	-	33% F	-	32% F	-	18% F	-	31% F	-	40% BFPTXZ	-	35% FTZ	-	39% FTZ	-	30% F	-	46% BDFHPTXZ	-	25% F	-	33% F	-	28% F	-	28% F
BOTTOM 2 BOX (NET)	-	1903	-	67	-	130	-	83	-	71	-	174	-	47	-	56	-	29	-	41	-	40	-	41	-	128
	-	35% LN	-	36% N	-	41% BJLNP	-	45% BJLNP	-	31% B	-	29% B	-	26% B	-	29% B	-	32% B	-	43% JLNP	-	43% JLNP	-	44% JLNP	-	40% JLNP
Somewhat unlikely	-	1253	-	46	-	85	-	65	-	47	-	112	-	38	-	33	-	20	-	26	-	23	-	24	-	65
	-	23% L	-	25% LPZ	-	27% LPZ	-	36% BDFJLNP	-	20% B	-	19% B	-	21% B	-	17% B	-	22% B	-	27% B	-	25% B	-	26% B	-	20% B
Very unlikely	-	650	-	21	-	45	-	18	-	24	-	62	-	9	-	23	-	9	-	15	-	17	-	17	-	63
	-	12% N	-	11% N	-	14% N	-	10% N	-	10% N	-	10% N	-	5% N	-	12% N	-	10% N	-	16% N	-	18% HLN	-	18% HLN	-	20% BDHJLNP
Not sure	-	757	-	25	-	100	-	19	-	9	-	66	-	20	-	26	-	6	-	12	-	5	-	16	-	34
	-	14% JLRV	-	14% JV	-	32% BDHJLNP	-	10% J	-	4% J	-	11% J	-	11% J	-	14% JV	-	7% JV	-	13% J	-	5% JRV	-	17% JRV	-	11% J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1\_3. And if you were looking to buy a new camera, how likely would you be to visit each of the following?  
3. Digitalcameras.shop

8 Jun 2016  
Table 119

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3368	-	121	-	115	-	106	-	171	-	404	-	139	-	148	-	66	-	54	-	52	-	54	-	201
	-	62% F	-	66% F	-	37%	-	58% F	-	74% BFHTV/XZ	-	68% BFHTV	-	77% BDFHDTV/XZ	-	77% BDFHDTV/XZ	-	73% BFHTV/X	-	56% F	-	56% F	-	58% F	-	63% F
Very likely	-	1496	-	74	-	44	-	36	-	83	-	183	-	64	-	94	-	32	-	26	-	27	-	33	-	106
	-	27% FH	-	40% BFHLT	-	14%	-	20% BFH	-	36% BFH	-	31% FH	-	35% BFH	-	49% BFHJLNRTV/XZ	-	36% FH	-	27% F	-	29% F	-	35% FH	-	33% BFH
Somewhat likely	-	1872	-	47	-	71	-	70	-	88	-	221	-	75	-	54	-	34	-	28	-	25	-	21	-	95
	-	34% DFX	-	26% DFX	-	23% DFX	-	38% DFPXZ	-	38% DFPXZ	-	37% DFPXZ	-	41% BDFPVT/XZ	-	28% DFX	-	38% DFX	-	29% DFX	-	27% DFX	-	23% DFX	-	30% F
BOTTOM 2 BOX (NET)	-	1432	-	43	-	106	-	62	-	54	-	132	-	28	-	29	-	19	-	35	-	33	-	27	-	86
	-	26% LNP	-	23% P	-	34% BDJLNPR	-	34% BDJLNPR	-	23% NP	-	22% P	-	15% P	-	15% P	-	21% P	-	36% BDJLNPR	-	35% BDJLNPR	-	29% NP	-	27% NP
Somewhat unlikely	-	925	-	23	-	69	-	52	-	31	-	83	-	22	-	19	-	10	-	22	-	14	-	15	-	49
	-	17% LP	-	13% BDJLNPRZ	-	22% BDJLNPRZ	-	28% BDJLNPRV/XZ	-	13% BDJLNPRV/XZ	-	14% BDJLNPRV/XZ	-	12% BDJLNPRV/XZ	-	10% BDJLNPRV/XZ	-	11% BDJLNPRV/XZ	-	23% BDJLNPRV/XZ	-	15% BDJLNPRV/XZ	-	16% BDJLNPRV/XZ	-	15% BDJLNPRV/XZ
Very unlikely	-	507	-	20	-	37	-	10	-	23	-	49	-	6	-	10	-	9	-	13	-	19	-	12	-	37
	-	9% NP	-	11% NP	-	12% HNP	-	5% N	-	10% N	-	8% N	-	3% N	-	5% N	-	10% N	-	14% HNP	-	20% BDFHJLNPRZ	-	13% HNP	-	12% HNP
Not sure	-	652	-	20	-	94	-	15	-	6	-	59	-	14	-	15	-	5	-	7	-	8	-	12	-	34
	-	12% J	-	11% J	-	30% BDJLNPRV/XZ	-	8% J	-	3% J	-	10% J	-	8% J	-	8% J	-	6% J	-	7% J	-	9% J	-	13% J	-	11% J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826X1\_4. And if you were looking to buy a new camera, how likely would you be to visit each of the following?  
4. Digitalcameras

8 Jun 2016  
Table 120

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3900	-	149	-	173	-	141	-	204	-	506	-	160	-	157	-	71	-	68	-	61	-	61	-	247
	-	78% FVX	-	81% FVX	-	55% FVX	-	77% FVX	-	88% BDFHRTVXZ	-	85% BFHRTVXZ	-	88% BFHRTVXZ	-	82% FTVX	-	79% FVX	-	71% F	-	66% F	-	66% F	-	77% FVX
Very likely	-	2388	-	103	-	79	-	63	-	138	-	310	-	106	-	112	-	40	-	38	-	40	-	43	-	175
	-	48% FH	-	56% BFHRTV	-	25% F	-	34% BFHRTVX	-	60% BFHRTV	-	52% BFHRTV	-	59% BFHRTV	-	58% BFHRTV	-	44% F	-	40% F	-	43% F	-	46% F	-	55% BFHRTV
Somewhat likely	-	1512	-	46	-	94	-	78	-	66	-	196	-	54	-	45	-	31	-	30	-	21	-	18	-	72
	-	30% PXZ	-	25% XZ	-	30% XZ	-	43% BDFJLNPVXZ	-	29% DPVXZ	-	33% DPVXZ	-	30% XZ	-	23% XZ	-	34% XZ	-	31% XZ	-	23% XZ	-	19% XZ	-	22% XZ
BOTTOM 2 BOX (NET)	-	657	-	25	-	62	-	26	-	20	-	48	-	14	-	25	-	14	-	21	-	27	-	26	-	53
	-	13% JLN	-	14% L	-	20% BJLN	-	14% LN	-	9% LN	-	8% LN	-	8% LN	-	13% L	-	16% LN	-	22% BJLN	-	29% BDFJLNPVXZ	-	28% BDFJLNPVXZ	-	17% JLN
Somewhat unlikely	-	357	-	14	-	40	-	18	-	10	-	26	-	12	-	12	-	7	-	11	-	12	-	9	-	22
	-	7% L	-	8% BJLNPZ	-	13% JL	-	10% JL	-	4% JL	-	4% JL	-	7% JL	-	6% JL	-	8% JL	-	11% JL	-	13% BJL	-	10% L	-	7% L
Very unlikely	-	300	-	11	-	22	-	8	-	10	-	22	-	2	-	13	-	7	-	10	-	15	-	17	-	31
	-	6% LN	-	6% N	-	7% LN	-	4% J	-	4% J	-	4% J	-	1% J	-	7% N	-	8% N	-	10% JLN	-	16% BDFJLNPVXZ	-	18% BDFJLNPVXZ	-	10% BHJLN
Not sure	-	434	-	10	-	80	-	16	-	7	-	41	-	7	-	10	-	5	-	7	-	5	-	6	-	21
	-	9% JN	-	5% BDFJLNPVXZ	-	25% J	-	9% J	-	3% J	-	7% J	-	4% J	-	5% J	-	6% J	-	7% J	-	5% J	-	6% J	-	7% J
Sigma	-	4991	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q828. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?  
How likely would you be to visit each of the following?

8 Jun 2016  
Table 121

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
berlin.com	-	4402	-	152	-	179	-	154	-	199	-	500	-	162	-	161	-	74	-	76	-	70	-	73	-	249
	-	81% F	-	83% F	-	57%	-	84% F	-	86% BFVZ	-	84% BFVZ	-	90% BFTVXZ	-	84% F	-	82% F	-	79% F	-	75% F	-	78% F	-	78% F
berlin.info	-	3948	-	144	-	128	-	125	-	196	-	493	-	162	-	165	-	69	-	67	-	70	-	64	-	208
	-	72% FZ	-	78% FHZ	-	41%	-	68% F	-	85% BFHTVXZ	-	83% BFHTXZ	-	90% BDFHRTVXZ	-	86% BFHTVXZ	-	77% FZ	-	70% F	-	75% F	-	69% F	-	65% F
info.berlin	-	3269	-	118	-	105	-	103	-	166	-	402	-	127	-	146	-	64	-	58	-	48	-	61	-	181
	-	60% F	-	64% FV	-	33%	-	56% F	-	72% BFHTVZ	-	68% BFHVZ	-	70% BFHVZ	-	76% BDFHRTVZ	-	71% BFHVZ	-	60% F	-	52% F	-	66% F	-	56% F
berlin.de	-	2918	-	84	-	77	-	86	-	149	-	341	-	107	-	95	-	52	-	55	-	46	-	29	-	130
	-	54% DFXZ	-	46% FX	-	24%	-	47% FX	-	65% BDFHPVXZ	-	57% BDFHXZ	-	59% DFHXZ	-	49% FXZ	-	58% FXZ	-	57% FXZ	-	49% FX	-	31% FX	-	40% F

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q828. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?  
How likely would you be to visit each of the following?

8 Jun 2016  
Table 122

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
berlin.de	-	1762 32% L	-	68 37% L	-	134 43% BJLNT	-	79 43% BJLNT	-	70 30% -	-	154 26% -	-	54 30% -	-	72 38% L	-	32 36% -	-	29 30% -	-	37 40% L	-	52 56% BDJLNPRTV	-	148 46% BDJLNT
info.berlin	-	1481 27% LNP	-	43 23% -	-	111 35% BDJLNPR	-	63 34% BDJLNP	-	54 23% -	-	128 22% -	-	33 18% -	-	34 18% -	-	21 23% -	-	25 26% -	-	39 42% BDJLNPRTX	-	24 26% BDJLNPRTX	-	101 31% JLNP
berlin.info	-	969 18% JLNP	-	28 15% N	-	93 30% BDJLNPR	-	42 23% JLNP	-	26 11% -	-	60 10% -	-	11 6% -	-	17 9% -	-	16 18% LNP	-	21 22% JLNP	-	20 22% JLNP	-	24 26% BDJLNP	-	88 27% BDJLNP
berlin.com	-	654 12% L	-	22 12% -	-	55 17% BHJLN	-	14 8% -	-	26 11% -	-	55 9% -	-	14 8% -	-	22 11% -	-	13 14% -	-	17 18% HLN	-	18 19% BHLN	-	16 17% HLN	-	55 17% BHLN

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q828\_1. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?  
How likely would you be to visit each of the following?

8 Jun 2016  
Table 123

1. berlin.com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4402 81% F	-	152 83% F	-	179 57% F	-	154 84% F	-	199 86% BFVZ	-	500 84% BFVZ	-	162 90% BFTVXZ	-	161 84% F	-	74 82% F	-	76 79% F	-	70 75% F	-	73 78% F	-	249 78% F
Very likely	-	3012 55% F	-	110 60% F	-	83 26% F	-	105 57% F	-	151 65% BFL	-	344 58% F	-	123 68% BFHL	-	125 65% BF	-	55 61% F	-	62 65% F	-	60 65% F	-	55 59% F	-	195 61% BF
Somewhat likely	-	1390 25% PTVZ	-	42 23% V	-	96 30% BJNPPTVXZ	-	49 27% TVZ	-	48 21% V	-	156 26% PTVZ	-	39 22% V	-	36 19% F	-	19 21% F	-	14 15% F	-	10 11% F	-	18 19% F	-	54 17% F
BOTTOM 2 BOX (NET)	-	654 12% L	-	22 12% F	-	55 17% BHJLN	-	14 8% F	-	26 11% F	-	55 9% F	-	14 8% F	-	22 11% F	-	13 14% F	-	17 18% HLN	-	18 19% BHLN	-	16 17% HLN	-	55 17% BHLN
Somewhat unlikely	-	345 6% F	-	10 5% F	-	33 10% BLPXZ	-	10 5% F	-	14 6% F	-	32 5% F	-	10 6% F	-	8 4% F	-	6 7% F	-	6 6% F	-	5 5% F	-	3 3% F	-	16 5% F
Very unlikely	-	309 6% HLN	-	12 7% HN	-	22 7% HLN	-	4 2% F	-	12 5% F	-	23 4% F	-	4 2% F	-	14 7% HN	-	7 8% HN	-	11 11% BHJLN	-	13 14% BDFHJLN	-	13 14% BDFHJLN	-	39 12% BDFHJLN
Not sure	-	396 7% JN	-	10 5% F	-	81 26% BJNPPTVXZ	-	15 8% JN	-	6 3% F	-	40 7% JN	-	5 3% F	-	9 5% F	-	3 3% F	-	3 3% F	-	5 5% F	-	4 4% F	-	17 5% F
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q828\_2. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?  
How likely would you be to visit each of the following?

8 Jun 2016  
Table 124

2. berlin.de

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2918	-	84	-	77	-	86	-	149	-	341	-	107	-	95	-	52	-	55	-	46	-	29	-	130
		54%		46%		24%		47%		65%		57%		59%		49%		52%		57%		49%		31%		40%
Very likely	-	1399	-	31	-	35	-	27	-	86	-	138	-	51	-	50	-	26	-	21	-	20	-	15	-	60
	-	26%	-	17%	-	11%	-	15%	-	37%	-	23%	-	28%	-	26%	-	29%	-	22%	-	22%	-	16%	-	19%
		DFHXZ								BDFHLPVXZ		DFH		DFHXZ		DFH		DFHXZ		F		F		F		F
Somewhat likely	-	1519	-	53	-	42	-	59	-	63	-	203	-	56	-	45	-	26	-	34	-	26	-	14	-	70
	-	28%	-	29%	-	13%	-	32%	-	27%	-	34%	-	31%	-	23%	-	29%	-	35%	-	28%	-	15%	-	22%
		FXZ		FX				FXZ		FX		BFPXZ		FXZ		F		FX		FPXZ		FX				
BOTTOM 2 BOX (NET)	-	1762	-	68	-	134	-	79	-	70	-	154	-	54	-	72	-	32	-	29	-	37	-	52	-	148
	-	32%	-	37%	-	43%	-	43%	-	30%	-	26%	-	30%	-	38%	-	36%	-	30%	-	40%	-	56%	-	46%
		L		L		BJLNT		BJLNT								L									BDJLNT	
Somewhat unlikely	-	1127	-	42	-	83	-	60	-	49	-	101	-	46	-	39	-	16	-	17	-	22	-	29	-	70
	-	21%	-	23%	-	26%	-	33%	-	21%	-	17%	-	25%	-	20%	-	18%	-	18%	-	24%	-	31%	-	22%
		L		BL				BDJLPRTZ								L								BLPRT		
Very unlikely	-	635	-	26	-	51	-	19	-	21	-	53	-	8	-	33	-	16	-	12	-	15	-	23	-	78
	-	12%	-	14%	-	16%	-	10%	-	9%	-	9%	-	4%	-	17%	-	18%	-	13%	-	16%	-	25%	-	24%
		LN		LN		BJLN		N				N				BJLN		JLN		N		LN				
Not sure	-	772	-	32	-	104	-	18	-	12	-	100	-	20	-	25	-	6	-	12	-	10	-	12	-	43
	-	14%	-	17%	-	33%	-	10%	-	5%	-	17%	-	11%	-	13%	-	7%	-	13%	-	11%	-	13%	-	13%
		JR		HJR				BDJLNPRTVXZ				HJR		J		J		J		J		J		J		J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q828\_3. And, what if you were looking for information about Berlin, Germany or thinking about travelling there?  
How likely would you be to visit each of the following?

8 Jun 2016  
Table 125

3. berlin.info

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3948 72% FZ	-	144 78% FHZ	-	128 41%	-	125 68% F	-	196 85% BFHTVXZ	-	493 83% BFHTXZ	-	162 90% BDPRLTVXZ	-	165 86% BFHTVXZ	-	69 77% FZ	-	67 70% F	-	70 75% F	-	64 69% F	-	208 65% F
Very likely	-	2065 38% FH	-	97 53% BFHZ	-	48 15%	-	56 31% F	-	122 53% BFHZ	-	309 52% BFHZ	-	94 52% BFHZ	-	128 67% BDPRLNRTVXZ	-	38 42% F	-	47 49% BFH	-	41 44% FH	-	42 45% FH	-	125 39% F
Somewhat likely	-	1883 35% DFLPTXZ	-	47 26% F	-	80 25%	-	69 38% DFPTXZ	-	74 32% PT	-	184 31% PT	-	68 38% DFPTXZ	-	37 19% PT	-	31 34% PT	-	20 21% P	-	29 31% P	-	22 24%	-	83 26%
BOTTOM 2 BOX (NET)	-	969 18% JLNP	-	28 15% N	-	93 30% BDJLNP	-	42 23% JLNP	-	26 11% JLNP	-	60 10% JLNP	-	11 6% JLNP	-	17 9% JLNP	-	16 18% LNP	-	21 22% JLNP	-	20 22% JLNP	-	24 26% BDJLNP	-	88 27% BDJLNP
Somewhat unlikely	-	610 11% JLNP	-	14 8% BDJLNPX	-	56 18% BDJLNPX	-	34 19% BDJLNPX	-	13 6% BDJLNPX	-	36 6% BDJLNPX	-	6 3% BDJLNPX	-	8 4% BDJLNPX	-	10 11% NP	-	12 13% JLNP	-	10 11% NP	-	8 9% BDJLNP	-	53 17% BDJLNP
Very unlikely	-	359 7% LN	-	14 8% LN	-	37 12% BHJLNP	-	8 4% BHJLNP	-	13 6% BHJLNP	-	24 4% BHJLNP	-	5 3% BHJLNP	-	9 5% BHJLNP	-	6 7% LN	-	9 9% LN	-	10 11% HLN	-	16 17% BDJLNP	-	35 11% BHJLNP
Not sure	-	535 10% JLNPV	-	12 7% BDJLNPRTVXZ	-	94 30% J	-	16 9% J	-	9 4% J	-	42 7% J	-	8 4% J	-	10 5% J	-	5 6% J	-	8 8% J	-	3 3% J	-	5 5% J	-	25 8% J
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

4. info.berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321
TOP 2 BOX (NET)	-	3269 60% F	-	118 64% F	-	105 33%	-	103 56% F	-	166 72% F	-	402 68% F	-	127 70% F	-	146 76% F	-	64 71% F	-	58 60% F	-	48 52% F	-	61 66% F	-	181 56% F
Very likely	-	1463 27% FH	-	64 35% BFH	-	33 10%	-	31 17% F	-	78 34% BFH	-	178 30% FH	-	60 33% FH	-	107 56% BFH	-	33 37% BFH	-	27 28% FH	-	30 32% FH	-	37 40% BFH	-	98 31% FH
Somewhat likely	-	1806 33% FPVZ	-	54 29% P	-	72 23%	-	72 39% DFPVXZ	-	88 38% FPVXZ	-	224 38% BDFPVXZ	-	67 37% FPVZ	-	39 20% FPV	-	31 34% FPV	-	31 32% PV	-	18 19% PV	-	24 26% PV	-	83 26% PV
BOTTOM 2 BOX (NET)	-	1481 27% LNP	-	43 23%	-	111 35% BDJLNP	-	63 34% BDJLNP	-	54 23% BDJLNP	-	128 22% BDJLNP	-	33 18% BDJLNP	-	34 18% BDJLNP	-	21 23% BDJLNP	-	25 26% BDJLNP	-	39 42% BDJLNP	-	24 26% BDJLNP	-	101 31% BDJLNP
Somewhat unlikely	-	914 17% DLPX	-	20 11%	-	69 22% BDJLNPTX	-	49 27% BDJLNPTX	-	32 14% BDJLNPTX	-	77 13% BDJLNPTX	-	24 13% BDJLNPTX	-	20 10% BDJLNPTX	-	12 13% BDJLNPTX	-	12 13% BDJLNPTX	-	23 25% BDJLNPTX	-	6 6% BDJLNPTX	-	53 17% BDJLNPTX
Very unlikely	-	567 10% N	-	23 13% N	-	42 13% LNP	-	14 8% LNP	-	22 10% LNP	-	51 9% LNP	-	9 5% LNP	-	14 7% LNP	-	9 10% LNP	-	13 14% N	-	16 17% BHLNP	-	18 19% BHLNP	-	48 15% BHLNP
Not sure	-	702 13% JPR	-	23 13% JP	-	99 31% BDJLNPRTVZ	-	17 9% BDJLNPRTVZ	-	11 5% BDJLNPRTVZ	-	65 11% BDJLNPRTVZ	-	21 12% BDJLNPRTVZ	-	12 6% BDJLNPRTVZ	-	5 6% BDJLNPRTVZ	-	13 14% JP	-	6 6% JP	-	8 9% JP	-	39 12% JP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q880. If you were conducting an internet search for information on a topic, how much attention do you pay to the domain extension (e.g. .com or .info)?

8 Jun 2016  
Table 127

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
I don't pay much attention, I just look at the search result/link	-	1581 29% L	-	56 30%	-	117 37% BHLZ	-	50 27%	-	96 42% BDHLNRZ	-	141 24%	-	56 31%	-	71 37% BHLZ	-	24 27%	-	31 32%	-	28 30%	-	35 38% L	-	90 28%
I only go to sites with domain extensions I am familiar with	-	1862 34% FJPTX	-	62 34% JPT	-	85 27% JP	-	84 46% BDFJPTX	-	40 17%	-	237 40% BFJPTX	-	70 39% FJPTX	-	35 18%	-	27 30% JP	-	19 20%	-	33 35% JPT	-	21 23%	-	127 40% BFJPTX
I look at the search results and decide based on other information I see	-	2009 37% H	-	66 36%	-	113 36% H	-	49 27%	-	95 41% HNZ	-	217 36% H	-	55 30%	-	86 45% BFHLNZ	-	39 43% HN	-	46 48% BFHLNZ	-	32 34%	-	37 40% H	-	104 32%
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 128

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
One that seems most relevant to my needs	-	1756 32% AJ	-	78 42% CBFHJLTZX	-	95 30% EJ	-	47 26% GJ	-	39 17% I	-	187 31% KJ	-	66 36% MHJ	-	66 34% OJ	-	32 36% QJ	-	29 30% SJ	-	32 34% UJ	-	23 25% W	-	91 28% YJ
Has a well-known extension	2850 46% B	1708 31% D	89 43% D	56 30% FKS	181 51% F	104 33% HACKSY	109 53% HACKSY	64 35% JACKSY	135 53% JACKSY	90 39% BL	298 43% L	168 28% NACEISY	130 63% NACEISY	56 31% PACCEIKSWY	131 65% PACCEIKSWY	69 36% L RACKSY	61 58% L RACKSY	26 29% L RACKSY	39 38% L RACKSY	32 33% VACKSY	68 57% VACKSY	29 31% XS	57 52% XS	35 38% XS	162 44% XS	123 38% BL
Reasonable price	2215 36% BGMQUW	852 16% H	95 46% DMEQKMOQUW	26 14% FGMOUW	133 37% FGMOUW	51 16% H	57 28% H	19 10% JOUW	86 34% JOUW	53 23% IDPHLNPVZX	237 34% LOUW	93 16% N	58 28% N	24 13% P	50 25% P	22 11% P	30 29% P	15 17% TGMQUW	44 43% TGMQUW	20 21% HP	25 21% V	10 11% V	24 22% V	11 12% ZGMOQUW	145 39% ZGMOQUW	47 15% ZGMOQUW
One that is close to the one I wanted and is available to register	-	842 15% AD	-	16 9% C	-	42 13% E	-	45 25% GBOFJLNPRTZX	-	37 16% ID	-	103 17% KD	-	27 15% M	-	31 16% OD	-	11 12% Q	-	12 13% S	-	16 17% UD	-	21 23% WDF	-	46 14% Y
Has a new extension	412 7% BEOQ	216 4% D	7 3% D	7 4% D	9 3% D	15 5% HCEMOQ	19 9% HCEMOQ	6 3% EQ	19 8% EQ	8 3% LACEMOQU	81 12% BJPZ	43 7% BJPZ	9 4% BJPZ	7 4% P	6 3% P	4 2% P	2 2% P	2 2% TACEMOQU	15 15% TACEMOQU	3 3% TACEMOQU	6 5% TACEMOQU	5 5% CEOQ	11 10% CEOQ	3 3% ZCEMOQ	33 9% ZCEMOQ	11 3% ZCEMOQ
All of my other preferred gTLDs are unavailable	486 8% B	-	10 5% D	-	26 7% F	-	16 8% H	-	12 5% J	-	62 9% LIMO	-	9 4% N	-	9 4% P	-	10 10% R	-	4 4% R	-	15 13% VCIMOSY	-	13 12% XCIMOS	-	25 7% Z	-
Other	181 3% BIKM	78 1% L	5 2% I	1 1% LP	9 3% LP	8 3% LP	3 1% LP	2 1% LP	1 1% LP	4 2% L	9 1% L	1 1% L	1 1% L	1 1% P	5 2% P	-	2 2% BDLNPTXZ	4 4% BDLNPTXZ	1 1% BDLNPTXZ	-	5 4% IKM	1 1% XIKMY	5 5% XIKMY	-	5 1% XIKMY	3 1% XIKMY
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 129

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.jakarta	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	-
.news	-	3879 71% FZ	-	159 86% BFHJRTVXZ	-	160 51%	-	122 67% F	-	170 74% FXZ	-	483 81% BFHJTVXZ	-	172 95% BFHJRTVXZ	-	161 84% BFHJTVXZ	-	68 76% FZ	-	69 72% F	-	62 67% F	-	58 62%	-	202 63% F
.berlin	159 64%	153 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.toronto	-	118 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.capetown	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 63%	-	-	-	-	-	-	-	-
.bogota	-	58 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 62%	-	-	-	-
.seoul	-	114 62%	-	-	-	-	-	114 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.email	3851 63% EQ	3396 62% F	119 58% E	107 58% F	131 37%	120 38%	118 58% E	105 57% F	179 71% ACEGQ	150 65% F	512 75% ACEGOQVY	427 72% BDFHPRXZ	169 82% ACEGKOQSBVY	142 78% BDFHPRXZ	129 64% EQ	123 64% F	55 52% E	50 56% F	73 71% CEGQ	68 71% DFHRZ	75 63% E	68 73% BDFHRZ	75 68% EQ	57 61% F	234 63% EQ	191 60% F
.hanoi	-	56 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cairo	-	57 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 59%	-	-	-	-	-	-
.online	-	3227 59% FHZ	-	101 55% F	-	122 39%	-	82 45%	-	146 63% FHZ	-	425 71% BDFHJRXZ	-	148 82% BDFHJRTVXZ	-	148 77% BDFHJRTXZ	-	49 54% F	-	60 63% FH	-	64 69% DFHRZ	-	55 59% FH	-	166 52% F
.istanbul	-	56 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	350 59%	-	-	-	-	-	-	-	-	-	350 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	108 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	108 56%	-	-	-	-	-	-	-	-	-	-
.Foshan	-	553 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 129

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- (18+)	2016 Total Consum- (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.mockba	-	128 55%	-	-	-	-	-	-	-	128 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.photography	3223 52% EGU	3006 55% AFHXZ	126 61% AEGIOSU	107 58% FHX	106 30%	110 35%	72 35%	72 39%	130 51% EG	128 55% FHX	437 64% AEGIOSUWY	405 68% BDFHJTXZ	176 85% ACEGKQOSUWY	142 78% BDFHJRTVXZ	101 50% EG	118 61% OFHXZ	58 55% EG	55 61% FHX	46 45% E	53 55% FHX	51 43% E	56 60% UFHX	57 52% XEG	32 34% EGSU	209 56% FHX	159 50% FHX
.website	-	3003 55% FHJ	-	102 55% F	-	113 36%	-	84 46% F	-	108 47% F	-	398 67% BDFHJRX	-	139 77% BDFHJRTVXZ	-	121 63% BFHJ	-	49 54% F	-	56 58% FH	-	66 71% BDFHJRX	-	50 54% F	-	194 60% BFHJ
.link	3463 56% BE	2954 54% FHR	118 57% E	117 64% BFHJRZ	120 34%	109 35%	103 50% E	80 44% F	136 54% E	111 48% F	456 66% ACEGIQY	392 66% BFHJRZ	177 86% ACEGKQOSUWY	144 80% BDFHJRTVXZ	122 61% EG	121 63% BFHJRZ	53 50% E	39 43% AEGIQ	69 67% BFHJRZ	67 70% BFHJRZ	74 62% EG	55 59% FHR	73 66% AEGIQ	58 62% FHRZ	215 58% E	163 51% F
.site	-	2784 51% FJ	-	103 56% FHJ	-	108 34%	-	81 44% F	-	93 40% F	-	385 65% BDFHJPRXZ	-	145 80% BDFHJRTVXZ	-	106 55% FHJ	-	47 52% F	-	55 57% FHJ	-	56 60% FHJ	-	45 48% F	-	162 50% FJ
.warszawa	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	495 46%	90 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	155 49%	-	-	-	155 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	585 53%	489 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	43 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	270 54% B	214 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	83 45%	-	83 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.space	-	2458 45% FHJX	-	81 44% FHX	-	76 24%	-	56 31%	-	82 35% F	-	350 59% BDFHJRTVXZ	-	134 74% BDFHJRTVXZ	-	113 59% BDFHJRTVXZ	-	37 41% F	-	42 44% FH	-	50 54% FHJX	-	29 31% F	-	142 44% FHJX
.pics	-	2452 45% FHJXZ	-	86 47% FHJXZ	-	82 26%	-	56 31%	-	77 33% F	-	391 66% BDFHJRTVXZ	-	135 75% BDFHJRTVXZ	-	116 60% BDFHJRTVXZ	-	45 50% FHJXZ	-	50 52% FHJXZ	-	34 37% F	-	23 25% F	-	103 32% F
.club	2999 49% BEGQU	2377 44% FX	113 55% DEGQUW	80 43% F	114 32%	85 27%	73 36%	68 37% F	130 51% EGQU	102 44% FX	402 59% AEGIOSUWY	324 54% BDFHJRTVXZ	160 77% ACEGKQOSUWY	130 72% BDFHJRTVXZ	101 50% EGQU	102 53% BFHVRXZ	39 37%	33 37%	46 45% EU	42 44% F	30 25%	36 39% UF	46 42% U	30 32% ZEGQU	192 52% F	128 40% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 129

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.xn-55qx5d (Chinese for company)	632 57% B	416 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	624 56% B	410 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.top	-	2122 39% FHXZ	-	60 33% X	-	88 28% X	-	48 26% X	-	92 40% FHXZ	-	278 47% BDFHVRVXZ	-	123 68% BDFHVRVXZ	-	88 46% BDFHVRVXZ	-	32 36% X	-	40 42% FHXZ	-	29 31% X	-	12 13% X	-	94 29% X
.realtor	2612 43% BEGISUW	2106 39% FHXZ	95 46% EGISUW	77 42% FHXZ	96 27% F	54 17% X	50 25% X	39 21% X	90 36% EGSU	76 33% FHXZ	364 53% AEGQGSUW	310 52% BDFHVRVXZ	126 61% ACEGQGSUW	99 55% BDFHVRVXZ	97 48% EGISUW	100 52% BDFHVRVXZ	44 42% EGSUW	44 49% BFHJVXZ	25 24% FHXZ	35 36% FHXZ	28 24% X	22 24% X	30 27% X	8 9% ZEGISUW	163 44% ZEGISUW	89 28% FX
.guadalajara	-	71 39% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	113 35% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 35% X
.guru	2551 42% BEGSW	1919 35% FHXZ	93 45% EGQSW	70 38% FHXZ	94 26% F	56 18% X	55 27% X	44 24% JEGSW	108 43% JEGSW	75 32% FX	423 62% LACEGQGSUW	334 56% BDFHVRVXZ	158 76% ACEGQGSUW	127 70% BDFHVRVXZ	99 49% AEGQGSUW	94 49% BDFHVRVXZ	35 33% FHXZ	36 40% FHXZ	31 30% X	33 34% FX	45 38% EG	42 45% BFHJVXZ	30 27% X	17 18% ZEGSW	154 42% ZEGSW	84 26% F
.cordoba	-	31 33% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 33% X	-	-
.xyz	2178 35% BCEGQUW	1551 28% FHXZ	58 28% U	41 22% X	93 26% F	56 18% X	45 22% X	35 19% X	78 31% GU	57 25% X	330 48% LACEGQGSUW	226 38% BDFHVRVXZ	110 53% ACEGQGSUW	100 55% BDFHVRVXZ	65 32% GU	73 38% BDFHVRVXZ	23 22% X	24 27% X	28 27% FHXZ	30 31% FHXZ	21 18% X	22 24% X	29 26% X	8 9% ZACEGQGSUW	150 41% ZACEGQGSUW	72 22% X
.ovh	71 28% B	32 14% X	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.ovh	179 72%	196 86% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xyz	3966 65% KMY	3901 72% ALNP	148 72% AKMY	143 78% LNP	265 74% AKMY	259 82% EBLNPT	159 78% AIKMOY	148 81% BLNPT	175 69% KMY	174 75% LNP	357 52% KN	369 62% KN	97 47% KN	81 45% KN	136 68% KM	119 62% N	82 78% AKMY	66 73% LN	75 73% KMY	66 69% N	98 82% ACIKMOY	71 76% LNP	81 74% AKMY	85 91% BDJLNPTVZ	220 59% KM	249 78% YBLNP
.cordoba	-	62 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 67%	-	-
.guru	3593 58% KMO	3533 65% ALNPV	113 55% KM	114 62% LNP	264 74% EBLNPT	259 82% EBLNPTVZ	149 73% ACIKMOY	139 76% BDJLNPTV	145 57% KM	156 68% ILNPV	264 38% M	261 44% KN	49 24% KN	54 30% KN	102 51% KM	98 51% N	70 67% CKMO	54 60% LN	72 70% ACIKMOY	63 66% LNP	74 62% KMO	51 55% LNP	80 73% ACIKMOY	76 82% BDJLNPTVZ	216 58% KM	237 74% YBDJLNPTV
.rio	-	208 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	208 65%
.guadalajara	-	113 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.realtor	3532 57% KM	3346 61% ALNPR	111 54% M	107 58% LNP	262 73% ACIKMOY	261 83% EBJLNPTVZ	154 75% ACIKMOY	144 79% BDJLNPT	163 64% ACKMOY	155 67% LNPR	323 47% M	285 48% M	81 39% M	82 45% M	104 52% M	92 48% N	61 58% KM	46 51% LN	78 76% ACIKMOY	61 64% LNP	91 76% ACIKMOY	71 76% BDJLNPR	80 73% ACKMOY	85 91% YBDJLNPTVZ	207 56% KM	232 72% YBDJLNPR
.top	-	3330 61% LNP	-	124 67% LNP	-	227 72% BJLNPT	-	135 74% BJLNPT	-	139 60% N	-	317 53% N	-	58 32% N	-	104 54% N	-	58 64% LN	-	56 58% N	-	64 69% LNP	-	81 87% BDJLNPTVZ	-	227 71% BJLNPT
.xn-ses554g (Chinese for network address)	486 44%	586 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	478 43%	580 58% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.club	3145 51% KM	3075 56% ALNP	93 45% M	104 57% CLN	244 68% ACIKMOY	230 73% BDJLNPTVZ	131 64% ACIKMOY	115 63% LNP	123 49% M	129 56% LN	285 41% M	271 46% N	47 23% N	51 28% N	100 50% KM	90 47% N	66 63% ACIKMOY	57 63% LNP	57 55% KM	54 56% N	89 75% VACKMOY	57 61% LNP	64 58% CKM	63 68% BJLNPT	178 48% KM	193 60% YLNPT
.pics	-	3000 55% LNP	-	98 53% LNP	-	233 74% BDJLNPTVZ	-	127 69% BDJLNPT	-	154 67% BDJLNPT	-	204 34% N	-	46 25% N	-	76 40% N	-	45 50% LN	-	46 48% LN	-	59 63% LNPT	-	70 75% BDJLNPT	-	218 68% BDJLNPT
.space	-	2994 55% LNP	-	103 56% LNP	-	239 76% BDJLNPTVZ	-	127 69% BDJLNPTVZ	-	149 65% BLNPVZ	-	245 41% N	-	47 26% N	-	79 41% N	-	53 59% LNP	-	54 56% LNP	-	43 46% N	-	64 69% BDJLNPTVZ	-	179 56% LNP
.manilla	-	101 55%	-	101 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	232 46%	247 54% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	47 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 130

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.wang	525 47%	507 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	92 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	160 51%	-	-	-	160 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	591 54%	90 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.site	-	2668 49% LN	-	81 44% LN	-	207 66% DLNPTV	-	102 56% DLNPTV	-	138 60% DLNPTV	-	210 35% N	-	36 20% N	-	86 45% LN	-	43 48% LN	-	41 43% N	-	37 40% N	-	48 52% LN	-	159 50% LN
.link	2681 44% KMSW	2498 46% ADLNPT	88 43% KM	67 36% ACIKMOGSUWY	238 66% BDJLNPTVXZ	206 65% KMOSUW	101 50% BDJLNPTVX	103 56% BDJLNPTVX	117 46% KMSW	120 52% DLNPTX	231 34% M	203 34% N	30 14% N	37 20% N	79 39% M	71 37% N	52 50% KMSW	51 57% BDJLNPTVX	34 33% M	29 30% N	45 38% M	38 41% N	37 34% M	35 38% N	155 42% KM	158 49% DLNPTX
.website	-	2449 45% LNPVZ	-	82 45% LNV	-	202 64% BDJLNPTVXZ	-	99 54% BLNPTVZ	-	123 53% BLNPTVZ	-	197 33% N	-	42 23% N	-	71 37% N	-	41 46% LNV	-	40 42% N	-	27 29% N	-	43 46% LNV	-	127 40% N
.photography	2921 48% BCKM	2446 45% LN	80 39% M	77 42% LN	252 70% ACIKMOGSUWY	205 65% BDJLNPTVXZ	132 65% ACIKMOGSUWY	111 61% BDJLNPTVXZ	123 49% CKM	103 45% LN	250 36% M	190 32% N	31 15% N	39 22% N	100 50% PCKM	74 39% N	47 45% M	35 39% N	57 55% CKMY	43 45% LN	68 57% VACKMY	37 40% N	53 48% KM	61 66% WBDJLNPTVZ	161 44% KM	162 50% BLNP
.mockba	-	103 45%	-	-	-	-	-	-	-	103 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.Foshan	-	443 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.abuja	-	84 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	84 44%	-	-	-	-	-	-	-	-	-	-
.delhi	-	245 41%	-	-	-	-	-	-	-	-	-	245 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.online	-	2225 41% LNP	-	83 45% LNPV	-	193 61% BDJLNPTVXZ	-	101 55% BDJLNPTVX	-	85 37% LNP	-	170 29% N	-	33 18% N	-	44 23% N	-	41 46% LNPV	-	36 38% NP	-	29 31% N	-	38 41% LNP	-	155 48% BJLNPTV
.cairo	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 41%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 130

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
.hanoi	-	37 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.email	2293 37% IKM	2056 38% LNV	87 42% IKMS	77 42% LNTV	227 63% ACQRMOSUWVY	195 62% SEHULNPRVTYZ	86 42% IKMS	78 43% LNTV	74 29% M	81 35% N	175 25% M	168 28% N	38 18% N	39 22% N	72 36% KM	69 36% LN	50 48% AIKMSOSWVY	40 44% LNTV	30 29% M	28 29% N	44 37% KM	25 27% N	35 32% M	36 39% LN	136 37% KM	130 40% LNTV
.seoul	-	69 38%	-	-	-	-	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.bogota	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 38%	-	-	-	-
.capetown	-	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 37%	-	-	-	-	-	-	-	-
.madrid	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.toronto	-	63 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	91 36%	75 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.news	-	1573 29% DLNP	-	25 14% N	-	155 49% BDJLNPRTYZ	-	61 33% DLNP	-	61 26% DLNP	-	112 19% N	-	9 5% N	-	31 16% N	-	22 24% DN	-	27 28% DLNP	-	31 33% DLNP	-	35 38% DJLNP	-	119 37% BDJLNP
.jakarta	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_1. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 131

1. .email

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3851 EQ 63%	3396 F 62%	119 E 58%	107 F 58%	131 37%	120 38%	118 E 58%	105 F 57%	179 ACEGQ 71%	150 F 65%	512 75%	427 BDFHPRXZ 72%	169 ACEGKOOSUWY 82%	142 BDFHJPRXZ 78%	129 EQ 64%	123 F 64%	55 E 52%	50 F 56%	73 CEGQ 71%	68 DFHRZ 71%	75 E 63%	68 BDFHRZ 73%	75 EQ 68%	57 F 61%	234 EQ 63%	191 F 60%
Very trustworthy	894 E 15%	981 AFHR 18%	32 E 16%	40 FHRX 22%	6 2%	15 E 5%	21 E 10%	14 E 8%	43 EG 17%	45 FHR 19%	201 ACEGKOOSUWY 29%	182 BDFHJPRXZ 31%	62 ACEGKOOSUWY 30%	56 BDFHJPRXZ 31%	33 E 16%	40 FHR 21%	14 E 13%	8 9%	33 ACEGKOOSUWY 32%	23 FHRX 24%	21 E 18%	27 BFHRX 29%	18 E 16%	11 F 12%	58 E 16%	65 FHR 20%
Somewhat trustworthy	2957 BE 48%	2415 DF 44%	87 E 42%	67 F 36%	125 35%	105 33%	97 E 48%	91 DFLZ 50%	136 CEKQS 54%	105 F 45%	311 E 45%	245 F 41%	107 EQS 52%	86 DF 48%	96 E 48%	83 F 43%	41 39%	42 F 47%	40 ACEGKOOSUWY 39%	45 FHRX 47%	54 E 45%	41 44%	57 E 52%	46 DF 49%	176 ZE 48%	126 39%
BOTTOM 2 BOX (NET)	2293 IKM 37%	2056 LNV 38%	87 IKMS 42%	77 LNTV 42%	227 63%	195 62%	86 42%	78 43%	74 29%	81 N 35%	175 M 25%	168 M 28%	38 18%	39 22%	72 KM 36%	69 LN 36%	50 AIKMOSUWY 48%	40 LNTV 44%	30 M 29%	28 M 29%	44 KM 37%	25 27%	35 M 32%	36 LN 39%	136 KM 37%	130 LNTV 40%
Not very trustworthy	1649 IKM 27%	1596 ALNTV 29%	67 IKMSWY 33%	58 LNTV 32%	180 50%	159 50%	67 33%	70 38%	52 21%	57 25%	122 18%	128 22%	33 16%	36 20%	48 24%	55 29%	31 KM 30%	29 LNTV 32%	18 18%	19 19%	27 23%	18 19%	24 22%	26 28%	92 KM 25%	93 LNT 29%
Not at all trustworthy	644 BKM 10%	460 HN 8%	20 M 10%	19 HN 10%	47 KM 13%	36 HLN 11%	19 M 9%	8 4%	22 M 9%	24 HN 10%	53 M 8%	40 N 7%	5 2%	3 2%	24 M 12%	14 N 7%	19 ACGIKM 18%	11 HN 12%	11 M 11%	10 N 10%	17 KM 14%	7 N 8%	11 M 10%	10 HN 11%	44 KM 12%	37 BHLN 12%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_2. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 132

2. .photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3223 52% EGU	3006 55% AFHXZ	126 61% AEGIOSU	107 58% FHX	106 30% 30%	110 35% 35%	72 35% 35%	72 39% 39%	130 51% EG	128 55% FHX	437 64% AEGIOSUWY	405 68% BDFHJTXZ	176 85% ACEGKMOOSUWY	142 78% BDFHJLPRTVXZ	101 50% EG	118 61% OFHXZ	58 55% EG	55 61% FHX	46 45% E	53 55% FHX	51 43% E	56 60% UFHX	57 52% XEG	32 34% EGSU	209 56% EGSU	159 50% FHX
Very trustworthy	470 8% E	602 11% AFHX	16 8% E	27 15% CFHX	4 1% 1%	10 3% 3%	9 4% E	12 7% 7%	27 11% EG	21 9% F	120 17% ACEGKMOOSUWY	140 24% KBDFHJLPRTVXZ	33 16% ACEGKMOOSUWY	49 27% MBDFHJLPRTVXZ	16 8% E	27 14% FHX	13 12% EG	8 9% F	7 7% E	10 10% F	6 5% UFX	12 13% UFX	9 8% E	4 4% E	32 9% E	30 9% F
Somewhat trustworthy	2753 45% EG	2404 44% FHX	110 53% AEGIOSU	80 43% FHX	102 28% 28%	100 32% 32%	63 31% 31%	60 33% 33%	103 41% EG	107 46% FHX	317 46% EG	265 45% FHX	143 69% NACEGKMOOSUWY	93 51% BFHXZ	85 42% EG	91 47% FHX	45 43% EG	47 52% FHXZ	39 38% FHX	43 45% FHX	45 38% FHX	44 47% FHX	48 44% XEG	28 30% 30%	177 48% ZEG	129 40% F
BOTTOM 2 BOX (NET)	2921 48% BCKM	2446 45% LN	80 39% M	77 42% LN	252 70% ACKMOOSUWY	205 65% BDJLNPRTVZ	132 65% ACKMOQWY	111 61% BDJLNPRTVZ	123 49% CKM	103 45% LN	250 36% M	190 32% N	31 15% 15%	39 22% 22%	100 50% PCKM	74 39% N	47 45% M	35 39% N	57 55% CKMY	43 45% LN	68 57% VACKMY	37 40% N	53 48% KM	61 66% WBDJLNPRTVZ	161 44% KM	162 50% BLNP
Not very trustworthy	2149 35% CKMY	1907 35% LN	57 28% M	61 33% LN	205 57% ACKMOOSUWY	170 54% BDJLNPRTVZ	99 49% ACKMOQWY	96 52% BDJLNPRTVZ	88 35% KM	69 30% N	186 27% M	142 24% 24%	27 13% 13%	35 19% 19%	75 37% CKM	62 32% LN	30 29% M	26 29% CKMQY	44 43% CKMQY	32 33% LN	42 35% M	27 29% 29%	38 35% WBDJLNPRTVZ	46 49% M	111 30% M	112 35% LN
Not at all trustworthy	772 13% BKM	539 10% N	23 11% M	16 9% N	47 13% M	35 11% N	33 16% HKM	15 8% N	35 14% KM	34 15% BHLNP	64 9% M	48 8% N	4 2% 2%	4 2% 2%	25 12% PM	12 6% 6%	17 16% KM	9 10% N	13 13% M	11 11% N	26 22% VACEKMOY	10 11% N	15 14% M	15 16% BHLNP	50 14% KM	50 16% BDHLNP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_3. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 133

3. .link

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3463 56% BE	2954 54% FHR	118 57% E	117 64% BFHJRZ	120 34% E	109 35% E	103 50% E	80 44% F	136 54% E	111 48% F	456 66% ACEGIOY	392 66% BFHJRZ	177 86% ACEGIOY	144 80% BFHJRZ	122 61% EG	121 63% BFHJRZ	53 50% E	39 43% E	69 67% AEGIQ	67 70% BFHJRZ	74 62% EG	55 59% FHR	73 66% AEGIQ	58 62% FHJRZ	215 58% E	163 51% F
Very trustworthy	587 10% E	659 12% AFJ	15 7% E	27 15% CFJR	5 1% E	11 3% E	14 7% E	15 8% F	26 10% E	14 6% ACEGIOY	133 19% BDFHJRZ	128 22% ACEGIOY	48 23% BDFHJRZ	53 29% BDFHJRZ	25 12% E	39 20% OBFHJRZ	9 9% E	5 6% ACEGIOY	25 24% FJ	13 14% ACEGIOY	21 18% BDFHJRZ	24 26% BDFHJRZ	16 15% CEG	11 12% F	32 9% E	35 11% FJ
Somewhat trustworthy	2876 47% BE	2295 42% F	103 50% E	90 49% FHVZ	115 32% E	98 31% E	89 44% E	65 36% E	110 43% E	97 42% F	323 47% E	264 44% FHV	129 62% NACEGIOY	91 50% BFHVZ	97 48% E	82 43% F	44 42% E	34 38% E	44 43% E	54 56% BFHJRZ	53 45% E	31 33% E	57 52% E	47 51% FHV	183 49% ZE	128 40% F
BOTTOM 2 BOX (NET)	2681 44% KMSW	2498 46% ADLNPT	88 43% KM	67 36% N	238 66% BDLNPTVXZ	206 65% KMOSUW	101 50% BDLNPTVX	103 56% KMSW	117 46% DLNPTX	120 52% M	231 34% M	203 34% N	30 14% N	37 20% N	79 39% M	71 37% N	52 50% KMSW	51 57% BDLNPTVX	34 33% M	29 30% M	45 38% M	38 41% N	37 34% M	35 38% N	155 42% KM	158 49% DLNPTX
Not very trustworthy	1931 31% KM	1884 35% ADLNT	65 32% KM	48 26% N	197 55% BDLNPTVXZ	169 54% AKMOSUWY	80 39% BDLNPTVXZ	86 47% KMOU	90 36% N	75 32% N	159 23% M	158 27% N	24 12% N	34 19% M	53 26% M	56 29% N	34 32% KM	36 40% DLNPTX	28 27% M	23 24% M	28 24% M	29 31% M	29 26% M	24 26% M	106 29% KM	104 32% N
Not at all trustworthy	750 12% MS	614 11% LN	23 11% M	19 10% N	41 11% LN	37 12% LN	21 10% M	17 9% N	27 11% M	45 19% IBDFHJRZ	72 10% M	45 8% N	6 3% N	3 2% N	26 13% M	15 8% N	18 17% KMSW	15 17% LNPT	6 6% N	6 6% N	17 14% MS	9 10% N	8 7% N	11 12% N	49 13% MS	54 17% BDHJLNPT
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_4. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 134

4. .guru

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines (18+)	2016 Phili- ppines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2551 42%	1919 35%	93 45%	70 38%	94 26%	56 18%	55 27%	44 24%	108 43%	75 32%	423 62%	334 56%	158 76%	127 70%	99 49%	94 49%	35 33%	36 40%	31 30%	33 34%	45 38%	42 45%	30 27%	17 18%	154 42%	84 26%
Very trustworthy	367 6% E	361 7% FHJZ	14 7% E	19 10% BFHJZ	1 * F	5 2% F	9 4% E	4 2% E	20 8% JE	7 3% LACEGQGSUWY	108 16% BFHJRTXZ	96 16% BFHJRTXZ	25 12% AEGQY	29 16% BFHJRTXZ	16 8% E	19 10% FHJRTZ	3 3% E	2 2% FHJZ	6 6% E	3 3% E	8 7% E	16 17% UBFHJRTXZ	6 5% E	4 4% E	25 7% ZE	10 3% F
Somewhat trustworthy	2184 36% BEGSW	1558 29% FHJZ	79 38% DEGSW	51 28% FX	93 26% F	51 16% F	46 23% F	40 22% EGW	88 35% EGW	68 29% LACEGQGSUWY	315 46% BFHJRTXZ	238 40% BFHJRTXZ	133 64% NACEGQGSUWY	98 54% BFHJRTXZ	83 41% EGSW	75 39% BDFHJXZ	32 30% FHJZ	34 38% FHJZ	25 24% FHJZ	30 31% FX	37 31% FX	26 28% FX	24 22% FX	13 14% ZEGSW	129 35% ZEGSW	74 23% F
BOTTOM 2 BOX (NET)	3593 58%	3533 65%	113 55%	114 62%	264 74%	259 82%	149 73%	139 76%	145 57%	156 68%	264 38% M	261 44% KN	49 24% KN	54 30% KN	102 51% KM	98 51% CKMO	70 67% CKMO	54 60% LN	72 70% ACIKMOY	63 66% LNP	74 62% KMO	51 55% LN	80 73% ACIKMOY	76 82% BDJLNPRV	216 58% KM	237 74% YBDJLNPRV
Not very trustworthy	2440 40% KMO	2424 44% ALN	89 43% KMO	87 47% LN	206 58% LN	203 64% LN	111 54% LN	104 57% LN	105 42% KMO	94 41% LN	192 28% M	194 33% N	43 21% N	45 25% N	62 31% M	77 40% N	43 41% KM	36 40% AIKMOUY	56 54% LN	43 45% LN	42 35% M	36 39% N	47 43% KMO	34 37% N	131 35% KM	134 42% LN
Not at all trustworthy	1153 19% CKM	1109 20% ALNP	24 12% M	27 15% N	58 16% KM	56 18% LNP	38 19% CKM	35 19% LNP	40 16% KM	62 27% IBDFLNPRV	72 10% M	67 11% N	6 3% N	9 5% N	40 20% PCKM	21 11% N	27 26% CEIKM	18 20% LNP	16 16% M	20 21% LNP	32 27% ACEIKMS	15 16% N	33 30% ACEIKMS	42 45% YBDJLNPRV	85 23% ACEIKM	103 32% YBDJLNPRV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90* 100%	103 100%	96* 100%	119 100%	93* 100%	110 100%	93* 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_5. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 135

5. .realtor

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2612 43%	2106 39%	95 46%	77 42%	96 27%	54 17%	50 25%	39 21%	90 36%	76 33%	364 53%	310 52%	126 61%	99 55%	97 48%	100 52%	44 42%	44 49%	25 24%	35 36%	28 24%	22 24%	30 27%	8 9%	163 44%	89 28%
Very trustworthy	344 6%	320 6%	9 4%	14 8%	1 *	4 1%	8 4%	6 3%	13 5%	6 3%	85 12%	72 12%	14 7%	17 9%	10 5%	14 7%	4 4%	1 1%	- 5%	5 5%	2 2%	3 3%	5 5%	- 6%	24 6%	10 3%
Somewhat trustworthy	2268 37%	1786 33%	86 42%	63 34%	95 27%	50 16%	42 21%	33 18%	77 30%	70 30%	279 41%	238 40%	112 54%	82 45%	87 43%	86 45%	40 38%	43 48%	25 24%	30 31%	26 22%	19 20%	25 23%	8 9%	139 38%	79 25%
BOTTOM 2 BOX (NET)	3532 57%	3346 61%	111 54%	107 58%	262 73%	261 83%	154 75%	144 79%	163 64%	155 67%	323 47%	285 48%	81 39%	82 45%	104 52%	92 48%	61 58%	46 51%	78 76%	61 64%	91 76%	71 76%	80 73%	85 91%	207 56%	232 72%
Not very trustworthy	2478 40%	2403 44%	84 41%	88 48%	209 58%	212 67%	118 58%	112 61%	121 48%	95 41%	221 32%	209 35%	70 34%	66 36%	67 33%	69 36%	40 38%	30 33%	57 55%	38 40%	50 42%	45 48%	54 49%	48 52%	134 36%	148 46%
Not at all trustworthy	1054 17%	943 17%	27 13%	19 10%	53 15%	49 16%	36 18%	32 17%	42 17%	60 26%	102 15%	76 13%	11 5%	16 9%	37 18%	23 12%	21 20%	16 18%	21 20%	23 24%	41 34%	26 28%	26 24%	37 40%	73 20%	84 26%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_6. Please rate the following gTLDs by how trustworthy you feel they are.  
6. .club

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2999 49% BEGQU	2377 44% FX DEGQUW	113 55% F	80 43% F	114 32% F	85 27% F	73 36% F	68 37% F	130 51% EGQU	102 44% FX	402 59% AEGGOSUWY	324 54% BDFHJRVXZ	160 77% ACEGKOOSUWY	130 72% BDFHJLRTVXZ	101 50% EGQU	102 53% BFHRVXZ	39 37% F	33 37% EU	46 45% EU	42 44% F	30 25% UF	36 39% UF	46 42% U	30 32% ZEGQU	192 52% F	128 40% F
Very trustworthy	397 6% EU	408 7% AF	16 8% EQU	14 8% F	5 1% F	6 2% F	13 6% E	7 4% E	19 8% EQU	14 6% F	88 13% ACEGKOOSUWY	85 14% BDFHJRVXZ	32 15% ACEGKOOSUWY	26 14% BDFHJRVXZ	9 4% E	10 5% F	2 2% F	2 2% EU	9 9% EQU	7 7% F	2 2% UFHR	10 11% UFHR	3 3% U	4 4% ZEGQU	28 8% F	21 7% F
Somewhat trustworthy	2602 42% BEGU	1969 36% F DEGQU	97 47% F	66 36% F	109 30% F	79 25% F	60 29% F	61 33% F	111 44% EGU	88 38% F	314 46% LEGQU	239 40% BFVXZ	128 62% ACEGKOOSUWY	104 57% BDFHJLRTVXZ	92 46% EGU	92 48% BDFHJRVXZ	37 35% F	31 34% F	37 36% U	35 36% F	28 24% F	26 28% F	43 39% U	26 28% ZEGU	164 44% F	107 33% F
BOTTOM 2 BOX (NET)	3145 51% KM	3075 56% ALNP	93 45% M	104 57% CLN	244 68% ACIKMOSY	230 73% BDJLNPTVZ	131 64% ACIKMOY	115 63% LNP	123 49% M	129 56% LN	285 41% M	271 46% N	47 23% N	51 28% N	100 50% KM	90 47% N	66 63% ACIKMOY	57 63% LNP	57 55% KM	54 56% N	89 75% VACKMOISWY	57 61% LNP	64 58% CKM	63 68% BJLNP	178 48% KM	193 60% YLN
Not very trustworthy	2257 37% KMY	2300 42% AJLN	68 33% M	85 46% CJLN	205 57% ACIKMOISWY	189 60% BDJLNPTVZ	100 49% ACIKMOY	94 51% BJLNPTZ	92 36% KM	78 34% M	202 29% M	201 34% N	43 21% N	47 26% N	66 33% M	71 37% N	42 40% KM	42 47% JLN	48 47% ACKMOY	37 39% N	56 47% ACKMOY	41 44% N	46 42% KM	39 32% N	118 41% M	133 41% YLN
Not at all trustworthy	888 14% EM	775 14% N	25 12% M	19 10% N	39 11% M	41 13% N	31 15% M	21 11% N	31 12% M	51 22% IBDFHLNP	83 12% M	70 12% N	4 2% N	4 2% N	34 17% PEM	19 10% N	24 23% ACEIKMS	15 17% N	9 9% M	17 18% N	33 28% ACEGKOOSUWY	16 17% N	18 16% M	24 26% BDFHLNP	60 16% EM	60 19% BDHLNP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_7. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 137

7. .xyz

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2178 35%	1551 28%	58 28%	41 22%	93 26%	56 18%	45 22%	35 19%	78 31%	57 25%	330 48%	226 38%	110 53%	100 55%	65 32%	73 38%	23 22%	24 27%	28 27%	30 31%	21 18%	22 24%	29 26%	8 9%	150 41%	72 22%
Very trustworthy	274 4% E	280 5% FJXZ	6 3% E	8 4% JX	2 1% F	7 2% X	8 4% E	10 5% JX	8 3% JE	1 * X	78 11% ACEGQGSUWY	54 9% BDFHJRVXZ	13 6% EU	21 12% BDFHJRVXZ	6 3% E	10 5% JX	2 2% E	1 1% FJRXZ	3 3% E	7 7% FJRXZ	1 1% JX	4 4% E	4 4% E	- - ZEU	19 5% ZEU	7 2% ZEU
Somewhat trustworthy	1904 31% BEGQU	1271 23% FHX	52 25% FHX	33 18% X	91 25% FG	49 16% FG	37 18% FG	25 14% FG	70 28% GU	56 24% FHX	252 37% LACEGQGSUWY	172 29% BDFHXZ	97 47% ACEGQGSUWY	79 44% BDFHJRVXZ	59 29% GU	63 33% BDFHJRVXZ	21 20% FHX	23 26% FHX	25 24% HX	23 24% HX	20 17% FHX	18 19% X	25 23% X	8 9% ZCEGQGSUWY	131 35% ZCEGQGSUWY	65 20% ZCEGQGSUWY
BOTTOM 2 BOX (NET)	3966 65%	3901 72%	148 72%	143 78%	265 74%	259 82%	159 78%	148 81%	175 69%	174 75%	357 52%	369 62%	97 47%	81 45%	136 68%	119 62%	82 78%	66 73%	75 73%	66 69%	98 82%	71 76%	81 74%	85 91%	220 59%	249 78%
Not very trustworthy	2552 42% K	2370 43% AJLN	104 50% AKMOY	86 47% JLN	201 56% AIKMOQWY	190 60% BDJLNPRTYXZ	118 58% AIKMOQWY	95 52% BULNPRXZ	106 42% K	82 35% K	220 32% K	225 38% K	76 37% K	55 30% K	74 37% K	78 41% N	42 40% N	34 38% KMOY	52 50% KMOY	38 40% KMOY	55 46% K	40 43% N	49 45% K	35 38% K	137 37% K	137 43% N
Not at all trustworthy	1414 23% EKM	1531 28% AFLNP	44 21% M	57 31% CFNP	64 18% M	69 22% N	41 20% M	53 29% GN	69 27% EKM	92 40% IBFHLNP	137 20% M	144 24% N	21 10% N	26 14% N	62 31% PACEGKMY	41 21% ACEGKMSY	40 38% FLNP	32 36% FLNP	23 22% M	28 29% N	43 36% ACEGKMSY	31 33% FNP	32 29% EKM	50 54% WBDJLNPRTYXZ	83 22% M	112 35% YBFLNP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q826\_16. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 138

16. .top

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2122	-	60	-	88	-	48	-	92	-	278	-	123	-	88	-	32	-	40	-	29	-	12	-	94
	-	39% FHXZ	-	33% X	-	28% X	-	26% X	-	40% FHXZ	-	47% BDFHRVXZ	-	68% BDFHURVXZ	-	46% BDFHVVXZ	-	36% X	-	42% FHXZ	-	31% X	-	13% X	-	29% X
Very trustworthy	-	360	-	11	-	6	-	6	-	11	-	65	-	17	-	15	-	1	-	7	-	4	-	1	-	15
	-	7% FRX	-	6% F	-	2% F	-	3% F	-	5% F	-	11% BDFHURVXZ	-	9% FHRXZ	-	8% FRX	-	1% FRX	-	7% FRX	-	4% FRX	-	1% FRX	-	5% FRX
Somewhat trustworthy	-	1762	-	49	-	82	-	42	-	81	-	213	-	106	-	73	-	31	-	33	-	25	-	11	-	79
	-	32% FHXZ	-	27% X	-	26% X	-	23% X	-	35% FHXZ	-	36% DFHXZ	-	59% BDFHURVXZ	-	38% DFHXZ	-	34% HX	-	34% HX	-	27% X	-	12% X	-	25% X
BOTTOM 2 BOX (NET)	-	3330	-	124	-	227	-	135	-	139	-	317	-	58	-	104	-	58	-	56	-	64	-	81	-	227
	-	61% LNP	-	67% LNP	-	72% BJLNPT	-	74% BJLNPT	-	60% N	-	53% N	-	32% N	-	54% N	-	64% LN	-	58% N	-	69% LNP	-	87% BDFHURVXZ	-	71% BJLNPT
Not very trustworthy	-	2431	-	94	-	191	-	113	-	90	-	238	-	51	-	78	-	40	-	35	-	42	-	45	-	149
	-	45% LN	-	51% JLNPT	-	61% BDFHURVXZ	-	62% BDFHURVXZ	-	39% N	-	40% N	-	28% N	-	41% N	-	44% N	-	36% N	-	45% N	-	48% N	-	46% N
Not at all trustworthy	-	899	-	30	-	36	-	22	-	49	-	79	-	7	-	26	-	18	-	21	-	22	-	36	-	78
	-	16% FLN	-	16% N	-	11% N	-	12% N	-	21% BFHLNP	-	13% N	-	4% N	-	14% N	-	20% FN	-	22% FHLN	-	24% FHLNP	-	39% BDFHURVXZ	-	24% BDFHURVXZ
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_17. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 139

17. .pics

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2452	-	86	-	82	-	56	-	77	-	391	-	135	-	116	-	45	-	50	-	34	-	23	-	103
		45%		47%		26%		31%		33%		66%		75%		60%		50%		52%		37%		25%		32%
Very trustworthy	-	434	-	15	-	6	-	7	-	6	-	125	-	32	-	25	-	5	-	7	-	3	-	2	-	12
		8%		8%		2%		4%		3%		21%		18%		13%		6%		7%		3%		2%		4%
		FHJXZ		FHJXZ								BDHFURTVXZ		BDHFURTVXZ		BDHFJUVXZ		FHJXZ		FHJUVXZ		F				
Somewhat trustworthy	-	2018	-	71	-	76	-	49	-	71	-	266	-	103	-	91	-	40	-	43	-	31	-	21	-	91
		37%		39%		24%		27%		31%		45%		57%		47%		44%		45%		33%		23%		28%
		FHJXZ		FHXZ								BFHJUVXZ		BDHFJUVXZ		BFHJUVXZ		FHJXZ		FHJXZ						
BOTTOM 2 BOX (NET)	-	3000	-	98	-	233	-	127	-	154	-	204	-	46	-	76	-	45	-	46	-	59	-	70	-	218
		55%		53%		74%		69%		67%		34%		25%		40%		50%		48%		63%		75%		68%
		LNP		LNP		BDLNPRTV		BDLNPRT		BDLNPRT		N		N		N		LN		LN		LNPT		BDLNPRT		BDLNPRT
Not very trustworthy	-	2219	-	81	-	192	-	105	-	97	-	141	-	42	-	58	-	33	-	35	-	42	-	43	-	145
		41%		44%		61%		57%		42%		24%		23%		30%		37%		36%		45%		46%		45%
		LNP		LNP		BDLNPRTVXZ		BDLNPRTZ		LNP						LN		LN		LN		LNP		LNP		LNP
Not at all trustworthy	-	781	-	17	-	41	-	22	-	57	-	63	-	4	-	18	-	12	-	11	-	17	-	27	-	73
		14%		9%		13%		12%		25%		11%		2%		9%		13%		11%		18%		29%		23%
		DLNP		N		N		N		BDHFJUVXZ		N		N		N		N		N		DLNP		BDHFJUVXZ		BDHFJUVXZ
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_18. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 140

18. .online

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3227	-	101	-	122	-	82	-	146	-	425	-	148	-	148	-	49	-	60	-	64	-	55	-	166
	-	59% FHZ	-	55% F	-	39% F	-	45% F	-	63% FHZ	-	71% BDFHJRXZ	-	82% BDFHJRTVXZ	-	77% BDFHJRTXZ	-	54% F	-	63% FH	-	69% DFHRZ	-	59% FH	-	52% F
Very trustworthy	-	821	-	27	-	9	-	16	-	31	-	153	-	50	-	53	-	7	-	17	-	31	-	12	-	50
	-	15% FH	-	15% F	-	3% F	-	9% F	-	13% F	-	26% BDFHJRXZ	-	28% BDFHJRXZ	-	28% BDFHJRXZ	-	8% F	-	18% FHR	-	33% BDFHJRTXZ	-	13% F	-	16% FH
Somewhat trustworthy	-	2406	-	74	-	113	-	66	-	115	-	272	-	98	-	95	-	42	-	43	-	33	-	43	-	116
	-	44% FHZ	-	40% F	-	36% F	-	36% F	-	50% FHVZ	-	46% FHZ	-	54% BDFHLVZ	-	49% FHVZ	-	47% F	-	45% F	-	35% F	-	46% F	-	36% F
BOTTOM 2 BOX (NET)	-	2225	-	83	-	193	-	101	-	85	-	170	-	33	-	44	-	41	-	36	-	29	-	38	-	155
	-	41% LNP	-	45% LNPV	-	61% BOLNPRTVXZ	-	55% BOLNPTVX	-	37% LNP	-	29% N	-	18% N	-	23% LNPV	-	46% LNPV	-	38% NP	-	31% N	-	41% LNP	-	48% BOLNPRV
Not very trustworthy	-	1727	-	68	-	165	-	88	-	56	-	127	-	29	-	35	-	31	-	28	-	22	-	27	-	114
	-	32% JLNP	-	37% JLNPV	-	52% BOLNPRTVXZ	-	48% BOLNPRTVXZ	-	24% N	-	21% N	-	16% N	-	18% N	-	34% LNP	-	29% NP	-	24% N	-	29% NP	-	36% JLNPV
Not at all trustworthy	-	498	-	15	-	28	-	13	-	29	-	43	-	4	-	9	-	10	-	8	-	7	-	11	-	41
	-	9% NP	-	8% N	-	9% N	-	7% N	-	13% LNP	-	7% N	-	2% N	-	5% N	-	11% NP	-	8% N	-	8% N	-	12% NP	-	13% BHLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_19. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 141

19. .space

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2458	-	81	-	76	-	56	-	82	-	350	-	134	-	113	-	37	-	42	-	50	-	29	-	142
	-	45%	-	44%	-	24%	-	31%	-	35%	-	59%	-	74%	-	59%	-	41%	-	44%	-	54%	-	31%	-	44%
		FHJX		FHX						F		BDFHJRTXZ		BDFHJRTXZ		BDFHJRTXZ		F		FH		FHJX				FHJX
Very trustworthy	-	477	-	15	-	5	-	8	-	9	-	110	-	25	-	27	-	6	-	5	-	11	-	4	-	26
	-	9%	-	8%	-	2%	-	4%	-	4%	-	18%	-	14%	-	14%	-	7%	-	5%	-	12%	-	4%	-	8%
		FHJ		F								BDFHJRTXZ		BFHJTXZ		BFHJTXZ		F		F		FHJ				FJ
Somewhat trustworthy	-	1981	-	66	-	71	-	48	-	73	-	240	-	109	-	86	-	31	-	37	-	39	-	25	-	116
	-	36%	-	36%	-	23%	-	26%	-	32%	-	40%	-	60%	-	45%	-	34%	-	39%	-	42%	-	27%	-	36%
		FH		FH						F		BFHJX		BDFHJRTXZ		BFHJX		F		FH		FHX				FH
BOTTOM 2 BOX (NET)	-	2994	-	103	-	239	-	127	-	149	-	245	-	47	-	79	-	53	-	54	-	43	-	64	-	179
	-	55%	-	56%	-	76%	-	69%	-	65%	-	41%	-	26%	-	41%	-	59%	-	56%	-	46%	-	69%	-	56%
		LNP		LNP		BDJLNPRTVZ		BDJLNPRTVZ		BLNPNVZ		N		N		N		LNP		LNP		N		BDJLNPVZ		LNP
Not very trustworthy	-	2254	-	85	-	201	-	103	-	101	-	184	-	43	-	62	-	39	-	37	-	34	-	43	-	116
	-	41%	-	46%	-	64%	-	56%	-	44%	-	31%	-	24%	-	32%	-	43%	-	39%	-	37%	-	46%	-	36%
		LNP		LNPZ		BDJLNPRTVZ		BDJLNPRTVZ		LNP								LNP		N		N		LNP		N
Not at all trustworthy	-	740	-	18	-	38	-	24	-	48	-	61	-	4	-	17	-	14	-	17	-	9	-	21	-	63
	-	14%	-	10%	-	12%	-	13%	-	21%	-	10%	-	2%	-	9%	-	16%	-	18%	-	10%	-	23%	-	20%
		LN		N		N		N		BDJLNPV		N		N		N		N		LNP		N		BDJLNPV		BDJLNPV
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_20. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 142

20. .website

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3003	-	102	-	113	-	84	-	108	-	398	-	139	-	121	-	49	-	56	-	66	-	50	-	194
	-	55%	-	55%	-	36%	-	46%	-	47%	-	67%	-	77%	-	63%	-	54%	-	58%	-	71%	-	54%	-	60%
		FHJ		F				F		F		BDFHJRX		BDFHJRTXZ		BFHJ		F		FH		BDFHJRX		F		BFHJ
Very trustworthy	-	699	-	28	-	10	-	16	-	19	-	135	-	55	-	41	-	9	-	16	-	25	-	10	-	53
	-	13%	-	15%	-	3%	-	9%	-	8%	-	23%	-	30%	-	21%	-	10%	-	17%	-	27%	-	11%	-	17%
	-	FJ	-	FJ	-		-	F	-	F	-	BDFHJRXZ	-	BDFHJRTXZ	-	BFHJRX	-	F	-	FHJ	-	BDFHJRXZ	-	F	-	BFHJ
Somewhat trustworthy	-	2304	-	74	-	103	-	68	-	89	-	263	-	84	-	80	-	40	-	40	-	41	-	40	-	141
	-	42%	-	40%	-	33%	-	37%	-	39%	-	44%	-	46%	-	42%	-	44%	-	42%	-	44%	-	43%	-	44%
	-	F	-		-		-		-		-	F	-	F	-	F	-	F	-		-	F	-		-	F
BOTTOM 2 BOX (NET)	-	2449	-	82	-	202	-	99	-	123	-	197	-	42	-	71	-	41	-	40	-	27	-	43	-	127
	-	45%	-	45%	-	64%	-	54%	-	53%	-	33%	-	23%	-	37%	-	46%	-	42%	-	29%	-	46%	-	40%
	-	LNPVZ	-	LNV	-	BDLNPRTVYZ	-	BLNPVTZ	-	BLNPVZ	-	N	-	N	-	N	-	LNV	-	N	-	N	-	LNV	-	N
Not very trustworthy	-	1861	-	60	-	169	-	89	-	80	-	152	-	39	-	57	-	30	-	31	-	18	-	32	-	85
	-	34%	-	33%	-	54%	-	49%	-	35%	-	26%	-	22%	-	30%	-	33%	-	32%	-	19%	-	34%	-	26%
	-	LNVD	-	NV	-	BDLNPRTVYZ	-	BDLNPRTVYZ	-	LNVD	-		-		-	NV	-	NV	-	V	-		-	NV	-	
Not at all trustworthy	-	588	-	22	-	33	-	10	-	43	-	45	-	3	-	14	-	11	-	9	-	9	-	11	-	42
	-	11%	-	12%	-	10%	-	5%	-	19%	-	8%	-	2%	-	7%	-	12%	-	9%	-	10%	-	12%	-	13%
	-	HLN	-	HN	-	N	-		-	BFHLNPVT	-	N	-	N	-	N	-	N	-	N	-	N	-	N	-	HLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_21. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 143

21. .news

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3879	-	159	-	160	-	122	-	170	-	483	-	172	-	161	-	68	-	69	-	62	-	58	-	202
	-	71%	-	86%	-	51%	-	67%	-	74%	-	81%	-	95%	-	84%	-	76%	-	72%	-	67%	-	62%	-	63%
		FZ		BFHJRTVXZ				F		FXZ		BFHJTVXZ		BFHJRTVXZ		BFHJTVXZ		FZ		F		F				F
Very trustworthy	-	1071	-	73	-	14	-	20	-	44	-	199	-	83	-	60	-	17	-	20	-	28	-	10	-	51
	-	20%	-	40%	-	4%	-	11%	-	19%	-	33%	-	46%	-	31%	-	19%	-	21%	-	30%	-	11%	-	16%
	-	FHX	-	BFHJRTXZ	-		-	F	-	FH	-	BFHJRTXZ	-	BFHJRTVXZ	-	BFHJRXZ	-	F	-	FH	-	BFHJXZ	-	F	-	F
Somewhat trustworthy	-	2808	-	86	-	146	-	102	-	126	-	284	-	89	-	101	-	51	-	49	-	34	-	48	-	151
	-	52%	-	47%	-	46%	-	56%	-	55%	-	48%	-	49%	-	53%	-	57%	-	51%	-	37%	-	52%	-	47%
	-	V	-		-		-	FV	-	V	-	V	-	V	-	V	-	V	-	V	-		-	V	-	
BOTTOM 2 BOX (NET)	-	1573	-	25	-	155	-	61	-	61	-	112	-	9	-	31	-	22	-	27	-	31	-	35	-	119
	-	29%	-	14%	-	49%	-	33%	-	26%	-	19%	-	5%	-	16%	-	24%	-	28%	-	33%	-	38%	-	37%
	-	DLNP	-	N	-	BDHJLNPRTVZ	-	DLNP	-	DLNP	-	N	-	N	-	N	-	DN	-	DLNP	-	DLNP	-	DJLNP	-	BDJLNP
Not very trustworthy	-	1231	-	23	-	133	-	53	-	40	-	90	-	8	-	25	-	16	-	20	-	22	-	23	-	80
	-	23%	-	13%	-	42%	-	29%	-	17%	-	15%	-	4%	-	13%	-	18%	-	21%	-	24%	-	25%	-	25%
	-	DJLNP	-	N	-	BDHJLNPRTVXZ	-	BDJLNP	-	N	-	N	-	N	-	N	-	N	-	N	-	DLNP	-	DLNP	-	DJLNP
Not at all trustworthy	-	342	-	2	-	22	-	8	-	21	-	22	-	1	-	6	-	6	-	7	-	9	-	12	-	39
	-	6%	-	1%	-	7%	-	4%	-	9%	-	4%	-	1%	-	3%	-	7%	-	7%	-	10%	-	13%	-	12%
	-	DLN	-		-	DLN	-	N	-	DLNP	-	N	-	N	-		-	DN	-	DN	-	DLNP	-	BDHJLNP	-	BDHJLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_22. Please rate the following gTLDs by how trustworthy you feel they are.  
22. .site

8 Jun 2016  
Table 144

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2784	-	103	-	108	-	81	-	93	-	385	-	145	-	106	-	47	-	55	-	56	-	45	-	162
	-	51% FJ	-	56% FHJ	-	34% F	-	44% F	-	40% F	-	65% BDFHJPRXZ	-	80% BDFHJPRXZ	-	55% FHJ	-	52% F	-	57% FHJ	-	60% FHJ	-	48% F	-	50% FJ
Very trustworthy	-	563	-	27	-	9	-	8	-	6	-	119	-	49	-	29	-	6	-	14	-	11	-	10	-	37
	-	10% FHJ	-	15% FHJ	-	3% F	-	4% F	-	3% F	-	20% BDFHJPRXZ	-	27% BDFHJPRXZ	-	15% BDFHJPRXZ	-	7% F	-	15% FHJ	-	12% FHJ	-	11% FHJ	-	12% FHJ
Somewhat trustworthy	-	2221	-	76	-	99	-	73	-	87	-	266	-	96	-	77	-	41	-	41	-	45	-	35	-	125
	-	41% F	-	41% F	-	31% F	-	40% F	-	38% BF	-	45% BDFHJLPXZ	-	53% BDFHJLPXZ	-	40% F	-	46% F	-	43% F	-	48% F	-	38% F	-	39% F
BOTTOM 2 BOX (NET)	-	2668	-	81	-	207	-	102	-	138	-	210	-	36	-	86	-	43	-	41	-	37	-	48	-	159
	-	49% LN	-	44% LN	-	66% BDHJLPRTVYZ	-	56% DLNPTV	-	60% BDHJLPRTVYZ	-	35% N	-	20% N	-	45% LN	-	48% LN	-	43% N	-	40% N	-	52% LN	-	50% LN
Not very trustworthy	-	2019	-	60	-	173	-	85	-	90	-	150	-	33	-	68	-	34	-	33	-	26	-	33	-	113
	-	37% LN	-	33% LN	-	55% BDHJLPRTVYZ	-	46% BDHJLPRTVYZ	-	39% LN	-	25% N	-	18% LN	-	35% LN	-	38% LN	-	34% N	-	28% N	-	35% LN	-	35% LN
Not at all trustworthy	-	649	-	21	-	34	-	17	-	48	-	60	-	3	-	18	-	9	-	8	-	11	-	15	-	46
	-	12% N	-	11% N	-	11% N	-	9% N	-	21% BDHJLPRTZ	-	10% N	-	2% N	-	9% N	-	10% N	-	8% N	-	12% N	-	16% N	-	14% N
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_23. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 145

23. .toronto

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	118 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	105 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	63 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_24. Please rate the following gTLDs by how trustworthy you feel they are.  
24. .guadalajara

8 Jun 2016  
Table 146

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	184	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	71 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	113 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	66 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	47 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_25. Please rate the following gTLDs by how trustworthy you feel they are.  
25. .roma

8 Jun 2016  
Table 147

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..*	90*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	43 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	34 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	47 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	36 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_26. Please rate the following gTLDs by how trustworthy you feel they are.  
26. .istanbul

8 Jun 2016  
Table 148

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..*	95*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	56 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	37 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	33 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_27. Please rate the following gTLDs by how trustworthy you feel they are.  
27. .madrid

8 Jun 2016  
Table 149

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	97*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	62 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	53 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	29 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_28. Please rate the following gTLDs by how trustworthy you feel they are.  
28. .warszawa

8 Jun 2016  
Table 150

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..*	92*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	42 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	46 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_29. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 151

29. .paris

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	181	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	78 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	92 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	68 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_30. Please rate the following gTLDs by how trustworthy you feel they are.  
30. .Foshan

8 Jun 2016  
Table 152

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	553 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	118 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	435 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	443 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	354 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	89 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_31. Please rate the following gTLDs by how trustworthy you feel they are.  
31. .hanoi

8 Jun 2016  
Table 153

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..*	93*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
TOP 2 BOX (NET)	-	56 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	37 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	34 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_32. Please rate the following gTLDs by how trustworthy you feel they are.  
32. .manilla

8 Jun 2016  
Table 154

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	184	**-	184	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-
TOP 2 BOX (NET)	-	83 45%	-	83 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	21 11%	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	62 34%	-	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	101 55%	-	101 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	73 40%	-	73 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	28 15%	-	28 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_33. Please rate the following gTLDs by how trustworthy you feel they are.  
33. .tokyo

8 Jun 2016  
Table 155

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	315	**-	**-	**-	315	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-
TOP 2 BOX (NET)	-	155 49%	-	-	-	155 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 6%	-	-	-	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	136 43%	-	-	-	136 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	160 51%	-	-	-	160 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	142 45%	-	-	-	142 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18 6%	-	-	-	18 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	315 100%	-	-	-	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_34. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 156

34. .seoul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	183	..	..	..	..	..	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	114 62%	-	-	-	-	-	114 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	26 14%	-	-	-	-	-	26 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	88 48%	-	-	-	-	-	88 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	69 38%	-	-	-	-	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	59 32%	-	-	-	-	-	59 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	10 5%	-	-	-	-	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_35. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 157

35. .mockba

Base: All Qualified Respondents

	Country																										
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	..	231	..	..	..	..	..	..	..	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
TOP 2 BOX (NET)	-	128 55%	-	-	-	-	-	-	-	128 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	26 11%	-	-	-	-	-	-	-	26 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	102 44%	-	-	-	-	-	-	-	102 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	103 45%	-	-	-	-	-	-	-	103 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	64 28%	-	-	-	-	-	-	-	64 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	39 17%	-	-	-	-	-	-	-	39 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	231 100%	-	-	-	-	-	-	-	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_36. Please rate the following gTLDs by how trustworthy you feel they are.  
36. .delhi

8 Jun 2016  
Table 158

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	595	**-	**-	**-	**-	**-	**-	**-	**-	**-	595	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-
TOP 2 BOX (NET)	-	350 59%	-	-	-	-	-	-	-	-	-	350 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	100 17%	-	-	-	-	-	-	-	-	-	100 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	250 42%	-	-	-	-	-	-	-	-	-	250 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	245 41%	-	-	-	-	-	-	-	-	-	245 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	177 30%	-	-	-	-	-	-	-	-	-	177 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	68 11%	-	-	-	-	-	-	-	-	-	68 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_37. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 159

37. .jakarta

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	181	..	..	..	..	..	..	..	..	..	..	..	181	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	137 76%	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	32 18%	-	-	-	-	-	-	-	-	-	-	-	32 18%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	105 58%	-	-	-	-	-	-	-	-	-	-	-	105 58%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	39 22%	-	-	-	-	-	-	-	-	-	-	-	39 22%	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_38. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 160

38. .abuja

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	192	..	..	..	..	..	..	..	..	..	..	..	..	..	192	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	108 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	108 56%	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	17 9%	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	91 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	91 47%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	84 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	84 44%	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	65 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	65 34%	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	19 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	19 10%	-	-	-	-	-	-	-	-	-	-
Sigma	-	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_39. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 161

39. .capetown

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (A)	2016 Total Consu- mers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	..	90*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	90*	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 63%	-	-	-	-	-	-	-	-
Very trustworthy	-	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 8%	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	50 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 56%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	33 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 37%	-	-	-	-	-	-	-	-
Not very trustworthy	-	24 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 27%	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 10%	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_40. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 162

40. .cairo

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers (A)	2016 Total Consu- mers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	..	96*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	96*	..	..	..	..	..	..
TOP 2 BOX (NET)	-	57 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 59%	-	-	-	-	-	-
Very trustworthy	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-
Somewhat trustworthy	-	46 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 48%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	39 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 41%	-	-	-	-	-	-
Not very trustworthy	-	28 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 29%	-	-	-	-	-	-
Not at all trustworthy	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 11%	-	-	-	-	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_41. Please rate the following gTLDs by how trustworthy you feel they are.  
41. .bogota

8 Jun 2016  
Table 163

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	93*	..	..	..	..
TOP 2 BOX (NET)	-	58 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58 62%	-	-	-	-
Very trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 17%	-	-	-	-
Somewhat trustworthy	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 45%	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 38%	-	-	-	-
Not very trustworthy	-	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 20%	-	-	-	-
Not at all trustworthy	-	16 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 17%	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_42. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 164

42. .cordoba

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	93*	..	..
TOP 2 BOX (NET)	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 33%	-	-
Very trustworthy	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-
Somewhat trustworthy	-	28 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 30%	-	-
BOTTOM 2 BOX (NET)	-	62 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62 67%	-	-
Not very trustworthy	-	35 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35 38%	-	-
Not at all trustworthy	-	27 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 29%	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q826\_43. Please rate the following gTLDs by how trustworthy you feel they are.  
43. .rio

8 Jun 2016  
Table 165

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	321	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	321
TOP 2 BOX (NET)	-	113 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 35%
Very trustworthy	-	18 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 6%
Somewhat trustworthy	-	95 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95 30%
BOTTOM 2 BOX (NET)	-	208 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	208 65%
Not very trustworthy	-	134 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	134 42%
Not at all trustworthy	-	74 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	74 23%
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_8. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 166

8. .berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	159 64%	153 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	19 8%	30 13% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	140 56%	123 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	91 36%	75 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	53 21%	50 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	38 15%	25 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_9. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 167

9. .ovh

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	71 28% B	32 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	5 2%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	66 26% B	27 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	179 72%	196 86% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	85 34%	105 46% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	94 38%	91 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_10. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 168

10. .london

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	1086	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	495 46%	90 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	47 4%	17 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	448 41%	73 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	591 54%	90 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	383 35%	70 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	208 19% B	20 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_11. Please rate the following gTLDs by how trustworthy you feel they are.  
11. .nyc

8 Jun 2016  
Table 169

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	270	214	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	54%	46%																								
Very trustworthy	30	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	6%	7%																								
Somewhat trustworthy	240	182	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	48%	39%																								
BOTTOM 2 BOX (NET)	232	247	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	46%	54%																								
Not very trustworthy	149	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	30%	38%																								
Not at all trustworthy	83	71	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	17%	15%																								
Sigma	502	461	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%																								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_12. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 170

12. .wang

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	585 53%	489 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	80 7%	93 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	505 45% B	396 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	525 47%	507 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	444 40%	419 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	81 7%	88 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_13. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 171

13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	624 56% B	410 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	100 9%	92 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	524 47% B	318 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	486 44%	586 59% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	395 36%	439 44% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	91 8%	147 15% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q826\_14. Please rate the following gTLDs by how trustworthy you feel they are.

8 Jun 2016  
Table 172

14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
TOP 2 BOX (NET)	632 57% B	416 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	105 9%	95 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	527 47% B	321 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	478 43%	580 58% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	386 35%	438 44% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	92 8%	142 14% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q827 Please assume that while browsing you see a website with a domain extension (the part after the ".dot") that you do not recognize.  
What about this unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016  
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
EXTENSION APPEAL (NET)	-	910 17% FL	-	37 20% FLTZ	-	29 9%	-	37 20% FLTZ	-	50 22% BFLRTZ	-	68 11%	-	45 25% BFLPRTZ	-	30 16% F	-	10 11%	-	9 9%	-	25 27% BFLPRTZ	-	23 25% BFLRTZ	-	42 13%
Relevant to topic/Specific to the domain	-	305 6% FT	-	15 8% FT	-	3 1%	-	9 5% F	-	17 7% FT	-	27 5% F	-	11 6% F	-	19 10% BFLT	-	5 6% F	-	1 1%	-	12 13% BFHLTZ	-	10 11% BFLT	-	21 7% FT
Wording makes sense	-	117 2% LZ	-	5 3% L	-	4 1%	-	8 4% BFLPTZ	-	8 3% LPZ	-	3 1%	-	8 4% BFLPTZ	-	1 1%	-	1 1%	-	-	-	2 2% L	-	8 9% BDFLPTZ	-	2 1%
Gut feeling/My opinion	-	69 1%	-	1 1%	-	11 3% BDJLPZ	-	3 2%	-	2 1%	-	7 1%	-	2 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	3 1%
Short wording	-	62 1% L	-	5 3% BFHLZ	-	1 1%	-	-	-	7 3% BFHLZ	-	1 1%	-	3 2% L	-	1 1%	-	-	-	1 1%	-	3 3% FHLZ	-	3 3% FHLZ	-	1 1%
Nothing looks/sounds suspicious	-	54 1%	-	2 1%	-	3 1%	-	2 1%	-	2 1%	-	3 1%	-	-	-	4 2% LZ	-	-	-	-	-	2 2% NZ	-	-	-	-
It's meaning/Meaningful	-	41 1%	-	1 1%	-	-	-	2 1%	-	1 1%	-	5 1%	-	-	-	-	-	-	-	-	-	1 1%	-	1 1%	-	1 1%
Believable/Confidence/Convincing	-	33 1%	-	-	-	-	-	-	-	-	-	2 1%	-	7 4% BDFHJLPZ	-	-	-	-	-	-	-	5 5% BDFHJLPZ	-	1 1%	-	1 1%
I don't pay attention/Wouldn't notice	-	32 1%	-	1 1%	-	3 1%	-	-	-	2 1%	-	4 1%	-	3 2%	-	-	-	1 1%	-	-	-	-	-	1 1%	-	2 1%
Good/Like domain	-	31 1%	-	-	-	1 1%	-	1 1%	-	-	-	6 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	2 1%
Depends on language	-	28 1%	-	-	-	-	-	3 2% BFLZ	-	2 1% L	-	-	-	2 1% L	-	-	-	-	-	-	-	-	-	-	-	-
Professional	-	23 1%	-	3 2% BLZ	-	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-
Curiosity/Interesting	-	23 1%	-	1 1%	-	-	-	1 1%	-	3 1% BFL	-	1 1%	-	5 3% BFLP	-	-	-	-	-	-	-	-	-	-	-	3 1%
Same/Similar to others	-	16 1%	-	-	-	-	-	2 1% L	-	-	-	-	-	-	-	3 2% BFL	-	-	-	3 3% BDFJLNLZ	-	1 1% L	-	-	-	2 1%
Ordinary/Traditional/Conventional	-	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% L	-	-	-	-	-	-
Accurate	-	11 1%	-	1 1%	-	-	-	3 2% BFLZ	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q827 Please assume that while browsing you see a website with a domain extension (the part after the ".dot") that you do not recognize.  
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8 Jun 2016  
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321
All/Everything	-	9	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
Better/Best	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	140 3%	-	4 2%	-	3 1%	-	7 4%	-	8 3%	-	9 2%	-	9 5%	-	2 1%	-	3 3%	-	1 1%	-	2 2%	-	2 2%	-	6 2%
INFORMATION (NET)	-	606 11% JL	-	32 17% BJL	-	38 12% JL	-	19 10%	-	16 7%	-	47 8%	-	36 20% BFHJLZ	-	27 14% JL	-	12 13%	-	15 16% JL	-	17 18% BJL	-	22 24% BFHJLPZ	-	42 13% JL
Content/Information provided	-	463 8% L	-	25 14% BHJL	-	36 11% HL	-	11 6%	-	15 6%	-	36 6%	-	28 15% BHJL	-	22 11% L	-	9 10%	-	12 13% L	-	8 9% L	-	13 14% HJL	-	33 10% L
Has what I am looking for	-	127 2% FJ	-	6 3% FJ	-	1	-	6 3% FJ	-	1	-	9 2%	-	8 4% FJL	-	6 3% FJ	-	2 2%	-	1 1%	-	9 10% BDFHJLPRTZ	-	9 10% BDFHJLPRTZ	-	8 2% F
Other information mentions	-	26	-	1	-	2	-	2	-	-	-	4	-	-	-	-	-	1	-	2	-	-	-	-	-	1
REPUTATION (NET)	-	599 11% FP	-	23 13% P	-	23 7%	-	36 20% BFJLPRTZ	-	20 9%	-	52 9%	-	26 14% FLP	-	11 6%	-	9 10%	-	18 19% BFJLP	-	11 12%	-	18 19% BFJLP	-	39 12% FP
Well known/Most commonly used	-	237 4% LP	-	8 4% P	-	10 3%	-	23 13% BDFJLPRTZ	-	14 6% LP	-	12	-	8 4% P	-	2	-	3	-	10 10% BFLPZ	-	4	-	6 6% LP	-	15 5% LP
Legitimate/Genuine/Authentic	-	113 2% FJ	-	7 4% FJPZ	-	1	-	3 2%	-	-	-	11 2% J	-	5 3% FJ	-	1	-	2 2% J	-	6 6% BFHJLPZ	-	1	-	1	-	2
Trustworthy	-	50 1%	-	1	-	-	-	3 2% F	-	1	-	9 2% F	-	2 1%	-	5 3% BF	-	-	-	1	-	-	-	2 2% F	-	2
Dependable/Reliable	-	47 1%	-	-	-	2	-	-	-	-	-	5	-	-	-	1	-	-	-	1	-	3 3% BDFHJLP	-	6 6% BDFHJLP	-	16 5% BDFHJLP
Depends on company/website behind the name	-	47 1%	-	2	-	4	-	1	-	-	-	5	-	5 3% BJLPZ	-	-	-	2 2% JP	-	-	-	1	-	2 2% JP	-	1
Good company/reputation/track record	-	33 1%	-	1	-	2	-	2	-	-	-	2	-	2 1%	-	-	-	-	-	1	-	-	-	-	-	2
Tested/Proven/Verified	-	32 1%	-	2	-	-	-	3 2% FL	-	1	-	1	-	-	-	-	-	2 2% BFLNP	-	-	-	-	-	-	-	1
Top level/High ranking	-	23	-	1	-	1	-	1	-	-	-	3	-	2	-	-	-	1	-	-	-	1	-	2 2% BJP	-	3

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q827 Please assume that while browsing you see a website with a domain extension (the part after the ".dot") that you do not recognize.  
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8 Jun 2016  
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321
Good experience/Never had a problem	-	19*	-	-	-	21%	-	11%	-	1*	-	1*	-	-	-	32% BL	-	-	-	-	-	-	-	-	-	1*
No scams/fraud	-	14*	-	11%	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	11%	-	-	-	-
Knowledgeable/Area of expertise/It's their business	-	3*	-	-	-	1*	-	-	-	1B	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Good management/Operation of site	-	2*	-	-	-	-	-	11% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reputation mentions	-	21*	-	-	-	21%	-	11%	-	21%	-	31%	-	21%	-	-	-	-	-	22% BPZ	-	-	-	11%	-	-
EXTENSION (NET)	-	59011% FH	-	4524% BFHJLNRTXZ	-	83%	-	95%	-	2310% F	-	9816% BFHJZ	-	2413% FH	-	3920% BFHJRZ	-	89% F	-	1314% FH	-	2931% BFHJLNRTXZ	-	1314% FH	-	268% F
Domain name/extension (Unspec.)	-	2985% F	-	2111% BFHLZ	-	72%	-	74% F	-	146% F	-	275% BFHJLZ	-	2112% BFHJLZ	-	2211% BFHJLZ	-	44% FLZ	-	99% FLZ	-	1011% BFHLZ	-	78% F	-	113% F
.com	-	1092% F	-	116% BFHJNZ	-	1*	-	11% F	-	42% BFHJZ	-	214% BFHJZ	-	21% BFHJZ	-	84% BFHJZ	-	22% F	-	11% BFHJLNRTZ	-	910% BFHJLNRTZ	-	66% BFHJNZ	-	21% F
Https	-	401% F	-	32% F	-	-	-	-	-	-	-	132% BFHJ	-	11% BFHJ	-	11% FJ	-	-	-	22% FJ	-	11% BFHJLNRTZ	-	-	-	41% F
.org	-	27*	-	32% B	-	1*	-	-	-	1*	-	31% BDFHJNPZ	-	-	-	21% BDFHJNPZ	-	11% B	-	11% B	-	44% BFHJLNRTZ	-	-	-	21% F
.net	-	24*	-	21% B	-	1*	-	-	-	-	-	51% BDFHJNPZ	-	11% BDFHJNPZ	-	21% BDFHJNPZ	-	11% B	-	11% B	-	22% BFHJLNRTZ	-	-	-	-
.in	-	13*	-	-	-	-	-	-	-	-	-	132% BDFHJNPZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	10*	-	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	11% B	-	-	-	11% B	-	-	-
.co	-	9*	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	89% BFHJLNRTZ	-	-	-	-
.gov	-	9*	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	11% B	-	-	-	11% B	-	-	21% F
.ru	-	4*	-	-	-	-	-	-	-	42% BFLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q827 Please assume that while browsing you see a website with a domain extension (the part after the ".dot") that you do not recognize.  
What about this unfamiliar domain name extension would make it feel trustworthy?

8 Jun 2016  
Table 173

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.cn	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	124 2%	-	11 6%	-	1	-	1 1%	-	2 1%	-	29 5%	-	1 1%	-	10 5%	-	2 2%	-	1 1%	-	3 3%	-	2 2%	-	9 3%
USAGE (NET)	-	574 11%	-	22 12%	-	21 7%	-	39 21%	-	28 12%	-	56 9%	-	8 4%	-	21 11%	-	14 16%	-	9 9%	-	10 11%	-	4 4%	-	23 7%
More familiar/I use extension	-	230 4%	-	9 5%	-	8 3%	-	19 10%	-	17 7%	-	12 2%	-	5 3%	-	8 4%	-	6 7%	-	1 1%	-	4 4%	-	2 2%	-	11 3%
Not familiar	-	155 3%	-	8 4%	-	3 1%	-	3 2%	-	4 2%	-	16 3%	-	1 1%	-	7 4%	-	6 7%	-	6 6%	-	-	-	1 1%	-	2 1%
I would try it	-	63 1%	-	1 1%	-	5 2%	-	5 3%	-	1	-	17 3%	-	1 1%	-	2 1%	-	-	-	1 1%	-	3 3%	-	1 1%	-	4 1%
Depends on use (Unspec.)	-	43 1%	-	3 2%	-	2 1%	-	3 2%	-	2 1%	-	4 1%	-	-	-	3 2%	-	2 2%	-	-	-	-	-	-	-	2 1%
Necessary/Needed to access internet	-	11	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Helpful/Useful	-	11	-	-	-	-	-	1 1%	-	3 1%	-	3 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Used by organizations	-	10	-	-	-	-	-	1 1%	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government use	-	9	-	-	-	-	-	1 1%	-	-	-	1	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Efficient/Work well	-	7	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Public use	-	6	-	-	-	2 1%	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business/Company use	-	6	-	-	-	1	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non profit use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**	5452	**	184	**	315	**	183	**	231	**	595	**	181	**	192	**	90*	**	96*	**	93*	**	93*	**	321
Educational use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Commercial use	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	B
Other usage mentions	-	32 1%	-	1 1%	-	-	-	2 1%	-	-	-	1	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	-	3 1%
SEARCH (NET)	-	319 6% DJ	-	3 2%	-	38 12% BDJLPX	-	14 8% DJ	-	3 1%	-	30 5% DJ	-	17 9% BDJL	-	12 6% DJ	-	6 7% DJ	-	6 6% DJ	-	5 5% J	-	4 4%	-	25 8% DJ
Researched it/Check out source first	-	156 3%	-	1 1%	-	31 10% BDJLPX	-	2 1%	-	2 1%	-	11 2%	-	6 3%	-	3 2%	-	5 6% DHJL	-	3 3%	-	4 4% DJ	-	3 3%	-	13 4% DJL
Search engine/Found through searching	-	95 2%	-	1 1%	-	5 2% BDJLPX	-	12 7% BDJLPX	-	1	-	10 2%	-	4 2%	-	6 3% J	-	1 1%	-	2 2%	-	1 1%	-	-	-	5 2%
Google search	-	64 1%	-	1 1%	-	1	-	-	-	-	-	11 2% J	-	6 3% BFHJ	-	4 2% J	-	1 1%	-	2 2% J	-	-	-	1 1%	-	8 2% BFHJ
Other search mentions	-	12	-	-	-	1	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
SAFETY/SECURITY (NET)	-	258 5% N	-	7 4%	-	19 6% JLN	-	5 3%	-	5 2%	-	19 3%	-	3 2%	-	10 5%	-	5 6%	-	15 16% BDJLPX	-	7 8% JLN	-	3 3%	-	19 6% JLN
Safety/Security/Padlock	-	136 2% J	-	2 1%	-	7 2% BDJLPX	-	4 2%	-	1	-	9 2%	-	2 1%	-	8 4% JL	-	2 2%	-	9 9% BDJLPX	-	4 4% J	-	1 1%	-	11 3% J
Check with anti virus software	-	86 2%	-	1 1%	-	12 4% BDJLPX	-	-	-	3 1%	-	4 1%	-	-	-	1 1%	-	2 2% HN	-	3 3% HLN	-	2 2% HN	-	2 2% HN	-	6 2%
Not being exposed to virus	-	28 1%	-	3 2% BF	-	-	-	1 1%	-	1	-	4 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	1
Ensures privacy of personal information	-	9	-	1 1%	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-
Other safety/security mentions	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BL	-	1 1% BL	-	-	-	-	-	1
Illegible data	-	220 4%	-	4 2%	-	8 3%	-	3 2%	-	9 4%	-	46 8% BDJLPX	-	7 4%	-	6 3%	-	1 1%	-	3 3% BL	-	4 4%	-	2 2%	-	8 2%
CONVENIENCE (NET)	-	183 3% FP	-	7 4% FP	-	1	-	11 6% BFLPZ	-	12 5% FLP	-	12 2% FP	-	10 6% FLP	-	-	-	1 1%	-	4 4% FP	-	1 1%	-	4 4% FP	-	8 2% FP

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	Country																									
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Clear/Easy to understand/differentiate	-	146 3% FLP	-	5 3% FP	-	1	-	8 4% FLPR	-	11 5% BFLPR	-	7 1% FLP	-	7 4% FLP	-	-	-	-	-	1 1%	-	1 1%	-	3 3% FP	-	7 2% FP
Easy to use/access	-	13	-	-	-	-	-	1 1%	-	-	-	1	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	1
Harder to obtain/Requires certain criteria	-	8	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-
Faster/Quicker service	-	5	-	1 1%	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-
Other convenience mentions	-	13	-	1 1%	-	-	-	3 2% BFLZ	-	-	-	1	-	2 1% B	-	-	-	-	-	1 1%	-	-	-	-	-	-
WEBSITE APPEAL (NET)	-	103 2% L	-	5 3% L	-	10 3% L	-	2 1%	-	5 2%	-	5 1%	-	10 6% BHL	-	4 2%	-	4 4% L	-	5 5% BHL	-	1 1%	-	3 3% L	-	8 2% L
Design/Layout/Way it looks	-	87 2%	-	5 3% L	-	9 3% L	-	2 1%	-	4 2%	-	4 1%	-	10 6% BHLJLZ	-	4 2%	-	4 4% BL	-	2 2%	-	1 1%	-	3 3% L	-	5 2%
Few/No pop-ups/advertisements	-	17	-	-	-	1	-	-	-	2 1%	-	1	-	-	-	-	-	-	-	3 3% BDFHLNP	-	-	-	-	-	3 1%
WEBSITE (NET)	-	90 2%	-	8 4% BJL	-	6 2%	-	5 3%	-	1	-	7 1%	-	5 3%	-	3 2%	-	2 2%	-	2 2%	-	2 2%	-	3 3% J	-	7 2%
Linked from a trusted site	-	46 1%	-	4 2% JLP	-	4 1%	-	4 2% BJLP	-	-	-	2	-	3 2%	-	-	-	2 2% JLP	-	2 2% JLP	-	1 1%	-	3 3% BJLP	-	3 1%
Web based use/Used by major websites	-	1	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	43 1%	-	4 2% B	-	2 1%	-	1 1%	-	1	-	5 1%	-	1 1%	-	3 2%	-	-	-	-	-	1 1%	-	-	-	4 1%
WEBSITE ORIGIN (NET)	-	85 2% F	-	2 1%	-	-	-	7 4% BFLN	-	8 3% BFLN	-	4 1%	-	1 1%	-	4 2% F	-	2 2% F	-	1 1%	-	1 1%	-	1 1%	-	7 2% FL
Country/State of origin (Unspec.)	-	47 1%	-	2 1%	-	-	-	3 2% F	-	3 1% F	-	2	-	-	-	4 2% FL	-	2 2% FLN	-	-	-	1 1%	-	1 1%	-	5 2% FL
Russian origin	-	5	-	-	-	-	-	-	-	4 2% BFLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Worldwide/International usage	-	5	-	-	-	-	-	2 1% BL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	Country																										
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321	
Represents my country	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other website origin mentions	-	28 1%	-	-	-	-	-	2 1%	-	1	-	2	-	1%	-	-	-	-	-	1	-	-	-	-	-	2 1%	
MISCELLANEOUS (NET)	-	251 5% L	-	7 4%	-	11 3%	-	10 5%	-	7 3%	-	18 3%	-	11 6%	-	12 6% L	-	6 7%	-	3 3%	-	5 5%	-	3 3%	-	13 4%	
Recommended by others	-	148 3%	-	4 2%	-	11 3%	-	5 3%	-	6 3%	-	11 2%	-	6 3%	-	7 4%	-	5 6% L	-	3 3%	-	3 3%	-	2 2%	-	9 3%	
Authorized/Regulated	-	67 1% F	-	2 1%	-	-	-	3 2% F	-	1	-	5 1%	-	1 %	-	3 2% F	-	1 %	-	-	-	1 %	-	-	-	2 1%	
Advertised/Promoted	-	19	-	1 1%	-	-	-	1 1%	-	1	-	2	-	4 2% BFLPZ	-	-	-	-	-	-	-	-	-	-	-	1	
Good quality	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BL	-	1	
Good technology/innovation	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Provide good services	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	
Other	-	12	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1% L	-	-	-	-
ECONOMY (NET)	-	9	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	1	
It's paid for/Fee based	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other economy mentions	-	8	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	1	
None	-	779 14% DHN	-	8 4%	-	57 18% BDHNT	-	6 3%	-	34 15% DHN	-	145 24% BDHJNPVTXZ	-	12 7%	-	31 16% DHN	-	16 18% DHN	-	9 9% H	-	10 11% DH	-	9 10% H	-	66 21% BDHNTVX	
Don't know	-	758 14% LNPV	-	17 9%	-	71 23% BDHJNPVTXZ	-	20 11% V	-	43 19% BDHJLNPVX	-	55 9%	-	13 7%	-	12 6% DHN	-	11 12% V	-	11 11% V	-	3 3%	-	9 10%	-	48 15% LNPV	
Declined to answer	-	108 2%	-	5 3%	-	4 1%	-	10 5% BFJPTVXZ	-	1	-	24 4% BFJPTVXZ	-	3 2%	-	1 %	-	1 %	-	-	-	-	-	-	-	2 1%	
Sigma	-	6712 123%	-	240 130%	-	351 111%	-	242 132%	-	275 119%	-	715 120%	-	240 133%	-	234 122%	-	117 130%	-	129 134%	-	144 155%	-	128 138%	-	397 124%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	2015 Total Consumers	2016 Total Consumers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q850. If you wanted more information about one of the new gTLDs, where would you go?

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	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
An Internet search engine to find articles, posts or similar information	4668 76% BE	4039 74% F	172 83% AEY	167 91% CBFHJLRTXZ	203 57% E	205 65% E	163 80% E	137 75% F	225 89% JAEKGQUWY	183 79% F	550 80% AEY	467 78% BF	180 87% AEKY	163 90% BFHJLRTXZ	183 91% ACEGKQUWY	173 90% BFHJLRTXZ	84 80% E	71 79% F	88 85% AEY	76 79% F	96 81% E	80 86% BFHZ	88 80% E	71 76% F	271 73% E	236 74% F
An Internet encyclopedia	1859 30% EY	2178 40% AFR	67 33% E	79 43% CFR	72 20% E	80 25% E	54 26% E	64 35% F	96 38% AEY	110 48% IBFHRXZ	272 40% AEY	286 48% KBFHRXZ	81 39% AEY	91 50% MBFHRXZ	73 36% EGY	86 45% FRZ	33 31% E	24 27% ACEGKQUWY	51 50% FHRXZ	47 49% EY	41 34% FR	39 42% E	38 35% E	31 33% E	93 25% YF	115 36% YF
My Internet service provider/agency that provides my internet access	1487 24% IS	1570 29% AFJTX	64 31% AEIOS	53 29% FJTX	77 22% E	65 21% E	59 29% EIOS	79 43% GBDFJLPTX	43 17% E	110 48% AEY	208 30% AEIOS	176 30% FJTX	89 43% ACEGKQUWY	65 36% BFJPTX	38 19% E	48 25% E	23 22% QFJPTX	34 38% E	16 16% E	17 18% AEIOQSY	44 37% FJTX	32 34% XEOS	35 32% E	14 15% E	96 26% IS	116 36% YBFLJLPTX
Other	125 2% E	114 2% EG	7 3% EG	2 1% E	1 1% E	3 1% E	1 1% E	1 1% E	5 2% E	4 2% E	10 1% E	15 3% E	4 2% E	8 4% BFHT	6 3% E	9 5% BDFHT	5 5% AEGK	3 3% E	1 1% E	- - AEGK	6 5% E	2 2% E	3 3% E	2 2% E	8 2% E	19 6% YBDFHJLT
Not sure	687 11% BCKMOSU	421 8% DHJLNPV	11 5% E	4 2% FACGKQUWY	108 30% BCKMOSU	64 20% BCKMOSU	17 8% IKMOU	7 4% N	10 4% E	5 2% E	29 4% E	18 3% E	4 2% E	1 1% E	7 3% E	6 3% M	8 8% M	5 6% NV	3 3% E	3 3% E	3 3% E	- - M	7 6% M	5 5% NV	32 9% IKMOU	23 6% DJLNV
Sigma	8826 144%	8322 153%	321 156%	305 166%	461 129%	417 132%	294 144%	288 157%	379 150%	346 150%	1069 156%	962 162%	358 173%	328 181%	307 153%	322 168%	153 146%	137 152%	159 154%	143 149%	190 160%	153 165%	171 155%	123 132%	500 135%	509 159%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 175

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines (18+)	2016 Philippines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indonesia (18+)	2016 Indonesia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colombia (18+)	2016 Colombia (18+)	2015 Argentina (18+)	2016 Argentina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Informative	3835 62% EG	3796 70% AFHJ TZ	122 59% E	137 74% CFHJ TZ	155 43% E	146 46% E	109 53% E	104 57% F	160 63% EG	147 64% F	532 77% ACEGOSUWY KBDHFJRTXZ	490 82% ACEGOSUWY BDFHJRTXZ	173 84% EG	158 87% EG	136 68% EG	151 79% OBFHJ TZ	70 67% EG	64 71% FH	59 57% E	58 60% F	74 62% E	74 80% E	63 57% E	64 69% F	228 62% E	203 63% F
Useful	3848 63% E	3762 69% AFJ	127 62% E	126 68% F	162 45% E	147 47% E	122 60% E	115 63% F	152 60% E	144 62% F	505 74% ACEGOSUWY KBDHFJRTXZ	469 79% ACEGOSUWY BDFHJRTXZ	177 86% EG	155 86% EG	137 68% E	149 78% OBFHJ TZ	71 68% E	60 67% F	61 59% E	62 65% F	77 65% E	75 81% E	67 61% E	61 66% F	232 63% E	211 66% F
Practical	3704 60% E	3640 67% AFJZ	129 63% E	128 70% FJZ	168 47% E	155 49% E	136 67% E	117 64% FJ	147 58% E	121 52% F	491 71% ACEISUWY KBDHFJRTXZ	459 77% ACEGOSUWY BDFHJRTXZ	165 80% EG	138 76% EG	130 65% E	142 74% OBFHJ TZ	73 70% EI	61 68% FJ	60 58% E	64 67% FJ	69 58% E	72 77% E	64 58% E	59 63% F	234 63% E	191 60% F
Helpful	3712 60% E	3595 66% AFJXZ	128 62% E	128 70% FJXZ	157 44% E	147 47% E	116 57% FJZ	118 64% FJZ	157 62% JE	119 52% F	521 76% ACEGOSUWY KBDHFJRTXZ	464 78% ACEGOSUWY BDFHJRTXZ	175 85% EG	152 84% EG	133 66% EW	147 77% OBFHJ TZ	66 63% E	61 68% FJZ	66 64% E	67 70% FJXZ	66 55% E	72 77% E	57 52% E	51 55% E	231 62% ZEW	163 51% F
Innovative	3902 64% EG	3541 65% FHJXZ	137 67% EG	129 70% FHJXZ	152 42% E	127 40% E	99 49% E	90 49% E	159 63% EG	130 56% F	531 77% ACEGOSUWY KBDHFJRTXZ	468 79% ACEGOSUWY BDFHJRTXZ	177 86% EG	154 85% EG	143 71% AEGU	148 77% BFHJ TZ	70 67% EG	60 67% FHX	69 67% EG	60 63% FHX	70 59% E	71 76% E	70 64% XEG	43 46% E	245 66% ZEG	181 56% F
Interesting	3690 60% E	3483 64% AFJ	135 66% EW	128 70% FJXZ	137 38% E	135 43% E	133 65% EW	115 63% F	159 63% E	128 55% F	529 77% ACEGOSUWY KBDHFJRTXZ	476 80% ACEGOSUWY BDFHJRTXZ	180 87% EG	154 85% EG	135 67% AEW	141 73% BFHJ TZ	72 69% EW	56 62% E	65 63% E	59 61% E	71 60% E	71 76% E	58 53% E	53 57% F	236 64% EW	190 59% F
Technical	3600 59% E	3427 63% AFJZ	130 63% EG	130 71% BFJZ	163 46% E	129 41% E	106 52% F	112 61% F	146 58% E	123 53% F	497 72% ACEGOSUWY KBDHFJRTXZ	454 74% ACEGOSUWY BDFHJRTXZ	154 74% EG	129 71% EG	124 62% EG	140 73% OBFHJ TZ	61 58% E	51 57% E	62 60% F	58 60% F	73 61% FJZ	66 71% E	63 57% E	60 65% F	230 62% EG	183 57% F
Trustworthy	3066 50% EG	2977 55% AFHJX	119 58% AEGIW	118 64% BFHJXZ	110 31% E	93 30% E	83 41% E	72 39% F	116 46% E	102 44% F	458 67% ACEGOSUWY KBDHFJRTXZ	448 75% ACEGOSUWY BDFHJRTXZ	155 75% EGIW	132 73% EGIW	111 55% EGIW	131 68% OBFHJ TZ	49 47% E	43 48% F	53 51% E	61 64% E	58 49% E	65 70% E	46 42% E	39 42% F	205 55% AEGIW	167 52% FH
Cutting edge	3185 52% EY	2956 54% AFHJXZ	132 64% AEGUWY	130 71% BFHJXZ	156 44% E	135 43% E	108 53% EY	80 44% E	167 66% AEGOSUWY	145 63% BFHJXZ	407 59% AEQWY	375 63% BFHJXZ	160 77% ACEGOSUWY	135 75% BFHJXZ	116 58% EWY	112 58% FHXZ	51 49% E	45 50% XZ	55 53% Y	61 64% FHXZ	60 50% FXZ	52 56% FXZ	50 45% E	33 35% E	156 42% E	117 36% F
For people like me	2805 46% E	2829 52% AFHJZ	107 52% E	119 65% CBFHJXZ	86 24% E	80 25% E	88 43% E	69 38% F	118 47% E	94 41% F	455 66% ACEGOSUWY KBDHFJRTXZ	435 73% ACEGOSUWY BDFHJRTXZ	141 68% EG	125 69% EG	101 50% E	110 57% FHJZ	52 50% E	48 53% FHJ	57 55% AEG	60 63% BFHJXZ	55 46% E	55 59% E	47 43% E	42 45% F	186 50% E	142 44% F
Unconventional	3036 49% E	2699 50% FZ	116 56% AEI	111 60% BFHJZ	107 30% E	100 32% E	114 56% EI	85 46% F	116 46% E	105 45% F	389 57% AEIQ	319 54% BFJZ	103 50% E	106 59% BFHJZ	99 49% E	107 56% FJZ	48 46% E	45 50% F	68 66% AEIMOQY	62 65% BFHJLZ	77 65% AEIMOQY	74 80% UBFHJLRTXZ	66 60% AEIQ	50 54% FZ	199 54% ZE	129 40% F
Exciting	2811 46% EGIW	2552 47% FHJXZ	105 51% EGIUW	103 56% BFHJXZ	99 28% E	71 23% E	59 29% E	46 25% E	76 30% EG	82 35% FHX	489 71% ACEGOSUWY KBDHFJRTXZ	418 70% ACEGOSUWY BDFHJRTXZ	161 78% ACEGOSUWY	139 77% ACEGOSUWY	126 63% ACEGOSUWY	130 68% EGIW	55 52% EGIW	47 52% FHJXZ	58 56% AEGIUW	57 59% BFHJXZ	47 49% E	49 53% FHJXZ	31 28% E	18 19% ZEGIW	183 49% FHX	114 36% F
Overwhelming	2389 39% EGIWY	2209 41% FHJXZ	93 45% EGIUWY	92 50% BFHJXZ	87 24% E	66 21% E	54 26% E	46 25% E	78 31% E	64 28% X	400 58% ACEGOSUWY KBDHFJRTXZ	362 61% EGW	81 45% FHJXZ	81 48% AEGIUWY	96 45% FHJXZ	87 45% E	39 37% E	35 39% FHXZ	53 51% AEIMOQY	48 50% BFHJLZ	38 32% FX	31 33% FX	29 26% E	16 17% E	117 32% E	90 28% FX
Extreme	2412 39% EGIW	2151 39% FHJXZ	85 41% EGIUW	86 47% BFHJXZ	95 27% E	87 28% X	47 23% E	42 23% E	81 32% G	74 32% HX	431 63% ACEGOSUWY KBDHFJRTXZ	365 61% EGIUW	93 45% FHJXZ	83 46% EGIUW	91 45% EGIUW	95 49% BFHJXZ	39 37% EGW	36 40% FHX	52 50% AEGIUW	54 56% BFHJXZ	38 32% UFHJXZ	45 25% E	25 23% E	15 16% ZEGW	147 40% HX	104 32% F
Confusing	2470 40% QW	2115 39% JZ	77 37% Z	73 40% ACIOOSUWY	176 49% JPXZ	136 43% QWY	94 46% JPXZ	83 45% E	94 37% E	74 32% AQWY	302 44% BJPXZ	257 43% QW	92 44% QW	78 43% JZ	75 37% Z	64 33% Z	32 30% Z	36 40% Z	39 38% Z	33 34% Z	45 38% Z	36 39% Z	32 29% E	29 31% E	134 36% Z	80 25% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 South Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Confusing	3674 60% EK	3337 61% L	129 63% E	111 60% L	182 51% E	179 57% L	110 54% L	100 55% L	159 63% E	157 68% BFHLN	385 56% L	338 57% L	115 56% L	103 57% L	126 63% E	128 67% FHL	73 70% AEGKM	54 60% L	64 62% E	63 66% L	74 62% E	57 61% AEGKM	78 71% FHL	64 69% FHL	236 64% EGK	241 75% YBDFHLNPRV
Extreme	3732 61% KS	3301 61% DLPT	121 59% K	98 53% L	263 73% L	228 72% L	157 77% L	141 77% L	172 68% L	157 68% L	256 37% L	230 39% L	114 55% K	98 54% L	110 55% K	97 51% L	66 63% K	54 60% LT	51 50% K	42 44% L	81 68% VKMOS	48 52% L	85 77% L	78 84% L	223 60% K	217 68% YBDFHLNPRV
Overwhelming	3755 61% KOS	3243 59% DL	113 55% K	92 50% L	271 76% L	249 79% L	150 74% L	137 75% L	175 69% ACKOS	167 72% BDLNPT	287 42% L	233 39% L	126 61% KS	100 55% L	105 52% K	105 55% L	66 63% KS	55 61% L	50 49% L	48 50% L	81 68% CKOS	62 67% DLT	81 74% ACKMOS	77 83% BDLNPTV	253 68% ACKOS	231 72% BDLNPT
Exciting	3333 54% KMOS	2900 53% DLNPT	101 49% KMO	81 44% LNP	259 72% L	244 77% L	145 71% L	137 75% L	177 70% ACKMOS	149 65% BDLNPTV	198 29% L	177 30% L	46 22% L	42 23% L	75 37% KM	62 32% KM	50 48% LNP	43 48% LNP	45 44% KM	39 41% LN	72 61% CKMOS	44 47% LNP	79 72% ACKMOS	75 81% BDLNPTV	187 51% KMO	207 64% YBDFHLNPRV
Unconventional	3108 51% CKSUW	2753 50% DLNTV	90 44% V	73 40% L	251 70% V	215 68% L	90 44% DNTV	98 54% CGKSUW	137 54% DLNPTV	126 55% L	298 43% L	276 46% TV	104 50% SU	75 41% V	102 51% SU	85 44% V	57 54% KSUW	45 50% TV	35 34% V	34 35% V	42 35% V	19 20% L	44 40% L	43 46% V	171 46% SU	192 60% BDLNPTVX
For people like me	3339 54% BKMS	2623 48% DKM	99 48% DKM	65 35% L	272 76% L	235 75% L	116 57% KMS	114 62% BDLNPTV	135 53% KM	137 59% L	232 34% L	160 27% L	66 32% L	56 31% L	100 50% KM	82 43% LN	53 50% KM	42 47% LN	46 45% KM	36 38% L	64 54% KM	38 41% L	63 57% DKM	51 55% L	184 50% KM	179 56% BDLNPTV
Cutting edge	2959 48% BCIKM	2496 46% DJLN	74 36% M	54 29% L	202 56% L	180 57% L	96 47% CIM	103 56% BDJLNPT	86 34% M	86 37% N	280 41% M	220 37% N	47 23% L	46 25% L	85 42% M	80 42% DN	54 51% CIKM	45 50% DJLN	48 47% IM	35 36% CIM	59 50% CIM	41 44% DN	60 55% CIKMO	60 65% BDJLNPTV	214 58% ACGIMKOS	204 64% BDJLNPTV
Trustworthy	3078 50% BCKMY	2475 45% DLNPV	87 42% KM	66 36% L	248 69% L	222 70% L	121 59% L	111 61% CKMOY	137 54% BDLNPTV	129 56% L	229 33% LM	147 25% L	52 25% L	49 27% L	90 45% PKM	61 32% L	56 53% KM	47 52% DLNPTV	50 49% KM	35 36% L	61 51% VKM	28 30% CKMOY	64 58% BDLNPTV	54 58% L	165 45% KM	154 48% BDLNPTV
Technical	2544 41% BKM	2025 37% DLNP	76 37% KM	54 29% L	195 54% L	186 59% L	98 48% CKMOY	71 39% LNP	107 42% KM	108 47% BDLNPTV	190 28% L	141 24% L	53 26% L	52 29% L	77 38% PKM	52 27% L	44 42% KM	39 43% LNPV	41 40% KM	38 40% LP	46 39% KM	27 29% L	47 43% KM	33 35% L	140 38% KM	138 43% BDLNPTV
Interesting	2454 40% BKMO	1969 36% LNPV	71 34% KM	56 30% LN	221 62% L	180 57% L	71 35% LNPV	68 37% KM	94 37% BDLNPTV	103 45% L	158 M	119 20% L	27 13% L	27 15% L	66 33% KM	51 27% N	33 31% M	34 38% LNPV	38 37% KM	37 39% LNPV	48 40% VKM	22 24% L	52 47% CGKMOY	40 43% BDLNPTV	134 36% KM	131 41% BDLNPTV
Innovative	2242 36% KMO	1911 35% LNPV	69 33% KM	55 30% LN	206 58% L	188 60% L	105 51% L	93 51% L	94 37% BDLNPTV	101 44% L	156 23% M	127 21% L	30 14% L	27 15% L	58 29% M	44 23% KM	35 33% LN	30 33% LN	34 33% KM	36 38% LNPV	49 41% VKMO	22 24% L	40 36% KM	50 54% YBDFHLNPRV	125 34% KM	140 44% BDLNPTV
Helpful	2432 40% BKM	1857 34% LNPV	78 38% KM	56 30% LN	201 56% L	168 53% L	88 43% KM	65 36% LNPV	96 38% BDLNPTV	112 48% L	166 24% M	131 22% L	32 15% L	29 16% L	68 34% PKM	45 23% L	39 37% KM	29 32% LN	37 36% N	29 30% VKM	53 45% L	21 23% L	53 48% CKMOY	42 45% BDLNPTV	139 38% KM	158 49% BDLNPTV
Practical	2440 40% BKM	1812 33% LNPV	77 37% KM	56 30% LN	190 53% L	160 51% L	68 33% M	106 36% LNPV	106 42% KM	110 37% BDLNPTV	196 29% LM	136 23% L	42 20% L	43 24% L	71 35% PM	50 26% L	32 30% M	29 32% L	43 42% KM	32 33% L	50 42% VKM	21 23% L	46 42% KM	34 37% LNPV	136 37% KM	130 40% BDLNPTV
Useful	2296 37% BKM	1690 31% LNPV	79 38% KM	58 32% LNPV	196 55% L	168 53% L	82 40% KM	68 37% LNPV	101 40% BDLNPTV	87 38% L	182 26% LM	126 21% N	30 14% L	26 14% L	64 32% PM	43 22% N	34 32% M	30 33% LNPV	42 41% KM	34 35% LNPV	42 42% VKM	18 19% L	43 39% KM	32 34% LNPV	138 37% KM	110 34% BDLNPTV
Informative	2309 38% BKM	1656 30% LNPV	84 41% DKM	47 26% LN	203 57% L	169 54% L	95 47% AIKMOQ	79 43% BDLNPRV	93 37% KM	84 36% BDLNPTV	155 23% L	105 18% L	34 16% L	23 13% L	65 32% PKM	41 21% N	35 33% KM	26 29% LN	44 43% KM	38 40% BDLNPTV	45 38% VKM	19 20% L	47 43% KM	29 31% LN	142 38% KM	118 37% BDLNPTV

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 177

1. Innovative

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3902 64% EG	3541 65% FHJXZ	137 67% EG	129 70% FHJXZ	152 42% EG	127 40% EG	99 49% EG	90 49% EG	159 63% EG	130 56% F	531 77% ACEGIGSUWY	468 79% BDFHJRTXZ	177 86% ACEGIGSUWY	154 85% BDFHJRTXZ	143 71% AEGU	148 77% BFHJTXZ	70 67% EG	60 67% FHX	69 67% EG	60 63% FHX	70 59% E	71 76% UBFHJTXZ	70 64% XEG	43 46% ZEG	245 66% ZEG	181 56% F
Describes very well	1019 17% EG	998 18% AFH	33 16% EG	44 24% BFHJR	14 4% EG	13 4% EG	19 9% E	15 8% EG	46 18% EG	36 16% FH	219 32% ACEGIGSUWY	194 33% BDFHJRTXZ	65 31% ACEGIGSUWY	62 34% BDFHJRTXZ	74 37% ACEGIGSUWY	66 34% BDFHJRTXZ	23 22% EG	11 12% F	16 16% E	26 27% SBFHJR	25 21% EG	25 27% BFHJR	22 20% EG	15 16% FH	74 20% EG	61 19% FH
Describes somewhat well	2883 47% EGOU	2543 47% FTXZ	104 50% EGOU	85 46% FX	138 39% EG	114 36% EG	80 39% EG	75 41% EG	113 45% O	94 41% EO	312 45% FXZ	274 46% AEGIKOU	112 54% FJTXZ	92 51% FJTXZ	69 34% M	82 43% X	47 45% FHX	49 54% FHX	53 51% TEGOU	34 35% TEGOU	45 38% FXZ	46 49% FXZ	48 44% X	28 30% ZEO	171 46% ZEO	120 37% ZEO
BOTTOM 2 BOX (NET)	2242 36% KMO	1911 35% LNPV	69 33% KM	55 30% LN	206 58% ACKMOGSUWY	188 60% BDLNPRTVZ	105 51% ACKMOGSUWY	93 51% BDLNPRTV	94 37% KM	101 44% BDLNPV	156 23% M	127 21% M	30 14% M	27 15% M	58 29% M	44 23% M	35 33% KM	30 33% LN	34 33% KM	36 38% LNPV	49 41% VKMO	22 24% KM	40 36% WBDLNPRTV	50 54% KM	125 34% KM	140 44% YBDLNPV
Does not describe very well	1505 24% IKM	1391 26% LNP	54 26% KM	41 22% N	152 42% ACKMOGSUWY	148 47% BDLNPRTVZ	80 39% ACKMOGSUWY	83 45% BDLNPRTVZ	48 19% M	56 24% LN	103 15% J	97 16% J	24 12% M	23 13% M	40 20% M	33 17% M	23 22% M	24 27% LN	22 21% M	18 19% M	26 22% M	20 22% M	30 27% KM	25 27% LN	77 21% KM	85 26% LNP
Does not describe at all	737 12% BCKM	520 10% LNV	15 7% M	14 8% N	54 15% CKMO	40 13% HLNPV	25 12% HKM	10 5% ACKMOW	46 18% BDFHJNPV	45 19% M	53 8% M	30 5% M	6 3% M	4 2% M	18 9% M	11 6% M	12 11% M	6 7% M	12 12% BDHLNPRV	18 19% VACKMOW	23 19% VACKMOW	2 2% M	10 9% WBDLNPRTV	25 27% CKM	48 13% BDHLNPRV	55 17% BDHLNPRV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 178

2. Cutting edge

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3185 52% EY AFHXZ	2956 54% AEGQUWY BFHRVXZ	132 64% AEGY BFHRVXZ	130 71% BFHRVXZ	156 44% Y	135 43% XZ	108 53% EY	80 44% Z	167 66% Y	145 63% HXZ	407 59% Y	375 63% XZ	160 77% XZ	135 75% XZ	116 58% EWY	112 58% FHXZ	51 49% DN	45 50% XZ	55 53% Y	61 64% FHXZ	60 50% CIM	52 56% FXZ	50 45% E	33 35% CIM	156 42% IM	117 36% DNLNPTV
Describes very well	760 12% EG AFHZ	746 14% AEGY BFHRVXZ	36 17% AEGY	42 23% BFHRVXZ	12 3% Y	20 6% XZ	12 6% HAOWY	16 9% Z	62 25% Y	42 18% HXZ	129 19% Y	119 20% XZ	54 26% XZ	45 25% XZ	50 25% XZ	36 19% BFHRZ	10 10% E	8 9% XZ	12 12% E	26 27% SBFHRVXZ	13 11% E	11 12% XZ	13 12% E	10 11% CIM	42 11% IM	32 10% DNLNPTV
Describes somewhat well	2425 39% Y	2210 41% XZ AOWY	96 47% AOWY	88 48% BFHXZ	144 40% Y	115 37% XZ	96 47% HAOWY	64 35% Z	105 42% Y	103 45% HXZ	278 40% Y	256 43% XZ	106 51% XZ	90 50% XZ	66 33% XZ	76 40% XZ	41 39% XZ	37 41% XZ	43 42% Y	35 36% XZ	47 39% XZ	41 44% XZ	37 34% XZ	23 25% XZ	114 31% XZ	85 26% XZ
BOTTOM 2 BOX (NET)	2959 48% BCIKM	2496 46% DJLN	74 36% M	54 29% ACGKMO	202 56% BDJLNPTV	180 57% BDJLNPTV	96 47% CIM	103 56% BDJLNPTV	86 34% M	86 37% N	280 41% M	220 37% N	47 23% N	46 25% N	85 42% M	80 42% DN	54 51% CIM	45 50% DJLN	48 47% IM	35 36% CIM	59 50% CIM	41 44% DN	60 55% CIM	60 65% BDJLNPTV	214 58% ACGKMO	204 64% BDJLNPTV
Does not describe very well	2018 33% IM DJLNT	1769 32% DJLNT	55 27% I	39 21% ACGKMO	154 43% BDJLNPTV	144 46% BDJLNPTV	75 37% CIM	92 50% BDJLNPTV	48 19% M	55 24% HN	203 30% IM	163 27% IM	40 19% IM	37 20% IM	60 30% IM	51 27% IM	35 33% IM	36 40% DJLNPTV	30 29% I	22 23% IM	35 29% IM	31 33% DN	43 39% CIM	29 31% CIM	123 33% IM	103 32% DNLNPTV
Does not describe at all	941 15% BCGKM	727 13% DHLN	19 9% M	15 8% M	48 13% HN	36 11% HN	21 10% M	11 6% M	38 15% M	31 13% HN	77 11% M	57 10% M	7 3% M	9 5% M	25 12% M	29 15% DHLN	19 18% CKM	9 10% M	18 17% CM	13 14% HN	24 20% CGKM	10 11% M	17 15% WBDJLNPTV	31 33% M	91 25% YBDFJLNPTV	101 31% YBDFJLNPTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 179

3. Extreme

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2412 39%	2151 39%	85 41%	86 47%	95 27%	87 28%	47 23%	42 23%	81 32%	74 32%	431 63%	365 61%	93 45%	83 46%	91 45%	95 49%	39 37%	36 40%	52 50%	54 56%	38 32%	45 48%	25 23%	15 16%	147 40%	104 32%
Describes very well	EGIW 9%	FHJXZ 10%	EGIW 10%	BFHJXZ 12%	7 2%	11 3%	9 4%	7 4%	19 8%	16 7%	142 21%	120 20%	14 7%	23 13%	37 18%	33 17%	15 14%	6 7%	12 12%	20 21%	9 8%	7 8%	7 6%	5 5%	37 10%	31 10%
Describes somewhat well	EG 31%	FH 30%	EG 32%	FH 35%	88 25%	76 24%	38 19%	35 19%	62 25%	58 25%	289 42%	245 41%	79 38%	60 33%	54 27%	62 32%	24 23%	30 33%	40 39%	34 35%	29 24%	38 41%	18 16%	10 11%	110 30%	73 23%
BOTTOM 2 BOX (NET)	1877 31%	1621 30%	65 32%	64 35%	88 25%	76 24%	38 19%	35 19%	62 25%	58 25%	289 42%	245 41%	79 38%	60 33%	54 27%	62 32%	24 23%	30 33%	40 39%	34 35%	29 24%	38 41%	18 16%	10 11%	110 30%	73 23%
Does not describe very well	EGIW 61%	FHJXZ 61%	EGIW 59%	BFHJXZ 53%	263 73%	228 72%	157 77%	141 77%	172 68%	157 68%	256 37%	230 39%	114 55%	98 54%	110 55%	97 51%	66 63%	54 60%	51 50%	42 44%	81 68%	48 52%	85 77%	78 84%	223 60%	217 68%
Does not describe at all	KS 39%	DLPT 40%	KS 48%	DLPT 40%	192 54%	179 57%	109 53%	101 55%	83 33%	74 32%	172 25%	164 28%	83 40%	75 41%	71 35%	63 33%	40 38%	37 41%	37 36%	27 28%	43 36%	32 34%	48 44%	34 37%	128 35%	125 39%
Sigma	1352 22%	1103 20%	23 11%	24 13%	71 20%	49 16%	48 24%	40 22%	89 35%	83 36%	84 12%	66 11%	31 15%	23 13%	39 19%	34 18%	26 25%	17 19%	14 14%	15 16%	38 32%	16 17%	37 34%	44 47%	95 26%	92 29%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 180

4. Trustworthy

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3066 50% EG	2977 55% AFHJX	119 58% AEGIW	118 64% BFHJRX	110 31% E	93 30% F	83 41% E	72 39% F	116 46% E	102 44% F	458 67% ACEGQOBSUY	448 75% KBDFHJRTXZ	155 75% ACEGQOBSUY	132 73% BFHJRXZ	111 55% EGIW	131 68% OBFHJRXZ	49 47% E	43 48% F	53 51% E	61 64% F	58 49% E	65 70% UBFHJRXZ	46 42% E	39 42% F	205 55% AEGIW	167 52% FH
Describes very well	694 11% EG	791 15% AFHR	27 13% EG	38 21% CBFHJRX	5 1% E	12 4% E	8 4% E	10 5% EG	36 14% EG	24 10% F	170 25% ACEGQOBSUY	169 28% BDFHJRTXZ	39 19% AEG	46 25% BFHJRXZ	42 24% ACEGY	47 24% BFHJRXZ	13 12% EG	6 7% F	17 17% EG	17 18% FHR	20 17% EG	25 27% BFHJRXZ	16 15% EG	10 11% F	50 14% EG	53 17% FHJR
Describes somewhat well	2372 39% EIW	2186 40% FJ	92 45% EIOUW	80 43% FJX	105 29% E	81 26% E	75 37% E	62 34% E	80 32% E	78 34% F	288 42% EIOUW	279 47% BFHJXZ	116 56% ACEGQOBSUY	86 48% BFHJXZ	69 34% F	84 44% FJX	36 34% F	37 41% F	36 35% F	44 46% FJX	38 32% E	40 43% F	30 27% E	29 31% E	155 42% EIW	114 36% F
BOTTOM 2 BOX (NET)	3078 50% BCKMY	2475 45% DLNPV	87 42% KM	66 36% L	248 69% ACKMOY	222 70% BDLNPTVZ	121 59% ACKMOY	111 61% BDLNPTVZ	137 54% CKMOY	129 56% BDLNPTV	229 33% LM	147 25% LM	52 25% LM	49 27% LM	90 45% PKM	61 32% PKM	56 53% KM	47 52% DLNPTV	50 49% KM	35 36% L	61 51% VKM	28 30% CKMOY	64 58% BDLNPTV	54 58% KM	165 45% DLNPTV	154 48% KM
Does not describe very well	2142 35% KMY	1890 35% LNPV	65 32% KM	55 30% L	184 51% ACKMOY	179 57% BDLNPTVZ	98 48% ACKMOY	98 54% BDLNPTVZ	82 32% KM	80 35% LNPV	167 24% L	116 19% L	42 20% L	44 24% L	59 29% M	48 25% M	34 32% M	34 38% LNPV	37 36% KM	25 26% L	35 29% L	18 19% CKMOY	47 43% LV	33 35% LV	108 29% M	100 31% LV
Does not describe at all	936 15% BKM	585 11% DLN	22 11% M	11 6% CGKM	64 18% DHLNP	43 14% M	23 11% M	13 7% M	55 22% ACGKMSY	49 21% BDFHJRTXZ	62 9% L	31 5% L	10 5% L	5 3% L	31 15% PKM	13 7% CGKM	22 21% DLNP	13 14% M	13 13% LN	10 10% VACGKM	26 22% LN	10 11% LN	17 15% KM	21 23% BDHJLNPTV	57 15% KM	54 17% BDHJLNPTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 181

5. Unconventional

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3036 49% E	2699 50% FZ	116 56% AEI	111 60% BFHJZ	107 30% 30%	100 32% 32%	114 56% EI	85 46% F	116 46% E	105 45% F	389 57% AEIQ	319 54% BFJZ	103 50% E	106 59% BFHJZ	99 49% E	107 56% FJZ	48 46% E	45 50% F	68 66% AEIMOOQY	62 65% BFHJLRZ	77 65% AEIMOOQY	74 80% LBDFHLMPTVXZ	66 60% AEIQ	50 54% FZ	199 54% ZE	129 40% F
Describes very well	754 12% E	667 12% F	26 13% E	32 17% BFZ	9 3% 3%	19 6% E	24 12% E	21 11% F	42 17% AE	32 14% F	129 19% ACEGM	88 15% BF	25 12% E	29 16% F	38 19% AEG	28 15% F	15 14% E	8 9% ACEGM	24 23% BFHJLRZ	23 24% BFHJLRZ	24 20% AEG	33 35% LBDFHLMPTVXZ	20 18% E	16 17% F	66 18% ZAE	34 11% F
Describes somewhat well	2282 37% EIO	2032 37% FZ	90 44% AEIOQ	79 43% FJZ	98 27% 27%	81 26% 26%	90 44% AEIOQ	64 35% F	74 29% F	73 32% EI	260 38% F	231 39% FZ	78 38% E	77 43% FJZ	61 30% OFJZ	79 41% OFJZ	33 31% 31%	37 41% FZ	44 43% EIO	39 41% FZ	53 45% EIOQ	41 44% FJZ	46 42% EIO	34 37% F	133 36% E	95 30% 30%
BOTTOM 2 BOX (NET)	3108 51% CKSUW	2753 50% DLNTV	90 44% V	73 40% V	251 70% ACGKMSUWY	215 68% BDLNPRTVXZ	90 44% DNTV	98 54% CGKSUW	137 54% DLNPTV	126 55% 55%	298 43% 43%	276 46% TV	104 50% SU	75 41% V	102 51% SU	85 44% V	57 54% KSUW	45 50% TV	35 34% V	34 35% V	42 35% V	19 20% V	44 40% V	43 46% V	171 46% SU	192 60% YBDLNPRTVX
Does not describe very well	2065 34% KSUY	1913 35% JTVX	71 34% SUY	58 32% V	190 53% ACGKMSUWY	155 49% BDLNPRTVXZ	72 35% SUY	88 48% GBDLNPRTVXZ	82 32% JU	56 24% 29%	196 29% U	197 33% JV	83 40% AKOSUWY	60 33% JV	60 30% U	67 35% JV	36 34% U	30 33% V	23 22% V	23 24% V	21 18% V	14 15% V	31 28% V	23 25% V	98 26% V	102 32% V
Does not describe at all	1043 17% BCGM	840 15% DHNPV	19 9% CGM	15 8% DHLNPV	61 17% CGM	60 19% DHLNPV	18 9% 9%	10 5% ACGKMSUW	55 22% BDLNPRTV	70 30% 30%	102 15% CG	79 13% HV	21 10% 10%	15 8% PCGKMSW	42 21% PCGKMSW	18 9% CGM	21 20% DHNV	15 17% DHNV	12 12% VCG	11 11% VCG	21 18% VCG	5 5% VCG	13 12% DHLNPV	20 22% DHLNPV	73 20% CGKM	90 28% YBDLNPRTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 182

6. Practical

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3704 60% E	3640 67% AFJZ	129 63% E	128 70% FJZ	168 47% 47%	155 49% 49%	136 67% E	117 64% FJ	147 58% E	121 52% 71%	491 71% 77%	459 77% 80%	165 80% 76%	138 76% BFHJXZ	130 65% E	142 74% OBFHJZ	73 70% EI	61 68% FJ	60 58% E	64 67% FJ	69 58% E	72 77% UBFHJXZ	64 58% E	59 63% F	234 63% E	191 60% F
Describes very well	885 14% E	963 18% AFH	33 16% E	35 19% F	13 4% 4%	17 5% 5%	20 10% E	22 12% F	37 15% E	36 16% F	188 27% ACEISUWY	168 28% KBDHFJTXZ	56 27% ACEISUWY	55 30% BFHJXZ	54 27% E	62 32% OBFHJZ	27 26% EI	16 18% F	18 17% E	21 22% FH	20 17% E	25 27% BFHJ	22 20% EG	15 16% F	64 17% EG	62 19% FH
Describes somewhat well	2819 46% O	2677 49% AJPZ	96 47% JZ	93 51% JZ	155 43% 44%	138 44% 44%	116 57% ACEIKOOSUWY	95 52% JJPZ	110 43% 43%	85 37% 37%	303 44% 49%	291 49% JZ	109 53% AEKOSUW	83 46% 46%	76 38% 38%	80 42% 42%	46 44% 44%	45 50% J	42 41% 41%	43 45% 45%	49 41% 41%	47 51% J	42 38% 38%	44 47% 47%	170 46% 46%	129 40% 40%
BOTTOM 2 BOX (NET)	2440 40% BKM	1812 33% LNPV	77 37% KM	56 30% L	190 53% ACEIKOOSUWY	160 51% BDHLNPRVYZ	68 33% M	66 36% LNPV	106 42% KMQ	110 48% BDHLNPRV	196 29% LM	136 23% 23%	42 20% 20%	43 24% 24%	71 35% PM	50 26% M	32 30% M	29 32% KM	43 42% KM	32 33% L	50 42% VKM	21 23% KM	46 42% LNV	34 37% KM	136 37% BDLNPV	130 40% BDLNPV
Does not describe very well	1667 27% BKM	1363 25% LN	57 28% KM	46 25% L	137 38% ACEIKOOSUWY	131 42% BDHLNPRVYZ	49 24% M	62 34% GBLNPV	70 28% KMY	67 29% LN	136 20% 20%	105 18% 18%	33 16% 16%	33 18% 18%	49 24% M	42 22% M	21 20% 20%	22 24% M	28 27% M	24 25% M	26 22% M	18 19% KMY	35 32% KMY	25 27% L	77 21% 77%	83 26% L
Does not describe at all	773 13% BKM	449 8% HLP	20 10% M	10 5% FKM	53 15% HLP	29 9% HLP	19 9% HM	4 2% 2%	36 14% KM	43 19% BDHLNPRVYZ	60 9% LM	31 5% 5%	9 4% 4%	10 6% 6%	22 11% PM	8 4% 4%	11 10% M	7 8% H	15 15% M	8 8% H	24 20% VACGKMOGW	3 3% 3%	11 10% 10%	9 10% H	59 16% ACGKM	47 15% BDHLNPRV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 183

7. Technical

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3600 59% E	3427 63% AFJZ	130 63% EG	130 71% BFJRZ	163 46% E	129 41% E	106 52% E	112 61% F	146 58% E	123 53% F	497 72% ACEGIOGSUWY	454 76% BFHJRTXZ	154 74% ACEGIOGSUWY	129 71% BFHJRZ	124 62% EG	140 73% OBFHJRTZ	61 58% E	51 57% F	62 60% E	58 60% F	73 61% E	66 71% FJRZ	63 57% E	60 65% F	230 62% EG	183 57% F
Describes very well	891 15% E	917 17% AFHR	29 14% E	41 22% CBFHJR	14 4% E	10 3% E	21 10% E	17 9% F	43 17% EG	30 13% F	193 28% ACEGIOGSUWY	178 30% BDFHJRXZ	39 19% EG	45 25% BFHJR	55 25% ACEGIMQSY	49 26% BFHJRX	14 13% E	5 6% F	15 15% E	22 23% FHJR	23 19% EG	26 28% BFHJRX	20 18% EG	14 15% FR	57 15% E	74 23% YBFHJR
Describes somewhat well	2709 44% O	2510 46% AFZ	101 49% O	89 48% FZ	149 42% E	119 38% E	85 42% GFJTZ	95 52% E	103 41% E	93 40% O	304 44% O	276 46% FZ	115 56% AEGIKOLUWY	84 46% Z	69 34% OFZ	91 47% OFZ	47 45% E	46 51% FZ	47 46% E	36 38% F	50 42% E	40 43% E	43 39% E	46 49% FZ	173 47% ZO	109 34% E
BOTTOM 2 BOX (NET)	2544 41% BKM	2025 37% DLNP	76 37% KM	54 29% ACEGIOGSUWY	195 54% BDHJLNPRTYXZ	186 59% CKMOY	98 48% LNP	71 39% LNP	107 42% KM	108 47% BDLNPV	190 28% E	141 24% E	53 26% E	52 29% E	77 38% PKM	52 27% E	44 42% KM	39 43% DLNPV	41 40% KM	38 40% LP	46 39% KM	27 29% E	47 43% KM	33 35% L	140 38% KM	138 43% BDLNPV
Does not describe very well	1773 29% KMY	1516 28% L	60 29% K	44 24% ACEGIOGSUWY	143 40% BDHJLNPRTYXZ	156 50% AIKMOUY	75 37% DLPVX	61 33% E	65 26% K	69 30% L	132 19% E	116 19% E	47 23% E	48 27% L	54 27% K	42 22% E	28 27% DLPVX	32 36% K	30 29% K	24 25% E	30 25% E	18 19% E	31 28% K	19 20% E	83 22% E	87 27% L
Does not describe at all	771 13% BCKM	509 9% LNP	16 8% M	10 5% FCKM	52 15% LN	30 10% HM	23 11% E	10 5% ACKM	42 17% BDFHJLNPR	39 17% LM	58 8% E	25 4% E	6 3% E	4 2% E	23 11% PM	10 5% CKM	16 15% N	7 8% E	11 11% M	14 15% DHLNP	16 13% M	9 10% LN	16 15% KM	14 15% DHLNP	57 15% CKM	51 16% BDFHJLNPR
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 184

8. Confusing

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2470 40% QW	2115 39% JZ	77 37%	73 40% Z ACIOOSUWY	176 49% JPXZ	136 43% JPXZ	94 46% QWY	83 45% JPXZ	94 37%	74 32% AQWY	302 44% BJPXZ	257 43% QW	92 44% QW	78 43% JZ	75 37%	64 33% Z	32 30%	36 40% Z	39 38%	33 34%	45 38%	36 39% Z	32 29%	29 31%	134 36% Z	80 25%
Describes very well	606 10% Z	526 10% Z	18 9%	21 11% Z	32 9%	25 8%	24 12%	15 8%	22 9%	17 7%	90 13% AE	87 15% BFHJZ	17 8%	21 12% Z	23 11%	18 9%	11 10%	9 10%	10 10%	7 7%	9 8%	7 8%	11 10%	9 10%	40 11% Z	20 6%
Describes somewhat well	1864 30% QWY	1589 29% Z	59 29%	52 28% Z ACIOOSUWY	144 40% BJLPXZ	111 35% QWY	70 34% BJLPXZ	68 37%	72 28%	57 25%	212 31% QW	170 29% Z	75 36% QWY	57 31% Z	52 26%	46 24%	21 20%	27 30% Z	29 28%	26 27%	36 30%	29 31% Z	21 19%	20 22%	94 25% Z	60 19%
BOTTOM 2 BOX (NET)	3674 60% EK	3337 61% L	129 63% E	111 60%	182 51%	179 57%	110 54%	100 55%	159 63% E	157 68% BFHLN	385 56%	338 57%	115 56%	103 57%	126 63% E	128 67% FHL	73 70% AEGKM	54 60%	64 62% E	63 66%	74 62% E	57 61% AEGKM	78 71% FHL	64 69% FHL	236 64% EGK	241 75%
Does not describe very well	2270 37% I	2138 39% AL	97 47% AEGIKOUY	84 46% JLVX	137 38% I	141 45% BJLVX	76 37%	80 44% JLX	74 29%	79 34%	239 35%	210 35%	82 40% I	72 40%	66 33%	78 41%	39 37%	39 43%	38 37%	37 39%	42 35%	30 32%	49 45% IKO	29 31%	129 35%	128 40%
Does not describe at all	1404 23% CEGM	1199 22% DFH	32 16%	27 15%	45 13%	38 12%	34 17%	20 11%	85 34% ACEGKM	78 34% BDFHLNR	146 21% E	128 22% DFH	33 16%	31 17%	60 30% ACEGKM	50 26% DFHN	34 32% RACEGKM	15 17%	26 25% CE	26 27% DFH	32 27% CEGM	27 26% DFHNR	29 26% CEGM	35 38% BDFHLNR	107 29% ACEGKM	113 35%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 185

9. Overwhelming

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2389 39%	2209 41%	93 45%	92 50%	87 24%	66 21%	54 26%	46 25%	78 31%	64 28%	400 58%	362 61%	81 39%	81 45%	96 48%	87 45%	39 37%	35 39%	53 51%	48 50%	38 32%	31 33%	29 26%	16 17%	117 32%	90 28%
Describes very well	559 9%	558 10%	19 9%	18 10%	7 2%	4 1%	6 3%	12 7%	22 9%	10 4%	134 20%	111 19%	12 6%	18 10%	39 19%	24 13%	11 10%	8 9%	10 10%	20 21%	10 8%	6 6%	8 7%	3 3%	24 6%	21 7%
Describes somewhat well	1830 30%	1651 30%	74 36%	74 40%	80 22%	62 20%	48 24%	34 19%	56 22%	54 23%	266 39%	251 42%	69 33%	63 35%	57 28%	63 33%	28 27%	27 30%	43 42%	28 29%	28 24%	25 27%	21 19%	13 14%	93 25%	69 21%
BOTTOM 2 BOX (NET)	3755 61%	3243 59%	113 55%	92 50%	271 76%	249 79%	150 74%	137 75%	175 69%	167 72%	287 42%	233 39%	126 61%	100 55%	105 52%	105 55%	66 63%	55 61%	50 49%	48 50%	81 68%	62 67%	81 74%	77 83%	253 68%	231 72%
Does not describe very well	2324 38%	2087 38%	87 42%	72 39%	193 54%	182 58%	108 53%	105 57%	78 31%	81 35%	197 29%	162 27%	100 48%	73 40%	71 35%	68 35%	38 36%	40 36%	31 30%	28 29%	43 36%	38 41%	42 38%	37 40%	125 34%	122 38%
Does not describe at all	1431 23%	1156 21%	26 13%	20 11%	78 22%	67 21%	42 21%	32 17%	97 38%	86 37%	90 13%	71 12%	26 13%	27 15%	34 17%	37 19%	28 27%	15 17%	19 18%	20 21%	38 32%	24 26%	39 35%	40 43%	128 35%	109 34%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 186

10. Useful

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3848 63% E	3762 69% AFJ	127 62% E	126 68% F	162 45% F	147 47% F	122 60% E	115 63% F	152 60% E	144 62% F	505 74% F	469 79% F	177 86% F	155 86% F	137 68% E	149 78% F	71 68% E	60 67% F	61 59% E	62 65% F	77 65% E	75 81% F	67 61% E	61 66% F	232 63% E	211 66% F
Describes very well	985 16% E	1059 19% AFH	32 16% E	41 22% FHR	7 2% F	13 4% F	23 11% E	22 12% F	44 17% E	39 17% F	203 30% F	189 32% F	68 33% F	68 38% F	70 35% F	65 34% F	24 23% EG	11 12% F	15 15% E	22 23% FH	28 24% AEG	29 31% BFHJR	25 23% EG	18 19% F	78 21% AEG	71 22% FHR
Describes somewhat well	2863 47% OY	2703 50% AFZ	95 46% O	85 46% O	155 43% O	134 43% O	99 49% O	93 51% O	108 43% O	105 45% O	302 44% O	280 47% O	109 53% O	87 48% O	67 33% O	84 44% O	47 45% O	49 54% F	46 45% F	40 42% F	49 41% F	46 49% F	42 38% F	43 46% F	154 42% F	140 44% F
BOTTOM 2 BOX (NET)	2296 37% BKM	1690 31% LNPV	79 38% KM	58 32% LNPV	196 55% F	168 53% F	82 40% KM	68 37% LNPV	101 40% KM	87 38% BLNPV	182 26% LM	126 21% N	30 14% N	26 14% N	64 32% PM	43 22% N	34 32% M	30 33% LNV	42 41% KM	34 35% LNPV	42 35% VKM	18 19% F	43 39% KM	32 34% LNPV	138 37% KM	110 34% LNPV
Does not describe very well	1584 26% BKM	1278 23% LN	59 29% KM	46 25% LN	142 40% F	128 41% F	65 32% F	61 33% F	66 26% KM	57 25% LN	130 19% M	102 17% N	23 11% N	23 13% N	41 20% M	36 19% F	19 18% F	23 26% N	30 29% KM	25 26% LN	23 19% M	17 18% F	34 31% KMOQU	20 22% F	83 22% M	67 21% N
Does not describe at all	712 12% BKM	412 8% LNPV	20 10% M	12 7% NV	54 15% AGKM	40 13% BDHLNPV	17 8% M	7 4% F	35 14% KM	30 13% BDHLNPV	52 8% LM	24 4% F	7 3% F	3 2% F	23 11% PM	7 4% F	15 14% KM	7 8% NV	12 12% M	9 9% LNPV	19 16% VGKM	1 1% F	9 8% F	12 13% HLNPV	55 15% AGKM	43 13% BDHLNPV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 187

11. For people like me

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2805 46% E	2829 52% AFHJZ	107 52% E	119 65% CBFHJXZ	86 24% E	80 25% E	88 43% E	69 38% F	118 47% E	94 41% F	455 66% ACEGIGOSUWY	435 73% KBDFHJPTVYZ	141 68% ACEGIGOSUWY	125 69% BFHJPRXZ	101 50% E	110 57% FHJZ	52 50% E	48 53% FHJ	57 55% AEG	60 63% BFHJXZ	55 46% E	55 59% FHJZ	47 43% E	42 45% F	186 50% E	142 44% F
Describes very well	674 11% EG	749 14% AFH	25 12% EG	44 24% CBFHJXZ	7 2% E	11 3% E	11 5% E	13 7% E	33 13% EG	28 12% F	175 25% ACEGIGOSUWY	145 24% BFHJXZ	34 16% AEG	45 25% MBFHJXZ	48 24% ACEGIUWY	45 23% BFHJZ	18 17% AEG	12 13% F	15 15% EG	26 27% SBFHJXZ	16 13% EG	25 27% UBFHJXZ	15 14% EG	15 16% FH	42 11% EG	46 14% FH
Describes somewhat well	2131 35% EO	2080 38% AFHJZ	82 40% EO	75 41% FHJZ	79 22% E	69 22% E	77 38% EO	56 31% F	85 34% E	66 29% AEIOW	280 41% KBDFHJPTVYZ	290 49% ACEGIGOSUWY	107 52% FHJXZ	80 44% F	53 26% E	65 34% F	34 32% E	36 40% FJ	42 41% EO	34 35% F	39 33% E	30 32% F	32 29% E	27 29% E	144 39% ZEO	96 30% F
BOTTOM 2 BOX (NET)	3339 54% BKMS	2623 48% DLNT	99 48% DKM	65 35% L	272 76% ACGKMOGSUWY	235 75% BDHJLNPTVYZ	116 57% KMS	114 62% BDHJLNPTV	135 53% KM	137 59% BDHJLNPTV	232 34% L	160 27% L	66 32% L	56 31% L	100 50% KM	82 43% LN	53 50% KM	42 47% LN	46 45% KM	36 38% L	64 54% L	38 41% L	63 57% KM	51 55% DLNT	184 50% KM	179 56% BDHJLNPTV
Does not describe very well	2130 35% KMY	1832 34% DLNT	72 35% DKM	45 24% ACGKMOGSUWY	186 52% BDHJLNPTVYZ	181 57% IKMOSUY	82 40% GSDHJLNPTVYZ	97 53% L	74 29% L	73 32% L	163 24% L	111 19% L	51 25% L	48 27% L	61 30% L	58 30% L	32 30% L	28 31% L	29 28% L	23 24% L	32 27% L	32 33% L	36 33% K	27 29% L	104 28% L	100 31% L
Does not describe at all	1209 20% BCKM	791 15% HLNV	27 13% M	20 11% N	86 24% FACGKM	54 17% HLNV	34 17% HKM	17 9% L	61 24% CKM	64 28% BDHJLNPTV	69 10% L	49 8% L	15 7% L	8 4% L	39 19% KM	24 13% N	21 20% KM	14 16% LN	17 17% M	13 14% N	32 27% VACGKM	6 6% L	27 25% CKM	24 26% BDHJLNPTV	80 22% CKM	79 25% BDHJLNPTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 188

12. Interesting

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3690 60% E	3483 64% AFJ	135 66% EW	128 70% FJXZ	137 38% 38%	135 43% 43%	133 65% EW	115 63% F	159 63% E	128 55% F	529 77% ACEGKOSUWY	476 80% BDFHJRTXZ	180 87% ACEGKOSUWY	154 85% BDFHJRTXZ	135 67% AEW	141 73% BFHJTXZ	72 69% EW	56 62% F	65 63% E	59 61% F	71 60% E	71 76% UBFHJRTXZ	58 53% E	53 57% F	236 64% EW	190 59% F
Describes very well	884 14% E	922 17% AFH	32 16% E	44 24% CBFHJR	10 3% 3%	16 5% 5%	20 10% E	21 11% F	50 20% AEG	36 16% F	200 29% ACEGKOSUWY	188 32% BDFHJRXZ	64 31% ACEGKOSUWY	58 32% BFHJRXZ	63 31% ACEGKOSUWY	63 33% BFHJRXZ	19 18% EG	10 11% F	23 22% AEG	25 26% BFHJRZ	24 20% EG	26 28% BFHJRZ	17 15% E	15 16% F	62 17% EG	54 17% F
Describes somewhat well	2806 46% EO	2561 47% FJT	103 50% EOW	84 46% LN	127 35% 35%	119 38% 38%	113 55% AEIOSUWY	94 51% FJPT	109 43% 43%	92 40% EOW	329 48% FJT	288 48% FJT	116 56% AEIKOSUWY	96 53% FJPTZ	72 36% 36%	78 41% 41%	53 50% EO	46 51% FT	42 41% 41%	34 35% 35%	47 39% 39%	45 48% 48%	41 37% 37%	38 41% 41%	174 47% EO	136 42% 42%
BOTTOM 2 BOX (NET)	2454 40% BKMO	1969 36% LNPV	71 34% KM	56 30% LN	221 62% ACGKMOOSUWY	180 57% BHLNPRVTXZ	71 35% KM	68 37% LNPV	94 37% KM	103 45% BDLNPV	158 23% M	119 20% 20%	27 13% 13%	27 15% 15%	66 33% KM	51 27% N	33 31% M	34 38% LNV	38 37% KM	37 39% LNPV	48 40% VKM	22 24% CGKMOOY	52 47% DLNPV	40 43% 36%	134 36% KM	131 41% DLNPV
Does not describe very well	1670 27% KMY	1444 26% LNP	52 25% KM	39 21% N	158 44% ACGKMOOSUWY	146 46% BHLNPRVTXZ	56 27% KM	62 34% BDLNPV	60 24% KM	64 28% LN	114 17% M	95 16% 16%	18 9% 9%	21 12% 12%	43 21% M	39 20% N	20 19% M	25 28% LN	27 26% KM	23 24% N	27 23% M	18 19% XACIKMOOY	40 36% N	21 23% N	84 23% KM	85 26% LN
Does not describe at all	784 13% BGKM	525 10% HLN	19 9% M	17 9% HLN	63 18% FACGKM	34 11% HLN	15 7% 7%	6 3% 3%	34 13% GKM	39 17% BDFHLNPV	44 6% 6%	24 4% 4%	9 4% 4%	6 3% 3%	23 11% KM	12 6% 6%	13 12% KM	9 10% HLN	11 11% M	14 15% HLNPV	21 18% VCGKM	4 4% 4%	12 11% M	19 20% BDFHLNPV	50 14% GKM	46 14% BHLNPV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 189

13. Exciting

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2811 46%	2552 47%	105 51%	103 56%	99 28%	71 23%	59 29%	46 25%	76 30%	82 35%	489 71%	418 70%	161 78%	139 77%	126 63%	130 68%	55 52%	47 52%	58 56%	57 59%	47 39%	49 53%	31 28%	18 19%	183 49%	114 36%
Describes very well	EGIW 677 11%	FHJXZ 660 12%	EGIUW 19 9%	BFHJXZ 31 17%	E 9 3%	CBFHJX 7 2%	E 15 7%	E 6 3%	E 23 9%	FH 20 9%	ACEGIOGSUWY 182 26%	BOFHURTVXZ 159 27%	ACEGIOGSUWY 40 19%	BOFHURTVXZ 45 25%	ACEGIUWY 53 24%	BFHJRVXZ 47 17%	ACEGI 18 11%	FH 10 14%	E 14 17%	FHJX 16 17%	E 12 10%	FH 12 13%	E 12 11%	E 5 5%	50 14%	37 12%
Describes somewhat well	E 677 11%	FHJXZ 660 12%	E 19 9%	CBFHJX 31 17%	E 9 3%	CBFHJX 7 2%	E 15 7%	E 6 3%	E 23 9%	FH 20 9%	ACEGIOGSUWY 182 26%	BOFHURTVXZ 159 27%	ACEGIOGSUWY 40 19%	BOFHURTVXZ 45 25%	ACEGIUWY 53 24%	BFHJRVXZ 47 17%	ACEGI 18 11%	FH 10 14%	E 14 17%	FHJX 16 17%	E 12 10%	FH 12 13%	E 12 11%	E 5 5%	50 14%	37 12%
BOTTOM 2 BOX (NET)	2134 35%	1892 35%	86 42%	72 39%	90 25%	64 20%	44 22%	40 22%	53 21%	62 27%	307 45%	259 44%	121 58%	94 52%	73 36%	83 43%	37 35%	37 41%	44 43%	41 43%	35 29%	37 40%	19 17%	13 14%	133 36%	77 24%
Does not describe very well	EGIW 3333 54%	FHJXZ 2900 53%	EGIUW 101 49%	FHJXZ 81 44%	ACEGIOGSUWY 259 72%	BOFHURTVXZ 244 77%	ACEGIOGSUWY 145 71%	BOFHURTVXZ 137 75%	ACEGIOGSUWY 177 70%	BOFHURTVXZ 149 65%	ACEGIOGSUWY 198 29%	BOFHURTVXZ 177 30%	ACEGIOGSUWY 46 22%	BOFHURTVXZ 42 23%	EGIW 75 37%	BFHJXZ 62 32%	EGIW 50 48%	FHJXZ 43 48%	EGIUW 45 44%	FHJXZ 39 41%	EGIUW 72 61%	FHJXZ 44 47%	W 79 72%	FHJXZ 44 47%	YBDLNPRTV 187 51%	207 64%
Does not describe at all	KMOY 2146 35%	JLNPT 1977 36%	KMO 77 37%	LN 61 33%	CKMOGSUWY 184 51%	BOFHURTVXZ 179 57%	AIKMOGSUWY 92 45%	BOFHURTVXZ 104 57%	KMO 87 34%	BOFHURTVXZ 66 29%	ACEGIOGSUWY 140 20%	BOFHURTVXZ 128 22%	ACEGIOGSUWY 37 18%	BOFHURTVXZ 37 20%	EGIW 48 24%	BFHJXZ 47 24%	EGIW 30 29%	FHJXZ 35 39%	EGIUW 32 31%	FHJXZ 25 26%	EGIUW 43 36%	FHJXZ 32 34%	W 51 46%	YBDLNPRTV 35 38%	110 30%	120 37%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

14. Helpful

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3712 60% E	3595 66% AFJXZ	128 62% E	128 70% FJXZ	157 44% E	147 47% FJZ	116 57% E	118 64% FJZ	157 62% JE	119 52% ACEGQOBSUY	521 76% BDFHJRXZ	464 78% ACEGQOBSUY	175 85% BDFHJRTXZ	152 84% E	133 66% EW	147 77% OBFHJXZ	66 63% E	61 68% FJZ	66 64% E	67 70% FJXZ	66 55% E	72 77% UBFHJXZ	57 52% E	51 55% ZEW	231 62% F	163 51% F
Describes very well	914 15% EG	982 18% AFH	30 15% EG	46 25% CBFHJRXZ	11 3% E	15 5% F	17 8% E	17 9% F	38 15% EG	34 15% F	198 29% ACEGISUYWY	191 32% BDFHJRTXZ	61 29% ACEGISUYWY	61 34% BDFHJRTXZ	64 32% ACEGISUYWY	64 33% BDFHJRTXZ	25 24% ACEGI	13 14% F	15 15% E	18 19% FH	22 18% EG	25 27% BDFHJRXZ	20 18% EG	11 12% F	74 20% AEG	46 14% F
Describes somewhat well	2798 46% OW	2613 48% AFJZ	98 48% OW	82 45% E	146 41% E	132 42% E	99 49% OUW	101 55% BDFJLPZ	119 47% JOW	85 37% OUW	323 47% JZ	273 46% JZ	114 55% AEKOQWY	91 50% JZ	69 34% E	83 43% E	41 39% QJZ	48 53% OW	51 50% JZ	49 51% JZ	44 37% UJZ	47 51% UJZ	37 34% E	40 43% E	157 42% E	117 36% E
BOTTOM 2 BOX (NET)	2432 40% BKM	1857 34% LNPV	78 38% KM	56 30% LN	201 56% ACIKMOOSUY	168 53% BDHLPRTV	88 43% KM	65 36% LNPV	96 38% KM	112 48% BDHLPRTV	166 24% M	131 22% M	32 15% E	29 16% E	68 34% PKM	45 23% E	39 37% KM	29 32% LN	37 36% KM	29 30% N	53 45% VKM	21 23% KMOY	53 48% BDLPNTV	42 45% KM	139 38% YBDHLPRTV	158 49% E
Does not describe very well	1645 27% KM	1387 25% LNP	57 28% KM	44 24% N	150 42% ACIKMOOSUY	137 43% BDHLPRTV	69 34% AIKMOQY	60 33% BLNPV	56 22% KM	66 29% LNPV	109 16% E	106 18% E	25 12% E	25 14% E	43 21% M	37 19% E	23 22% M	22 24% N	26 25% KM	22 23% KM	31 26% KM	16 17% IKMOY	37 34% LN	26 28% KM	89 24% KM	96 30% LNPV
Does not describe at all	787 13% BKM	470 9% HLNP	21 10% M	12 7% N	51 14% KM	31 10% HLNP	19 9% HM	5 3% GKM	40 16% BDHLPRTV	46 20% LM	57 8% E	25 4% E	7 3% E	4 2% E	25 12% PM	8 4% E	16 15% KM	7 8% N	11 11% M	7 7% N	22 18% VCGKM	5 5% KM	16 15% BDHLPNTV	16 17% KM	50 14% YBDHLPRTV	62 19% E
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q856\_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8 Jun 2016  
Table 191

15. Informative

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	3835 62% EG	3796 70% AFHJTZ	122 59% E	137 74% CFHJTZ	155 43% E	146 46% F	109 53% E	104 57% F	160 63% EG	147 64% F	532 77% ACEGIOGSUWY	490 82% KBDHFJRTXZ	173 84% ACEGIOGSUWY	158 87% BDFHJRTXZ	136 68% EG	151 79% OBFHJTZ	70 67% EG	64 71% FH	59 57% E	58 60% F	74 62% E	74 80% UBFHJTZ	63 57% E	64 69% F	228 62% E	203 63% F
Describes very well	1020 17% EG	1114 20% AFH	37 18% EG	44 24% FH	11 3% E	13 4% F	18 9% E	14 8% F	57 23% AEG	42 18% FH	207 30% ACEGISWY	196 33% BDFHJRTZ	67 32% ACEGISWY	66 36% BDFHJRTZ	69 34% ACEGISWY	78 41% BDFHJRTZ	25 24% AEG	15 17% FH	18 17% EG	23 24% FH	32 27% AEG	31 33% BFHJR	21 19% EG	22 24% FH	70 19% EG	81 25% YBFH
Describes somewhat well	2815 46% EOU	2682 49% AFPTZ	85 41% PTZ	93 51% PTZ	144 40% E	133 42% F	91 45% O	90 49% PTZ	103 41% E	105 45% EOU	325 47% E	294 49% FPTZ	106 51% CEIOUWY	92 51% PTZ	67 33% E	73 38% F	45 43% FPTZ	49 54% FPTZ	41 40% E	35 36% F	42 35% E	43 46% F	42 38% E	42 45% F	158 43% O	122 38% F
BOTTOM 2 BOX (NET)	2309 38% BKM	1656 30% LNPV	84 41% DKM	47 26% LN	203 57% ACDKMOGSUWY	169 54% BDLNPRTVYZ	95 47% AIKMOQ	79 43% BDLNPV	93 37% KM	84 36% BDLNPV	155 23% L	105 18% F	34 16% F	23 13% F	65 32% PKM	41 21% N	35 33% KM	26 29% LN	44 43% KM	38 40% BDLNPV	45 38% VKM	19 20% F	47 43% KM	29 31% LN	142 38% KM	118 37% BDLNPV
Does not describe very well	1581 26% BKM	1253 23% LN	66 32% DAIKMOY	34 18% LN	152 42% ACDKMOGSUWY	138 44% BDLNPRTVYZ	74 36% AIKMOQ	72 39% BDLNPV	55 22% KM	60 26% LN	109 16% F	85 14% F	24 12% F	21 12% F	45 22% KM	35 18% F	23 22% M	18 20% LN	30 29% KM	26 27% LN	29 24% KM	16 17% F	33 30% KM	18 19% LN	88 24% KM	73 23% LN
Does not describe at all	728 12% BKM	403 7% LNP	18 9% LN	13 7% LN	51 14% KM	31 10% HLNPV	21 10% HM	7 4% F	38 15% CKM	24 10% HLNPV	46 7% L	20 3% F	10 5% N	2 1% F	20 10% PM	6 3% F	12 11% M	8 9% LNP	14 14% KM	12 13% HLNPV	16 13% VKM	3 3% F	14 13% KM	11 12% HLNPV	54 15% CKM	45 14% BDLNPV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_1. 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?

8 Jun 2016  
Table 192

1. .email

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1247 20% I	1598 29% AFJ	64 31% AEGIMSUVWY	87 47% CBFHLNPRITZ	63 18% I	64 20% I	35 17% I	50 27% GJ	23 9% I	44 19% I	198 29% AEGIMUY	221 37% KBFHJ	35 17% I	53 29% MFJ	53 26% AEGIM	66 34% FJ	32 30% AEGIMU	26 29% I	21 20% I	27 28% I	22 18% I	37 40% UBFHJ	22 20% I	30 32% WFJ	85 23% I	123 38% YBFHJN
Some purchase restrictions should be required	2939 48% KOW	2534 46% PZ	105 51% DOW	74 40% AGKQOSW	208 58% BDJLNPVXZ	176 56% I	92 45% I	98 54% DLPVXZ	134 53% KOQSW	104 45% Z	301 44% I	261 44% Z	104 50% OW	81 45% Z	73 36% I	72 38% I	43 41% I	39 43% I	42 41% I	45 47% I	60 50% O	38 41% I	42 38% I	36 39% I	194 52% ZKOQSW	115 36% I
No purchase restrictions should be required	1958 32% BCEKY	1320 24% DL	37 18% I	23 13% I	87 24% D	75 24% HCEKY	77 38% I	35 19% ACEKY	96 38% BDJLNPVXZ	83 36% LC	188 27% D	113 19% CEY	68 33% DL	47 26% CEKY	75 37% DHL	54 28% C	30 29% I	25 28% D	40 39% TCEKY	24 25% D	37 31% ACEKQY	18 19% I	46 42% DL	27 29% DL	91 25% DL	83 26% DL
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_2. 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?

8 Jun 2016  
Table 193

2. .photography

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1130 18% I	1221 22% AFHJ	54 26% AEGIMS	62 34% BFHJPRX	58 16% I	47 15% I	27 13% I	29 16% I	24 9% I	35 15% AEGIMS	165 24% KBHJXPX	181 30% I	36 17% I	45 25% FHJ	41 20% I	36 19% I	27 26% EGIS	19 21% I	13 13% SFHJ	25 26% I	20 17% I	26 28% FHJ	20 18% I	19 20% I	78 21% GI	90 28% YBFHJP
Some purchase restrictions should be required	3064 50% O	2897 53% ALTZ	109 53% O	94 51% AGKOSW	213 59% BDJLNTXZ	191 61% I	99 49% I	104 57% LTZ	133 53% O	118 51% I	331 48% O	288 48% I	108 52% O	89 49% I	79 39% I	101 53% O	53 50% I	49 54% I	44 43% I	40 42% I	62 52% O	48 52% I	47 43% I	44 47% I	212 57% ZAGKOSW	150 47% I
No purchase restrictions should be required	1950 32% BCEKY	1334 24% DL	43 21% I	28 15% I	87 24% I	77 24% D	78 38% HACEKQY	50 27% D	96 38% ACEKQY	78 34% BDFLVZ	191 28% LCY	126 21% I	63 30% CY	47 26% D	81 40% FACEKMOY	55 29% DL	25 24% I	22 24% I	46 45% ACEKMOY	31 32% DL	37 31% CY	19 20% CEKQY	43 39% I	30 32% DL	80 22% I	81 25% D
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_3. 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?

8 Jun 2016  
Table 194

3. .link

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1115 18% I	1201 22% AFHJ	57 28% AEGIMUW	64 35% BFHJNPRITZ	58 16% I	44 14% I	36 18% I	29 16% I	23 9% I	30 13% I	168 24% AEGIM	192 32% KBHJNPRITZ	36 17% I	42 23% FJ	43 21% I	40 21% FJ	28 27% AEI	19 21% I	18 17% I	21 22% J	20 17% I	25 27% FHJ	18 16% I	27 29% WFHJ	79 21% I	82 26% FHJ
Some purchase restrictions should be required	2988 49% OS	2714 50% Z	112 54% OSW	91 49% AGKQGSW BJLNRVXZ	208 58% I	180 57% I	99 49% O	99 54% NZ	135 53% OSW	109 47% I	327 48% O	288 48% I	104 50% OS	79 44% I	77 38% I	94 49% O	49 47% I	39 43% I	39 38% I	48 50% I	61 51% OS	40 43% I	45 41% I	39 42% I	199 54% ZAOSW	135 42% I
No purchase restrictions should be required	2041 33% BCEKY	1537 28% DL	37 18% I	29 16% I	92 26% C	91 29% DL	69 34% CEY	55 30% DL	95 38% CEKQY	92 40% BDFHLPT	192 28% LC	115 19% I	67 32% C	60 33% DL	81 40% PACEKQY	58 30% DL	28 27% I	32 36% DL	46 45% TACEKQY	27 28% DL	38 32% C	28 30% DL	47 43% XACEKQY	27 29% DL	92 25% YDL	104 32% I
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_4. 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?

8 Jun 2016  
Table 195

4. .guru

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1105 18% IS	1181 22% AFHJ	48 23% AEGIS	57 31% BFHJPT	54 15% IS	42 13% AFHJ	30 15% AEGIS	26 14% BFHJPT	25 10% AEGIS	35 15% BFHJPT	171 25% AEGIS	169 28% BFHJPT	34 16% I	53 29% MBFHJPT	44 22% EIS	33 17% AEGIS	28 27% FHJPT	27 30% FHJPT	10 10% IS	13 14% UBFHJPT	22 18% I	28 30% UBFHJPT	20 18% I	22 24% F	75 20% IS	95 30% YBFHJPT
Some purchase restrictions should be required	2969 48% OS	2662 49% RVZ	116 56% AKOSW	96 52% RVZ	210 59% AGKQOSW	171 54% BNPRVXZ	99 49% S	100 55% PRVXZ	135 53% OSW	106 46% V	324 47% OS	299 50% RVZ	107 52% OS	81 45% OS	79 39% OS	84 44% AEGIS	47 45% FHJPT	34 38% FHJPT	37 36% IS	42 44% VOS	64 54% VOS	31 33% VOS	46 42% ZAKOQSW	39 42% ZAKOQSW	206 56% ZAKOQSW	127 40% YBFHJPT
No purchase restrictions should be required	2070 34% BCEKY	1609 30% DL	42 20% DL	31 17% DL	94 26% DL	102 32% CEKY	75 37% CEKY	57 31% DL	93 37% CEKY	90 39% BDLNZ	192 28% LC	127 21% CY	66 32% CY	47 26% D	78 39% CEKUY	75 39% BDLN	30 29% BDLN	29 32% DL	56 54% ACEGAKOQSW	41 43% BDLNZ	33 28% DL	34 37% DL	44 40% CEKY	32 34% DL	89 24% YDL	99 31% YDL
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_5. 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?

8 Jun 2016  
Table 196

5. .realtor

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1198 19% EIS AFHTX	1496 27% AEGIMSU CBFHJNPTVZ	54 26% AEGIMSU	92 50% CBFHJNPTVZ	54 15% AGKQGSW	41 13% BDJLPRTVZ	32 16% S DLRTVZ	27 15% OSW	28 11% IFH AEGIMS	64 28% IFH AEGIMS	161 23% KBHFJNPTXZ	208 35% KBHFJNPTXZ	35 17% OSW	42 23% FH	47 23% EIS	53 28% FH	34 32% AEGKMSUWY	38 42% BFHJNPTXZ	11 11% UFHTX	17 18% UFHTX	19 16% UFHTX	31 33% UFHTX	22 20% I	17 18% EIS	83 22% EIS	91 28% FHT
Some purchase restrictions should be required	2992 49% OSW	2666 49% DRV DOSW	108 52% DOSW	73 40% AGKQGSW	215 60% BDJLPRTVZ	193 61% BDJLPRTVZ	97 48% S DLRTVZ	102 56% OSW	132 52% OSW	109 47% IFH AEGIMS	330 48% KBHFJNPTXZ	273 46% KBHFJNPTXZ	108 52% OSW	96 53% FH	83 41% EIS	96 50% FH	49 47% AEGKMSUWY	34 38% BFHJNPTXZ	36 35% UFHTX	41 43% UFHTX	73 61% UFHTX	36 39% UFHTX	43 39% WDRV	51 55% ZAKOSW	203 55% ZAKOSW	143 45% ZAKOSW
No purchase restrictions should be required	1954 32% BCEQUY	1290 24% DL	44 21% D	19 10% D	89 25% DL	81 26% CEKQUY	75 37% DL	54 30% DL	93 37% JCEKQUY	58 25% D	196 29% LCY	114 19% D	64 31% CY	43 24% D	71 35% PCEQUY	43 22% D	22 21% D	18 20% D	56 54% TACEKMSUWY	38 40% BDFJLNPRZ	27 23% D	26 28% D	45 41% XACEKQUY	25 27% D	84 23% DL	87 27% DL
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_6. 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?

8 Jun 2016  
Table 197

6. .club

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1113 18%   AFHJ	1228 23%   AFHJ	54 26%   AEGISU	62 34%   BFHJNPT	57 16% 	42 13% 	33 16% 	29 16% 	22 9% 	37 16%   AEGISU	162 24%   KBHJNPT	193 32% 	37 18% 	40 22%   F	38 19% 	34 18%   AEGISU	28 27% 	21 23%   F	15 15% 	16 17% 	18 15%   UBFHJNPT	34 37%   I	19 17%   FHJP	26 28% 	77 21%   YBFHJPT	91 28% 
Some purchase restrictions should be required	3059 50% OS AJLVZ	2879 53% OS AJLVZ	111 54% OS	95 52%   AGIKQGSW	212 59%   BJLPRVZ	186 59% 	96 47%   JLVZ	104 57% 	129 51% OS	105 45% OS	344 50% OS	286 48% OS	106 51% OS	95 52% V	80 40% 	96 50% O	48 46% 	42 47% 	37 36% 	46 48%   VOSW	69 58% 	37 40% 	48 44% 	48 52%   ZAOSW	204 55% 	152 47% 
No purchase restrictions should be required	1972 32% BCEKY	1345 25% DL	41 20% 	27 15% 	89 25% 	87 28%   DL	75 37%   HCEKY	50 27%   DL	102 40%   ACEKMQUY	89 39%   BDFHJNVZ	181 26%   L	116 19% 	64 31%   C	46 25%   D	83 41%   ACEKMQUY	62 32%   BDLXZ	29 28% 	27 30%   DL	51 50%   TACEKMQUY	34 35%   BDLXZ	32 27% 	22 24%   XCEKY	43 39% 	19 20% 	89 24%   D	78 24% 
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_7. 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?

8 Jun 2016  
Table 198

7. .xyz

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Strict purchase restrictions should be required	1076 18%   AFHJP	1130 21% 	51 25%   AEGIMS	59 32%   BFHJNPRT	58 16% 	40 13% 	33 16% 	24 13% 	19 8% 	36 16% 	159 23%   AEGIMS	161 27%   BFHJPT	32 15% 	36 20%   F	42 21% 	26 14% 	24 23% 	18 20% 	13 13% 	15 16% 	22 18%   BFHJPT	27 29% 	19 17%   FHJPT	26 28% 	79 21%   AIS	88 27%   BFHJPT
Some purchase restrictions should be required	2823 46%   OS	2408 44% 	105 51%   OQS	78 42%   AGKMOGSW	207 58%   BDJLPRVXZ	166 53% 	92 45%   OS	94 51%   BJPRVXZ	129 51%   JOQS	96 42% 	304 44%   OS	258 43% 	102 49%   OQS	79 44% 	63 31% 	76 40% 	39 37% 	31 34% 	34 33% 	44 46%   VAGKQGSW	68 57% 	32 34% 	44 40% 	36 39% 	195 53%   ZAKOQSW	127 40% 
No purchase restrictions should be required	2245 37%   CEKUY	1914 35%   DL	50 24% 	47 26% 	93 26% 	109 35%   ED	79 39%   CEUY	65 36%   D	105 42%   CEKUY	99 43%   BDLZ	224 33%   CEY	176 30% 	73 35%   CEUY	66 36%   D	96 48%   ACEKMUY	90 47%   BDFHLNXZ	42 40%   CEUY	41 46%   BDLZ	56 54%   YACEGKMQUY	37 39%   D	29 24% 	34 37%   CEKUY	47 43% 	31 33% 	96 26%   Y	106 33% 
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q866\_44. 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?

8 Jun 2016  
Table 199

44. .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Strict purchase restrictions should be required	-	2723 50% FJ	-	135 73% BFHJLNTXZ	-	114 36%	-	91 50% FJ	-	91 39%	-	312 52% FJ	-	92 51% FJ	-	126 66% BFHJLNTZ	-	56 62% BFJZ	-	48 50% F	-	58 62% BFHJZ	-	54 58% FJ	-	162 50% FJ
Some purchase restrictions should be required	-	1946 36% DPRVX	-	42 23%	-	145 46% BDLNPRTVXZ	-	69 38% DPRVX	-	91 39% DPRVXZ	-	210 35% DPRX	-	59 33% D	-	50 26%	-	19 21%	-	30 31%	-	24 26%	-	23 25%	-	100 31% D
No purchase restrictions should be required	-	783 14% DP	-	7 4%	-	56 18% DLP	-	23 13% D	-	49 21% BDHLP	-	73 12% D	-	30 17% DP	-	16 8%	-	15 17% DP	-	18 19% DP	-	11 12% D	-	16 17% DP	-	59 18% BDLP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_45. 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?

8 Jun 2016  
Table 200

45. .pharmacy

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Strict purchase restrictions should be required	-	2280 42% FHJ	-	124 67% BFHJLNTVYZ	-	64 20% F	-	59 32% F	-	81 35% F	-	287 48% BFHJT	-	86 48% FHJ	-	122 64% BFHJLNTVZ	-	47 52% BFHJT	-	35 36% F	-	45 48% FHJ	-	48 52% FHJT	-	138 43% FH
Some purchase restrictions should be required	-	2217 41% DPR	-	52 28% BDLNPRTVYZ	-	184 58% DLP	-	91 50% BDLNPRTVYZ	-	95 41% DPR	-	230 39% DP	-	65 36% DP	-	52 27% DP	-	26 29% DP	-	39 41% DLP	-	31 33% DP	-	29 31% D	-	114 36% P
No purchase restrictions should be required	-	955 18% DLP	-	8 4% DLP	-	67 21% DLP	-	33 18% DP	-	55 24% BDLP	-	78 13% D	-	30 17% DP	-	18 9% DP	-	17 19% DP	-	22 23% DLP	-	17 18% DP	-	16 17% D	-	69 21% DLP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_46. 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?

8 Jun 2016  
Table 201

46. .builder

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Strict purchase restrictions should be required	-	1551 28% FHN	-	79 43% BFHJNTV	-	48 15%	-	28 15%	-	58 25% FH	-	215 36% BFHJNT	-	38 21%	-	71 37% BFHJNT	-	32 36% FHNT	-	21 22%	-	26 28% FH	-	31 33% FHN	-	110 34% BFHJNT
Some purchase restrictions should be required	-	2753 50% XZ	-	89 48% BDLPRTVXZ	-	198 63%	-	111 61% BDLPRTVXZ	-	108 47%	-	284 48% JLPRXZ	-	104 57%	-	89 46%	-	38 42%	-	45 47%	-	43 46%	-	37 40%	-	132 41%
No purchase restrictions should be required	-	1148 21% DL	-	16 9%	-	69 22% DL	-	44 24% DL	-	65 28% BDLP	-	96 16% D	-	39 22% D	-	32 17% D	-	20 22% D	-	30 31% BDLP	-	24 26% DL	-	25 27% DLP	-	79 25% DLP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_23. 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?

8 Jun 2016  
Table 202

23. .toronto

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	181	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	94 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	25 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_24. 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?

8 Jun 2016  
Table 203

24. quadalajara

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	-	52 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	97 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_25. 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?

8 Jun 2016  
Table 204

25. .roma

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	57 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_26. 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?

8 Jun 2016  
Table 205

26. .istanbul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	95*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	44 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_27. 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?

8 Jun 2016  
Table 206

27. .madrid

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	97*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	28 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	49 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	97 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_28. 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?

8 Jun 2016  
Table 207

28. .warszawa

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	92*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	-	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	51 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_29. 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?

8 Jun 2016  
Table 208

29. .paris

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	181	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	55 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	89 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	37 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_30. 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?

8 Jun 2016  
Table 209

30. Foshan

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	996	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	258 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	504 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	234 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_31. 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?

8 Jun 2016  
Table 210

31. .hanoi

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	-	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	50 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_32. 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?

8 Jun 2016  
Table 211

32. .manilla

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	184	-.**	184	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	69 38%	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	83 45%	-	83 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	32 17%	-	32 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_33. 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?

8 Jun 2016  
Table 212

33. .tokyo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	315	-.**	-.**	-.**	315	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	80 25%	-	-	-	80 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	174 55%	-	-	-	174 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	61 19%	-	-	-	61 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	315 100%	-	-	-	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_34. 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?

8 Jun 2016  
Table 213

34. .seoul

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	183	-.**	-.**	-.**	-.**	-.**	183	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	69 38%	-	-	-	-	-	69 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	82 45%	-	-	-	-	-	82 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	32 17%	-	-	-	-	-	32 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_35. 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?

8 Jun 2016  
Table 214

35. .mockba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	231	-.**	-.**	-.**	-.**	-.**	-.**	-.**	231	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	- -	49 21%	-	-	-	-	-	-	-	49 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	118 51%	-	-	-	-	-	-	-	118 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	- -	64 28%	-	-	-	-	-	-	-	64 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	231 100%	-	-	-	-	-	-	-	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_36. 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?

8 Jun 2016  
Table 215

36. .delhi

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	179 30%	-	-	-	-	-	-	-	-	-	179 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	302 51%	-	-	-	-	-	-	-	-	-	302 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	114 19%	-	-	-	-	-	-	-	-	-	114 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_37. 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?

8 Jun 2016  
Table 216

37. .jakarta

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	181	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	181	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Strict purchase restrictions should be required	- -	47 26%	-	-	-	-	-	-	-	-	-	-	-	47 26%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	- -	90 50%	-	-	-	-	-	-	-	-	-	-	-	90 50%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	- -	44 24%	-	-	-	-	-	-	-	-	-	-	-	44 24%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_38. 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?

8 Jun 2016  
Table 217

38. .abuja

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	192	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	192	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	- -	48 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	48 25%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some purchase restrictions should be required	- -	88 46%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	88 46%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No purchase restrictions should be required	- -	56 29%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	56 29%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sigma	-	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_39. 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?

8 Jun 2016  
Table 218

39. .capetown

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	90*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	-	27 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 30%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	40 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 44%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 26%	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_40. 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?

8 Jun 2016  
Table 219

40. .cairo

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	96*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	96*	-.**	-.**	-.**	-.**	-.**	-.**
Strict purchase restrictions should be required	- -	20 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 21%	-	-	-	-	-	-
Some purchase restrictions should be required	-	47 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 49%	-	-	-	-	-	-
No purchase restrictions should be required	- -	29 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 30%	-	-	-	-	-	-
Sigma	-	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 100%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_41. 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?

8 Jun 2016  
Table 220

41. .bogota

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	93*	..	..	..	..
Strict purchase restrictions should be required	-	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 33%	-	-	-	-
Some purchase restrictions should be required	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 45%	-	-	-	-
No purchase restrictions should be required	-	20 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 22%	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_42. 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?

8 Jun 2016  
Table 221

42. .cordoba

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	93*	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	93*	-.**	-.**
Strict purchase restrictions should be required	-	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 28%	-	-
Some purchase restrictions should be required	-	43 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 46%	-	-
No purchase restrictions should be required	-	24 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 26%	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q866\_43. 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?

8 Jun 2016  
Table 222

43. .rio

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	321	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	321
Strict purchase restrictions should be required	-	95 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95 30%
Some purchase restrictions should be required	-	142 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	142 44%
No purchase restrictions should be required	-	84 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84 26%
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_8. 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?

8 Jun 2016  
Table 223

8. .berlin

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	55 22%	72 32% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	124 50%	114 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	71 28% B	42 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_9. 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?

8 Jun 2016  
Table 224

9. .ovh

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	250	228	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	47 19%	59 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	109 44%	90 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	94 38%	79 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	250 100%	228 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_10. 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?

8 Jun 2016  
Table 225

10. .london

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1086	180	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	191 18%	60 33% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	545 50%	96 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	350 32% B	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1086 100%	180 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_11. 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?

8 Jun 2016  
Table 226

11. .nyc

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	107 21%	129 28% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	248 49%	228 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	147 29% B	104 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_12. 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?

8 Jun 2016  
Table 227

12. .wang

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	182 16%	190 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	523 47%	484 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	405 36% B	322 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_13. 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?

8 Jun 2016  
Table 228

13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina (18+)	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	206 19%	186 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	530 48%	516 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	374 34% B	294 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q866\_14. 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?

8 Jun 2016  
Table 229

14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1110	996	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Strict purchase restrictions should be required	216 19%	198 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	504 45%	507 51% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	390 35% B	291 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110 100%	996 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q910. And, how much do you trust that the restrictions on this new registration will actually be enforced?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	1725 32%	-	32 17%	-	164 52%	-	54 30%	-	117 51%	-	76 13%	-	24 13%	-	29 15%	-	41 46%	-	20 21%	-	15 16%	-	29 31%	-	119 37%
Very low level of trust		DLNPTV				BDHLNPVXZ		DLNPV		BDHLNPVXZ								BDHLNPVX					DLNPV		BDLNPV	
	-	424 8%	-	4 2%	-	23 7%	-	7 4%	-	36 16%	-	22 4%	-	4 2%	-	6 3%	-	9 10%	-	6 6%	-	5 5%	-	8 9%	-	38 12%
Low level of trust		DHLNP				DLN				BDLHNPV								DHLNP					DLNP		BDHLNP	
	-	1301 24%	-	28 15%	-	141 45%	-	47 26%	-	81 35%	-	54 9%	-	20 11%	-	23 12%	-	32 36%	-	14 15%	-	10 11%	-	21 23%	-	81 25%
BOTTOM 2 BOX (NET)		DLNPTV		L		BDHLNPVXZ		DLNPTV		BDHLNPVXZ								BDLNPV					LNPV		DLNPTV	
	-	3727 68%	-	152 83%	-	151 48%	-	129 70%	-	114 49%	-	519 87%	-	157 87%	-	163 85%	-	49 54%	-	76 79%	-	78 84%	-	64 69%	-	202 63%
Moderate level of trust		FJRZ		BFHJRXZ				FJR				BFHJRTXZ		BFHJRXZ		BFHJRXZ				BFJRZ		BFHJRXZ		FJR		FJ
	-	2870 53%	-	91 49%	-	133 42%	-	117 64%	-	99 43%	-	351 59%	-	96 53%	-	113 59%	-	39 43%	-	50 52%	-	52 56%	-	46 49%	-	162 50%
High level of trust		FJ				BDLJNRXZ						BDFJRZ				FJR										F
	-	857 16%	-	61 33%	-	18 6%	-	12 7%	-	15 6%	-	168 28%	-	61 34%	-	50 26%	-	10 11%	-	26 27%	-	26 28%	-	18 19%	-	40 12%
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF TOP 2 BOX

8 Jun 2016  
Table 231

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Internet service providers/the agency that provides my internet access	2528 41% E	2581 47% AF	96 47% E	113 61% CBFHJTXZ	109 30%	113 36%	85 42% E	85 46% F	125 49% AEQ	108 47% F	410 60% ACEGQIUWY	341 57% BFHJXZ	134 65% ACEGQIUWY	116 64% BFHJRTXZ	105 52% AEGQW	122 64% OBFHJRTXZ	38 36%	46 51% QF	46 45% E	47 49% F	54 45% E	52 56% FX	43 39%	38 41%	164 44% E	161 50% F
Software companies	2382 39% E	2340 43% AF	98 48% AEQ	123 67% CBFHJRTVXZ	74 21%	88 28% E	80 39% E	89 49% FR	130 51% AEGQW	99 43% F	404 59% ACEGQIUWY	348 58% BFHJXZ	126 61% ACEGQIUWY	119 66% BFHJRTVXZ	104 52% AEGQW	114 59% BFHJRXZ	35 33% E	31 34% AEQ	53 51% BFR	51 53% E	54 45% E	49 53% FR	44 40% E	40 43% F	175 47% AEQ	140 44% F
Computer hardware companies	2281 37% E	2205 40% AFJR	86 42% E	109 59% CBFHJRTXZ	91 25%	109 35% E	69 34% E	64 35% E	101 40% E	75 32% ACEGQIUWY	369 54% BFHJRTXZ	322 54% ACEGQIUWY	117 57% BFHJRTVXZ	116 64% BFHJRTXZ	107 53% ACEGQIUWY	104 54% BFHJRTXZ	38 36% E	27 30% EG	47 46% EG	37 39% E	47 39% E	45 48% FHJRX	37 34% E	31 33% AEQ	167 45% AEGW	130 40% F
E-commerce companies	1930 31% E	1883 35% AFHJX	77 37% EIQ	109 59% CBFHJRTXZ	57 16%	67 21% E	59 29% E	47 26% E	69 27% E	47 20% ACEGQIUWY	366 53% BFHJRTXZ	334 56% ACEGQIUWY	104 50% MBFHJRTVXZ	119 66% ACEGQIUWY	100 50% ACEGQIUWY	94 49% BFHJRTXZ	24 23%	25 28%	37 36% EQ	31 32% FJ	29 24% E	48 52% UBFHJRTXZ	33 30% E	20 22% ZAEQIUW	152 41% FJX	104 32% FJX
Web based marketing companies	1743 28% EU	1722 32% AFHZ	70 34% EGU	95 52% CBFHJRTXZ	49 14%	49 16% E	48 24% E	32 17% E	77 30% EU	62 27% FH	316 46% ACEGQIUWY	277 47% BFHJRTXZ	108 52% ACEGQIUWY	114 63% MBFHJRTVXZ	81 40% AEGIUWY	88 46% BFHJRXZ	36 34% EGU	24 27% F	38 37% EGU	34 35% FH	23 19% UBFHJRXZ	39 42% E	27 25% E	27 29% FH	118 32% EGU	84 26% FH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916. How much do you trust the Domain Name industry compared to these other industries?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Web based marketing companies	1559 25% KMO	1365 25% DLN	52 25% KM	32 17% N	95 27% KMO	83 26% DLN	52 25% KM	58 32% BDLNP	67 26% KM	62 27% DLN	122 18% M	113 19% N	17 8% M	15 8% M	38 19% M	38 20% N	25 24% M	26 29% DLN	23 22% M	31 32% DLNP	40 34% AKMO	27 29% DLN	36 33% KMO	32 34% BDLNP	105 28% KMO	113 35% BDFJLNP
E-commerce companies	1342 22% KMO	1156 21% DLNP	44 21% DKMO	21 11% AKMOY	99 28% DLNP	73 23% DLNP	47 23% KMO	43 23% DLNP	63 25% KMO	70 30% BDLNP	97 14% M	76 13% N	19 9% M	17 9% M	26 13% M	26 14% M	22 21% DLNP	25 28% ACKMOY	33 32% BDFLNP	32 33% AKMOY	35 29% AKMOY	20 22% DLN	33 30% AKMOY	26 28% DLNP	70 19% KM	100 31% YBDFLNP
Computer hardware companies	1146 19% KMO	950 17% DLN	34 17% M	19 10% AGKMOY	83 23% DLNP	62 20% DLN	33 16% M	26 14% N	43 17% M	52 23% BDHLN	91 13% M	66 11% N	19 9% M	14 8% M	25 12% M	31 16% N	16 15% DLN	18 20% KMOY	25 24% DLN	22 23% DLN	25 21% KMO	13 14% KMOY	26 24% DLN	20 22% DLN	57 15% M	73 23% YBDHLN
Software companies	1061 17% IKM	880 16% LN	28 14% M	21 11% ACGKMOY	77 22% BDHLNPV	68 22% BDHLNPV	25 12% M	21 11% M	29 11% LN	40 17% LN	81 12% M	64 11% M	14 7% M	11 6% M	28 14% M	26 18% N	19 18% M	19 21% DHLN	16 16% M	16 17% N	15 13% M	11 12% CGIKMOY	25 23% N	16 17% N	54 15% M	69 21% YBDHLNPV
Internet service providers/the agency that provides my internet access	1034 17% BKMO	777 14% LNP	33 16% KM	22 12% AGIKMOY	78 22% BDHLNP	64 20% BDHLNP	28 14% M	22 12% M	37 15% M	29 13% M	70 10% M	67 11% M	13 6% M	15 8% M	21 10% M	14 7% M	17 16% M	15 17% NP	17 17% M	19 20% LNP	23 18% KMO	13 14% KMO	23 21% KMO	16 17% NP	56 15% KM	60 19% BDLNP

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916\_1. How much do you trust the Domain Name industry compared to these other industries?

8 Jun 2016  
Table 233

1. Internet service providers/the agency that provides my internet access

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2528 41% E	2581 47% AF	96 47% E	113 61% CBFHJTXZ	109 30% E	113 36% E	85 42% E	85 46% F	125 49% AEQ	108 47% F	410 60% ACEGQIUWY	341 57% BFHJXZ	134 65% ACEGQIUWY	116 64% BFHJRTXZ	105 52% AEGQW	122 64% OBFHJRTXZ	38 36% E	46 51% QF	46 45% E	47 49% F	54 45% E	52 56% FX	43 39% E	38 41% E	164 44% E	161 50% F
Trust much more	815 13% EG	931 17% AFH	30 15% EG	50 27% CBFH	18 5% E	31 10% E	17 8% E	21 11% F	42 17% EG	46 20% FH	181 26% ACEGQIUWY	148 25% BFH	54 26% ACEGQIUWY	46 25% BFH	54 27% ACEGQIUWY	58 30% BFHJXZ	16 15% E	21 23% FH	18 17% EG	23 24% FH	18 15% E	21 23% FH	11 10% E	15 16% E	51 14% E	69 21% YBFH
Trust somewhat more	1713 28% A	1650 30% A	66 32% Q	63 34% Q	91 25% E	82 26% E	68 33% EQ	64 35% F	83 33% EQ	62 27% AEOQ	229 33% F	193 32% F	80 39% AEQSY	70 39% BFJTXZ	51 25% E	64 33% E	22 21% E	25 28% E	28 27% E	24 25% E	36 30% E	31 33% E	32 29% E	23 25% E	113 31% E	92 29% E
Trust the same	2582 42% BIKM	2094 38% DLNPZ	77 37% D	49 27% ACIKMOU	171 48% BDLNPRTVZ	138 44% E	91 45% KM	76 42% DLNPZ	91 36% DLNPZ	94 41% DLNPZ	207 30% E	187 31% E	60 29% E	50 28% E	75 37% E	56 29% RIKM	50 48% E	29 32% E	40 39% E	30 31% E	42 35% E	28 30% KM	44 40% DLNP	39 42% ZKM	150 41% E	100 31% E
BOTTOM 2 BOX (NET)	1034 17% BKMO	777 14% LNP	33 16% KM	22 12% AGIKMOY	78 22% BDHJLNP	64 20% E	28 14% M	22 12% M	37 15% M	29 13% E	70 10% E	67 11% E	13 6% E	15 8% E	21 10% E	14 7% E	17 16% M	15 17% NP	17 17% M	19 20% LNP	23 19% KMO	13 14% P	23 21% KMO	16 17% NP	56 15% KM	60 19% BDLNP
Trust somewhat less	788 13% BKMO	574 11% P	31 15% KMO	17 9% AGIKMOY	67 19% BJLNP	48 15% E	23 11% KM	22 12% P	26 10% M	18 8% E	47 7% E	53 9% E	8 4% E	13 7% E	14 7% E	10 5% E	12 11% M	11 12% P	14 14% KM	13 14% P	18 15% KMO	12 13% P	20 18% IKMO	8 9% KM	44 12% KM	41 13% P
Trust much less	246 4% C	203 4% H	2 1% E	5 3% H	11 3% HLN	16 5% E	5 2% H	- E	11 4% C	11 5% HN	23 3% E	14 2% H	5 2% E	2 1% E	7 3% E	4 2% C	5 5% C	4 4% H	3 3% H	6 6% HLN	5 4% E	1 1% E	3 3% BDHLNPV	8 9% E	12 3% BHLNP	19 6% E
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916\_2. How much do you trust the Domain Name industry compared to these other industries?  
2. Web based marketing companies

8 Jun 2016  
Table 234

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	1743 28% EU	1722 32% AFHZ	70 34% EGU	95 52% CBFHURTXZ	49 14% E	49 16% E	48 24% E	32 17% E	77 30% EU	62 27% FH	316 46% ACEGIUWY	277 47% BFHJRTXZ	108 52% ACEGIQOOSUWY	114 63% MBFHJLPRTVXZ	81 40% AEGIUWY	88 46% BFHJRXZ	36 34% EGU	24 27% F	38 37% EGU	34 35% FH	23 19% UBFHJRTZ	39 42% E	27 25% E	27 29% FH	118 32% EGU	84 26% FH
Trust much more	473 8% E	502 9% AFH	28 14% AEGUW	38 21% BFHJUVXZ	2 1% E	7 2% E	9 4% E	6 3% E	26 10% EGU	19 8% FH	135 20% ACEGIQOOSUWY	109 18% BFHJUVXZ	26 13% AEGUW	37 20% MBFHJUVXZ	25 12% AEGUW	29 15% BFHJ	11 10% EGU	10 11% FH	7 7% E	15 16% SBFHJ	4 3% E	7 8% F	5 5% E	7 7% F	34 9% EGU	35 11% FH
Trust somewhat more	1270 21% E	1220 22% AFHZ	42 20% E	57 31% CBFHURTXZ	47 13% E	42 13% E	39 19% E	26 14% E	51 20% E	43 19% AEGU	181 26% BFHJRTZ	168 28% ACEGIQOOSUWY	82 40% MBFHJUVXZ	77 43% AEGU	56 28% BFHJRTZ	59 31% AEGU	25 24% E	14 16% AEGIU	31 30% E	19 20% E	19 16% UBFHJRTZ	32 34% E	22 20% E	20 22% E	84 23% ZE	49 15% E
Trust the same	2842 46% BKY	2365 43% DLNPTV	84 41% D	57 31% ACEGIQOOSUWY	214 60% BDJLNPRTVXZ	183 58% CKMOY	104 51% BDJLNPRTVXZ	93 51% DLNPTV	109 43% DLNPTV	107 46% DLNPTV	249 36% AEGU	205 34% BFHJRTZ	82 40% N	52 29% AEGU	82 41% BFHJRTZ	66 34% BFHJRTZ	44 42% DNV	40 44% DNV	42 41% DNV	31 32% DNV	56 47% VK	27 29% E	47 43% E	34 37% E	147 40% E	124 39% N
BOTTOM 2 BOX (NET)	1559 25% KMO	1365 25% DLN	52 25% KM	32 17% N	95 27% KMO	83 26% DLN	52 25% KM	58 32% BDLNP	67 26% KM	62 27% DLN	122 18% M	113 19% N	17 8% N	15 8% N	38 19% M	38 20% N	25 24% M	26 29% DLN	23 22% M	31 32% DLNP	40 34% AKMO	27 29% DLN	36 33% KMO	32 34% BDLNP	105 28% KMO	113 35% BDFJLNP
Trust somewhat less	1182 19% KM	1024 19% DLN	47 23% DKMO	23 13% KMO	78 22% DLN	65 21% DLN	43 21% KM	49 27% BDJLNP	52 21% KM	41 18% N	88 13% M	87 15% N	12 6% N	13 7% N	29 14% M	29 15% N	15 14% M	20 22% DN	15 15% M	21 22% DN	30 25% KMOQ	21 23% DN	30 27% AKMOGS	28 30% BDJLNP	76 21% KM	81 25% BDJLNP
Trust much less	377 6% CM	341 6% LN	5 2% N	9 5% N	17 5% N	18 6% N	9 4% N	9 5% N	15 6% LN	21 9% LN	34 5% N	26 4% N	5 2% N	2 1% N	9 4% N	9 5% N	10 10% CM	6 7% N	8 8% CM	10 10% LN	10 8% CM	6 6% N	6 5% N	4 4% N	29 8% CM	32 10% BDFHJLNP
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916\_3. How much do you trust the Domain Name industry compared to these other industries?

8 Jun 2016  
Table 235

3. E-commerce companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	1930 31% E AFHJX	1883 35% E AFHJX	77 37% E EIUQ	109 59% E EIUQ	57 16% E EIUQ	67 21% E EIUQ	59 29% E EIUQ	47 26% E EIUQ	69 27% E EIUQ	47 20% E EIUQ	366 53% E EIUQ	334 56% E EIUQ	104 50% E EIUQ	119 66% E EIUQ	100 50% E EIUQ	94 49% E EIUQ	24 23% E EIUQ	25 28% E EIUQ	37 36% E EIUQ	31 32% E EIUQ	29 24% E EIUQ	48 52% E EIUQ	33 30% E EIUQ	20 22% E EIUQ	152 41% E EIUQ	104 32% E EIUQ
Trust much more	552 9% E FHJ	544 10% E FHJ	25 12% E EGQ	36 20% E EGQ	7 2% E EGQ	14 4% E EGQ	12 6% E EGQ	9 5% E EGQ	21 8% E EGQ	11 5% E EGQ	155 23% E EGQ	141 24% E EGQ	28 14% E EGQ	36 20% E EGQ	43 21% E EGQ	39 20% E EGQ	4 4% E EGQ	9 10% E EGQ	9 9% E EGQ	14 15% E EGQ	8 7% E EGQ	13 14% E EGQ	8 7% E EGQ	6 6% E EGQ	44 12% E EGQ	38 12% E EGQ
Trust somewhat more	1378 22% E AFJX	1339 25% E AFJX	52 25% E AFJX	73 40% E AFJX	50 14% E AFJX	53 17% E AFJX	47 23% E AFJX	38 21% E AFJX	48 19% E AFJX	36 16% E AFJX	211 31% E AFJX	193 32% E AFJX	76 37% E AFJX	83 46% E AFJX	57 28% E AFJX	55 29% E AFJX	20 19% E AFJX	16 18% E AFJX	28 27% E AFJX	17 18% E AFJX	21 18% E AFJX	35 38% E AFJX	25 23% E AFJX	14 15% E AFJX	108 29% E AFJX	66 21% E AFJX
Trust the same	2872 47% BKOSY	2413 44% BKOSY	85 41% DK	54 29% DK	202 56% DK	175 56% DK	98 48% DK	93 51% DK	121 48% DK	114 49% DK	224 33% DK	185 31% DK	84 41% DK	45 25% DK	75 37% DK	72 38% DK	59 56% DK	40 44% DK	33 32% DK	33 34% DK	55 46% DK	25 27% DK	44 40% DK	47 51% DK	148 40% DK	117 36% DK
BOTTOM 2 BOX (NET)	1342 22% KMO	1156 21% KMO	44 21% DKMO	21 11% DKMO	99 28% DKMO	73 23% DKMO	47 23% DKMO	43 23% DKMO	63 25% DKMO	70 30% DKMO	97 14% DKMO	76 13% DKMO	19 9% DKMO	17 9% DKMO	26 13% DKMO	26 14% DKMO	22 21% DKMO	25 28% DKMO	33 32% DKMO	32 33% DKMO	35 29% DKMO	20 22% DKMO	33 30% DKMO	26 28% DKMO	70 19% DKMO	100 31% DKMO
Trust somewhat less	1029 17% KMO	871 16% KMO	40 19% DKMO	19 10% DKMO	79 22% DKMO	54 17% DKMO	36 18% DKMO	42 23% DKMO	44 17% DKMO	49 21% DKMO	73 11% DKMO	61 10% DKMO	13 6% DKMO	14 8% DKMO	22 11% DKMO	21 11% DKMO	16 15% DKMO	18 20% DKMO	30 29% DKMO	20 21% DKMO	29 24% DKMO	16 17% DKMO	27 25% DKMO	16 17% DKMO	53 14% DKMO	71 22% DKMO
Trust much less	313 5% CKO	285 5% CKO	4 2% CO	2 1% CO	20 6% CO	19 6% CO	11 5% CO	1 1% CO	19 8% CO	21 9% CO	24 3% CO	15 3% CO	6 3% CO	3 2% CO	4 2% CO	5 3% CO	6 6% CO	7 8% CO	3 3% CO	12 13% CO	6 5% CO	4 4% CO	6 5% CO	10 11% CO	17 5% CO	29 9% CO
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916\_4. How much do you trust the Domain Name industry compared to these other industries?

8 Jun 2016  
Table 236

4. Software companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2382 39% E	2340 43% AF	98 48% AEQ	123 67% CBFHJLRTVXZ	74 21% E	88 28% E	80 39% E	89 49% FR	130 51% AEGQW	99 43% F	404 59% ACEGIQWY	348 58% BFHJRXZ	126 61% ACEGIQWY	119 66% BFHJRTVXZ	104 52% AEGQW	114 59% BFHJRXZ	35 33% E	31 34% AEQ	53 51% BFR	51 53% E	54 45% E	49 53% FR	44 40% E	40 43% F	175 47% AEQ	140 44% F
Trust much more	745 12% E	777 14% AF	39 19% AEGW	49 27% BFHJRXZ	8 2% E	14 4% E	17 8% E	19 10% F	54 21% AEGQWY	41 18% FH	179 26% ACEGIQWY	158 27% BFHJRXZ	54 26% AEGQWY	46 25% BFHRZ	47 23% AEGQWY	44 23% BFH	11 10% E	12 13% F	21 20% AEGQW	27 28% BFHJRXZ	20 17% EG	26 28% BFHJRXZ	10 9% E	14 15% F	54 15% EG	52 16% F
Trust somewhat more	1637 27% E	1563 29% AF	59 29% E	74 40% CBFHJLRTVXZ	66 18% E	74 23% E	63 31% E	70 38% BFJRTVZ	76 30% E	58 25% AEQ	225 33% ACEGIQWY	190 32% BFHJRXZ	72 35% AEGQWY	73 40% BFHJRTVXZ	57 28% E	70 36% BFJRVZ	24 23% E	19 21% AEQ	32 31% E	24 25% E	34 29% E	23 25% E	34 31% E	26 28% E	121 33% AE	88 27% F
Trust the same	2701 44% BIKMOSY	2232 41% DLNPTZ	80 39% DK	40 22% ACEGIQWY	207 58% BDHJLNPVZ	159 50% CIKMOSY	99 49% DLNP	73 40% K	94 37% DLNP	92 40% DLNP	202 29% AEQ	183 31% FR	67 32% AEQ	51 28% AEQ	69 34% E	52 27% IKMOS	51 49% DLNP	40 44% DLNP	34 33% E	29 30% E	50 42% K	33 35% D	41 37% DP	37 40% K	141 38% K	112 35% D
BOTTOM 2 BOX (NET)	1061 17% IKM	880 16% LN	28 14% M	21 11% ACEGIQWY	77 22% BDHJLNPV	68 22% BDHJLNPV	25 12% M	21 11% N	29 11% N	40 17% LN	81 12% M	64 11% M	14 7% N	11 6% N	28 14% M	26 14% N	19 18% M	19 21% DHLN	16 16% M	16 17% N	15 13% N	11 12% GKIMQY	25 23% N	16 17% N	54 15% YBDHJLNPV	69 21% M
Trust somewhat less	795 13% IKMU	676 12% LN	26 13% KM	17 9% AGIKMSUY	65 18% BDLN	51 16% BDLN	19 9% M	20 11% N	20 8% N	26 11% N	55 8% N	53 9% N	9 4% N	9 5% N	24 12% M	22 11% N	12 11% M	13 14% N	10 10% N	12 13% N	8 7% GKIMUY	9 10% GKIMUY	20 18% N	8 9% N	40 11% M	51 16% YDLN
Trust much less	266 4% C	204 4% HL	2 1% E	4 2% E	12 3% HLN	17 5% HLN	6 3% E	1 1% E	9 4% E	14 6% HLNP	26 4% LC	11 2% E	5 2% E	2 1% E	4 2% E	4 2% CO	7 7% CO	6 6% HLN	6 6% C	4 4% H	7 6% C	2 2% C	5 5% BDHLNP	8 9% C	14 4% C	18 6% HLN
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q916\_5. How much do you trust the Domain Name industry compared to these other industries?  
5. Computer hardware companies

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
TOP 2 BOX (NET)	2281 37% E	2205 40% AFJR	86 42% E	109 59% CBFHJRTXZ	91 25% E	109 35% E	69 34% E	64 35% E	101 40% E	75 32% ACEGJQUWY	369 54% BFHJRTXZ	322 54% ACEGJQUWY	117 57% BFHJRTXZ	116 64% BFHJRTXZ	107 53% ACEGJQUWY	104 54% BFHJRTXZ	38 36% E	27 30% EG	47 46% EG	37 39% E	47 39% E	45 48% FJHJRX	37 34% E	31 33% AEGW	167 45% E	130 40% FHJ
Trust much more	680 11% E	692 13% AFH	27 13% E	39 21% CBFHJR	8 2% E	21 7% E	16 8% E	11 6% E	28 11% E	21 9% ACEGJQUWY	162 24% BFHJRTXZ	133 22% ACEGJQUWY	49 24% BFHJRTXZ	42 23% BFHJRTXZ	52 26% ACEGJQUWY	31 16% FJHJ	13 12% E	9 10% E	11 11% E	14 15% FH	14 12% E	19 19% BFHJ	13 12% E	12 13% E	47 13% E	49 15% FHJ
Trust somewhat more	1601 26% A	1513 28% A	59 29% CBFHJRTXZ	70 38% CBFHJRTXZ	83 23% E	88 28% E	53 26% E	53 29% E	73 29% E	54 23% ACEGJQUWY	207 30% AE	189 32% BJRXZ	68 33% AEW	74 41% BFHJRTXZ	55 27% OBFJRTXZ	73 38% OBFJRTXZ	25 24% E	18 20% AEW	36 35% AEW	23 24% E	33 28% E	26 28% E	24 22% E	19 20% ZAEW	120 32% ZAEW	81 25% ZAEW
Trust the same	2717 44% BKMS	2297 42% DLNPZ	86 42% DKS	56 30% ACIKMSUWY	184 51% DLNPZ	144 46% DLNPZ	102 50% KMOSY	93 51% BDLNPVZ	109 43% KS	104 45% DLNP	227 33% E	207 35% E	71 34% E	51 28% E	69 34% E	57 30% KMOS	51 49% DLNPZ	45 50% DLNPZ	31 30% E	37 39% E	47 39% E	35 38% E	47 43% K	42 45% DNP	146 39% K	118 37% E
BOTTOM 2 BOX (NET)	1146 19% KMO	950 17% DLN	34 17% M	83 10% AGKMOY	62 23% DLN	33 20% DLN	26 16% M	43 14% N	52 17% M	52 23% BDHLN	91 13% E	66 11% E	19 9% E	14 8% E	25 12% E	31 16% N	16 15% DLN	18 20% KMOY	25 24% DLN	22 23% DLN	25 21% KMO	13 14% KMOY	26 24% DLN	20 22% DLN	57 15% YBDHLN	73 23% E
Trust somewhat less	839 14% KM	716 13% LN	28 14% KM	16 9% AGIKMOY	67 19% LN	44 14% LN	24 12% E	24 13% N	31 12% M	34 15% LN	61 9% E	56 9% E	13 6% E	12 7% E	22 11% E	27 14% N	9 9% E	12 13% E	17 17% KM	15 16% N	14 12% E	12 13% E	20 18% KMQ	12 13% E	44 12% M	48 15% DLN
Trust much less	307 5% O	234 4% HLN	6 3% E	3 2% DHLN	16 4% DHLN	18 6% E	9 4% E	2 1% E	12 5% BDHLNPV	18 8% E	30 4% L	10 2% E	6 3% E	2 1% E	3 1% E	4 2% E	7 7% O	6 6% DHLN	8 8% O	7 7% DHLNPV	11 9% VACKMOY	1 1% E	6 5% O	8 9% BDHLNPV	13 4% YBDHLNPV	25 8% E
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q917 Why do you trust the domain name industry more than these other industries?

8 Jun 2016  
Table 238

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
REPUTATION (NET)	-	1332 38%	-	69 48% BFL	-	57 36%	-	68 54% BFJLP	-	53 37%	-	159 34%	-	66 44% L	-	57 39%	-	23 40%	-	29 45%	-	47 57% BFJLPZ	-	25 45%	-	91 43% L
Knowledgeable/Area of expertise/It's their business	-	372 11% FL	-	25 17% BFLZ	-	8 5%	-	25 20% BFLZ	-	29 20% BFLZ	-	29 6%	-	18 12% FL	-	20 14% FL	-	8 14% FL	-	7 11%	-	20 24% BFLNPTZ	-	9 16% FL	-	19 9%
Well known/Most commonly used	-	206 6% J	-	12 8% JP	-	15 10% BJP	-	13 10% BJLP	-	2 1% J	-	25 5% J	-	10 7% J	-	4 3% J	-	4 7% J	-	10 16% BJLNP	-	6 7% J	-	4 7% J	-	19 9% BJP
Trustworthy	-	173 5%	-	6 4%	-	9 6%	-	15 12% BDJLPRTVZ	-	7 5%	-	30 6%	-	11 7%	-	4 3%	-	1 2%	-	1 2%	-	3 4%	-	3 5%	-	10 5%
Legitimate/Genuine/Authentic	-	123 3% FJ	-	13 9% BFHJN	-	1 1%	-	1 1%	-	-	-	29 6% BFHJN	-	3 2%	-	7 5% FJ	-	2 3% J	-	3 5% FJ	-	2 2%	-	1 2%	-	9 4% FJ
Dependable/Reliable	-	117 3%	-	2 1%	-	1 1%	-	3 2%	-	9 6% BDFN	-	14 3%	-	2 1%	-	11 7% BDFLNR	-	-	-	1 2%	-	4 5% F	-	1 2%	-	16 8% BDFHLNR
Good experience/Never had a problem	-	91 3%	-	3 2%	-	6 4%	-	2 2%	-	3 2%	-	7 2%	-	3 2%	-	1 1%	-	2 3%	-	2 3%	-	1 1%	-	4 7% BLP	-	13 6% BHLN
Good company/reputation/track record	-	91 3%	-	5 3%	-	5 3%	-	3 2%	-	4 3%	-	13 3%	-	2 1%	-	3 2%	-	-	-	3 5%	-	3 4%	-	2 4%	-	3 1%
No scams/fraud	-	41 1%	-	1 1%	-	1 1%	-	-	-	-	-	3 1%	-	3 2%	-	3 2%	-	2 3% HJL	-	1 2%	-	2 2%	-	1 2%	-	3 1%
Tested/Proven/Verified	-	38 1%	-	8 6% BFHJLPZ	-	-	-	1 1%	-	1 1%	-	3 1%	-	4 3% FL	-	1 1%	-	1 1% FL	-	-	-	1 1%	-	-	-	1 *
Depends on company/website behind the name	-	19 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	4 1%	-	2 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-
Good management/Operation of site	-	18 1%	-	-	-	-	-	4 3% BDFLPZ	-	1 1%	-	3 1%	-	2 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-
Top level/High ranking	-	4	-	-	-	-	-	1 1% B	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Other reputation mentions	-	160 5% J	-	3 2% BDJL	-	13 8% BDJL	-	5 4% J	-	-	-	18 4% J	-	8 5% J	-	6 4% J	-	3 5% J	-	6 9% DJL	-	5 6% J	-	2 4% J	-	10 5% J
EXTENSION APPEAL (NET)	-	578 16% LRTZ	-	17 12%	-	46 29% BDJLNPRTVZ	-	16 13% BDJLNPRTVZ	-	17 12% LNPTZ	-	58 13% LNPTZ	-	22 15% LNPTZ	-	21 14% LNPTZ	-	3 5% LNPTZ	-	4 6% LNPTZ	-	11 13% LNPTZ	-	5 9% LNPTZ	-	22 10% LNPTZ
Gut feeling/My opinion	-	154 4% LP	-	5 3%	-	30 19% BDJLNPRTVZ	-	3 2% BDJLNPRTVZ	-	10 7% LNPTZ	-	6 1% LNPTZ	-	2 1% LNPTZ	-	1 1% LNPTZ	-	1 2% LNPTZ	-	-	-	2 2% LNPTZ	-	2 4% LNPTZ	-	5 2% LNPTZ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q917 Why do you trust the domain name industry more than these other industries?

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Table 238

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
Professional	-	132 4% DJLZ	-	-	-	4 3% LZ	-	1 1%	-	-	-	2	-	3 2% Z	-	2 1%	-	1 2%	-	1 2%	-	2 2% Z	-	-	-	-
Good/Like domain	-	50 1%	-	-	-	2 1%	-	2 2%	-	-	-	13 3% BDJP	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	3 1%
Relevant to topic/Specific to the domain	-	50 1%	-	6 4% BFJZ	-	1 1%	-	3 2%	-	-	-	10 2%	-	4 3%	-	5 3% BJZ	-	-	-	-	-	3 4% JZ	-	-	-	1
Believable/Confidence/C onvincing	-	33 1%	-	-	-	2 1%	-	2 2%	-	3 2% L	-	1	-	-	-	2 1%	-	-	-	-	-	2 2% L	-	3 5% BDLN	-	3 1%
Accurate	-	13	-	-	-	-	-	-	-	1 1%	-	3 1%	-	2 1%	-	2 1%	-	-	-	-	-	1 1%	-	-	-	-
Better/Best	-	11	-	1 1%	-	-	-	-	-	-	-	1	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	1
Ordinary/Traditional/Con ventional	-	11	-	1 1%	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Curiosity/Interesting	-	10	-	-	-	1 1%	-	1 1%	-	2 1% B	-	1	-	3 2% BL	-	-	-	-	-	-	-	-	-	-	-	1
Same/Similar to others	-	8	-	-	-	-	-	-	-	-	-	1	-	2 1% B	-	-	-	1 2% B	-	-	-	-	-	-	-	1
Nothing looks/sounds suspicious	-	4	-	-	-	1 1%	-	1 1% B	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Wording makes sense	-	4	-	-	-	-	-	1 1% B	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All/Everything	-	3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
It's meaning/Meaningful	-	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't pay attention/Wouldn't notice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	105 3%	-	4 3%	-	5 3%	-	2 2%	-	2 1%	-	18 4%	-	3 2%	-	8 5%	-	-	-	2 3%	-	2 2%	-	-	-	6 3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212	
USAGE (NET)	-	416 12%	-	25 17% B	-	19 12%	-	14 11%	-	14 10%	-	59 13%	-	19 13%	-	16 11%	-	6 10%	-	11 17%	-	10 12%	-	11 20%	-	22 10%	
More familiar/I use extension	-	218 6%	-	18 12% BJLPV	-	16 10% BJLPV	-	11 9%	-	5 3%	-	20 4%	-	10 7%	-	6 4%	-	3 5%	-	3 5%	-	2 2%	-	4 7%	-	15 7%	
Helpful/Useful	-	43 1%	-	2 1%	-	-	-	-	-	1 1%	-	12 3% BFN	-	-	-	3 2%	-	2 3% FHN	-	3 5% BFHNV	-	-	-	-	-	2 1%	
Efficient/Work well	-	29 1%	-	-	-	-	-	-	-	7 5% BDFHLNZ	-	5 1%	-	1 1%	-	2 1%	-	-	-	2 3% BDFHZ	-	1 1% BDFHLNZ	-	3 5% BDFHLNZ	-	-	
Necessary/Needed to access internet	-	20 1%	-	1 1%	-	-	-	-	-	1 1%	-	6 1% B	-	1 1%	-	2 1%	-	-	-	-	-	3 4% BFHZ	-	-	-	1 *	
Business/Company use	-	18 1%	-	1 1%	-	2 1%	-	1 1%	-	-	-	4 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	
Commercial use	-	13 *	-	-	-	-	-	-	-	1 1%	-	2 *	-	2 1%	-	-	-	-	-	1 2%	-	1 1%	-	1 2%	-	-	
Depends on use (Unspec.)	-	11 *	-	1 1%	-	-	-	-	-	-	-	-	-	2 1% BL	-	1 1%	-	-	-	-	-	-	-	-	-	1 *	
Not familiar	-	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BL	-	-	-	-	-	-	-	-	
Public use	-	8 *	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	2 1% BL	-	-	-	-	-	-	-	-	-	-	-	1 *	
Used by organizations	-	5 *	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
I would try it	-	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BL	-	-	-	-	-	-	
Government use	-	4 *	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Educational use	-	2 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Non profit use	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other usage mentions	-	39 1%	-	2 1%	-	-	-	1 1%	-	-	-	9 2%	-	1 1%	-	1 1%	-	-	-	1 2%	-	3 4% BFJ	-	4 7% BDFHLNPRZ	-	2 4%	2 1%
CONVENIENCE (NET)	-	212 6% FJ	-	9 6% F	-	2 1%	-	7 6% F	-	3 2%	-	43 9% BFJTZ	-	15 10% BFJTZ	-	18 12% BFJTZ	-	4 7% F	-	1 2%	-	12 14% BDFJUTXZ	-	2 4%	-	9 4%	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
Harder to obtain/Requires certain criteria	-	105 3%	-	3 2%	-	2 1%	-	2 2%	-	2 1%	-	20 4% N	-	1 1%	-	9 6% BFJNTZ	-	1 2%	-	-	-	5 6% FNTZ	-	1 2%	-	3 1%
Clear/Easy to understand/differentiate	-	48 1%	-	4 3% F	-	-	-	3 2%	-	1 1%	-	13 3% BF	-	9 6% BFJTZ	-	4 3% F	-	1 2%	-	-	-	4 5% BFJZ	-	-	-	2 1%
Easy to use/access	-	31 1%	-	1 1%	-	-	-	2 2%	-	-	-	7 2%	-	3 2%	-	1 1%	-	1 2%	-	-	-	-	-	-	-	4 2%
Faster/Quicker service	-	9 *	-	1 1%	-	-	-	-	-	-	-	1 *	-	-	-	2 1% B	-	1 2% B	-	1 2% B	-	1 1%	-	-	-	-
Other convenience mentions	-	25 1%	-	-	-	-	-	1 1%	-	-	-	5 1%	-	3 2% Z	-	2 1%	-	-	-	-	-	2 2% Z	-	1 2%	-	-
SAFETY/SECURITY (NET)	-	195 6%	-	6 4%	-	4 3%	-	4 3%	-	3 2%	-	34 7% FJ	-	6 4%	-	12 8% FJ	-	5 9% J	-	5 8%	-	10 12% BDFHJN	-	3 5%	-	13 6%
Safety/Security/Padlock	-	167 5% F	-	6 4%	-	2 1%	-	3 2%	-	3 2%	-	33 7% BFHJ	-	5 3%	-	11 7% FJ	-	2 3%	-	4 6% F	-	9 11% BFHJN	-	3 5%	-	11 5% F
Ensures privacy of personal information	-	18 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 *	-	1 1%	-	-	-	2 3% BDJLP	-	1 2%	-	1 1%	-	-	-	1 *
Not being exposed to virus	-	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% BL	-	1 2% BL	-	-	-	-	-	-	-	1 *
Check with anti virus software	-	2 *	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety/security mentions	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 B
INFORMATION (NET)	-	144 4%	-	13 9% BFHJZ	-	4 3%	-	2 2%	-	1 1%	-	28 6% BHJZ	-	14 9% BFHJZ	-	16 11% BFHJLRXZ	-	1 2%	-	3 5%	-	3 4%	-	1 2%	-	5 2%
Content/Information provided	-	118 3% J	-	9 6% JZ	-	3 2%	-	2 2%	-	-	-	26 6% BJZ	-	11 7% BFHJZ	-	16 11% BFHJLRVXZ	-	1 2%	-	2 3% J	-	2 2%	-	1 2%	-	3 1%
Has what I am looking for	-	14 *	-	2 1%	-	-	-	-	-	-	-	1 *	-	3 2% BL	-	-	-	-	-	1 2%	-	1 1%	-	-	-	2 1%
Other information mentions	-	13 *	-	2 1%	-	1 1%	-	-	-	1 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *
EXTENSION (NET)	-	99 3% F	-	14 10% BFHJPTXZ	-	-	-	3 2%	-	2 1%	-	31 7% BFJXPXZ	-	11 7% BFJXPXZ	-	2 1%	-	2 3% F	-	1 2%	-	3 4% F	-	-	-	4 2%
Domain name/extension (Unspec.)	-	63 2%	-	14 10% BFHJLPTXZ	-	-	-	1 1%	-	-	-	15 3% BFJ	-	7 5% BFJP	-	1 1%	-	2 3% FJ	-	1 2%	-	3 4% FJ	-	-	-	3 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
.com	-	8	-	-	-	-	-	-	-	1%	-	6 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.org	-	4	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	2	-	-	-	-	-	-	-	-	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Https	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	26 1%	-	-	-	-	-	2 2%	-	1 1%	-	8 2% B	-	4 3% BDF	-	1 1%	-	-	-	-	-	-	-	-	-	1
Illegible data	-	98 3% P	-	1 1%	-	1 1%	-	1 1%	-	4 3% P	-	21 5% BDFHP	-	4 3% P	-	-	-	1 2%	-	-	-	3 4% P	-	2 4% P	-	4 2%
ECONOMY (NET)	-	60 2%	-	1 1%	-	1 1%	-	3 2%	-	1 1%	-	13 3% Z	-	6 4% BFZ	-	4 3%	-	1 2%	-	1 2%	-	4 5% BDFJZ	-	2 4%	-	1
It's paid for/Fee based	-	13	-	1 1%	-	1 1%	-	-	-	1 1%	-	4 1%	-	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-
Other economy mentions	-	48 1%	-	-	-	-	-	3 2%	-	1 1%	-	9 2%	-	4 3% DF	-	3 2%	-	1 2%	-	1 2%	-	4 5% BDFJZ	-	2 4% DF	-	1
SEARCH (NET)	-	31 1%	-	2 1%	-	-	-	-	-	1 1%	-	12 3% BFP	-	1 1%	-	-	-	-	-	-	-	3 4% BFHP	-	-	-	3 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
Researched it/Check out source first	-	18 1%	-	-	-	-	-	-	-	1 1%	-	7 2% B	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	3 1%
Search engine/Found through searching	-	7*	-	2 1% B	-	-	-	-	-	-	-	2*	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-
Google search	-	3*	-	-	-	-	-	-	-	-	-	2 1% B	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-
Other search mentions	-	3*	-	-	-	-	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE ORIGIN (NET)	-	30 1%	-	-	-	1 1%	-	2 2%	-	2 1%	-	5 1%	-	3 2%	-	-	-	-	-	1 2%	-	2 2%	-	1 2%	-	3 1%
Worldwide/International usage	-	13*	-	-	-	-	-	2 2% B	-	-	-	2*	-	1 1%	-	-	-	-	-	1 2%	-	2 2% BZ	-	-	-	-
Country/State of origin (Unspec.)	-	11*	-	-	-	-	-	-	-	2 1% B	-	1*	-	2 1% B	-	-	-	-	-	-	-	-	-	-	-	3 1% B
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Represents my country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website origin mentions	-	8*	-	-	-	1 1%	-	-	-	-	-	2*	-	-	-	-	-	-	-	-	-	-	-	1 2% B	-	-
WEBSITE (NET)	-	17*	-	1 1%	-	-	-	1 1%	-	-	-	6 1% B	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1*
Web based use/Used by major websites	-	6*	-	-	-	-	-	1 1%	-	-	-	1*	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	11*	-	1 1%	-	-	-	-	-	-	-	5 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	1*
MISCELLANEOUS (NET)	-	405 11% DF	-	9 6%	-	8 5%	-	10 8%	-	21 15% DF	-	49 11% F	-	14 9%	-	18 12% F	-	11 19% DFH	-	7 11%	-	8 10%	-	8 14% F	-	21 10%
Authorized/Regulated	-	221 6% F	-	4 3%	-	1 1%	-	6 5% F	-	13 9% DFV	-	27 6% F	-	7 5% F	-	9 6% F	-	7 12% DFVZ	-	2 3%	-	1 1%	-	4 7% F	-	10 5% F
Good technology/innovation	-	52 1%	-	2 1%	-	2 1%	-	-	-	-	-	6 1%	-	-	-	2 1%	-	-	-	2 3% HJN	-	-	-	-	-	1*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q917 Why do you trust the domain name industry more than these other industries?

8 Jun 2016  
Table 238

Base: Trust Other Industries Much/Somewhat More

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	3530	-**	145	-**	157	-**	127	-**	143	-**	463	-**	150	-**	147	-**	58*	-**	64*	-**	83*	-**	56*	-**	212
Provide good services	-	35 1%	-	-	-	-	-	1 1%	-	-	-	5 1%	-	1 1%	-	4 3% BDFJ	-	2 3% DFJ	-	2 3% DFJ	-	1 1%	-	2 4% DFJ	-	5 2% B
Recommended by others	-	34 1%	-	2 1%	-	2 1%	-	-	-	2 1%	-	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	2 1%
Good quality	-	16 *	-	-	-	1 1%	-	1 1%	-	3 2% BZ	-	3 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-
Advertised/Promoted	-	14 *	-	1 1%	-	2 1% L	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	42 1%	-	-	-	-	-	1 1%	-	3 2%	-	9 2%	-	4 3% DF	-	1 1%	-	2 3% DF	-	1 2%	-	5 6% BDFHLP	-	1 2%	-	5 2%
WEBSITE APPEAL (NET)	-	16 *	-	3 2% BZ	-	-	-	2 2%	-	1 1%	-	2 *	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-
Design/Layout/Way it looks	-	8 *	-	2 1% B	-	-	-	2 2% B	-	-	-	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Few/No pop-ups/advertisements	-	8 *	-	1 1%	-	-	-	-	-	1 1%	-	1 *	-	-	-	-	-	1 2% B	-	-	-	-	-	-	-	-
None	-	236 7% LNV	-	4 3%	-	13 8% DNV	-	4 3%	-	14 10% DHLNV	-	21 5%	-	3 2%	-	12 8% DNV	-	5 9% NV	-	5 8% NV	-	1 1%	-	5 9% NV	-	14 7% N
Don't know	-	203 6% NV	-	6 4%	-	12 8% NV	-	4 3%	-	16 11% BDHLNPV	-	22 5% V	-	2 1%	-	5 3%	-	2 3%	-	6 9% NV	-	-	-	3 5% V	-	20 9% BHLNPV
Declined to answer	-	65 2%	-	2 1%	-	1 1%	-	1 1%	-	5 3%	-	8 2%	-	1 1%	-	1 1%	-	2 3%	-	2 3%	-	1 1%	-	-	-	5 2%
Sigma	-	4305 122%	-	193 133%	-	172 110%	-	149 117%	-	165 115%	-	603 130%	-	193 129%	-	187 127%	-	68 117%	-	81 127%	-	121 146%	-	71 127%	-	254 120%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q919 Why do you trust the domain name industry less than these other industries?

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- ppines	2016 Philip- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	2200	-**	55*	-**	127	-**	86*	-**	107	-**	191	-**	31*	-**	72*	-**	43*	-**	47*	-**	43*	-**	49*	-**	171
REPUTATION (NET)	-	863 39% F	-	26 47% F	-	31 24%	-	35 41% F	-	36 34%	-	72 38% F	-	17 55% FJ	-	31 43% F	-	23 53% FJ	-	23 49% F	-	20 47% F	-	17 35%	-	74 43% F
Untrustworthy/Less transparent/honest	-	175 8%	-	2 4%	-	9 7%	-	16 19%	-	6 6%	-	16 8%	-	3 10%	-	5 7%	-	2 5%	-	3 6%	-	1 2%	-	6 12%	-	14 8%
Fraud/Scams	-	127 6%	-	9 16% BFHJX	-	3 2%	-	3 3%	-	4 4%	-	15 8% F	-	2 6%	-	5 7%	-	4 9%	-	4 9%	-	4 9%	-	1 2%	-	17 10% BF
Greed/Only in it for the money	-	84 4%	-	2 4%	-	1 1%	-	4 5%	-	7 7% FLZ	-	3 2%	-	1 3%	-	2 3%	-	3 7% FLZ	-	5 11% BFLZ	-	1 2%	-	2 4%	-	2 1%
Not legitimate/genuine	-	64 3%	-	2 4%	-	2 2%	-	-	-	3 3%	-	12 6% BFH	-	2 6% H	-	11 15% BDFHJLTVXZ	-	5 12% BFHJTVZ	-	-	-	-	-	1 2%	-	4 2%
Not well known/Less popular	-	62 3%	-	-	-	3 2%	-	2 2%	-	1 1%	-	8 4%	-	2 6%	-	2 3%	-	3 7% J	-	5 11% BDFHJ	-	2 5%	-	1 2%	-	7 4%
Less reputable	-	58 3%	-	1 2%	-	-	-	2 2%	-	-	-	3 2%	-	1 3% F	-	2 3%	-	-	-	2 4% FJ	-	1 2%	-	-	-	6 4% F
Less reliable/dependable	-	42 2%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	4 6% BFHJL	-	-	-	-	-	2 5% FHJL	-	-	-	12 7% BDFHJL
Always trying to up-sell/Pushing products	-	38 2%	-	1 2%	-	-	-	-	-	7 7% BFHL	-	-	-	-	-	1 1%	-	1 2% L	-	-	-	2 5% FHL	-	2 4% FL	-	5 3% L
Not established/Hasn't been around a long time	-	34 2%	-	-	-	1 1%	-	-	-	3 3%	-	3 2%	-	-	-	1 1%	-	3 7% BFHLZ	-	-	-	-	-	-	-	2 1%
Less business oriented/professional	-	31 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	1 1%	-	1 2% L	-	-	-	-	-	-	-	2 1%
Previous poor experience	-	29 1%	-	1 2%	-	-	-	-	-	1 1%	-	4 2%	-	-	-	1 1%	-	1 2%	-	1 2%	-	1 2%	-	1 2%	-	3 2%
Markets their customers/Vetting names to other companies	-	22 1%	-	2 4% FJ	-	-	-	-	-	-	-	2 1%	-	-	-	2 3%	-	1 2%	-	1 2%	-	-	-	-	-	1 1%
Less/Not accountable/responsible	-	22 1%	-	2 4% JL	-	1 1%	-	2 2% L	-	-	-	-	-	1 3% L	-	-	-	-	-	-	-	3 7% BFJLPZ	-	-	-	1 1%
Based on size of company	-	16 1%	-	-	-	-	-	1 1%	-	-	-	3 2%	-	1 3% F	-	-	-	-	-	1 2%	-	-	-	1 2%	-	2 1%
Poor performance/Better performance from others	-	15 1%	-	-	-	2 2%	-	-	-	2 2%	-	1 1%	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	6 4% BL

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q919 Why do you trust the domain name industry less than these other industries?

8 Jun 2016  
Table 239

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	2200	-**	55*	-**	127	-**	86*	-**	107	-**	191	-**	31*	-**	72*	-**	43*	-**	47*	-**	43*	-**	49*	-**	171
Less knowledgeable/Lacks expertise	-	13 1%	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	1 3% L	-	-	-	-	-	-	-	1 2% L	-	1 2% L	-	2 1%
Low credibility/Not believable	-	11 1%	-	-	-	-	-	-	-	1 1%	-	-	-	1 3% BFL	-	-	-	-	-	1 2% L	-	-	-	-	-	2 1%
Not sure rules are followed	-	11 1%	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% LZ	-	-	-	-
Not developed enough	-	10 *	-	-	-	-	-	-	-	1 1%	-	1 1%	-	1 3% BFZ	-	-	-	-	-	1 2%	-	-	-	-	-	-
Poor quality/Sub-standard products	-	10 *	-	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	2 1%
Other reputation mentions	-	117 5%	-	5 9%	-	5 4%	-	6 7%	-	4 4%	-	8 4%	-	2 6%	-	3 4%	-	2 5%	-	1 2%	-	3 7%	-	3 6%	-	5 3%
USAGE (NET)	-	352 16%	-	11 20%	-	25 20%	-	18 21%	-	17 16%	-	28 15%	-	6 19%	-	10 14%	-	12 28% BLT	-	4 9%	-	7 16%	-	8 16%	-	26 15%
Not familiar/Have not used	-	203 9% L	-	3 5% BLTZ	-	19 15% BLTZ	-	10 12% L	-	10 9%	-	9 5%	-	4 13%	-	5 7%	-	7 16% LT	-	1 2%	-	3 7%	-	4 8%	-	12 7%
Anyone can access/register	-	49 2%	-	3 5% P	-	3 2%	-	1 1%	-	2 2%	-	4 2%	-	1 3%	-	-	-	3 7% BP	-	-	-	-	-	-	-	6 4%
Dislike online/web based marketing	-	45 2%	-	4 7% BFJZ	-	1 1%	-	4 5% J	-	-	-	4 2%	-	-	-	3 4% J	-	1 2%	-	-	-	1 2%	-	2 4% J	-	3 2%
Commercial use	-	17 1%	-	-	-	-	-	-	-	2 2%	-	5 3% B	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%
Useless/Not helpful	-	10 *	-	1 2%	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	1 2%	-	1 1%
Other usage mentions	-	32 1%	-	1 2%	-	2 2%	-	2 2%	-	2 2%	-	5 3%	-	1 3%	-	1 1%	-	1 2%	-	3 6% B	-	1 2%	-	1 2%	-	3 2%
DOMAIN APPEAL (NET)	-	283 13%	-	7 13%	-	20 16%	-	14 16%	-	20 19%	-	21 11%	-	3 10%	-	7 10%	-	3 7%	-	5 11%	-	3 7%	-	7 14%	-	23 13%
Just my opinion/Gut instinct	-	73 3%	-	2 4%	-	7 6% LP	-	1 1%	-	8 7% BHLPPZ	-	3 2%	-	-	-	-	-	1 2%	-	-	-	-	-	2 4%	-	3 2%
Not clear/Hard to understand	-	43 2%	-	-	-	5 4% L	-	1 1%	-	7 7% BL	-	1 1%	-	2 6% L	-	1 1%	-	-	-	1 2%	-	-	-	2 4% L	-	7 4% BL
Uncertainty/Hard to judge	-	33 2%	-	1 2%	-	2 2%	-	2 2%	-	2 2%	-	1 1%	-	1 3%	-	1 1%	-	-	-	-	-	1 2%	-	1 2%	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	2200	-**	55*	-**	127	-**	86*	-**	107	-**	191	-**	31*	-**	72*	-**	43*	-**	47*	-**	43*	-**	49*	-**	171
Not as specific	-	26 1%	-	-	-	-	-	4 5% BFLZ	-	1%	-	-	-	-	-	3 4% BFLZ	-	-	-	2 4% FL	-	1 2% L	-	1 2% L	-	1%
Too new	-	13 1%	-	-	-	1%	-	2 2% B	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Names are not meaningful/relevant	-	12 1%	-	1 2%	-	1%	-	-	-	1%	-	3 2%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Accuracy	-	11 1%	-	2 4% BFJ	-	-	-	1 1%	-	-	-	2 1%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	1%
Other domain appeal mentions	-	78 4%	-	1 2%	-	4 3%	-	3 3%	-	1%	-	9 5%	-	-	-	1 1%	-	2 5%	-	1 2%	-	1 2%	-	1 2%	-	8 5%
SAFETY/SECURITY (NET)	-	232 11%	-	5 9%	-	11 9%	-	5 6%	-	6 6%	-	24 13%	-	1 3%	-	14 19% BFHJNR	-	2 5%	-	5 11%	-	7 16% J	-	7 14%	-	27 16% BHJ
Not regulated/No back ground checks	-	104 5% H	-	-	-	7 6% H	-	-	-	4 4%	-	11 6% H	-	-	-	7 10% BDH	-	1 2%	-	1 2%	-	2 5% H	-	3 6% H	-	7 4%
Poor safety/security	-	86 4% J	-	4 7% J	-	2 2%	-	5 6% J	-	-	-	12 6% FJ	-	-	-	4 6% J	-	1 2%	-	3 6% J	-	4 9% FJ	-	2 4% J	-	7 4% J
Risk of viruses	-	20 1%	-	1 2%	-	-	-	-	-	2 2%	-	-	-	-	-	1 1%	-	-	-	-	-	1 2% L	-	1 2% L	-	6 4% BFL
Other safety/security mentions	-	27 1%	-	1 2%	-	2 2%	-	-	-	-	-	2 1%	-	1 3%	-	2 3%	-	-	-	1 2%	-	-	-	1 2%	-	7 4% BJ
MISCELLANEOUS (NET)	-	259 12%	-	5 9%	-	14 11%	-	13 15%	-	11 10%	-	27 14%	-	1 3%	-	9 13%	-	4 9%	-	3 6%	-	6 14%	-	8 16%	-	19 11%
Less information about domain	-	59 3%	-	1 2%	-	4 3%	-	1 1%	-	2 2%	-	7 4%	-	-	-	-	-	2 5%	-	-	-	1 2%	-	4 8% BHPT	-	6 4%
Too many websites/com panies/options	-	27 1%	-	-	-	1%	-	3 3%	-	1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1%
Cannot physically test product/No physical store	-	18 1%	-	1 2%	-	-	-	-	-	1%	-	-	-	-	-	1 1%	-	1 2% L	-	-	-	-	-	1 2% L	-	1%
Hard to contact a real person/No personal touch	-	17 1%	-	-	-	-	-	-	-	-	-	6 3% BF	-	-	-	2 3%	-	-	-	-	-	1 2%	-	-	-	2 1%
Poor advertisements	-	13 1%	-	1 2%	-	-	-	1 1%	-	1%	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	1%
Other	-	133 6%	-	2 4%	-	9 7%	-	8 9%	-	6 6%	-	13 7%	-	1 3%	-	5 7%	-	1 2%	-	3 6%	-	2 5%	-	3 6%	-	8 5%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q919 Why do you trust the domain name industry less than these other industries?

8 Jun 2016  
Table 239

Base: Trust Other Industries Much/Somewhat Less

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	2200	-**	55*	-**	127	-**	86*	-**	107	-**	191	-**	31*	-**	72*	-**	43*	-**	47*	-**	43*	-**	49*	-**	171
Illegible data	-	93 4%	-	2 4%	-	3 2%	-	1 1%	-	5 5%	-	19 10%	-	2 6%	-	-	-	2 5%	-	-	-	2 5%	-	1 2%	-	3 2%
None	-	76 3%	-	-	-	12 9%	-	1 1%	-	1 1%	-	9 5%	-	-	-	5 7%	-	-	-	3 6%	-	1 2%	-	-	-	4 2%
Don't know	-	192 9%	-	2 4%	-	20 16%	-	3 3%	-	13 12%	-	12 6%	-	1 3%	-	2 3%	-	1 2%	-	6 13%	-	1 2%	-	5 10%	-	9 5%
Declined to answer	-	78 4%	-	2 4%	-	1 1%	-	5 6%	-	10 9%	-	10 5%	-	1 3%	-	1 1%	-	2 5%	-	2 4%	-	1 2%	-	1 2%	-	1 1%
Sigma	-	2579 117%	-	64 116%	-	137 108%	-	97 113%	-	125 117%	-	234 123%	-	34 110%	-	90 125%	-	52 121%	-	53 113%	-	51 119%	-	56 114%	-	207 121%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1000. Which devices do you use to access the Internet?

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Laptop computer	4529 74% EGIS	4098 75% FJ AEGISWY	173 84% BFHJZ	157 85% BFHJZ	211 59% I	182 58% I	127 62% FJ	130 71% FJ	132 52% I	132 57% AEGISWY	566 82% BFHJZ	480 81% AEGISWY	178 86% BFHJZ	156 86% AEGISWY	176 88% AEGISWY	175 91% BFHJLRTXZ	87 83% AEGISWY	69 77% FJ	65 63% SFJ	73 76% EGISWY	97 82% BFHJZ	80 86% BFHJZ	76 69% I	73 78% FJ	259 70% EI	233 73% FJ
Smartphone	4219 69% ES	3995 73% AF	149 72% ES	151 82% CBFJZ	161 45% I	135 43% AEKSY	161 79% BFJNRZ	156 85% BFJNRZ	190 75% AES	166 72% F	490 71% ES	488 82% KBFJRZ	146 71% ES	137 76% F	171 85% ACEKMSUWY	173 90% BDFJLNRZ	90 86% RACEKMSUWY	65 72% F	53 51% SF	73 76% ES	88 74% UBFJNRZ	81 87% ES	78 71% WBFJNRZ	81 87% ES	263 71% ES	231 72% F
Desktop computer	4414 72% BEMO	3820 70% FNPR	150 73% EM	151 82% CBFLNPRZ	193 54% I	175 56% ACEKMOQ	170 83% BFJLNPRTVZ	162 89% ACEKMOQ	212 84% BFNPR	178 77% EM	486 71% FNPR	427 72% FNPR	127 61% F	114 63% F	131 65% E	107 56% E	68 65% E	51 57% ACEKMOQ	88 85% FNPR	73 76% AEKMOQ	96 81% BFNPR	74 80% ACEKMOQ	92 84% ACEKMOQ	74 80% BFNPR	283 76% AEKMOQ	228 71% FPR
Tablet	2672 43% ESW	2495 46% AFHZ	125 61% AEGKMOQWY	117 64% BFHJLNPRTVZ	79 22% I	80 25% E	76 37% F	66 36% F	143 57% AEGKMOQWY	131 57% BFHJLNRZ	292 43% ESW	257 43% FZ	79 38% E	77 43% F	94 47% ESW	100 52% FHLTZ	44 42% E	39 43% F	33 32% E	38 40% F	71 60% AEGKMOQWY	45 48% FHZ	35 32% E	52 56% WBFHJLNTZ	148 40% E	117 36% F
Other	49 1% K	41 1% AGK	5 2% AGK	4 2% BHNZ	11 3% AGKMY	3 1% I	- - I	- - I	6 2% AGK	3 1% I	1 - I	4 1% I	1 - I	- - I	2 1% I	2 1% I	- - I	- - I	1 1% I	- - I	2 2% K	1 1% I	- - I	- - I	3 1% I	1 - I
Sigma	15883 259%	14449 265%	602 292%	580 315%	655 183%	575 183%	534 262%	514 281%	683 270%	610 264%	1835 267%	1656 278%	531 257%	484 267%	574 286%	557 290%	289 275%	224 249%	240 233%	257 268%	354 297%	281 302%	281 255%	280 301%	956 258%	810 252%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1005. What is your experience with URL shorteners?

8 Jun 2016  
Table 241

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- ppines (18+)	2016 Philipi- ppines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
USE THEM (NET)	2270 37% E	1948 36% FJ	106 51% DAEIKUWY	65 35% F	93 26% F	79 25% F	93 46% AEY	72 39% FJ	99 39% JE	61 26% LAEY	293 43% FJ	215 36% AEIKUWY	111 54% BDFHJLXZ	92 51% ACEGKMQUWY	130 65% BDFHJLXZ	128 67% AEY	50 48% BDFJLZ	46 51% AEIKUWY	59 57% BDFJLZ	48 50% BDFJLZ	45 38% E	45 48% BDFJLZ	41 37% E	35 38% FJ	133 36% E	112 35% FJ
I use them frequently	592 10% E	522 10% F	21 10% E	11 6% F	14 4% F	16 5% F	28 14% AE	22 12% DF	21 8% E	16 7% AEIUY	99 14% DFJ	70 12% ACEIUY	35 17% BDFJ	27 15% ACEIKUWY	42 21% BDFHJLXZ	39 20% AEIUY	18 17% F	10 11% AEIUY	17 17% BDFJXZ	18 19% BDFJXZ	8 7% DF	12 13% DF	10 9% E	7 8% FJ	34 9% E	35 11% F
I use them, but not frequently	1678 27% E	1426 26% FJ	85 41% DAEIKUWY	54 29% FJ	79 22% F	63 20% F	65 32% E	50 27% FJ	78 31% JE	45 19% FJ	194 28% E	145 24% AEKY	76 37% BFJLZ	65 36% AEGIKUWY	88 44% BDFHJLXZ	89 46% BDFHJLXZ	32 30% BFHJLZ	36 40% AEKY	42 41% AEKY	30 31% FJ	37 31% E	33 35% BFJLZ	31 28% FJ	28 30% FJ	99 27% FJ	77 24% FJ
NEVER USES THEM (NET)	3874 63% CGKMOOS	3504 64% NPRTV	100 49% O	119 65% CNPRTV	265 74% ACGKMOSUWY	236 75% BEHLNPRTVZ	111 54% O	111 61% NP	154 61% CMOS	170 74% IBHLNPRTVZ	394 57% CMOS	380 64% KNPRTV	96 46% O	89 49% P	71 35% O	64 33% O	55 52% O	44 49% P	44 43% P	48 50% P	74 62% CMOS	48 52% P	69 63% CMOS	58 62% NP	237 64% CGKMOOS	209 65% NPRTV
I have heard of them but never used them	2146 35% BOQ	1761 32% FX	71 34% O	73 40% BFPXZ	113 32% O	82 26% O	80 39% OQ	66 36% FPX	107 42% AEOQ	105 45% BFLNPRTVZ	262 38% EOQ	219 37% BFPX	70 34% O	60 33% X	42 21% O	50 26% O	26 25% O	28 31% O	34 33% O	34 35% X	43 36% O	30 32% XOQ	43 39% XOQ	20 22% ZACEMOQ	162 44% ZACEMOQ	98 31% ZACEMOQ
I have never heard of them or used them	1728 28% CGKMOOS	1743 32% ADHLNPRTV	29 14% CNPT	46 25% ACGKMOSUWY	152 42% BEHLNPRTVZ	154 49% BEHLNPRTVZ	31 15% GNP	45 25% S	47 19% INPT	65 28% MS	132 19% KNPT	161 27% KNPT	26 13% P	29 16% P	29 14% P	14 7% CGKMOOS	29 28% P	16 18% P	10 10% P	14 15% CGKMOOS	31 26% P	18 19% CMOS	26 24% CMOS	38 41% WOHLNPRTV	75 20% MS	111 35% YDHLNPRTV
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1010. Why haven't you used URL shorteners?

8 Jun 2016  
Table 242

Base: Have Not Used URL Shorteners

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	3874	3504	100	119	265	236	111	111	154	170	394	380	96*	89*	71*	64*	55*	44*	44*	48*	74*	48*	69*	58*	237	209
Never needed to	1670 43% BC	1367 39% DN	20 20%	28 24%	107 40% C	92 39% DN	57 51% CMQU	43 39% DN	92 60% ACEKMOU	98 58% BDFHLNVXZ	176 45% CM	151 40% DN	32 33% C	21 24% CEMQU	38 54% CEMQU	28 44% DN	19 35% C	20 45% DN	20 45% C	27 56% BDFHLNVXZ	26 35% C	19 40% D	36 52% XCMU	18 31% ZACEMQU	124 52% ZACEMQU	74 35% DN
Confused about which website I'm going to	826 21% OY	1042 30% A	53 53% AEGIKOOSUWY	58 49% BFJLRTVXZ	51 19%	60 25% AEIOQUWY	40 36% BFZ	44 40% BFZ	34 22% AEIOQUWY	49 29% AEIOQUWY	122 31% BFZ	140 37% AEIOQUWY	47 49% AEIOQUWY	46 52% BFZ	8 11% AEIOQUWY	25 39% OFZ	6 11%	11 25%	10 23%	13 27%	14 19%	15 31%	9 13%	17 29% W	38 16% W	51 24% Y
I have never heard of them	1348 35% BCGKMSY	1041 30% HJLN	12 12%	27 23% C	118 45% ACGKMSY	88 37% BDHJLNPRVZ	24 22%	22 20%	35 23% C	32 19%	86 22% C	90 24% P	18 19%	14 16% PCM	23 32% PCM	7 11% RCGKMSY	25 45%	9 20%	9 20%	12 25% VCGIKMY	28 38% VCGIKMY	9 19% CGIKMSY	27 39% DHJLNPRV	23 40% C	59 25% C	59 28% JNP
Don't trust them	303 8% A	395 11% A	14 14% AEMY	25 21% BFJLTZ	13 5%	27 11% E	11 10%	18 16% Z	12 8%	19 11% AEMY	49 12% AEMY	39 10%	4 4%	11 12% M	11 15% AEMY	9 14%	5 9%	4 9%	2 5%	3 6%	8 11%	7 15%	6 9%	6 10%	16 7% C	16 8% C
Don't like them	257 7% A	277 8% A	20 20% AEGIKOOSUWY	21 18% BFJLPTZ	16 6%	11 5%	4 4%	11 10%	11 7%	15 9%	35 9% FZ	33 9%	10 10%	12 13% FZ	2 3%	4 6%	1 2%	3 7%	4 9%	2 4%	3 4% UBFLPTZ	9 19%	3 4%	4 7%	20 8% C	12 6% C
Other	57 1% E	64 2% L	5 5% AEIK	6 5% BJL	-	4 2% E	1 1%	1 1%	1 1%	1 1%	5 1%	1 1%	3 3% E	3 3% L	-	3 5% JL	1 2% E	1 2%	3 7% AEGIKO	1 2%	2 3% E	3 6% BJL	1 1%	1 2%	8 3% AE	12 6% BFHJL
Sigma	4461 115%	4186 119%	124 124%	165 139%	305 115%	282 119%	137 123%	139 125%	185 120%	214 126%	473 120%	454 119%	114 119%	107 120%	82 115%	76 119%	57 104%	48 109%	48 109%	58 121%	81 109%	62 129%	82 119%	69 119%	265 112%	224 107%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1015. Why do you use URL shorteners?

8 Jun 2016  
Table 243

Base: Have Used URL Shorteners

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2270	1948	106	65*	93*	79*	93*	72*	99*	61*	293	215	111	92*	130	128	50*	46*	59*	48*	45*	45*	41*	35*	133	112
They are convenient	1442 64% MW	1238 64% NPXZ	64 60% M	41 63% X	70 75% ACKMOUW	64 81% BOLNPRTVXZ	71 76% ACKMOUW	57 79% BOLNPRTVXZ	68 69% MW	46 75% NPVXZ	188 64% MW	149 69% NPVXZ	52 47% MW	44 48% NPVXZ	76 58% MW	68 53% MW	30 60% MW	29 63% X	38 64% MW	29 60% MW	24 53% MW	23 51% MW	18 44% MW	14 40% ZMW	92 69% ZMW	61 54% ZMW
They save me time	1283 57% BEGY	945 49% DF	63 59% DEGY	23 35% DEGY	32 34% DEGY	23 29% DEGY	42 45% DEGY	31 43% DEGY	47 47% DEGY	23 38% DEGY	191 65% LAEGIOQY	112 52% DFJ	80 72% AEGIOQY	72 78% BDFHJPRVZ	79 61% EGY	64 50% F	25 50% F	19 41% F	34 58% EY	19 40% F	24 53% E	19 42% EY	23 56% EY	19 54% F	50 38% F	54 48% F
It's the latest thing	470 21% EOY	484 25% AFHR	28 26% EQOY	20 31% FHPRV	8 9% FHPRV	10 13% FHPRV	17 18% FHPRV	8 11% FHPRV	19 19% E	14 23% R	92 31% AEGIOQY	74 34% BFHPRV	26 23% EOY	31 34% BFHPRV	17 13% EOY	23 18% L	6 12% L	3 7% AEGIOQY	21 36% BFHJPRVZ	21 44% BFHJPRVZ	11 24% E	6 13% EQOY	13 32% EQOY	8 23% R	18 14% YFHR	29 26% YFHR
Other	118 5% K	165 8% AL	8 8% K	7 11% K	3 3% K	4 5% K	5 5% K	6 8% K	5 5% K	6 10% K	8 3% K	10 5% K	11 10% AK	10 11% L	6 5% L	14 11% L	3 6% L	6 13% L	2 3% L	5 10% L	1 2% L	6 13% L	4 10% K	2 6% K	9 7% K	6 5% K
Sigma	3313 146%	2832 145%	163 154%	91 140%	113 122%	101 128%	135 145%	102 142%	139 140%	89 146%	479 163%	345 160%	169 152%	157 171%	178 137%	169 132%	64 128%	57 124%	95 161%	74 154%	60 133%	54 120%	58 141%	43 123%	169 127%	150 134%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1020. What is your experience with QR codes?

8 Jun 2016  
Table 244

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
USE THEM (NET)	2649 43%	2682 49%	71 34%	65 35%	229 64%	197 63%	114 56%	112 61%	112 44%	91 39%	274 40%	257 43%	88 43%	98 54%	70 35%	93 48%	40 38%	34 38%	20 19%	36 38%	35 29%	42 45%	32 29%	43 46%	119 32%	150 47%
I use them frequently	552 9%	654 12%	4 2%	5 3%	20 6%	31 10%	23 11%	20 11%	21 8%	15 6%	68 10%	66 11%	17 8%	20 11%	14 7%	12 6%	5 5%	4 4%	2 2%	6 6%	-	6 6%	3 3%	6 6%	22 6%	28 9%
I use them, but not frequently	2097 34%	2028 37%	67 33%	60 33%	209 58%	166 53%	91 45%	92 50%	91 36%	76 33%	206 30%	191 32%	71 34%	78 43%	56 28%	81 42%	35 33%	30 33%	18 17%	30 31%	35 29%	36 39%	29 26%	37 40%	97 26%	122 38%
NEVER USES THEM (NET)	3495 57%	2770 51%	135 66%	119 65%	129 36%	118 37%	90 44%	71 39%	141 56%	140 61%	413 60%	338 57%	119 57%	83 46%	131 65%	99 52%	65 62%	56 62%	83 81%	60 63%	84 71%	51 55%	78 71%	50 54%	251 68%	171 53%
I have heard of them but never used them	2269 37%	2229 41%	85 41%	94 51%	88 25%	75 24%	81 40%	60 33%	107 42%	126 55%	271 39%	239 40%	81 39%	71 39%	77 38%	88 46%	44 42%	50 56%	28 27%	43 45%	37 31%	46 49%	41 37%	41 44%	162 44%	144 45%
I have never heard of them or used them	1226 20%	541 10%	50 24%	25 14%	41 11%	43 14%	9 4%	11 6%	34 13%	14 6%	142 21%	99 17%	38 18%	12 7%	54 27%	11 6%	21 20%	6 7%	55 53%	17 18%	47 39%	5 5%	37 34%	9 10%	89 24%	27 8%
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1025. Why haven't you used QR codes?

8 Jun 2016  
Table 245

Base: Have Not Used QR Codes

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	3495	2770	135	119	129	118	90*	71*	141	140	413	338	119	83*	131	99*	65*	56*	83*	60*	84*	51*	78*	50*	251	171
Never needed to	1978 57% CMSU	1820 66% AD	49 36% ACKMOSUWY	56 47% ACKMOSUWY	91 71% ACKMOSUWY	77 65% D	69 77% ACKMOSUWY	46 65% D	106 75% ACKMOSUWY	111 79% BDFHNTV	233 56% CMSU	242 72% KBDN	55 46% CMSU	49 59% CSU	72 55% ODNV	74 75% ODNV	41 63% CMSU	37 66% D	28 34% SD	38 63% SD	34 40% U	30 59% U	40 51% CS	39 78% WDNV	143 57% CSU	126 74% YBDNV
Don't like them	387 11% O	356 13% ALZ	21 16% IOS	24 20% BFLPZ	16 12% O	12 10% O	13 14% OS	14 20% LPZ	11 8% O	18 13% O	43 10% O	29 9% O	19 16% IOSW	18 22% BFLPRZ	4 3% O	7 7% O	6 9% O	5 9% O	4 5% O	7 12% O	6 7% O	5 10% O	5 6% O	5 10% O	26 10% O	11 6% O
Don't trust them	358 10% I	327 12% AZ	18 13% IS	17 14% RZ	9 7% O	13 11% Z	11 12% I	15 21% BULNPRTXZ	7 5% O	12 9% O	40 10% O	30 9% O	9 8% O	7 8% O	15 11% O	7 7% O	8 12% O	2 4% O	4 5% O	4 7% O	5 6% RZ	8 16% RZ	5 6% O	2 4% O	20 8% O	7 4% O
I have never heard of them or seen them	911 26% BEGI	322 12% J	42 31% DEGI	21 18% BHJ	20 16% G	21 18% BHJ	4 4% O	4 6% O	22 16% JG	9 6% LAEGIQ	136 33% LAEGIQ	57 17% BHJ	38 32% NEGI	14 17% HJ	38 29% PEGI	11 11% O	13 20% G	5 9% O	47 57% BHJZ	13 22% VACEGKMOGY	41 49% VACEGKMOGY	6 12% XAEGIQ	29 37% XAEGIQ	4 8% ZEGI	74 29% ZEGI	19 11% O
Other	196 6% KY	196 7% AL	16 12% AEGIKOLY	21 18% BFHJLPTVZ	6 5% K	8 7% O	2 2% O	3 4% O	4 3% O	8 6% O	6 1% O	13 4% K	10 8% IKUY	9 11% L	6 5% K	7 7% O	5 8% KU	8 14% BHJL	5 6% K	3 5% O	1 1% O	2 4% K	5 6% K	3 6% O	7 3% O	16 9% YL
Sigma	3830 110%	3021 109%	146 108%	139 117%	142 110%	131 111%	99 110%	82 115%	150 106%	158 113%	458 111%	371 110%	131 110%	97 117%	135 103%	106 107%	73 112%	57 102%	88 106%	65 108%	87 104%	51 100%	84 108%	53 106%	270 108%	179 105%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1030. Why do you use QR codes?

8 Jun 2016  
Table 246

Base: Have Used QR Codes

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2649	2682	71*	65*	229	197	114	112	112	91*	274	257	88*	98*	70*	93*	40*	34*	20**	36*	35*	42*	32*	43*	119	150
They are convenient	1773 67% CMUW	1770 66% DNPTVXZ	39 55% M	35 54% ACRMOUWY	179 78% BDLNPRTVXZ	164 83% MUW	79 69% BDLNPTVXZ	88 79% M	73 65% M	62 68% NPVXZ	177 65% M	158 61% NPVXZ	33 38% M	42 43% M	45 64% PM	43 46% CMUW	31 78% NV	22 65% NV	5 25% NV	18 50% NV	17 49% NV	15 36% NV	16 50% NV	18 42% ZM	79 66% ZM	75 50% ZM
They save me time	1341 51% EG	1421 53% FH	38 54% EG	28 43% EG	86 38% EG	73 37% EG	43 38% EG	49 44% EG	51 46% EG	43 47% AEGY	162 59% DFH	151 59% DFH	61 69% ACEGIOY	75 77% BDPRLTVXZ	42 60% EGY	63 68% BDFHJXZ	20 50% EGY	18 53% EGY	10 50% EGY	21 58% F	20 57% EG	21 50% EG	18 56% E	21 49% E	53 45% F	80 53% F
It's the latest thing	915 35% EG	876 33% FH	32 45% EGQY	30 46% BFHPR	16 7% EG	18 9% EG	27 24% E	25 22% F	43 38% EGQ	41 45% BFHPR	133 49% AEGOUWY	124 48% BFHPRZ	46 52% AEGOUWY	44 45% BFHPR	25 36% E	28 30% F	8 20% E	8 24% F	11 55% BFHPRVZ	23 64% E	10 29% E	16 38% F	8 25% E	19 44% FH	33 28% E	53 35% FH
Other	94 4% AL	136 5% AL	3 4% CBFHJLPTZ	11 17% CBFHJLPTZ	4 2% CBFHJLPTZ	8 4% CBFHJLPTZ	8 7% AEMY	4 4% AEMY	3 3% AEMY	4 4% AEMY	8 3% AEMY	5 2% AEMY	1 1% ML	7 7% ML	2 3% ML	6 6% L	1 3% L	3 9% L	2 10% L	1 3% L	1 3% L	4 10% L	2 6% L	3 7% L	2 2% YL	11 7% YL
Sigma	4123 156%	4203 157%	112 158%	104 160%	285 124%	263 134%	157 138%	166 148%	170 152%	150 165%	480 175%	438 170%	141 160%	168 171%	114 163%	140 151%	60 150%	51 150%	28 140%	63 175%	48 137%	56 133%	44 138%	61 142%	167 140%	219 146%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Base: All Qualified Respondents

Q1050. What is your preferred way of finding websites now?

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Use a search engine	3904 64% KM	3644 67% ADL	118 57% FACGRMOUWY	108 59% FACGRMOUWY	277 77% CKMOUWY	197 63% CKMOUWY	140 69% BDFLNPTXZ	141 77% BDFLNPTXZ	186 74% ACKMOUWY	181 78% BDFLNPTXZ	366 53% EGIQ	366 62% K	107 52% M	115 64% M	115 57% M	119 62% CKMOUWY	74 70% DFLNPXZ	68 76% DFLNPXZ	76 74% ACKMOUWY	62 65% HJ	66 55% AEGIKQS	64 69% U	61 55% HJ	55 59% AEGIKQS	218 59% BFHJLRT	207 64% EGIQ
Type the domain name directly into my browser and see if it comes up	1395 23% BEGIQ	1107 20% FHJ	55 27% EGIQ	58 32% BFHJLR	46 13% U	50 16% U	34 17% EBDULNPZ	21 11% EBDULNPZ	40 16% EIOS	28 12% EIOS	166 24% EGIQ	123 21% HJ	74 36% ACEGIKQSY	48 27% BFHJ	68 34% AEGIKQS	59 31% BFHJLR	15 14% UW	15 17% UW	21 20% HJ	20 21% HJ	39 33% AEGIKQS	22 24% HJ	38 35% AEGIKQS	33 35% BFHJLRT	99 27% EGIQ	91 28% BFHJLR
Use a QR code	298 5% U	358 7% AHPXZ	13 6% U	8 4% U	17 5% EBDULNPZ	37 12% EBDULNPZ	9 4% EIOS	4 2% EIOS	12 5% EIOS	11 5% EIOS	57 8% AEQUWY	48 8% HPRXZ	12 6% U	11 6% U	8 4% U	6 3% UW	8 8% UW	2 2% UW	3 3% UW	4 4% SBNPZ	1 1% EIOS	3 3% EIOS	2 2% S	1 1% ZEIOS	14 4% ZEIOS	10 3% ZEIOS
Use an app instead of going to websites themselves	503 8% BEIOS	313 6% Z	17 8% S	10 5% S	16 4% Z	23 7% Z	21 10% EIOS	16 9% Z	12 5% EIOS	11 5% LACEIMOSY	95 14% BJNPXZ	57 10% BJNPXZ	14 7% U	7 4% U	9 4% U	8 4% U	8 8% U	4 4% U	2 2% SBNPZ	10 10% SBNPZ	13 11% EIOS	4 4% EIOS	9 8% S	3 3% ZEIOS	35 9% ZEIOS	10 3% ZEIOS
Other	44 1% EBDULNPZ	30 1% EBDULNPZ	3 1% EBDULNPZ	- - EBDULNPZ	2 1% EBDULNPZ	8 3% EBDULNPZ	- - EBDULNPZ	1 1% EBDULNPZ	3 1% EBDULNPZ	- - EBDULNPZ	3 - EBDULNPZ	1 - EBDULNPZ	- - EBDULNPZ	- - EBDULNPZ	1 - EBDULNPZ	- - EBDULNPZ	- - EBDULNPZ	1 1% EBDULNPZ	1 1% EBDULNPZ	- - EBDULNPZ	- - EBDULNPZ	- - EBDULNPZ	- - EBDULNPZ	1 1% EBDULNPZ	4 1% EBDULNPZ	3 1% EBDULNPZ
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1036\_1. 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?

8 Jun 2016  
Table 248

1. Safest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	1020 19% JL	-	36 20% J	-	55 17%	-	38 21% J	-	28 12%	-	93 16%	-	46 25% BFJLX	-	45 23% JL	-	22 24% JL	-	24 25% JL	-	19 20%	-	13 14%	-	73 23% JL
Accessing via a QR code	-	685 13% F	-	46 25% BFHJNRTVZ	-	21 7%	-	20 11%	-	38 16% FR	-	130 22% BFHJNRTZ	-	27 15% F	-	39 20% BFHR	-	6 7%	-	12 13%	-	13 14% F	-	19 20% BFHR	-	49 15% FR
Typing the domain name into a browser	-	1267 23% DFTZ	-	23 13%	-	44 14%	-	45 25% DF	-	43 19%	-	138 23% DF	-	46 25% DFT	-	41 21% DF	-	26 29% DFJTZ	-	14 15%	-	26 28% DFTZ	-	27 29% DFJTZ	-	59 18%
Finding via an Internet search engine	-	1254 23% Z	-	47 26% Z	-	63 20%	-	50 27% NZ	-	53 23%	-	141 24% Z	-	32 18%	-	39 20%	-	19 21%	-	24 25%	-	21 23%	-	18 19%	-	56 17%
Accessing via a bookmark	-	599 11%	-	13 7%	-	70 22% BDHJLNPRTVXZ	-	13 7%	-	34 15% DH	-	62 10%	-	16 9%	-	17 9%	-	8 9%	-	12 13%	-	9 10%	-	9 10%	-	35 11%
Not sure	-	627 12% LP	-	19 10% L	-	62 20% BDHJLNPRTVX	-	17 9% L	-	35 15% LNPNV	-	31 5%	-	14 8%	-	11 6%	-	9 10%	-	10 10% L	-	5 5%	-	7 8%	-	49 15% BLNPV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1036\_2. 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?

8 Jun 2016  
Table 249

Base: All Qualified Respondents

2. Fastest

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to the website itself-for example, an app provided by an airline or a bank	-	732 13% F	-	29 16% F	-	27 9%	-	34 19% BFJNRV	-	24 10%	-	111 19% BFJNRV	-	20 11%	-	47 24% BDFJNRTVXZ	-	7 8%	-	13 14%	-	8 9%	-	10 11%	-	44 14% F
Accessing via a QR code	-	1176 22% DXZ	-	24 13%	-	68 22% DX	-	42 23% DX	-	45 19% X	-	118 20% DX	-	39 22% DX	-	33 17% X	-	22 24% DX	-	17 18% X	-	15 16% X	-	5 5%	-	55 17% X
Typing the domain name into a browser	-	779 14% F	-	41 22% BFHJLP	-	33 10% F	-	23 13% F	-	31 13% F	-	90 15% F	-	31 17% F	-	23 12% F	-	15 17%	-	16 17%	-	14 15%	-	18 19% F	-	60 19% BFP
Finding via an Internet search engine	-	1127 21%	-	41 22%	-	56 18%	-	35 19%	-	47 20%	-	107 18%	-	43 24%	-	49 26% FL	-	20 22%	-	30 31% BFHJLZ	-	28 30% BFHL	-	32 34% BDFHJLZ	-	66 21%
Accessing via a bookmark	-	1243 23% T	-	41 22% T	-	95 30% BLPTX	-	41 22% T	-	68 29% BPTX	-	143 24% T	-	43 24% T	-	34 18%	-	23 26% T	-	12 13%	-	28 30% PTX	-	16 17%	-	79 25% T
Not sure	-	395 7% LNPV	-	8 4% V	-	36 11% BDHLNPRVZ	-	8 4% V	-	16 7% V	-	26 4% V	-	5 3%	-	6 3%	-	3 3%	-	8 8% NV	-	-	-	12 13% BDHLNPRVZ	-	17 5% V
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1036\_3. 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?

8 Jun 2016  
Table 250

Base: All Qualified Respondents

3. Easiest

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to the website itself; for example, an app provided by an airline or a bank	-	744 14%	-	29 16%	-	36 11%	-	20 11%	-	27 12%	-	87 15%	-	23 13%	-	37 19% BFHJZ	-	13 14%	-	18 19%	-	21 23% BFHJNZ	-	16 17%	-	41 13%
Accessing via a QR code	-	852 16% LNZ	-	25 14%	-	64 20% BHJLNZ	-	21 11%	-	26 11%	-	65 11%	-	17 9%	-	26 14%	-	8 9%	-	11 11%	-	14 15%	-	11 12%	-	36 11%
Typing the domain name into a browser	-	751 14% F	-	32 17% F	-	19 6%	-	22 12% F	-	34 15% F	-	111 19% BFH	-	37 20% BFH	-	40 21% BFH	-	15 17% F	-	12 13% F	-	12 13% F	-	18 19% F	-	61 19% BFH
Finding via an Internet search engine	-	1620 30%	-	53 29%	-	86 27%	-	69 38% BF	-	82 35% BF	-	186 31%	-	69 38% BF	-	56 29%	-	28 31%	-	29 30%	-	26 28%	-	30 32%	-	99 31%
Accessing via a bookmark	-	1029 19% PX	-	35 19%	-	75 24% BNPX	-	40 22% PX	-	48 21% PX	-	118 20% PX	-	28 15%	-	25 13%	-	20 22% X	-	23 24% PX	-	14 15%	-	10 11%	-	60 19%
Not sure	-	456 8% LNP	-	10 5%	-	35 11% DJLNPT	-	11 6%	-	14 6%	-	28 5%	-	7 4%	-	8 4%	-	6 7%	-	3 3%	-	6 6%	-	8 9%	-	24 7%
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1055\_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

8 Jun 2016  
Table 251

Base: All Qualified Respondents

1. Safest

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	1206 22% F	-	46 25% F	-	52 17%	-	45 25% F	-	41 18%	-	123 21%	-	50 28% FJL	-	58 30% BFJLX	-	26 29% FJ	-	24 25%	-	21 23%	-	16 17%	-	94 29% BFJLX
Accessing via a QR code	-	649 12% F	-	43 23% BFHRXZ	-	16 5%	-	19 10% F	-	38 16% BF	-	130 22% BFHRXZ	-	38 21% BFHRX	-	37 19% BFHR	-	8 9%	-	13 14% F	-	13 14% F	-	10 11%	-	48 15% F
Typing the domain name into a browser	-	1242 23% DFJ	-	26 14% F	-	42 13%	-	39 21% F	-	36 16%	-	124 21% DF	-	41 23% DF	-	41 21% F	-	19 21%	-	20 21%	-	21 23% F	-	24 26% DFJ	-	63 20% F
Finding via an Internet search engine	-	1065 20% NZ	-	35 19% N	-	67 21% NZ	-	46 25% NPTZ	-	50 22% NZ	-	123 21% NZ	-	19 10% F	-	28 15% F	-	19 21% N	-	13 14% F	-	28 30% BDLNPTZ	-	20 22% N	-	45 14% F
Accessing via a bookmark	-	669 12% L	-	16 9% F	-	86 27% BDHLNPTVXZ	-	18 10% F	-	34 15% LP	-	58 10% F	-	20 11% F	-	16 8% F	-	9 10% F	-	14 15% F	-	7 8% F	-	16 17% DLPV	-	32 10% F
Not sure	-	621 11% LPV	-	18 10% F	-	52 17% BDHLNPTVX	-	16 9% F	-	32 14% LNPTV	-	37 6% F	-	13 7% F	-	12 6% F	-	9 10% F	-	12 13% LV	-	3 3% F	-	7 8% F	-	39 12% LPV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1055\_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

8 Jun 2016  
Table 252

Base: All Qualified Respondents

2. Fastest

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	858 16% F	-	27 15%	-	34 11%	-	42 23% BDFJRTZ	-	32 14%	-	132 22% BDFJRTZ	-	30 17%	-	56 29% BDFJLNRTVXZ	-	9 10%	-	11 11%	-	17 18%	-	15 16%	-	46 14%
Accessing via a QR code	-	1011 19% DLPZ	-	21 11%	-	54 17%	-	31 17%	-	38 16%	-	92 15%	-	34 19% P	-	22 11%	-	19 21% DPZ	-	14 15%	-	10 11%	-	11 12%	-	40 12%
Typing the domain name into a browser	-	824 15% FJ	-	33 18% FJ	-	22 7%	-	22 12%	-	21 9%	-	119 20% BFHJ	-	30 17% FJ	-	34 18% FJ	-	12 13%	-	19 20% FJ	-	20 22% FHJ	-	17 18% FJ	-	59 18% FJ
Finding via an Internet search engine	-	1163 21% BFHJLZ	-	59 32% BFHJLZ	-	55 17%	-	39 21%	-	52 23%	-	113 19%	-	51 28% BFL	-	54 28% BFL	-	22 24%	-	23 24%	-	20 22%	-	23 25%	-	76 24%
Accessing via a bookmark	-	1177 22% LNP	-	38 21% P	-	120 38% BDHLNPTVXZ	-	38 21% P	-	74 32% BDHLNPTZ	-	109 18% P	-	27 15%	-	21 11%	-	22 24% P	-	18 19%	-	22 24% P	-	21 23% P	-	73 23% NP
Not sure	-	419 8% DLP	-	6 3% DLP	-	30 10% DLP	-	11 6%	-	14 6%	-	30 5%	-	9 5%	-	5 3%	-	6 7%	-	11 11% DLNP	-	4 4%	-	6 6%	-	27 8% DLP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1055\_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from?

8 Jun 2016  
Table 253

Base: All Qualified Respondents

3. Easiest

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	850 16% Z	-	39 21% BFJNZ	-	41 13% Z	-	32 17% Z	-	28 12% FJNZ	-	109 18% FJNZ	-	21 12% BDFHJLNTVXZ	-	60 31% JNZ	-	19 21% JNZ	-	13 14% Z	-	14 15% Z	-	17 18% Z	-	35 11% Z
Accessing via a QR code	-	798 15% JZ	-	20 11% BDJLPRTZ	-	59 19% BDJLPRTZ	-	26 14% Z	-	20 9% Z	-	74 12% Z	-	23 13% Z	-	23 12% Z	-	8 9% Z	-	9 9% Z	-	11 12% Z	-	10 11% Z	-	28 9% Z
Typing the domain name into a browser	-	809 15% F	-	38 21% BFHJF	-	21 7% BFHJF	-	18 10% Z	-	30 13% F	-	119 20% BFHJP	-	37 20% BFHJ	-	26 14% F	-	13 14% F	-	14 15% F	-	20 22% FH	-	20 22% FH	-	53 17% FH
Finding via an Internet search engine	-	1498 27% Z	-	50 27% Z	-	77 24% Z	-	60 33% FL	-	85 37% BDFLPX	-	144 24% BDFLPX	-	74 41% BDFLPX	-	49 26% Z	-	25 28% Z	-	33 34% L	-	24 26% Z	-	21 23% Z	-	111 35% BFLPX
Accessing via a bookmark	-	982 18% NX	-	29 16% BDHLNFXZ	-	86 27% BDHLNFXZ	-	34 19% Z	-	53 23% BNPX	-	106 18% Z	-	22 12% Z	-	27 14% Z	-	17 19% Z	-	18 19% Z	-	21 23% NX	-	9 10% Z	-	63 20% NX
Not sure	-	515 9% DLNPV	-	8 4% DNPV	-	31 10% DNPV	-	13 7% N	-	15 6% N	-	43 7% N	-	4 2% Z	-	7 4% Z	-	8 9% N	-	9 9% NP	-	3 3% BDHLNFXZ	-	16 17% BDHLNFXZ	-	31 10% DNPV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1060\_1. 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?

8 Jun 2016  
Table 254

Base: All Qualified Respondents

1. Safest

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	1409 26% F	-	50 27% F	-	59 19%	-	56 31% F	-	53 23%	-	140 24%	-	53 29% F	-	78 41% BDFHJLNKXZ	-	27 30% F	-	28 29% F	-	29 31% F	-	22 24%	-	97 30% FL
Accessing via a QR code	-	643 12% F	-	39 21% BFHXRZ	-	19 6%	-	17 9%	-	33 14% F	-	114 19% BFHXRZ	-	30 17% BFHXRZ	-	26 14% F	-	10 11%	-	12 13% F	-	15 16% F	-	7 8%	-	43 13% F
Typing the domain name into a browser	-	1158 21% FJ	-	29 16%	-	40 13%	-	31 17%	-	35 15%	-	136 23% DFJ	-	37 20% F	-	47 24% DFJ	-	23 26% FJ	-	17 18%	-	22 24% F	-	29 31% BDFHJT	-	70 22% F
Finding via an Internet search engine	-	869 16% Z	-	33 18% Z	-	59 19% PZ	-	44 24% BLPVZ	-	38 16% Z	-	101 17% Z	-	29 16% Z	-	23 12%	-	13 14%	-	14 15%	-	10 11%	-	14 15%	-	30 9%
Accessing via a bookmark	-	763 14% HP	-	17 9%	-	79 25% BDHLPNPRTVXZ	-	15 8%	-	42 18% DHLF	-	69 12%	-	23 13%	-	13 7%	-	10 11%	-	14 15% P	-	12 13%	-	14 15% P	-	42 13% P
Not sure	-	610 11% LNP	-	16 9% P	-	59 19% BDHLPNPRTVXZ	-	20 11% LNP	-	30 13% LNPV	-	35 6%	-	9 5%	-	5 3%	-	7 8% P	-	11 11% LNP	-	5 5%	-	7 8%	-	39 12% LNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1060\_2. 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?

8 Jun 2016  
Table 255

2. Fastest

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	885 16% F	-	35 19% F	-	31 10%	-	40 22% BFN	-	34 15%	-	131 22% BFJNZ	-	25 14%	-	52 27% BFJNRTXZ	-	13 14%	-	14 15%	-	17 18% F	-	13 14%	-	50 16% F
Accessing via a QR code	-	927 17% DR	-	17 9%	-	58 18% DR	-	30 16% D	-	35 15%	-	93 16% D	-	36 20% DR	-	25 13%	-	8 9%	-	13 14%	-	10 11%	-	11 12%	-	45 14%
Typing the domain name into a browser	-	850 16% FJ	-	40 22% BFHJ	-	26 8%	-	23 13%	-	24 10%	-	115 19% BFHJ	-	35 19% FJ	-	31 16% F	-	15 17% F	-	17 18% F	-	16 17% F	-	22 24% BFHJ	-	64 20% BFHJ
Finding via an Internet search engine	-	1016 19% FL	-	49 27% BFHJL	-	44 14%	-	32 17%	-	35 15%	-	93 16% BFHJL	-	48 27% BFHJL	-	39 20%	-	16 18%	-	25 26% FJL	-	19 20%	-	15 16%	-	67 21% FL
Accessing via a bookmark	-	1285 24% N	-	35 19%	-	114 36% BDHLNPTXZ	-	43 23%	-	91 39% BDHLNPTXZ	-	124 21%	-	29 16%	-	39 20%	-	28 31% DLNPZ	-	20 21%	-	26 28% N	-	23 25%	-	67 21%
Not sure	-	489 9% DJLNP	-	8 4%	-	42 13% BDJLNPV	-	15 8% P	-	12 5%	-	39 7%	-	8 4%	-	6 3%	-	10 11% DNP	-	7 7%	-	5 5%	-	9 10% P	-	28 9% P
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1060\_3. 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?

8 Jun 2016  
Table 256

Base: All Qualified Respondents

3. Easiest

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	902 17% F	-	38 21% FX	-	34 11%	-	29 16%	-	39 17% F	-	117 20% BFX	-	24 13%	-	50 26% BFHJNXZ	-	16 18%	-	22 23% FNX	-	20 22% FX	-	9 10%	-	54 17% F
Accessing via a QR code	-	693 13% JZ	-	20 11%	-	41 13% JZ	-	23 13% Z	-	17 7%	-	69 12% Z	-	18 10%	-	16 8%	-	6 7%	-	13 14% Z	-	12 13% Z	-	9 10%	-	21 7%
Typing the domain name into a browser	-	810 15% FJ	-	38 21% BFHJ	-	14 4%	-	18 10% F	-	23 10% F	-	120 20% BFHJ	-	44 24% BFHJZ	-	36 19% FHJ	-	15 17% F	-	21 22% FHJ	-	16 17% F	-	18 19% FHJ	-	49 15% F
Finding via an Internet search engine	-	1311 24% L	-	47 26%	-	75 24%	-	52 28% L	-	66 29% L	-	120 20% BDLPTZ	-	66 36% BDLPTZ	-	44 23%	-	23 26%	-	21 22%	-	24 26%	-	25 27%	-	86 27% L
Accessing via a bookmark	-	1156 21% N	-	31 17%	-	107 34% BDLNPTVXZ	-	47 26% DNTV	-	67 29% BDLNPTV	-	118 20% N	-	22 12%	-	39 20% N	-	22 24% N	-	13 14%	-	14 15%	-	19 20%	-	72 22% N
Not sure	-	580 11% DNP	-	10 5%	-	44 14% DHJLNPT	-	14 8%	-	19 8%	-	51 9% NP	-	7 4%	-	7 4%	-	8 9%	-	6 6%	-	7 8%	-	13 14% DNP	-	39 12% DNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 257

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Searching for information	-	4997 92% TVZ	-	169 92% V	-	288 91% V	-	171 93% TV	-	207 90%	-	541 91% V	-	175 97% BDFJLTVZ	-	184 96% BJLTVZ	-	86 96% TVZ	-	82 85%	-	78 84%	-	87 94% V	-	283 88%
Shopping online	-	4618 85% DRTVX	-	112 61%	-	266 84% DRTVX	-	162 89% DRTVXZ	-	198 86% DRTVX	-	533 90% BDFNRTVXZ	-	152 84% DTVX	-	178 93% BDFJNRTVXZ	-	67 74% D	-	69 72%	-	68 73% D	-	67 72%	-	262 82% DTX
Banking online	-	4143 76% DFTVXZ	-	104 57%	-	169 54% DFTZ	-	137 75% DFTVXZ	-	185 80% DFTVXZ	-	502 84% BDFHTVXZ	-	148 82% DFTVXZ	-	162 84% BDFHTVXZ	-	75 83% DFTVXZ	-	59 61%	-	61 66% F	-	60 65%	-	209 65% F
Accessing medical information online	-	4105 75% HZ	-	148 80% HJXZ	-	243 77% HZ	-	106 58% H	-	163 71% BHJXZ	-	479 81% BHJXZ	-	155 86% BFHJTVXZ	-	164 85% BFHJTVXZ	-	71 79% HZ	-	72 75% H	-	69 74% H	-	63 68%	-	218 68% H
Using social media to talk about your activities or family	-	3444 63% FHPZ	-	126 68% FHPZ	-	124 39%	-	99 54% F	-	138 60% FP	-	465 78% BDFHJNRTVZ	-	117 65% FHP	-	85 44%	-	57 63% FP	-	66 69% FHPZ	-	63 68% FHP	-	76 82% BDFHJNRTVZ	-	182 57% FP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140. Overall, how comfortable are you with each of the following online behaviors?  
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Using social media to talk about your activities or family	-	2008 37% LX	-	58 32% LX	-	191 61% BDHJLNRTVXZ	-	84 46% BDLNTVX	-	93 40% LX	-	130 22% BDHJLNRTVXZ	-	64 35% LX	-	107 56% BDHJLNRTVXZ	-	33 37% LX	-	30 31% LX	-	30 32% LX	-	17 18% BDLTX	-	139 43% BDLTX
Accessing medical information online	-	1347 25% LNP	-	36 20% LNP	-	72 23% NP	-	77 42% BDHJLNRTVXZ	-	68 29% DLNP	-	116 19% BDHJLNRTVXZ	-	26 14% DLNP	-	28 15% DLNP	-	19 21% DLNP	-	24 25% NP	-	24 26% NP	-	30 32% DLNP	-	103 32% BDHJLNRTVXZ
Banking online	-	1309 24% LP	-	80 43% BHJLNPR	-	146 46% BHJLNPRVZ	-	46 25% LP	-	46 20% LP	-	93 16% LP	-	33 18% LP	-	30 16% LP	-	15 17% LP	-	37 39% BHJLNPR	-	32 34% BJLNPR	-	33 35% BJLNPR	-	112 35% BHJLNPR
Shopping online	-	834 15% LP	-	72 39% BFHJLNPRVZ	-	49 16% LP	-	21 11% LP	-	33 14% P	-	62 10% LP	-	29 16% LP	-	14 7% LP	-	23 26% BFHJLP	-	27 28% BFHJLNPR	-	25 27% BFHJLNPR	-	26 28% BFHJLNPR	-	59 18% HLP
Searching for information	-	455 8% NP	-	15 8% N	-	27 9% N	-	12 7% NP	-	24 10% NP	-	54 9% NP	-	6 3% NP	-	8 4% NP	-	4 4% NP	-	14 15% BHNPR	-	15 16% BDHJLNPRX	-	6 6% BNPR	-	38 12% BNPR

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140\_1. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 259

1. Searching for information

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4997	-	169	-	288	-	171	-	207	-	541	-	175	-	184	-	86	-	82	-	78	-	87	-	283
	-	92% TVZ	-	92% V	-	91% V	-	93% TV	-	90% TV	-	91% V	-	97% BDFJLTVZ	-	96% BJLTVZ	-	96% TVZ	-	85% TVZ	-	84% TVZ	-	94% V	-	88%
Very comfortable	-	3023	-	92	-	151	-	72	-	94	-	351	-	111	-	140	-	62	-	48	-	59	-	69	-	227
	-	55% FHJ	-	50% H	-	48% H	-	39% H	-	41% H	-	59% DFHJ	-	61% DFHJ	-	73% BDFHJLNT	-	69% BDFHJLNT	-	50% BDFHJLNT	-	63% DFHJ	-	74% BDFHJLNT	-	71%
Somewhat comfortable	-	1974	-	77	-	137	-	99	-	113	-	190	-	64	-	44	-	24	-	34	-	19	-	18	-	56
	-	36% LPVXZ	-	42% LPRVXZ	-	43% BLPRVXZ	-	54% BDFLNPRTVXZ	-	49% BLNPRTVXZ	-	32% PVXZ	-	35% PVXZ	-	23% PVXZ	-	27% PVXZ	-	35% PVXZ	-	20% PVXZ	-	19% PVXZ	-	17%
BOTTOM 2 BOX (NET)	-	455	-	15	-	27	-	12	-	24	-	54	-	6	-	8	-	4	-	14	-	15	-	6	-	38
	-	8% NP	-	8% N	-	9% N	-	7% NP	-	10% NP	-	9% NP	-	3% NP	-	4% NP	-	4% BHNPR	-	15% BHNPR	-	16% BDFHJLNP	-	6% BNPR	-	12%
Not very comfortable	-	282	-	12	-	23	-	9	-	14	-	41	-	3	-	5	-	3	-	5	-	5	-	4	-	18
	-	5% N	-	7% N	-	7% NP	-	5% NP	-	6% NP	-	7% BNP	-	2% BNP	-	3% BNP	-	3% BNP	-	5% BNP	-	5% BNP	-	4% BNP	-	6% BNP
Not at all comfortable	-	173	-	3	-	4	-	3	-	10	-	13	-	3	-	3	-	1	-	9	-	10	-	2	-	20
	-	3% F	-	2% F	-	1% F	-	2% F	-	4% F	-	2% F	-	2% F	-	2% F	-	1% F	-	9% BDFHJLNP	-	11% BDFHJLNP	-	2% BDFHJLNP	-	6% BDFHJLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140\_2. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 260

2. Using social media to talk about your activities or family

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3444	-	126	-	124	-	99	-	138	-	465	-	117	-	85	-	57	-	66	-	63	-	76	-	182
	-	63%	-	68%	-	39%	-	54%	-	60%	-	78%	-	65%	-	44%	-	63%	-	69%	-	68%	-	82%	-	57%
		FHPZ		FHPZ				F		FP		BOFHJNRTVZ		FHP				FP		FHPZ		FHP		BOFHJNRTVZ		FP
Very comfortable	-	1443	-	55	-	29	-	19	-	44	-	225	-	56	-	37	-	28	-	25	-	37	-	45	-	103
	-	26%	-	30%	-	9%	-	10%	-	19%	-	38%	-	31%	-	19%	-	31%	-	26%	-	40%	-	48%	-	32%
	-	FHJP	-	FHJP				FH		BFHJPT		FHJP		FH		FHJP		FHJP		FH		BFHJPT		BOFHJNRTVZ		BFHJP
Somewhat comfortable	-	2001	-	71	-	95	-	80	-	94	-	240	-	61	-	48	-	29	-	41	-	26	-	31	-	79
	-	37%	-	39%	-	30%	-	44%	-	41%	-	40%	-	34%	-	25%	-	32%	-	43%	-	28%	-	33%	-	25%
	-	FPZ	-	PZ				BFPVZ		FPVZ		FPVZ		Z						FPVZ						
BOTTOM 2 BOX (NET)	-	2008	-	58	-	191	-	84	-	93	-	130	-	64	-	107	-	33	-	30	-	30	-	17	-	139
	-	37%	-	32%	-	61%	-	46%	-	40%	-	22%	-	35%	-	56%	-	37%	-	31%	-	32%	-	18%	-	43%
	-	LX	-	LX		BDLNTVXZ		BDLNTVX		LX				LX		BDJLNRTVXZ		LX		LX		LX				BDLTX
Not very comfortable	-	1272	-	39	-	97	-	60	-	59	-	99	-	53	-	76	-	24	-	20	-	20	-	13	-	81
	-	23%	-	21%	-	31%	-	33%	-	26%	-	17%	-	29%	-	40%	-	27%	-	21%	-	22%	-	14%	-	25%
	-	LX	-		-	BDLX	-	BDLTX	-	LX	-		-	LX	-	BDJLNRTVXZ	-		-		-		-		-	LX
Not at all comfortable	-	736	-	19	-	94	-	24	-	34	-	31	-	11	-	31	-	9	-	10	-	10	-	4	-	58
	-	13%	-	10%	-	30%	-	13%	-	15%	-	5%	-	6%	-	16%	-	10%	-	10%	-	11%	-	4%	-	18%
	-	LNK	-	L		BDLNTVXZ		LNK		LNK						LNK				L		L				BDLNK
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140\_3. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 261

3. Shopping online

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4618	-	112	-	266	-	162	-	198	-	533	-	152	-	178	-	67	-	69	-	68	-	67	-	262
	-	85%	-	61%	-	84%	-	89%	-	86%	-	90%	-	84%	-	93%	-	74%	-	72%	-	73%	-	72%	-	82%
		DRTVX				DRTVX		DRTVXZ		DRTVX		BDFNRTVXZ		DTVX		BDFNRTVXZ		D		D		D		D		DTX
Very comfortable	-	2190	-	25	-	85	-	67	-	79	-	327	-	54	-	88	-	29	-	19	-	27	-	34	-	135
	-	40%	-	14%	-	27%	-	37%	-	34%	-	55%	-	30%	-	46%	-	32%	-	20%	-	29%	-	37%	-	42%
		DFNTV				D		DFT		DT		BDFHNPRTVXZ		D		DFJNRTV		D		D		D		DT		DFNTV
Somewhat comfortable	-	2428	-	87	-	181	-	95	-	119	-	206	-	98	-	90	-	38	-	50	-	41	-	33	-	127
	-	45%	-	47%	-	57%	-	52%	-	52%	-	35%	-	54%	-	47%	-	42%	-	52%	-	44%	-	35%	-	40%
		L				BDLPRVXZ		BLXZ		BLXZ				BLXZ		L				LXZ						
BOTTOM 2 BOX (NET)	-	834	-	72	-	49	-	21	-	33	-	62	-	29	-	14	-	23	-	27	-	25	-	26	-	59
	-	15%	-	39%	-	16%	-	11%	-	14%	-	10%	-	16%	-	7%	-	26%	-	28%	-	27%	-	28%	-	18%
		LP				LP				P				LP				BFHJLP		BFHJLPZ		BFHJLNP		BFHJLPZ		HLP
Not very comfortable	-	648	-	57	-	41	-	18	-	26	-	55	-	27	-	13	-	17	-	17	-	19	-	21	-	38
	-	12%	-	31%	-	13%	-	10%	-	11%	-	9%	-	15%	-	7%	-	19%	-	18%	-	20%	-	23%	-	12%
		LP				P								LP				BHLP		LP		BHJLPZ		BFHJLPZ		
Not at all comfortable	-	186	-	15	-	8	-	3	-	7	-	7	-	2	-	1	-	6	-	10	-	6	-	5	-	21
	-	3%	-	8%	-	3%	-	2%	-	3%	-	1%	-	1%	-	1%	-	7%	-	10%	-	6%	-	5%	-	7%
		LP																HLNP		BFHJLNP		HLNP		LNP		BFHLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140\_4. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 262

4. Banking online

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4143	-	104	-	169	-	137	-	185	-	502	-	148	-	162	-	75	-	59	-	61	-	60	-	209
	-	76%	-	57%	-	54%	-	75%	-	80%	-	84%	-	82%	-	84%	-	83%	-	61%	-	66%	-	65%	-	65%
		DFTVXZ						DFTZ		DFTVXZ		BDFHTVXZ		DFTVXZ		BDFHTVXZ		DFTVXZ					F			F
Very comfortable	-	1973	-	25	-	45	-	57	-	92	-	310	-	67	-	87	-	47	-	16	-	34	-	40	-	114
	-	36%	-	14%	-	14%	-	31%	-	40%	-	52%	-	37%	-	45%	-	52%	-	17%	-	37%	-	43%	-	36%
	-	DFT	-		-		-	DFT	-	DFT	-	BDFHJNTVZ	-	DFT	-	BDFHTZ	-	BDFHJNTVZ	-		-	DFT	-	DFT	-	DFT
Somewhat comfortable	-	2170	-	79	-	124	-	80	-	93	-	192	-	81	-	75	-	28	-	43	-	27	-	20	-	95
	-	40%	-	43%	-	39%	-	44%	-	40%	-	32%	-	45%	-	39%	-	31%	-	45%	-	29%	-	22%	-	30%
	-	LVXZ	-	LVXZ	-	LXZ	-	LRVXZ	-	LXZ	-	X	-	LRVXZ	-	XZ	-		-	LVXZ	-		-		-	
BOTTOM 2 BOX (NET)	-	1309	-	80	-	146	-	46	-	46	-	93	-	33	-	30	-	15	-	37	-	32	-	33	-	112
	-	24%	-	43%	-	46%	-	25%	-	20%	-	16%	-	18%	-	16%	-	17%	-	39%	-	34%	-	35%	-	35%
	-	LP	-	BHJLNPR	-	BHJLNPRVZ	-	LP	-		-		-		-		-		-	BHJLNPR	-	BJLNPR	-	BJLNPR	-	BHJLNPR
Not very comfortable	-	832	-	55	-	82	-	42	-	34	-	67	-	28	-	27	-	10	-	25	-	22	-	20	-	52
	-	15%	-	30%	-	26%	-	23%	-	15%	-	11%	-	15%	-	14%	-	11%	-	26%	-	24%	-	22%	-	16%
	-	L	-	BJLNPRZ	-	BJLNPRZ	-	BJLPR	-		-		-		-		-		-	BJLNPRZ	-	BLPR	-	L	-	L
Not at all comfortable	-	477	-	25	-	64	-	4	-	12	-	26	-	5	-	3	-	5	-	12	-	10	-	13	-	60
	-	9%	-	14%	-	20%	-	2%	-	5%	-	4%	-	3%	-	2%	-	6%	-	13%	-	11%	-	14%	-	19%
	-	HJLNPR	-	BHJLNPR	-	BHJLNPRV	-		-	P	-		-		-		-		-	HJLNPR	-	HLNPR	-	HJLNPR	-	BHJLNPR
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1140\_5. Overall, how comfortable are you with each of the following online behaviors?

8 Jun 2016  
Table 263

5. Accessing medical information online

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4105	-	148	-	243	-	106	-	163	-	479	-	155	-	164	-	71	-	72	-	69	-	63	-	218
	-	75% HZ	-	80% HJXZ	-	77% HZ	-	58% HZ	-	71% H	-	81% BHJXZ	-	86% BFHJTVXZ	-	85% BFHJTVXZ	-	79% HZ	-	75% H	-	74% H	-	68% H	-	68% H
Very comfortable	-	1518	-	44	-	74	-	16	-	51	-	206	-	69	-	85	-	26	-	30	-	39	-	27	-	110
	-	28% HJ	-	24% H	-	23% H	-	9% H	-	22% H	-	35% BDFHJ	-	38% BDFHJ	-	44% BDFHJRTXZ	-	29% H	-	31% H	-	42% BDFHJ	-	29% H	-	34% BDFHJ
Somewhat comfortable	-	2587	-	104	-	169	-	90	-	112	-	273	-	86	-	79	-	45	-	42	-	30	-	36	-	108
	-	47% VZ	-	57% BLPVTXZ	-	54% BLPVXZ	-	49% VZ	-	48% VZ	-	46% VZ	-	48% VZ	-	41% VZ	-	50% VZ	-	44% VZ	-	32% VZ	-	39% VZ	-	34% VZ
BOTTOM 2 BOX (NET)	-	1347	-	36	-	72	-	77	-	68	-	116	-	26	-	28	-	19	-	24	-	24	-	30	-	103
	-	25% LNP	-	20% NP	-	23% NP	-	42% BDFJANRPTVZ	-	29% DLNP	-	19% DLNP	-	14% DLNP	-	15% DLNP	-	21% DLNP	-	25% NP	-	26% NP	-	32% DLNP	-	32% BDFJLNP
Not very comfortable	-	1012	-	24	-	57	-	62	-	56	-	95	-	23	-	26	-	13	-	15	-	18	-	22	-	65
	-	19% DN	-	13% NP	-	18% P	-	34% LNP	-	24% P	-	16% P	-	13% P	-	14% P	-	14% NP	-	16% LNP	-	19% NP	-	24% LNP	-	20% BDFJLNP
Not at all comfortable	-	335	-	12	-	15	-	15	-	12	-	21	-	3	-	2	-	6	-	9	-	6	-	8	-	38
	-	6% LNP	-	7% NP	-	5% P	-	8% LNP	-	5% P	-	4% P	-	2% P	-	1% NP	-	7% NP	-	9% LNP	-	6% NP	-	9% LNP	-	12% BDFJLNP
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 264

1. Inputting your email address

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	2907 53% FJ	-	107 58% FJ	-	94 30%	-	88 48% FJ	-	87 38%	-	417 70% BDFHJRZ	-	131 72% BDFHJRZ	-	149 78% BDFHJRZ	-	50 56% FJ	-	62 65% BFHJ	-	68 73% BDFHJRZ	-	72 77% BDFHJRZ	-	195 61% BFHJ
gTLDs	-	2546 51% DFH	-	80 43% H	-	111 35%	-	61 33%	-	122 53% FH	-	366 62% BDFHJPT	-	107 59% BDFHT	-	100 52% FH	-	51 57% DFH	-	42 44%	-	56 60% DFHT	-	61 66% BDFHJPT	-	200 62% BDFHJPT
.club or .bank	-	673 12% DFHJ	-	14 8%	-	22 7%	-	7 4%	-	17 7%	-	114 19% BDFHJNZ	-	23 13% FH	-	31 16% DFHJZ	-	13 14% FH	-	12 13% H	-	14 15% FHJ	-	15 16% DFHJ	-	29 9% H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 265

1. Inputting your email address  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	4635 93% FRT	-	167 91%	-	283 90%	-	166 91%	-	215 93%	-	569 96% BDFHRTVZ	-	170 94% R	-	181 94% RT	-	78 87%	-	84 88%	-	84 90%	-	90 97% FRT	-	292 91%
.com	-	5021 92% FJ	-	177 96% BFJTZ	-	273 87%	-	175 96% FJZ	-	201 87%	-	571 96% BFJRTZ	-	173 96% FJZ	-	185 96% BFJTZ	-	82 91%	-	86 90%	-	86 92%	-	88 95% FJ	-	287 89%
.club or .bank	-	2625 48% FH	-	79 43%	-	110 35%	-	68 37%	-	100 43% F	-	315 53% BDFHJZ	-	98 54% DFHJZ	-	96 50% FH	-	41 46%	-	53 55% FH	-	44 47% F	-	49 53% FH	-	143 45% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_1\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 266

1. Inputting your email address

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	5021 92% FJ	-	177 96% BFJTZ	-	273 87% FJZ	-	175 96% FJZ	-	201 87% BFJRTZ	-	571 96% BFJRTZ	-	173 96% FJZ	-	185 96% BFJTZ	-	82 91% FJ	-	86 90% BFHJ	-	86 92% BDFHJRTZ	-	88 95% FJ	-	287 89% BFHJ
Very comfortable	-	2907 53% FJ	-	107 58% FJ	-	94 30% FJ	-	88 48% FJ	-	87 38% BDFHJRTZ	-	417 70% BDFHJRTZ	-	131 72% BDFHJRTZ	-	149 78% BDFHJRTZ	-	50 56% FJ	-	62 65% BFHJ	-	68 73% BDFHJRTZ	-	72 77% BDFHJRTZ	-	195 61% BFHJ
Somewhat comfortable	-	2114 39% LNPTVXZ	-	70 38% LNPTVXZ	-	179 57% BDHLNPTVXZ	-	87 48% BLNPTVXZ	-	114 49% BDHLNPTVXZ	-	154 26% P	-	42 23% NPVX	-	36 19% NPVX	-	32 36% NPVX	-	24 25% DLP	-	18 19% DLP	-	16 17% DLP	-	92 29% PX
BOTTOM 2 BOX (NET)	-	431 8% DLP	-	7 4% BDHLNPX	-	42 13% BDHLNPX	-	8 4% BDHLNPX	-	30 13% BDHLNPX	-	24 4% DHLNPNV	-	8 4% DHLNPNV	-	7 4% DHLNPNV	-	8 9% L	-	10 10% DLP	-	7 8% DLP	-	5 5% DLP	-	34 11% DHLNP
Not very comfortable	-	301 6% L	-	5 3% BDHLNPTVXZ	-	39 12% BDHLNPTVXZ	-	6 3% DHLNPNV	-	19 8% DHLNPNV	-	18 3% DHLNPNV	-	6 3% DHLNPNV	-	5 3% DHLNPNV	-	4 4% FL	-	3 3% BDFHLNP	-	2 2% DFHLNP	-	3 3% DHLNP	-	17 5% DHLNP
Not at all comfortable	-	130 2% L	-	2 1% BDHLNPTVXZ	-	3 1% BDHLNPTVXZ	-	2 1% DHLNPNV	-	11 5% BDFHLNP	-	6 1% DHLNPNV	-	2 1% DHLNPNV	-	2 1% DHLNPNV	-	4 4% FL	-	7 7% BDFHLNP	-	5 5% DFHLNP	-	2 2% DHLNP	-	17 5% DHLNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_1\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 267

1. Inputting your email address

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4635 93% FRT	-	167 91%	-	283 90%	-	166 91%	-	215 93%	-	569 96% BDFHRTVZ	-	170 94% R	-	181 94% RT	-	78 87%	-	84 88%	-	84 90% FRT	-	90 97% FRT	-	292 91%
Very comfortable	-	2546 51% DFH	-	80 43% H	-	111 35%	-	61 33%	-	122 53% FH	-	366 62% BDFHJPT	-	107 59% BDFHT	-	100 52% FH	-	51 57% DFH	-	42 44%	-	56 60% DFHT	-	61 66% BDFHJPT	-	200 62% BDFHJPT
Somewhat comfortable	-	2089 42% LRVXZ	-	87 47% LNRVXZ	-	172 55% BJLNPRVXZ	-	105 57% BJLNPRVXZ	-	93 40% Z	-	203 34%	-	63 35%	-	81 42% LZ	-	27 30%	-	42 44% Z	-	28 30%	-	29 31%	-	92 29%
BOTTOM 2 BOX (NET)	-	356 7% L	-	17 9% L	-	32 10% BLX	-	17 9% L	-	16 7%	-	26 4%	-	11 6%	-	11 6%	-	12 13% BLNFX	-	12 13% BLPX	-	9 10% L	-	3 3%	-	29 9% L
Not very comfortable	-	296 6% L	-	15 8% L	-	27 9% BLX	-	16 9% LX	-	13 6%	-	22 4%	-	11 6%	-	9 5%	-	9 10% LX	-	10 10% LX	-	7 8%	-	2 2%	-	22 7% L
Not at all comfortable	-	60 1%	-	2 1%	-	5 2%	-	1 1%	-	3 1%	-	4 1%	-	-	-	2 1%	-	3 3% LN	-	2 2%	-	2 2% N	-	1 1%	-	7 2% LN
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_1\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 268

1. Inputting your email address

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2625 48% FH	-	79 43%	-	110 35%	-	68 37%	-	100 43% F	-	315 53% BDFHJZ	-	98 54% DFHJZ	-	96 50% FH	-	41 46%	-	53 55% FH	-	44 47% F	-	49 53% FH	-	143 45% F
Very comfortable	-	673 12% DFHJ	-	14 8%	-	22 7%	-	7 4%	-	17 7%	-	114 19% BDFHJNZ	-	23 13% FH	-	31 16% DFHJZ	-	13 14% FH	-	12 13% H	-	14 15% FHJ	-	15 16% DFHJ	-	29 9% H
Somewhat comfortable	-	1952 36% F	-	65 35%	-	88 28%	-	61 33%	-	83 36% F	-	201 34%	-	75 41% F	-	65 34%	-	28 31%	-	41 43% F	-	30 32%	-	34 37%	-	114 36% F
BOTTOM 2 BOX (NET)	-	2827 52% L	-	105 57% LN	-	205 65% BJLNPTVXZ	-	115 63% BLNPTX	-	131 57% LN	-	280 47%	-	83 46%	-	96 50%	-	49 54%	-	43 45%	-	49 53%	-	44 47%	-	178 55% LN
Not very comfortable	-	2056 38% TZ	-	76 41% TZ	-	167 53% BJLNPTVXZ	-	97 53% BJLNPTVXZ	-	96 42% TZ	-	218 37%	-	70 39%	-	72 38%	-	29 32%	-	26 27%	-	35 38%	-	28 30%	-	101 31%
Not at all comfortable	-	771 14% LN	-	29 16% LN	-	38 12%	-	18 10%	-	35 15% N	-	62 10%	-	13 7%	-	24 13%	-	20 22% BFHLNP	-	17 18% LN	-	14 15% N	-	16 17% N	-	77 24% BDFHLNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 269

2. Inputting your home address  
SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	2343 43% FJ	-	83 45% FJ	-	65 21%	-	68 37% F	-	68 29% F	-	378 64% BDFHJRZ	-	112 62% BDFHJRZ	-	113 59% BDFHJRZ	-	39 43% FJ	-	54 56% BFHJ	-	60 65% BDFHJRZ	-	64 69% BDFHJRZ	-	157 49% BFHJ
gTLDs	-	2070 41% FH	-	65 35% F	-	78 25%	-	53 29%	-	91 39% FH	-	323 54% BDFHJPTZ	-	87 48% DFH	-	83 43% FH	-	40 44% FH	-	35 36% F	-	50 54% BDFHJT	-	54 58% BDFHJPT	-	151 47% BDFH
.club or .bank	-	607 11% DH	-	12 7%	-	25 8%	-	10 5%	-	20 9%	-	114 19% BDFHJRZ	-	19 10%	-	26 14% DFHZ	-	9 10%	-	15 16% DFHZ	-	14 15% DFHZ	-	12 13% H	-	26 8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 270

2. Inputting your home address  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	4204	-	156	-	240	-	155	-	200	-	547	-	163	-	155	-	67	-	80	-	81	-	86	-	250
	-	84% FRZ	-	85% FR	-	76%	-	85% FR	-	87% FRZ	-	92% BDFHJPRZ	-	90% BFPRZ	-	81% FRZ	-	74% BDFHJPRZ	-	83% BDFHJPRZ	-	87% FR	-	92% BFPRZ	-	78%
.com	-	4535	-	155	-	226	-	167	-	187	-	558	-	165	-	164	-	69	-	79	-	85	-	82	-	247
	-	83% FZ	-	84% F	-	72%	-	91% BDFJRTZ	-	81% F	-	94% BDFJRTXZ	-	91% BDFJRTZ	-	85% FZ	-	77% BDFJRTZ	-	82% F	-	91% BFJRZ	-	88% FRZ	-	77%
.club or .bank	-	2388	-	70	-	109	-	59	-	78	-	320	-	99	-	90	-	34	-	44	-	48	-	48	-	113
	-	44% FHJZ	-	38%	-	35%	-	32% BDFHJRZ	-	34% BDFHJRZ	-	54% BDFHJRZ	-	55% BDFHJRZ	-	47% FHJZ	-	38% FHJZ	-	46% FHJZ	-	52% DFHJZ	-	52% DFHJZ	-	35%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_2\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 271

2. Inputting your home address

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4535 83% FZ	-	155 84% F	-	226 72%	-	167 91% BDFJRTZ	-	187 81% F	-	558 94% BDFJRTZ	-	165 91% BDFJRTZ	-	164 85% FZ	-	69 77%	-	79 82% F	-	85 91% BFJRZ	-	82 88% FRZ	-	247 77%
Very comfortable	-	2343 43% FJ	-	83 45% FJ	-	65 21%	-	68 37% F	-	68 29% F	-	378 64% BDFHJZ	-	112 62% BDFHJZ	-	113 59% BDFHJZ	-	39 43% FJ	-	54 56% BFHJ	-	60 65% BDFHJZ	-	64 69% BDFHJZ	-	157 49% BFHJ
Somewhat comfortable	-	2192 40% LNPTVXZ	-	72 39% LNPTVXZ	-	161 51% BDLNPTVXZ	-	99 54% BDLNPTVXZ	-	119 52% BDLNPTVXZ	-	180 30% X	-	53 29% X	-	51 27% X	-	30 33% X	-	25 26% X	-	25 27% X	-	18 19% X	-	90 28%
BOTTOM 2 BOX (NET)	-	917 17% HLNV	-	29 16% HLN	-	89 28% BDHLNPTVX	-	16 9% BDHLNPTVX	-	44 19% HLNV	-	37 6% HLNV	-	16 9% HLNV	-	28 15% L	-	21 23% HLNVX	-	17 18% HLN	-	8 9% L	-	11 12% L	-	74 23% BHLNPVX
Not very comfortable	-	626 11% LNV	-	20 11% L	-	64 20% BDHLNPTVXZ	-	13 7% BDHLNPTVXZ	-	31 13% HLNV	-	30 5% HLNV	-	12 7% HLNV	-	17 9% LNV	-	13 14% LNV	-	6 6% LNV	-	4 4% L	-	10 11% L	-	44 14% HLNTV
Not at all comfortable	-	291 5% HL	-	9 5% L	-	25 8% BHLNX	-	3 2% BHLNX	-	13 6% HL	-	7 1% HL	-	4 2% HL	-	11 6% HL	-	8 9% HLNX	-	11 11% BDHLNX	-	4 4% L	-	1 1% L	-	30 9% BHLNX
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_2\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 272

2. Inputting your home address

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4204 84% FRZ	-	156 85% FR	-	240 76% FR	-	155 85% FR	-	200 87% FRZ	-	547 92% BDFHJPTZ	-	163 90% BDFPRZ	-	155 81% FR	-	67 74% FR	-	80 83% FR	-	81 87% FR	-	86 92% BDFPRZ	-	250 78% BDFHJPTZ
Very comfortable	-	2070 41% FH	-	65 35% F	-	78 25% F	-	53 29% F	-	91 39% FH	-	323 54% BDFHJPTZ	-	87 48% DFH	-	83 43% FH	-	40 44% FH	-	35 36% F	-	50 54% BDFHJPTZ	-	54 58% BDFHJPTZ	-	151 47% BDFHJPTZ
Somewhat comfortable	-	2134 43% LRZ	-	91 49% LPRVXZ	-	162 51% BLNPRVXZ	-	102 56% BLNPRVXZ	-	109 47% LPRVXZ	-	224 38% Z	-	76 42% Z	-	72 38% LNZ	-	27 30% LNZ	-	45 47% RZ	-	31 33% RZ	-	32 34% RZ	-	99 31% RZ
BOTTOM 2 BOX (NET)	-	787 16% LNZ	-	28 15% L	-	75 24% BDJLNXX	-	28 15% L	-	31 13% L	-	48 8% L	-	18 10% LNZ	-	37 19% LNZ	-	23 26% BDJLNXX	-	16 17% L	-	12 13% L	-	7 8% LNZ	-	71 22% BDJLNXX
Not very comfortable	-	588 12% L	-	22 12% L	-	51 16% BDJLNXX	-	21 11% L	-	23 10% L	-	43 7% L	-	14 8% LNZ	-	29 15% LNZ	-	13 14% L	-	11 11% L	-	11 12% L	-	6 6% LNZ	-	45 14% LN
Not at all comfortable	-	199 4% L	-	6 3% L	-	24 8% BDJLNXX	-	7 4% L	-	8 3% L	-	5 1% L	-	4 2% LNZ	-	8 4% L	-	10 11% BDJLNXX	-	5 5% L	-	1 1% L	-	1 1% LNZ	-	26 8% BDJLNXX
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_2\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 273

2. Inputting your home address

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2388 44% FHJZ	-	70 38%	-	109 35%	-	59 32%	-	78 34%	-	320 54% BDFHJRZ	-	99 55% BDFHJRZ	-	90 47% FHJZ	-	34 38%	-	44 46% FHJ	-	48 52% DFHJZ	-	48 52% DFHJZ	-	113 35%
Very comfortable	-	607 11% DH	-	12 7%	-	25 8%	-	10 5%	-	20 9%	-	114 19% BDFHJRZ	-	19 10%	-	26 14% DFHZ	-	9 10%	-	15 16% DFHZ	-	14 15% DFHZ	-	12 13% H	-	26 8%
Somewhat comfortable	-	1781 33% FJZ	-	58 32%	-	84 27%	-	49 27%	-	58 25%	-	206 35% FHJZ	-	80 44% BDFHJLRTZ	-	64 33%	-	25 28%	-	29 30%	-	34 37% J	-	36 39% FHJZ	-	87 27%
BOTTOM 2 BOX (NET)	-	3064 56% LN	-	114 62% LNVX	-	206 65% BLNPTVX	-	124 68% BLNPTVX	-	153 66% BLNPTVX	-	275 46%	-	82 45%	-	102 53%	-	56 62% LN	-	52 54%	-	45 48%	-	45 48%	-	208 65% BLNPTVX
Not very comfortable	-	1986 36% L	-	71 39%	-	144 46% BLNPTXZ	-	99 54% BOLNPTVXZ	-	98 42% LNxz	-	193 32%	-	59 33%	-	68 35%	-	31 34%	-	32 33%	-	33 35%	-	27 29%	-	108 34%
Not at all comfortable	-	1078 20% HLNV	-	43 23% HLNV	-	62 20% LN	-	25 14%	-	55 24% HLNV	-	82 14%	-	23 13%	-	34 18%	-	25 28% HLNV	-	20 21%	-	12 13%	-	18 19%	-	100 31% BFHLNPTVX
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 274

3. Inputting your telephone number

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	1966 36% FJ	-	66 36% FJ	-	50 16%	-	59 32% F	-	57 25% F	-	332 56% BDFHJRZ	-	99 55% BDFHJRZ	-	105 55% BDFHJRZ	-	33 37% FJ	-	51 53% BDFHJR	-	52 56% BDFHJRZ	-	50 54% BDFHJR	-	142 44% BFHJ
gTLDs	-	1716 34% FH	-	52 28% F	-	60 19%	-	50 27% F	-	82 35% F	-	302 51% BDFHJNRITXZ	-	74 41% DFH	-	81 42% BDFH	-	32 36% F	-	33 34% F	-	38 41% DFH	-	37 40% FH	-	130 40% BDFH
.club or .bank	-	617 11% DFH	-	12 7%	-	21 7%	-	5 3%	-	19 8% H	-	111 19% BDFHJRZ	-	19 10% H	-	38 20% BDFHJRZ	-	9 10% H	-	18 19% BDFHJ	-	13 14% DFH	-	14 15% DFH	-	36 11% FH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 275

3. Inputting your telephone number  
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	3765	-	142	-	198	-	150	-	178	-	507	-	151	-	157	-	56	-	78	-	73	-	71	-	224
	-	75%	-	77%	-	63%	-	82%	-	77%	-	85%	-	83%	-	82%	-	62%	-	81%	-	78%	-	76%	-	70%
		FRZ		FR				BFRZ		FR		BDFJRXZ		BFRZ		BFRZ				FRZ		FR		FR		
.com	-	4100	-	148	-	194	-	155	-	168	-	519	-	151	-	168	-	60	-	77	-	73	-	68	-	228
	-	75%	-	80%	-	62%	-	85%	-	73%	-	87%	-	83%	-	88%	-	67%	-	80%	-	78%	-	73%	-	71%
	-	F	-	FRZ	-		-	BFJRXZ	-	F	-	BDFJRVXZ	-	BFJRXZ	-	BFJRVXZ	-		-	FR	-	F	-	F	-	F
.club or .bank	-	2201	-	70	-	96	-	53	-	79	-	304	-	92	-	93	-	36	-	42	-	46	-	33	-	110
	-	40%	-	38%	-	30%	-	29%	-	34%	-	51%	-	51%	-	48%	-	40%	-	44%	-	49%	-	35%	-	34%
		FHZ										BDFHJXZ		BDFHJXZ		BDFHJXZ				FH		FHJZ				

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_3\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 276

3. Inputting your telephone number

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	4100 75% F	-	148 80% FRZ	-	194 62% F	-	155 85% BFJRXZ	-	168 73% F	-	519 87% BDFJRVXZ	-	151 83% BFJRXZ	-	168 88% BFJRVXZ	-	60 67% F	-	77 80% FR	-	73 78% F	-	68 73% F	-	228 71% F
Very comfortable	-	1966 36% FJ	-	66 36% FJ	-	50 16% F	-	59 32% F	-	57 25% F	-	332 56% BDFHJRXZ	-	99 55% BDFHJRXZ	-	105 55% BDFHJRXZ	-	33 37% FJ	-	51 53% BDFHJRXZ	-	52 56% BDFHJRXZ	-	50 54% BDFHJRXZ	-	142 44% BFHJ
Somewhat comfortable	-	2134 39% LNTVXZ	-	82 45% LNPRTPVXZ	-	144 46% BLNPRTPVXZ	-	96 52% BLNPRTPVXZ	-	111 48% BLNPRTPVXZ	-	187 31% X	-	52 29% X	-	63 33% X	-	27 30% DHLNPT	-	26 27% DHLNPT	-	21 23% DHLNPT	-	18 19% DHLNPT	-	86 27% DHLNPT
BOTTOM 2 BOX (NET)	-	1352 25% HLNP	-	36 20% L	-	121 38% BDHLNP	-	28 15% BDHLNP	-	63 27% HLNP	-	76 13% HLNP	-	30 17% HLNP	-	24 13% DHLNPT	-	30 33% DHLNPT	-	19 20% DHLNPT	-	20 22% LP	-	25 27% HLNP	-	93 29% DHLNP
Not very comfortable	-	877 16% LP	-	28 15% P	-	73 23% BDHLNP	-	23 13% BDHLNP	-	42 18% LPT	-	60 10% LPT	-	21 12% LPT	-	14 7% LPT	-	18 20% LPT	-	9 9% LPT	-	9 10% DHLNP	-	14 15% DHLNP	-	46 14% DHLNP
Not at all comfortable	-	475 9% DHL	-	8 4% BDHJLNP	-	48 15% BDHJLNP	-	5 3% BDHJLNP	-	21 9% HL	-	16 3% HL	-	9 5% HL	-	10 5% DHLNP	-	12 13% DHLNP	-	10 10% DHLNP	-	11 12% DHLNP	-	11 12% DHLNP	-	47 15% BDHLNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_3\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 277

3. Inputting your telephone number

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3765 75% FRZ	-	142 77% FR	-	198 63% FRZ	-	150 82% BFRZ	-	178 77% FR	-	507 85% BDFJRXZ	-	151 83% BFRZ	-	157 82% BFRZ	-	56 62% FRZ	-	78 81% FRZ	-	73 78% FR	-	71 76% FR	-	224 70%
Very comfortable	-	1716 34% FH	-	52 28% F	-	60 19% F	-	50 27% F	-	82 35% F	-	302 51% BDFJHNPRTXZ	-	74 41% DFH	-	81 42% BDFH	-	32 36% F	-	33 34% F	-	38 41% DFH	-	37 40% FH	-	130 40% BDFH
Somewhat comfortable	-	2049 41% LRZ	-	90 49% BLRZ	-	138 44% LRZ	-	100 55% BFJLNPRTXZ	-	96 42% RZ	-	205 34% LRZ	-	77 43% LRZ	-	76 40% RZ	-	24 27% LRZ	-	45 47% LRZ	-	35 38% LRZ	-	34 37% LRZ	-	94 29%
BOTTOM 2 BOX (NET)	-	1226 25% HLNP	-	42 23% L	-	117 37% BDHJLNPTX	-	33 18% L	-	53 23% L	-	88 15% L	-	30 17% L	-	35 18% L	-	34 38% BDHJLNPTX	-	18 19% L	-	20 22% L	-	22 24% L	-	97 30% BHLNPT
Not very comfortable	-	841 17% L	-	35 19% L	-	69 22% BHLNPT	-	26 14% L	-	37 16% L	-	71 12% L	-	22 12% L	-	23 12% L	-	21 23% LNPT	-	10 10% L	-	13 14% L	-	13 14% L	-	55 17% L
Not at all comfortable	-	385 8% DHL	-	7 4% BDHJLNP	-	48 15% BDHJLNP	-	7 4% L	-	16 7% L	-	17 3% L	-	8 4% L	-	12 6% L	-	13 14% BDHJLNP	-	8 8% L	-	7 8% L	-	9 10% DL	-	42 13% BDHJLNP
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_3\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 278

3. Inputting your telephone number

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2201 40% FHZ	-	70 38%	-	96 30%	-	53 29%	-	79 34%	-	304 51% BDFHJXZ	-	92 51% BDFHJXZ	-	93 48% BDFHJXZ	-	36 40%	-	42 44% FH	-	46 49% FHJZ	-	33 35%	-	110 34%
Very comfortable	-	617 11% DFH	-	12 7%	-	21 7%	-	5 3%	-	19 8% H	-	111 19% BDFHJNRZ	-	19 10% H	-	38 20% BDFHJNRZ	-	9 10% H	-	18 19% BDFHJ	-	13 14% DFH	-	14 15% DFH	-	36 11% FH
Somewhat comfortable	-	1584 29% FZ	-	58 32% Z	-	75 24%	-	48 26%	-	60 26%	-	193 32% FXZ	-	73 40% BFHJPTXZ	-	55 29%	-	27 30%	-	24 25%	-	33 35% FXZ	-	19 20%	-	74 23%
BOTTOM 2 BOX (NET)	-	3251 60% LNP	-	114 62% LNP	-	219 70% BLNPTV	-	130 71% BLNPTV	-	152 66% LNPV	-	291 49%	-	89 49%	-	99 52%	-	54 60%	-	54 56%	-	47 51%	-	60 65% LNP	-	211 66% BLNPV
Not very comfortable	-	1963 36% Z	-	79 43% BLVXZ	-	131 42% BLVXZ	-	95 52% BFJLNPRTVXZ	-	93 40% VZ	-	202 34%	-	69 38% Z	-	64 33%	-	28 31%	-	32 33%	-	26 28%	-	27 29%	-	93 29%
Not at all comfortable	-	1288 24% LN	-	35 19% N	-	88 28% DHLNP	-	35 19% N	-	59 26% LN	-	89 15%	-	20 11%	-	35 18%	-	26 29% LNP	-	22 23% LN	-	21 23% N	-	33 35% BDHLNP	-	118 37% BDFHJLNPV
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 279

4. Inputting financial information (like a credit card or bank account number)

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	1463 27% FHJ	-	41 22% F	-	32 10%	-	33 18% F	-	48 21% F	-	261 44% BDFHJRZ	-	70 39% BDFHJRZ	-	73 38% BDFHJRZ	-	23 26% F	-	44 46% BDFHJRZ	-	43 46% BDFHJRZ	-	37 40% BDFHJRZ	-	86 27% FH
gTLDs	-	1255 25% DF	-	32 17%	-	41 13%	-	36 20% F	-	57 25% F	-	223 37% BDFHJNPRZ	-	53 29% DFH	-	55 29% DFH	-	20 22% F	-	30 31% DFH	-	30 32% DFH	-	32 34% BDFH	-	88 27% DF
.club or .bank	-	583 11% F	-	16 9%	-	17 5%	-	18 10%	-	21 9%	-	96 16% BDFHJZ	-	29 16% BDFJZ	-	28 15% F	-	13 14% F	-	11 11% F	-	9 10%	-	15 16% F	-	30 9%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 280

4. Inputting financial information (like a credit card or bank account number)

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	3114 62% FRZ	-	104 57%	-	160 51%	-	126 69% DFPRZ	-	151 65% FRZ	-	438 74% BDFJPRTVXZ	-	128 71% BDFPRZ	-	108 56%	-	44 49%	-	59 61%	-	57 61%	-	56 60%	-	175 55%
.com	-	3395 62% FZ	-	110 60% F	-	149 47%	-	135 74% BDFJRXZ	-	135 58% F	-	436 73% BDFJPRTXZ	-	136 75% BDFJPRTXZ	-	126 66% FZ	-	50 56%	-	60 63% F	-	65 70% FRZ	-	56 60% F	-	175 55%
.club or .bank	-	1974 36% FZ	-	57 31%	-	76 24%	-	72 39% FZ	-	71 31%	-	263 44% BDFJRXZ	-	96 53% BDFJPRTVXZ	-	81 42% DFJZ	-	27 30%	-	37 39% F	-	36 39% F	-	31 33%	-	95 30%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_4\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 281

4. Inputting financial information (like a credit card or bank account number)

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3395	-	110	-	149	-	135	-	135	-	436	-	136	-	126	-	50	-	60	-	65	-	56	-	175
	-	62% FZ	-	60% F	-	47%	-	74% BDFJRXZ	-	58% F	-	73% BDFJPRTXZ	-	75% BDFJPRTXZ	-	66% FZ	-	56%	-	63% F	-	70% FRZ	-	60% F	-	55%
Very comfortable	-	1463	-	41	-	32	-	33	-	48	-	261	-	70	-	73	-	23	-	44	-	43	-	37	-	86
	-	27% FHJ	-	22% F	-	10%	-	18% F	-	21% F	-	44% BDFHJRXZ	-	39% BDFHJRXZ	-	38% BDFHJRXZ	-	26% F	-	46% BDFHJRXZ	-	46% BDFHJRXZ	-	40% BDFHJRXZ	-	27% FH
Somewhat comfortable	-	1932	-	69	-	117	-	102	-	87	-	175	-	66	-	53	-	27	-	16	-	22	-	19	-	89
	-	35% LPTVXZ	-	38% LPTVXZ	-	37% LPTVXZ	-	56% BDFJLNPTVXZ	-	38% LPTVXZ	-	29% T	-	36% TVXZ	-	28% T	-	30% T	-	17% T	-	24% T	-	20% T	-	28% T
BOTTOM 2 BOX (NET)	-	2057	-	74	-	166	-	48	-	96	-	159	-	45	-	66	-	40	-	36	-	28	-	37	-	146
	-	38% HLN	-	40% HLN	-	53% BDHLNPTVXZ	-	26% BDHLNPTVXZ	-	42% HLN	-	27% HLN	-	25% HLN	-	34% LN	-	44% HLNV	-	38% LN	-	30% LN	-	40% HLN	-	45% BHLNPV
Not very comfortable	-	1116	-	35	-	85	-	35	-	49	-	88	-	29	-	40	-	20	-	13	-	14	-	16	-	62
	-	20% L	-	19% L	-	27% BDHLNPTVZ	-	19% BDHLNPTVZ	-	21% L	-	15% L	-	16% L	-	21% L	-	22% L	-	14% L	-	15% L	-	17% L	-	19%
Not at all comfortable	-	941	-	39	-	81	-	13	-	47	-	71	-	16	-	26	-	20	-	23	-	14	-	21	-	84
	-	17% HLN	-	21% HLN	-	26% BHLNPV	-	7% BHLNPV	-	20% HLN	-	12% HLN	-	9% HLN	-	14% H	-	22% HLN	-	24% HLNP	-	15% H	-	23% HLN	-	26% BHLNPV
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_4\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 282

4. Inputting financial information (like a credit card or bank account number)

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3114 62% FRZ	-	104 57%	-	160 51%	-	126 69% DFPRZ	-	151 65% FRZ	-	438 74% BDFJPRTVXZ	-	128 71% BDFPRZ	-	108 56%	-	44 49%	-	59 61%	-	57 61%	-	56 60%	-	175 55%
Very comfortable	-	1255 25% DF	-	32 17%	-	41 13%	-	36 20% F	-	57 25% F	-	223 37% BDFHUNPRZ	-	53 29% DFH	-	55 29% DFH	-	20 22% F	-	30 31% DFH	-	30 32% DFH	-	32 34% BDFH	-	88 27% DF
Somewhat comfortable	-	1859 37% PRXZ	-	72 39% PRXZ	-	119 38% PXZ	-	90 49% BFLJPRTVXZ	-	94 41% PRXZ	-	215 36% PZ	-	75 41% PRVXZ	-	53 28%	-	24 27%	-	29 30%	-	27 29%	-	24 26%	-	87 27%
BOTTOM 2 BOX (NET)	-	1877 38% LN	-	80 43% HLN	-	155 49% BHJLN	-	57 31% L	-	80 35% L	-	157 26% L	-	53 29% L	-	84 44% HLN	-	46 51% BHJLN	-	37 39% L	-	36 39% L	-	37 40% L	-	146 45% BHJLN
Not very comfortable	-	1061 21% L	-	41 22% L	-	81 26% BJLZ	-	46 25% L	-	40 17% L	-	84 14% L	-	36 20% L	-	51 27% JLZ	-	24 27% L	-	16 17% L	-	26 28% JL	-	20 22% L	-	61 19%
Not at all comfortable	-	816 16% HLNV	-	39 21% HLNV	-	74 23% BHLNV	-	11 6% HN	-	40 17% HN	-	73 12% H	-	17 9% HN	-	33 17% HN	-	22 24% BHLNV	-	21 22% HLNV	-	10 11% HN	-	17 18% HN	-	85 26% BHJLNPV
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_4\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 283

4. Inputting financial information (like a credit card or bank account number)

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	1974 36% FZ	-	57 31%	-	76 24%	-	72 39% FZ	-	71 31%	-	263 44% BDFJRXZ	-	96 53% BDFJLRPTVXZ	-	81 42% DFJZ	-	27 30%	-	37 39% F	-	36 39% F	-	31 33%	-	95 30%
Very comfortable	-	583 11% F	-	16 9%	-	17 5%	-	18 10%	-	21 9%	-	96 16% BDFHJZ	-	29 18% BDFJZ	-	28 15% F	-	13 14% F	-	11 11% F	-	9 10% F	-	15 16% F	-	30 9%
Somewhat comfortable	-	1391 26% FRZ	-	41 22%	-	59 19%	-	54 30% FRXZ	-	50 22%	-	167 28% FRXZ	-	67 37% BDFJLRXZ	-	53 28% FR	-	14 16%	-	26 27%	-	27 29% FR	-	16 17%	-	65 20%
BOTTOM 2 BOX (NET)	-	3478 64% LN	-	127 69% LNP	-	239 76% BHLNPTV	-	111 61% N	-	160 69% LNP	-	332 56% N	-	85 47%	-	111 58% N	-	63 70% LN	-	59 61% N	-	57 61% N	-	62 67% LN	-	226 70% BHLNP
Not very comfortable	-	1679 31% XZ	-	61 33% X	-	115 37% BLTXZ	-	74 40% BULNPRTVXZ	-	71 31%	-	175 29%	-	53 29%	-	56 29%	-	24 27%	-	23 24%	-	26 28%	-	19 20%	-	83 26%
Not at all comfortable	-	1799 33% HLN	-	66 36% HLN	-	124 39% BHLNP	-	37 20%	-	89 39% HLNP	-	157 26% N	-	32 18%	-	55 29% N	-	39 43% BHLNP	-	36 38% HLN	-	31 33% HLN	-	43 46% BHLNP	-	143 45% BHLNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 284

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	1442 26% F	-	40 22% F	-	28 9%	-	43 23% F	-	50 22% F	-	248 42% BDFHJRZ	-	71 39% BDFHJZ	-	81 42% BDFHJZ	-	27 30% F	-	43 45% BDFHJRZ	-	41 44% BDFHJZ	-	31 33% DFJ	-	90 28% F
gTLDs	-	1314 26% F	-	41 22% F	-	37 12%	-	43 23% F	-	61 26% F	-	226 38% BDFHJRZ	-	64 35% BDFHJZ	-	71 37% BDFHJZ	-	24 27% F	-	29 30% F	-	35 38% BDFHJZ	-	27 29% F	-	88 27% F
.club or .bank	-	577 11% F	-	12 7%	-	14 4%	-	15 8%	-	18 8%	-	105 18% BDFHJVZ	-	31 17% BDFHJZ	-	25 13% DF	-	11 12% F	-	11 11% F	-	8 9%	-	14 15% DFJZ	-	26 8%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 285

5. Inputting an ID number like a social security number, passport or government ID number

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	3063 61% FRZ	-	108 59% F	-	121 38%	-	119 65% FRZ	-	146 63% FR	-	428 72% BDFJRXZ	-	138 76% BDFHJPRXZ	-	124 65% FRZ	-	46 51% F	-	71 74% BDFRZ	-	61 66% FR	-	57 61% F	-	177 55% F
.com	-	3231 59% F	-	106 58% F	-	114 36%	-	123 67% BFJZ	-	127 55% F	-	442 74% BDFJRXZ	-	140 77% BDFHJRXZ	-	135 70% BDFJRZ	-	50 56% F	-	67 70% BDFJRZ	-	64 69% FJZ	-	55 59% F	-	179 56% F
.club or .bank	-	1869 34% FZ	-	53 29% F	-	60 19%	-	55 30% F	-	73 32% F	-	273 46% BDFHJRXZ	-	94 52% BDFHJPRTXZ	-	74 39% DFZ	-	26 29% F	-	35 36% F	-	38 41% DFZ	-	31 33% F	-	90 28% F

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_5\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 286

5. Inputting an ID number like a social security number, passport or government ID number

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3231 59% F	-	106 58% F	-	114 36% F	-	123 67% BFJZ	-	127 55% F	-	442 74% BDFJRZ	-	140 77% BDFHJRZ	-	135 70% BDFJRZ	-	50 56% F	-	67 70% BDFJRZ	-	64 69% FJZ	-	55 59% F	-	179 56% F
Very comfortable	-	1442 26% F	-	40 22% F	-	28 9% F	-	43 23% F	-	50 22% F	-	248 42% BDFHJRZ	-	71 39% BDFHJZ	-	81 42% BDFHJZ	-	27 30% F	-	43 45% BDFHJRZ	-	41 44% BDFHJZ	-	31 33% DFJ	-	90 28% F
Somewhat comfortable	-	1789 33% FZ	-	66 36% F	-	86 27% F	-	80 44% BFJLPRTVXZ	-	77 33% F	-	194 33% F	-	69 38% FPRTVXZ	-	54 28% F	-	23 26% F	-	24 25% F	-	23 25% F	-	24 26% F	-	89 28% F
BOTTOM 2 BOX (NET)	-	2221 41% HLNPT	-	78 42% LNPT	-	201 64% BCHLNPRTVXZ	-	60 33% N	-	104 45% HLNPTV	-	153 26% F	-	41 23% F	-	57 30% F	-	40 44% LNPT	-	29 30% F	-	29 31% F	-	38 41% LN	-	142 44% HLNPTV
Not very comfortable	-	1112 20% L	-	40 22% L	-	74 23% LN	-	43 23% L	-	57 25% LNT	-	83 14% F	-	28 15% F	-	38 20% F	-	17 19% F	-	14 15% F	-	15 16% F	-	18 19% F	-	64 20% L
Not at all comfortable	-	1109 20% HLNP	-	38 21% HLNP	-	127 40% BCHLNPRTVXZ	-	17 9% F	-	47 20% HLNP	-	70 12% F	-	13 7% F	-	19 10% F	-	23 26% HLNP	-	15 16% N	-	14 15% N	-	20 22% HLNP	-	78 24% HLNP
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_5\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 287

5. Inputting an ID number like a social security number, passport or government ID number

2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3063 61% FRZ	-	108 59% F	-	121 38% F	-	119 65% FRZ	-	146 63% FR	-	428 72% BDFJRXZ	-	138 76% BDFHJRXZ	-	124 65% FRZ	-	46 51% F	-	71 74% BDFRZ	-	61 66% FR	-	57 61% F	-	177 55% F
Very comfortable	-	1314 26% F	-	41 22% F	-	37 12% F	-	43 23% F	-	61 26% F	-	226 38% BDFHJRXZ	-	64 35% BDFH	-	71 37% BDFHJZ	-	24 27% F	-	29 30% F	-	35 38% BDFHJ	-	27 29% F	-	88 27% F
Somewhat comfortable	-	1749 35% FPRZ	-	67 36% FRZ	-	84 27% F	-	76 42% FPRVZ	-	85 37% FPRZ	-	202 34% F	-	74 41% FPRVZ	-	53 28% F	-	22 24% F	-	42 44% FPRVZ	-	26 28% F	-	30 32% F	-	89 28% F
BOTTOM 2 BOX (NET)	-	1928 39% LNT	-	76 41% LNT	-	194 62% BHLNPTVXZ	-	64 35% N	-	85 37% LN	-	167 28% N	-	43 24% BHLNPTV	-	68 35% N	-	44 49% BHLNPTV	-	25 26% N	-	32 34% LN	-	36 39% LN	-	144 45% BHLNPT
Not very comfortable	-	1053 21% L	-	42 23% L	-	74 23% LT	-	46 25% LT	-	44 19% N	-	94 16% N	-	31 17% N	-	50 26% LNT	-	19 21% N	-	13 14% N	-	22 24% N	-	17 18% N	-	68 21% L
Not at all comfortable	-	875 18% HLNP	-	34 18% HLNP	-	120 38% BHLNPTVXZ	-	18 10% N	-	41 18% HLNP	-	73 12% N	-	12 7% N	-	18 9% BHLNPTV	-	25 28% N	-	12 13% N	-	10 11% N	-	19 20% HLNP	-	76 24% BHLNPTV
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_5\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 288

5. Inputting an ID number like a social security number, passport or government ID number

3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	1869	-	53	-	60	-	55	-	73	-	273	-	94	-	74	-	26	-	35	-	38	-	31	-	90
	-	34%	-	29%	-	19%	-	30%	-	32%	-	46%	-	52%	-	39%	-	29%	-	36%	-	41%	-	33%	-	28%
		FZ		F				F		F			BDFHJRTXZ	BDFHJRTXZ		DFZ		F		F		DFZ		F		
Very comfortable	-	577	-	12	-	14	-	15	-	18	-	105	-	31	-	25	-	11	-	11	-	8	-	14	-	26
	-	11%	-	7%	-	4%	-	8%	-	8%	-	18%	-	17%	-	13%	-	12%	-	11%	-	9%	-	15%	-	8%
		F										BDFHJUZ	BDFHJUZ	DF		DF		F		F			DFJZ			
Somewhat comfortable	-	1292	-	41	-	46	-	40	-	55	-	168	-	63	-	49	-	15	-	24	-	30	-	17	-	64
	-	24%	-	22%	-	15%	-	22%	-	24%	-	28%	-	35%	-	26%	-	17%	-	25%	-	32%	-	18%	-	20%
		F		F				F		F		BFRXZ	BDFHJRTXZ			F				F		FRXZ				
BOTTOM 2 BOX (NET)	-	3583	-	131	-	255	-	128	-	158	-	322	-	87	-	118	-	64	-	61	-	55	-	62	-	231
	-	66%	-	71%	-	81%	-	70%	-	68%	-	54%	-	48%	-	61%	-	71%	-	64%	-	59%	-	67%	-	72%
		LN		LNPV				LN		LN						N		LN		N				LN		BLNPV
Not very comfortable	-	1710	-	66	-	103	-	78	-	68	-	176	-	56	-	66	-	26	-	32	-	27	-	18	-	90
	-	31%	-	36%	-	33%	-	43%	-	29%	-	30%	-	31%	-	34%	-	29%	-	33%	-	29%	-	19%	-	28%
		X		X		X						X		X		X				X						
Not at all comfortable	-	1873	-	65	-	152	-	50	-	90	-	146	-	31	-	52	-	38	-	29	-	28	-	44	-	141
	-	34%	-	35%	-	48%	-	27%	-	39%	-	25%	-	17%	-	27%	-	42%	-	30%	-	30%	-	47%	-	44%
		HLNP		LN				N		HLNP		N				N		HLNP		N		N		BHLNPVT		BHLNPVT
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 289

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
.com	-	1618 30% FH	-	54 29% FH	-	39 12%	-	36 20% F	-	57 25% F	-	284 48% BDFHJRZ	-	86 48% BDFHJRZ	-	84 44% BDFHJ	-	31 34% FH	-	48 50% BDFHJRZ	-	46 49% BDFHJRZ	-	36 39% FHJ	-	113 35% BFHJ
gTLDs	-	1432 29% FH	-	45 24% F	-	42 13%	-	38 21% F	-	68 29% FH	-	259 44% BDFHJRZ	-	64 35% BDFHJRXZ	-	70 36% BDFHJ	-	29 32% FH	-	36 38% DFH	-	37 40% BDFHJ	-	30 32% FH	-	115 36% BDFHJ
.club or .bank	-	614 11% FH	-	15 8%	-	17 5%	-	10 5%	-	24 10% F	-	100 17% BDFHJ	-	29 16% BDFHJ	-	27 14% FH	-	13 14% FH	-	16 17% DFHJ	-	12 13% FH	-	14 15% FH	-	47 15% DFHJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 290

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
gTLDs	-	3485 70% FR	-	126 68% F	-	175 56%	-	124 68% F	-	178 77% BFHRZ	-	488 82% BDFHRVXZ	-	144 80% BDFHRZ	-	147 77% BFRZ	-	52 58%	-	79 82% BDFHRVZ	-	64 69% F	-	67 72% FR	-	218 68% F
.com	-	3724 68% F	-	129 70% F	-	171 54%	-	126 69% F	-	162 70% F	-	494 83% BDFHRVXZ	-	148 82% BDFHJRVZ	-	151 79% BFHJRVZ	-	56 62%	-	76 79% BFRZ	-	68 73% F	-	66 71% F	-	212 66% F
.club or .bank	-	2183 40% FH	-	63 34%	-	99 31%	-	57 31%	-	94 41% FH	-	301 51% BDFHJRVZ	-	99 55% BDFHJRVZ	-	96 50% BDFHJRVZ	-	28 31%	-	48 50% BDFHRZ	-	41 44% FH	-	34 37%	-	118 37%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_6\_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 291

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history

1. .com

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3724	-	129	-	171	-	126	-	162	-	494	-	148	-	151	-	56	-	76	-	68	-	66	-	212
	-	68% F	-	70% F	-	54% F	-	69% F	-	70% F	-	83% BDFHJRVZ	-	82% BDFHJRVZ	-	79% BFHJRVZ	-	62% F	-	79% BFRZ	-	73% F	-	71% F	-	66% F
Very comfortable	-	1618	-	54	-	39	-	36	-	57	-	284	-	86	-	84	-	31	-	48	-	46	-	36	-	113
	-	30% FH	-	29% FH	-	12% F	-	20% F	-	25% F	-	48% BDFHJRVZ	-	48% BDFHJRVZ	-	44% BDFHJRVZ	-	34% FH	-	50% BDFHJRVZ	-	49% BDFHJRVZ	-	39% FHJ	-	35% BFHJ
Somewhat comfortable	-	2106	-	75	-	132	-	90	-	105	-	210	-	62	-	67	-	25	-	28	-	22	-	30	-	99
	-	39% RVZ	-	41% RVZ	-	42% RTVZ	-	49% BLNPRTVXZ	-	45% BLNPRTVXZ	-	35% V	-	34% V	-	35% V	-	28% V	-	29% V	-	24% V	-	32% V	-	31% V
BOTTOM 2 BOX (NET)	-	1728	-	55	-	144	-	57	-	69	-	101	-	33	-	41	-	34	-	20	-	25	-	27	-	109
	-	32% LNPT	-	30% LN	-	46% SCHJLNPTVXZ	-	31% LNP	-	30% LNP	-	17% LNP	-	18% LNP	-	21% LNP	-	38% LNPT	-	21% LNPT	-	27% L	-	29% LN	-	34% LNPT
Not very comfortable	-	1053	-	39	-	85	-	45	-	44	-	66	-	26	-	24	-	19	-	13	-	14	-	19	-	69
	-	19% LP	-	21% LP	-	27% BJLNPTV	-	25% LNPT	-	19% L	-	11% L	-	14% L	-	13% L	-	21% L	-	14% L	-	15% L	-	20% LP	-	21% LP
Not at all comfortable	-	675	-	16	-	59	-	12	-	25	-	35	-	7	-	17	-	15	-	7	-	11	-	8	-	40
	-	12% HLN	-	9% HLN	-	19% BJHJLNPTVXZ	-	7% LN	-	11% LN	-	6% LN	-	4% LN	-	9% LN	-	17% HLNT	-	7% HLNT	-	12% LN	-	9% LN	-	12% HLN
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_6\_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 292

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history  
2. gTLDs

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	4991	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3485 70% FR	-	126 68% F	-	175 56%	-	124 68% F	-	178 77% BFHRZ	-	488 82% BDFHRVZ	-	144 80% BDFHRZ	-	147 77% BFRZ	-	52 58% BDFHRVZ	-	79 82% BDFHRVZ	-	64 69% F	-	67 72% FR	-	218 68% F
Very comfortable	-	1432 29% FH	-	45 24% F	-	42 13%	-	38 21% F	-	68 29% FH	-	259 44% BDFHRVZ	-	64 35% BDFH	-	70 36% BDFH	-	29 32% FH	-	36 38% DFH	-	37 40% BDFH	-	30 32% FH	-	115 36% BDFH
Somewhat comfortable	-	2053 41% RVZ	-	81 44% RVZ	-	133 42% RVZ	-	86 47% LRVZ	-	110 48% BLRVZ	-	229 38% R	-	80 44% RVZ	-	77 40% R	-	23 26% RVZ	-	43 45% RVZ	-	27 29% RVZ	-	37 40% R	-	103 32% JLNPT
BOTTOM 2 BOX (NET)	-	1506 30% JLNPT	-	58 32% LNT	-	140 44% BHLNPTVZ	-	59 32% JLNT	-	53 23% JLNT	-	107 18% JLNT	-	37 20% JLNT	-	45 23% JLNT	-	38 42% BHLNPTX	-	17 18% BHLNPTX	-	29 31% LT	-	26 28% L	-	103 32% JLNPT
Not very comfortable	-	945 19% LT	-	40 22% LT	-	84 27% BJLNPTZ	-	46 25% BJLNPTZ	-	34 15% BJLNPTZ	-	72 12% BJLNPTZ	-	30 17% BJLNPTZ	-	30 16% BJLNPTZ	-	22 24% JLT	-	10 10% JLT	-	18 19% JLT	-	19 20% L	-	62 19% LT
Not at all comfortable	-	561 11% LN	-	18 10% N	-	56 18% BDFHJLNPTX	-	13 7% BDFHJLNPTX	-	19 8% BDFHJLNPTX	-	35 6% BDFHJLNPTX	-	7 4% BDFHJLNPTX	-	15 8% BDFHJLNPTX	-	16 18% BDFHJLNPTX	-	7 7% BDFHJLNPTX	-	11 12% LN	-	7 8% LN	-	41 13% HLN
Sigma	-	4991 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1145\_6\_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank.  
How comfortable would you be doing each of these activities on each website?

8 Jun 2016  
Table 293

6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history  
3. .club or .bank

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2183 40% FH	-	63 34%	-	99 31%	-	57 31%	-	94 41% FH	-	301 51% BDFHJRXZ	-	99 55% BDFHJRXZ	-	96 50% BDFHJRXZ	-	28 31%	-	48 50% BDFHRZ	-	41 44% FH	-	34 37%	-	118 37%
Very comfortable	-	614 11% FH	-	15 8%	-	17 5%	-	10 5%	-	24 10% F	-	100 17% BDFHJ	-	29 18% BDFH	-	27 14% FH	-	13 14% FH	-	16 17% DFH	-	12 13% FH	-	14 15% FH	-	47 15% DFH
Somewhat comfortable	-	1569 29% RZ	-	48 26%	-	82 26%	-	47 26%	-	70 30% RZ	-	201 34% BFHJRXZ	-	70 39% BDFHJRXZ	-	69 36% BDFHJRXZ	-	15 17%	-	32 33% RZ	-	29 31% R	-	20 22%	-	71 22%
BOTTOM 2 BOX (NET)	-	3269 60% LNPT	-	121 66% LNPT	-	216 69% BJLNPTV	-	126 69% BJLNPTV	-	137 59% LN	-	294 49%	-	82 45%	-	96 50%	-	62 69% LNPT	-	48 50%	-	52 56%	-	59 63% LNP	-	203 63% LNPT
Not very comfortable	-	1839 34%	-	65 35%	-	125 40% BLZ	-	83 45% BJLNPTVXZ	-	76 33%	-	189 32%	-	60 33%	-	62 32%	-	32 36%	-	31 32%	-	27 29%	-	27 29%	-	96 30%
Not at all comfortable	-	1430 26% LNP	-	56 30% LNPT	-	91 29% LNPT	-	43 23% N	-	61 26% LNP	-	105 18%	-	22 12%	-	34 18%	-	30 33% LNPT	-	17 18%	-	25 27% LN	-	32 34% LNPT	-	107 33% BHLNPT
Sigma	-	5452 100%	-	184 100%	-	315 100%	-	183 100%	-	231 100%	-	595 100%	-	181 100%	-	192 100%	-	90 100%	-	96 100%	-	93 100%	-	93 100%	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?  
SUMMARY TABLE OF TOP 2 BOX

8 Jun 2016  
Table 294

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	3156 58% FH	-	123 67% BFHZ	-	103 33%	-	54 30%	-	184 80% BDFHJNPTVXZ	-	370 62% BFH	-	107 59% FH	-	133 69% BFHNTZ	-	64 71% BFHZ	-	55 57% FH	-	55 59% FH	-	54 58% FH	-	182 57% FH
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	2634 48% FHX	-	118 64% BFHNVXZ	-	71 23%	-	46 25%	-	152 66% BFHNVXZ	-	349 59% BFHXZ	-	92 51% FHX	-	114 59% BFHXZ	-	56 62% BFHXZ	-	57 59% BFHXZ	-	46 49% FHX	-	31 33% F	-	152 47% FHX
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	2359 43% FJNXZ	-	95 52% BFJNXZ	-	92 29% X	-	92 50% FJNXZ	-	85 37% X	-	322 54% BFJNVXZ	-	64 35% X	-	108 56% BFJNVXZ	-	53 59% BFJNVXZ	-	52 54% BFJNXZ	-	39 42% FX	-	15 16%	-	109 34% X
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	2248 41% FNX	-	121 66% BDFHJNRTVXZ	-	75 24%	-	93 51% BFNVXZ	-	103 45% FNX	-	300 50% BFNVXZ	-	60 33% FX	-	110 57% BFJNVXZ	-	47 52% BFNVXZ	-	50 52% BFNVXZ	-	33 35% FX	-	19 20%	-	125 39% FX
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1454 27% FHXZ	-	58 32% FHXZ	-	46 15%	-	23 13%	-	53 23% FH	-	244 41% BDFHJNRTVXZ	-	42 23% FH	-	64 33% BFHJNVXZ	-	23 26% FH	-	47 49% BDFHJNRTVXZ	-	20 22%	-	14 15%	-	64 20% H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors?  
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016  
Table 295

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ppines	2016 Phil- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	2359 43% DLT	-	62 34% T	-	173 55% BDLPRT	-	106 58% BDJLNPR	-	108 47% DLPT	-	194 33% T	-	85 47% DLT	-	71 37% T	-	38 42% T	-	21 22% T	-	45 48% DLT	-	54 58% BDLPRT	-	198 62% BDJLNPR
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	1283 24% HL	-	33 18% T	-	82 26% DHLT	-	24 13% T	-	73 32% BDHLPRT	-	110 18% T	-	63 35% BDHLPRT	-	42 22% H	-	16 18% T	-	15 16% T	-	29 31% DHLRT	-	45 48% BDHLPRT	-	140 44% BDHLPRT
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1243 23% DH	-	21 11% T	-	95 30% BDHJLPR	-	20 11% T	-	49 21% DH	-	119 20% DH	-	65 36% BDHJLPR	-	39 20% DH	-	16 18% T	-	21 22% DH	-	33 35% BDHJLPR	-	39 42% BDHJLPR	-	100 31% BDHJLPR
Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1067 20% DJL	-	15 8% T	-	121 38% BDJLNPR	-	75 41% BDJLNPR	-	20 9% T	-	87 15% DJ	-	38 21% DJL	-	30 16% DJ	-	11 12% T	-	19 20% DJ	-	20 22% DJ	-	20 22% DJ	-	86 27% BDJLPR
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	817 15% DJ	-	16 9% T	-	89 28% BDJLNPR	-	74 40% BDJLNPR	-	10 4% T	-	78 13% J	-	24 13% J	-	28 15% J	-	8 9% T	-	19 20% DJR	-	13 14% J	-	13 14% J	-	59 18% DJLR

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a\_1. How would you describe your familiarity with each of the following abusive internet behaviors?

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.

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2359	-	95	-	92	-	92	-	85	-	322	-	64	-	108	-	53	-	52	-	39	-	15	-	109
	-	43%	-	52%	-	29%	-	50%	-	37%	-	54%	-	35%	-	56%	-	59%	-	54%	-	42%	-	16%	-	34%
		FJNXZ		BFJNXZ		X		FJNXZ		X		BFJNVXZ		X		BFJNVXZ		BFJNVXZ		BFJNVXZ		FX		X		X
Extremely familiar	-	867	-	48	-	28	-	28	-	29	-	144	-	23	-	45	-	20	-	21	-	11	-	6	-	43
	-	16%	-	26%	-	9%	-	15%	-	13%	-	24%	-	13%	-	23%	-	22%	-	22%	-	12%	-	6%	-	13%
		FX		BFHJNVXZ				FX				BFHJNVXZ				BFHJNVXZ		FJNXZ		FJNXZ						
Very familiar	-	1492	-	47	-	64	-	64	-	56	-	178	-	41	-	63	-	33	-	31	-	28	-	9	-	66
	-	27%	-	26%	-	20%	-	35%	-	24%	-	30%	-	23%	-	33%	-	37%	-	32%	-	30%	-	10%	-	21%
		FXZ		X		X		BFJNXZ		X		FXZ		X		FNXZ		BFJNXZ		FXZ		FX		X		X
Somewhat familiar	-	1810	-	56	-	141	-	67	-	73	-	163	-	54	-	42	-	21	-	29	-	25	-	33	-	72
	-	33%	-	30%	-	45%	-	37%	-	32%	-	27%	-	30%	-	22%	-	23%	-	30%	-	27%	-	35%	-	22%
		LPRZ		Z		BDJLNPRVTYZ		LPRZ		PZ													PZ			
BOTTOM 2 BOX (NET)	-	1283	-	33	-	82	-	24	-	73	-	110	-	63	-	42	-	16	-	15	-	29	-	45	-	140
	-	24%	-	18%	-	26%	-	13%	-	32%	-	18%	-	35%	-	22%	-	18%	-	16%	-	31%	-	48%	-	44%
		HL				DHLT				BDHLPRT				BDHLPRT		H					DHLRT		BDHLPRTV		BDHLPRTV	
Just know the name	-	908	-	21	-	58	-	22	-	54	-	77	-	40	-	23	-	8	-	10	-	21	-	28	-	63
	-	17%	-	11%	-	18%	-	12%	-	23%	-	13%	-	22%	-	12%	-	9%	-	10%	-	23%	-	30%	-	20%
		LR				DLR				BDHLPRT				BDHLPRT							DHLPRT		BDHLPRTZ		DHLPRT	
Never heard of	-	375	-	12	-	24	-	2	-	19	-	33	-	23	-	19	-	8	-	5	-	8	-	17	-	77
	-	7%	-	7%	-	8%	-	1%	-	8%	-	6%	-	13%	-	10%	-	9%	-	5%	-	9%	-	18%	-	24%
		H		H		H				H		H		BDHL		HL		H		H		H		BDHLPRTV		BDHLPRTV
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a\_2. How would you describe your familiarity with each of the following abusive internet behaviors?  
2. Spamming - The use of electronic messaging systems to send unsolicited messages.

8 Jun 2016  
Table 297

Base: All Qualified Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	3156	-	123	-	103	-	54	-	184	-	370	-	107	-	133	-	64	-	55	-	55	-	54	-	182
	-	58% FH	-	67% BFHZ	-	33% BFHZ	-	30% BFHZ	-	80% BFHNTZ	-	62% BFH	-	59% FH	-	69% BFHNTZ	-	71% BFHZ	-	57% FH	-	59% FH	-	58% FH	-	57% FH
Extremely familiar	-	1328	-	71	-	37	-	20	-	104	-	142	-	39	-	73	-	27	-	25	-	22	-	19	-	82
	-	24% FH	-	39% BFHNTZ	-	12% BFH	-	11% BFHNTZ	-	45% BFH	-	24% FH	-	22% FH	-	38% BFHNTZ	-	30% FH	-	26% FH	-	24% FH	-	20% FH	-	26% FH
Very familiar	-	1828	-	52	-	66	-	34	-	80	-	228	-	68	-	60	-	37	-	30	-	33	-	35	-	100
	-	34% FH	-	28% H	-	21% H	-	19% H	-	35% FH	-	38% BDFHZ	-	38% FH	-	31% FH	-	41% DFH	-	31% FH	-	35% FH	-	38% FH	-	31% FH
Somewhat familiar	-	1479	-	45	-	123	-	55	-	37	-	147	-	50	-	31	-	18	-	22	-	25	-	26	-	80
	-	27% JP	-	24% JP	-	39% BOJLNPRVTZ	-	30% JP	-	16% JP	-	25% JP	-	28% JP	-	16% JP	-	20% JP	-	23% JP	-	27% JP	-	28% JP	-	25% JP
BOTTOM 2 BOX (NET)	-	817	-	16	-	89	-	74	-	10	-	78	-	24	-	28	-	8	-	19	-	13	-	13	-	59
	-	15% DJ	-	9% BOJLNPRVTZ	-	28% BOJLNPRVTZ	-	40% BOJLNPRVTZ	-	4% BOJLNPRVTZ	-	13% J	-	13% J	-	15% J	-	9% J	-	20% DJR	-	14% J	-	14% J	-	18% DJLR
Just know the name	-	554	-	11	-	62	-	35	-	7	-	55	-	15	-	16	-	3	-	6	-	10	-	8	-	41
	-	10% JR	-	6% BOJLNPRVTZ	-	20% BOJLNPRTX	-	19% J	-	3% J	-	9% J	-	8% J	-	8% J	-	3% J	-	6% J	-	11% J	-	9% J	-	13% DJR
Never heard of	-	263	-	5	-	27	-	39	-	3	-	23	-	9	-	12	-	5	-	13	-	3	-	5	-	18
	-	5% J	-	3% BDJL	-	9% BOJLNPRVTZ	-	21% BOJLNPRVTZ	-	1% BOJLNPRVTZ	-	4% J	-	5% J	-	6% J	-	6% J	-	14% BOJLNPRVTZ	-	3% J	-	5% J	-	6% J
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a\_3. How would you describe your familiarity with each of the following abusive internet behaviors?

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.

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers (18+)	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	1454	-	58	-	46	-	23	-	53	-	244	-	42	-	64	-	23	-	47	-	20	-	14	-	64
	-	27%	-	32%	-	15%	-	13%	-	23%	-	41%	-	23%	-	33%	-	26%	-	49%	-	22%	-	15%	-	20%
Extremely familiar	-	487	-	21	-	14	-	5	-	20	-	90	-	17	-	26	-	8	-	21	-	5	-	4	-	28
	-	9%	-	11%	-	4%	-	3%	-	9%	-	15%	-	9%	-	14%	-	9%	-	22%	-	5%	-	4%	-	9%
Very familiar	-	967	-	37	-	32	-	18	-	33	-	154	-	25	-	38	-	15	-	26	-	15	-	10	-	36
	-	18%	-	20%	-	10%	-	10%	-	14%	-	26%	-	14%	-	20%	-	17%	-	27%	-	16%	-	11%	-	11%
Somewhat familiar	-	1639	-	64	-	96	-	54	-	70	-	157	-	54	-	57	-	29	-	28	-	28	-	25	-	59
	-	30%	-	35%	-	30%	-	30%	-	30%	-	26%	-	30%	-	30%	-	32%	-	29%	-	30%	-	27%	-	18%
BOTTOM 2 BOX (NET)	-	2359	-	62	-	173	-	106	-	108	-	194	-	85	-	71	-	38	-	21	-	45	-	54	-	198
	-	43%	-	34%	-	55%	-	58%	-	47%	-	33%	-	47%	-	37%	-	42%	-	22%	-	48%	-	58%	-	62%
Just know the name	-	1079	-	30	-	59	-	37	-	54	-	110	-	41	-	23	-	15	-	9	-	21	-	23	-	62
	-	20%	-	16%	-	19%	-	20%	-	23%	-	18%	-	23%	-	12%	-	17%	-	9%	-	23%	-	25%	-	19%
Never heard of	-	1280	-	32	-	114	-	69	-	54	-	84	-	44	-	48	-	23	-	12	-	24	-	31	-	136
	-	23%	-	17%	-	36%	-	38%	-	23%	-	14%	-	24%	-	25%	-	28%	-	13%	-	26%	-	33%	-	42%
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a\_4. How would you describe your familiarity with each of the following abusive internet behaviors?

4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2248	-	121	-	75	-	93	-	103	-	300	-	60	-	110	-	47	-	50	-	33	-	19	-	125
	-	41%	-	66%	-	24%	-	51%	-	45%	-	50%	-	33%	-	57%	-	52%	-	52%	-	35%	-	20%	-	39%
	-	FNX	-	BFHJLNRTVXZ	-		-	BFNVXZ	-	FNX	-	BFNVXZ	-	FX	-	BFJNVXZ	-	BFNVXZ	-	BFNVXZ	-	FX	-		-	FX
Extremely familiar	-	809	-	58	-	28	-	33	-	36	-	130	-	17	-	43	-	18	-	25	-	6	-	6	-	49
	-	15%	-	32%	-	9%	-	18%	-	16%	-	22%	-	9%	-	22%	-	20%	-	26%	-	6%	-	6%	-	15%
	-	FNXX	-	BFHJLNPRVXZ	-		-	FNXX	-	FVX	-	BFJNVXZ	-		-	BFNVXZ	-	FNXX	-	BFJNVXZ	-		-		-	FVX
Very familiar	-	1439	-	63	-	47	-	60	-	67	-	170	-	43	-	67	-	29	-	25	-	27	-	13	-	76
	-	26%	-	34%	-	15%	-	33%	-	29%	-	29%	-	24%	-	35%	-	32%	-	26%	-	29%	-	14%	-	24%
	-	FX	-	BFNXZ	-		-	BFXZ	-	FX	-	FX	-	F	-	BFNXZ	-	FX	-	FX	-	FX	-		-	FX
Somewhat familiar	-	1961	-	42	-	145	-	70	-	79	-	176	-	56	-	43	-	27	-	25	-	27	-	35	-	96
	-	36%	-	23%	-	46%	-	38%	-	34%	-	30%	-	31%	-	22%	-	30%	-	26%	-	29%	-	38%	-	30%
	-	DLPTZ	-		-	BDJLNPRTVZ	-	DLPT	-	DP	-		-		-		-		-		-		-		-	
BOTTOM 2 BOX (NET)	-	1243	-	21	-	95	-	20	-	49	-	119	-	65	-	39	-	16	-	21	-	33	-	39	-	100
	-	23%	-	11%	-	30%	-	11%	-	21%	-	20%	-	36%	-	20%	-	18%	-	22%	-	35%	-	42%	-	31%
	-	DH	-		-	BDHJLPR	-		-	DH	-	DH	-	BDHJLPRT	-	DH	-		-	DH	-	BDHJLPRT	-	BDHJLPRT	-	BDHJLPRT
Just know the name	-	953	-	16	-	65	-	18	-	40	-	88	-	42	-	29	-	11	-	12	-	25	-	30	-	70
	-	17%	-	9%	-	21%	-	10%	-	17%	-	15%	-	23%	-	15%	-	12%	-	13%	-	27%	-	32%	-	22%
	-	DH	-		-	DHL	-		-	DH	-	D	-	BDHLPRT	-		-		-		-	BDHLPRT	-	BDHLPRT	-	BDHLRT
Never heard of	-	290	-	5	-	30	-	2	-	9	-	31	-	23	-	10	-	5	-	9	-	8	-	9	-	30
	-	5%	-	3%	-	10%	-	1%	-	4%	-	5%	-	13%	-	5%	-	6%	-	9%	-	9%	-	10%	-	9%
	-	H	-		-	BDHJL	-		-	H	-	H	-	BDHJLP	-	H	-	H	-	DHJ	-	DH	-	DHJ	-	BDHJL
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1100a\_5. How would you describe your familiarity with each of the following abusive internet behaviors?

5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
TOP 2 BOX (NET)	-	2634	-	118	-	71	-	46	-	152	-	349	-	92	-	114	-	56	-	57	-	46	-	31	-	152
	-	48%	-	64%	-	23%	-	25%	-	66%	-	59%	-	51%	-	59%	-	62%	-	59%	-	49%	-	33%	-	47%
Extremely familiar	-	995	-	57	-	28	-	12	-	67	-	151	-	32	-	58	-	21	-	31	-	17	-	10	-	54
	-	18%	-	31%	-	9%	-	7%	-	29%	-	25%	-	18%	-	30%	-	23%	-	32%	-	18%	-	11%	-	17%
Very familiar	-	1639	-	61	-	43	-	34	-	85	-	198	-	60	-	56	-	35	-	26	-	29	-	21	-	98
	-	30%	-	33%	-	14%	-	19%	-	37%	-	33%	-	33%	-	29%	-	39%	-	27%	-	31%	-	23%	-	31%
Somewhat familiar	-	1751	-	51	-	123	-	62	-	59	-	159	-	51	-	48	-	23	-	20	-	27	-	42	-	83
	-	32%	-	28%	-	39%	-	34%	-	26%	-	27%	-	28%	-	25%	-	26%	-	21%	-	29%	-	45%	-	26%
BOTTOM 2 BOX (NET)	-	1067	-	15	-	121	-	75	-	20	-	87	-	38	-	30	-	11	-	19	-	20	-	20	-	86
	-	20%	-	8%	-	38%	-	41%	-	9%	-	15%	-	21%	-	16%	-	12%	-	20%	-	22%	-	22%	-	27%
Just know the name	-	727	-	10	-	59	-	36	-	14	-	57	-	26	-	19	-	6	-	10	-	13	-	13	-	50
	-	13%	-	5%	-	19%	-	20%	-	6%	-	10%	-	14%	-	10%	-	7%	-	10%	-	14%	-	14%	-	16%
Never heard of	-	340	-	5	-	62	-	39	-	6	-	30	-	12	-	11	-	5	-	9	-	7	-	7	-	36
	-	6%	-	3%	-	20%	-	21%	-	3%	-	5%	-	7%	-	6%	-	6%	-	9%	-	8%	-	8%	-	11%
Sigma	-	5452	-	184	-	315	-	183	-	231	-	595	-	181	-	192	-	90	-	96	-	93	-	93	-	321
	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%	-	100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?  
SUMMARY TABLE OF ORGANIZED GROUPS

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Phishing	2876 63%	2755 66%	87 61%	95 63%	191 72%	158 68%	142 84%	125 79%	113 61%	96 61%	307 65%	326 67%	69 46%	65 55%	64 45%	72 48%	62 70%	47 64%	33 42%	37 46%	48 57%	33 52%	26 36%	23 48%	125 58%	102 56%
Malware	MOSW ANPTVXZ	MOSW ANPTVXZ	MOSW PT	PT ACIMOSUWY	NPTVXZ NPTVXZ	ACIKMOOSUWY ACIKMOOSUWY	BOFJUNPTVXZ BOFJUNPTVXZ	MOSW MOSW	PT PT	MOSW MOSW	NPTVXZ NPTVXZ															
Stolen credentials	3114 67%	2875 66%	114 66%	109 64%	146 74%	121 62%	73 80%	77 71%	154 69%	137 65%	330 67%	361 71%	87 52%	86 60%	76 48%	84 52%	57 71%	55 70%	41 55%	37 48%	56 62%	38 52%	40 48%	31 42%	181 63%	137 58%
Spamming	MOSW PTVXZ	MOSW PTVXZ	MOW PTX	FAMOSUWY FAMOSUWY	PTX PTX	ACIKMOOSUWY ACIKMOOSUWY	PTVXZ PTVXZ	MOSW MOSW	PTX PTX	MOSW MOSW	BNPTVXZ BNPTVXZ															
Cyber squatting	2691 65%	2750 65%	90 59%	109 67%	162 71%	146 66%	126 77%	122 75%	140 69%	120 66%	265 67%	350 74%	57 47%	64 55%	53 45%	71 46%	58 68%	54 73%	30 50%	37 49%	46 61%	28 47%	40 53%	23 43%	142 63%	125 57%
	MOSW NPTVXZ	MOSW NPTVXZ	MO NPTVXZ	CMOSW CMOSW	NPTVXZ NPTVXZ	ACIKMOOSUWY ACIKMOOSUWY	BNPTVXZ BNPTVXZ	MOSW MOSW	PTVX PTVX	MOSW MOSW	KBNTPTVXZ KBNTPTVXZ															
	3035 63%	2976 64%	105 58%	111 66%	182 69%	160 71%	85 87%	76 70%	125 55%	132 60%	315 65%	371 72%	75 47%	83 53%	75 43%	76 46%	62 69%	51 62%	31 39%	35 45%	53 54%	47 59%	45 46%	40 50%	161 56%	133 51%
	IMOSWY NPTXZ	IMOSWY NPTXZ	MOS NPTXZ	ACIMOSUWY ACIMOSUWY	BJNPTVXZ BJNPTVXZ	HACIKMOOSUWY HACIKMOOSUWY	NPTXZ NPTXZ	OS OS	PTZ PTZ	IMOSUWY IMOSUWY	KBNTPTVXZ KBNTPTVXZ															
	1575 64%	1929 62%	58 62%	79 65%	56 69%	92 65%	35 74%	50 65%	75 66%	79 64%	216 72%	284 71%	48 49%	55 57%	50 51%	59 49%	34 69%	31 60%	30 54%	39 52%	23 61%	22 46%	22 48%	16 41%	65 64%	60 49%
	MOW PVXZ	MOW PVXZ	PVXZ PVXZ	MOW PVXZ	MOW PVXZ	MOSW MOSW	PVXZ PVXZ	MOW MOW	PVXZ PVXZ	AMOSW AMOSW	BNPTVXZ BNPTVXZ															

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105. What do you think are the source(s) for each type of abusive Internet behavior?  
SUMMARY TABLE OF INDIVIDUALS

8 Jun 2016  
Table 302

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Spamming	2774 57% BG	2386 51% DFHLX	94 52% DG	63 38% FG	145 55% FG	95 42% FG	37 38% FG	39 36% FG	169 74% FG	142 64% FG	267 55% LG	228 44% LG	86 54% G	92 59% G	93 53% G	82 50% DHX	52 58% G	42 51% DHX	41 52% G	34 44% G	50 51% G	33 41% G	48 49% G	28 35% G	186 65% G	145 55% G
Stolen credentials	2411 59% BKSUW	2165 51% DFLPT	78 51% D	56 34% FKSUW	140 61% FKSUW	96 44% FG	86 53% FG	81 50% D	140 69% FG	112 62% FG	199 51% D	213 45% D	70 57% W	67 58% DFLPTX	64 54% G	64 42% G	51 60% W	33 45% G	26 43% G	27 36% G	34 45% G	32 53% DT	32 42% G	22 41% G	146 65% G	113 51% DT
Phishing	2630 58% BCGO	2129 51% DFHP	69 48% G	56 37% FG	147 55% FO	94 40% FG	79 46% FG	63 40% G	126 68% FG	96 61% FG	254 54% O	231 48% D	84 56% DFHPT	68 58% G	63 44% G	59 39% G	51 57% G	36 49% G	39 50% G	33 41% G	42 50% DFHP	36 56% G	36 49% G	22 46% G	134 62% CGKO	96 53% DFHP
Malware	2586 55% BCGOSU	2174 50% DFHLPX	75 44% G	61 36% FG	105 53% FG	82 42% FG	36 40% FG	41 38% G	150 67% FG	125 59% FG	256 52% LG	219 43% G	86 51% DP	72 50% DP	70 44% G	60 37% G	43 54% G	35 44% G	32 43% G	32 42% G	39 43% G	29 40% G	39 46% G	27 37% G	174 60% ZCGKOSUW	118 50% DHPX
Cyber squatting	1410 57% BGKOSW	1473 48% DFHT	51 55% DO	47 39% FGOS	48 59% FGOS	56 39% H	18 38% H	20 26% GOSW	70 61% GOSW	60 49% HT	157 52% LO	175 44% H	50 52% G	49 51% HT	39 40% G	48 40% H	25 51% G	21 40% G	23 41% G	25 33% G	17 45% G	21 44% H	19 41% G	14 36% GOSW	61 60% GOSW	61 50% HT

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105\_1. What do you think are the source(s) for each type of abusive Internet behavior?

8 Jun 2016  
Table 303

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	143	151	267	233	170	159	184	158	471	485	151	118	142	150	89*	74*	78*	81*	84*	64*	73*	48*	215	181
ORGANIZED GROUPS (NET)	2876 63% MOSW	2755 66% ANPTVXZ MOSW	87 61% MOSW	95 63% PT	191 72% ACIMOSUWY	158 68% NPTVXZ	142 84% ACERKMOGSUWY	125 79% BDFJLNPRTVXZ	113 61% MOSW	96 61% PT	307 65% MOSW	326 67% NPTVXZ	69 46% PT	65 55% MOSW	64 45% MOSW	72 48% MOSW	62 70% PT	47 64% PT	33 42% MOSW	37 46% W	48 57% W	33 52% W	26 36% S	23 48% S	125 58% MOSW	102 56% TV
Organized groups from within my country	2185 48% CKMOSUW	2091 50% ADLPTV	46 32% S	50 33% FACKMOSUWY	152 57% DPTV	112 48% CKMOSUW	89 52% DPTV	74 47% ACIMOSUWY	106 58% DPTV	83 53% CMOSUW	204 43% DPTV	221 46% S	43 28% MTV	52 44% S	44 31% S	49 33% CMOSUW	47 53% T	32 43% T	8 10% S	20 25% S	26 31% S	18 28% S	17 23% S	18 38% CMOSUW	101 47% TV	78 43% TV
Organized groups from outside my country	2370 52% BMOSW	2009 48% PTXZ	71 50% OW	68 45% P	163 61% ACIMOSUWY	131 56% BDLNPTVXZ	124 73% ACERKMOGSUWY	112 70% BDFJLNPRTVXZ	86 47% OW	73 46% P	252 54% LMOSW	227 47% PTXZ	58 38% P	47 40% LMOSW	44 31% PTXZ	45 30% MOSW	51 57% PX	37 50% PX	30 38% S	28 35% S	36 43% S	25 39% S	21 29% S	15 31% OW	100 47% OW	69 38% OW
INDIVIDUALS (NET)	2630 58% BCGO	2129 51% DFHP	69 48% FO	56 37% FO	147 55% FO	94 40% FO	79 46% ACEGKMOGSUWY	63 40% BDFHLPT	126 68% O	96 61% O	254 54% O	231 48% D	84 56% DFHPT	68 58% DFHPT	63 44% DFHPT	59 39% DFHPT	51 57% DFHPT	36 49% DFHPT	39 50% DFHPT	33 41% DFHPT	42 50% DFHPT	36 56% DFHPT	36 49% CGKO	22 46% CGKO	134 62% DFHP	96 53% DFHP
Individuals from outside my country	2160 47% BCGKO	1738 42% DFHP	56 39% FO	46 30% FO	118 44% FO	74 32% FO	68 40% ACEGKMOGSUWY	52 33% O	91 49% O	72 46% DFHPT	195 41% O	187 39% P	65 43% O	54 46% DFHP	44 31% DFHP	44 29% DFHP	43 48% O	29 39% O	36 46% O	26 32% O	32 38% O	25 39% O	27 37% O	16 33% ZO	100 47% ZO	65 36% ZO
Individuals from my country	2026 44% BCGOSU	1539 37% DHLPT	44 31% DP	33 22% FCGOSU	124 46% DP	78 33% DP	53 31% ACEGKMOGSUWY	45 28% BDFHLPRTVXZ	116 63% LCGS	81 51% LCGS	190 40% S	137 28% S	58 38% DHLPT	49 42% DHLPT	45 32% DHLPT	36 24% S	36 40% S	23 31% S	16 21% S	19 23% S	25 30% S	21 33% S	26 36% S	13 27% ACGKMOGSUWY	111 52% DHLPT	76 42% DHLPT
Don't know	770 17% GIKQ	641 15% L	19 13% G	23 15% GIKQ	48 18% BHJLV	53 23% BHJLV	10 6% NACEGKMOGSUWY	16 10% NACEGKMOGSUWY	20 11% NACEGKMOGSUWY	23 15% NACEGKMOGSUWY	58 12% NACEGKMOGSUWY	59 12% NACEGKMOGSUWY	44 29% NACEGKMOGSUWY	21 18% NACEGKMOGSUWY	45 32% NACEGKMOGSUWY	46 31% NACEGKMOGSUWY	8 9% NACEGKMOGSUWY	10 14% NACEGKMOGSUWY	20 26% NACEGKMOGSUWY	26 32% NACEGKMOGSUWY	13 15% NACEGKMOGSUWY	7 11% NACEGKMOGSUWY	24 33% NACEGKMOGSUWY	12 25% NACEGKMOGSUWY	35 16% NACEGKMOGSUWY	34 19% NACEGKMOGSUWY
Sigma	9511 209%	8018 192%	236 165%	220 146%	605 227%	448 192%	344 202%	299 188%	419 228%	332 210%	899 191%	831 171%	268 177%	223 189%	222 156%	220 147%	185 208%	131 177%	110 141%	119 147%	132 157%	96 150%	115 158%	74 154%	447 208%	322 178%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105\_2. What do you think are the source(s) for each type of abusive Internet behavior?

8 Jun 2016  
Table 304

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes (18+)	2016 Philipi- nes (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	180	168	264	226	98*	109	227	221	483	517	158	157	175	164	90*	82*	79*	77*	99*	80*	97*	80*	286	262
ORGANIZED GROUPS (NET)	3035 63%	2976 64%	105 58%	111 66%	182 69%	160 71%	85 87%	76 70%	125 55%	132 60%	315 65%	371 72%	75 47%	83 53%	75 43%	76 46%	62 69%	51 62%	31 39%	35 45%	53 54%	47 59%	45 46%	40 50%	161 56%	133 51%
Organized groups from within my country	2452 51%	2265 49%	54 30%	54 32%	150 57%	115 51%	57 58%	48 44%	119 52%	118 53%	225 47%	249 48%	44 28%	57 36%	46 26%	48 29%	46 51%	30 37%	10 13%	18 23%	32 32%	23 29%	32 33%	28 35%	143 50%	116 44%
Organized groups from outside my country	2342 48%	2121 46%	91 51%	82 49%	156 59%	133 59%	71 72%	54 50%	95 42%	89 40%	235 49%	260 50%	64 41%	64 41%	55 31%	53 32%	53 59%	42 51%	27 34%	24 31%	43 43%	37 46%	37 38%	27 34%	115 40%	74 28%
INDIVIDUALS (NET)	2774 57%	2386 51%	94 52%	63 38%	145 55%	95 42%	37 38%	39 36%	169 74%	142 64%	267 55%	228 44%	86 54%	92 59%	93 53%	82 50%	52 58%	42 51%	41 52%	34 44%	50 51%	33 41%	48 49%	28 35%	186 65%	145 55%
Individuals from outside my country	2237 46%	1844 40%	75 42%	53 32%	122 46%	74 33%	32 33%	31 28%	118 52%	101 46%	207 43%	181 35%	68 43%	67 43%	67 38%	58 35%	43 48%	36 44%	34 43%	27 35%	37 37%	20 25%	32 33%	17 21%	129 45%	84 32%
Individuals from my country	2148 44%	1772 38%	60 33%	29 17%	122 46%	77 34%	28 29%	23 21%	151 67%	130 59%	182 38%	148 29%	57 36%	62 39%	59 34%	57 35%	40 44%	26 32%	17 22%	15 19%	31 31%	25 31%	39 40%	22 28%	169 59%	126 48%
Don't know	774 16%	691 15%	24 13%	21 13%	51 19%	46 20%	4 4%	20 18%	27 12%	22 10%	55 11%	58 11%	42 27%	26 17%	42 24%	26 21%	9 10%	9 11%	17 22%	21 27%	18 18%	12 15%	24 25%	22 28%	38 13%	40 15%
Sigma	9953 205%	8693 188%	304 169%	239 142%	601 228%	445 197%	192 196%	176 161%	510 225%	460 208%	904 187%	896 173%	275 174%	276 176%	269 154%	251 153%	191 212%	143 174%	105 133%	105 136%	161 163%	117 146%	164 169%	116 145%	594 208%	440 168%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105\_3. What do you think are the source(s) for each type of abusive Internet behavior?

8 Jun 2016  
Table 305

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	93*	122	81*	142	47*	77*	114	123	302	401	97*	96*	98*	121	49*	52*	56*	75*	38*	48*	46*	39*	102	123
ORGANIZED GROUPS (NET)	1575 64% MOW	1929 62% PVXZ	58 62% PVXZ	79 65% MOW	56 69% PVXZ	92 65% PVXZ	35 74% MOSW	50 65% PVXZ	75 66% MOW	79 64% PVXZ	216 72% AMOSW	284 71% BNPTVXZ	48 49% MOW	55 57% PVXZ	50 51% AMOSW	59 49% BNPTVXZ	34 69% MOW	31 60% PVXZ	30 54% PVXZ	39 52% PVXZ	23 61% PVXZ	22 46% PVXZ	22 48% PVXZ	16 41% PVXZ	65 64% ZM	60 49% ZM
Organized groups from within my country	1237 50% BCMOSUW	1394 45% DHPRTV	33 35% PVXZ	42 34% PVXZ	43 53% MOW	61 43% PVXZ	25 53% MOSW	24 31% PVXZ	69 61% MOW	65 53% PVXZ	148 49% AMOSW	195 49% BNPTVXZ	31 32% MOW	34 35% PVXZ	35 36% AMOSW	33 27% BNPTVXZ	23 47% S	16 31% PVXZ	13 23% PVXZ	20 27% PVXZ	11 29% PVXZ	10 21% PVXZ	13 28% PVXZ	12 31% PVXZ	49 48% MSUW	51 41% PTV
Organized groups from outside my country	1220 50% BMO	1352 44% PXZ	47 51% O	55 45% Z	54 67% FACKMOSWY	75 53% BPTVXZ	23 49% PVXZ	40 52% PVXZ	59 52% MO	60 49% PXZ	154 51% MO	181 45% PXZ	37 38% MO	40 42% PXZ	35 36% MO	40 33% MO	29 59% MO	28 54% PVXZ	24 43% PVXZ	28 37% PVXZ	19 50% PVXZ	16 33% PVXZ	20 43% PVXZ	11 28% PVXZ	53 52% ZM	38 31% ZM
INDIVIDUALS (NET)	1410 57% BGKOSW	1473 48% DFHT	51 55% DO	47 39% FGOS	48 59% FGOS	56 39% H	18 38% GOSW	20 26% GOSW	70 61% HT	60 49% HT	157 52% LO	175 44% H	50 52% HT	49 51% HT	39 40% H	48 40% H	25 51% H	21 40% H	23 41% H	25 33% H	17 45% H	21 44% H	19 41% H	14 36% GOSW	61 60% GOSW	61 50% HT
Individuals from outside my country	1185 48% BGKOUW	1222 40% HPT	39 42% DO	40 33% FGOUW	42 52% FGOUW	50 35% H	14 30% H	18 23% GOW	57 50% HP	51 41% HP	126 42% H	141 35% H	41 42% H	37 39% H	30 31% H	33 27% H	20 41% H	19 37% H	20 36% H	21 28% H	12 32% H	15 31% H	15 33% H	12 31% H	55 54% ZGKOSUW	47 38% H
Individuals from my country	1037 42% BKOSU	973 31% DHLTV	33 35% DS	22 18% FGKOSUW	40 49% H	37 26% H	14 30% H	11 14% H	64 56% JACKMOSWY	50 41% BDFHLPVXZ	105 35% LS	100 25% H	36 37% S	31 32% DHTV	26 27% H	32 26% H	19 39% S	13 25% H	8 14% H	12 16% H	10 26% H	8 17% H	14 30% H	9 23% H	42 41% OS	44 36% DHLTV
Don't know	386 16% K	543 18% L	8 9% PVXZ	19 16% CK	18 22% BLN	36 25% H	4 9% GL	20 26% GL	14 12% H	23 19% L	28 9% H	44 11% H	27 28% NACGKQY	14 15% ACGKQY	29 30% ACGKQY	32 26% BDLN	5 10% H	10 19% H	13 23% CGK	24 32% BDJLN	7 18% H	9 19% ACGKQY	14 30% BDJLN	14 36% BDJLN	14 14% YBL	30 24% YBL
Sigma	5065 206%	5484 177%	160 172%	178 146%	197 243%	259 182%	80 170%	113 147%	263 231%	249 202%	561 186%	661 165%	172 177%	156 163%	155 158%	170 140%	96 196%	86 165%	78 139%	105 140%	59 155%	58 121%	76 165%	58 149%	213 209%	210 171%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105\_4. What do you think are the source(s) for each type of abusive Internet behavior?

8 Jun 2016  
Table 306

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	153	163	229	220	163	163	204	182	394	476	122	116	119	153	85*	74*	60*	75*	75*	60*	76*	54*	225	221
ORGANIZED GROUPS (NET)	2691 65% MOSW NPTVXZ	2750 65% MO NPTVXZ	90 59% MO	109 67% NPTVXZ	162 71% CMOSW	146 66% NPTVXZ	126 77% ACKMOSW	122 75% BNPTVXZ	140 69% MOSW	120 66% PTVX	265 67% MOSW	350 74% KBNTVXZ	57 47% S	64 55% PTV	53 45% S	71 46% S	58 68% MOSW	54 73% NPTVXZ	30 50% MO	37 49% MO	46 61% MO	28 47% MO	40 53% MO	23 43% MO	142 63% MO	125 57% MO
Organized groups from within my country	2168 53% BCMOS DPTVX	2082 49% S	53 35% S	64 39% TV	139 61% DPTVX	109 50% CKMOSW	97 60% DPTVX	89 55% ACKMOSW	127 62% BDNPTVXZ	104 57% CMOS	193 49% PTVX	227 48% S	43 35% PTV	51 44% PTV	37 31% S	46 30% CMOS	44 52% DPTVX	42 57% DPTVX	9 15% VOS	16 21% VOS	35 47% VOS	14 23% VOS	32 42% S	16 30% CMOS	120 53% PTVX	104 47% PTVX
Organized groups from outside my country	2165 53% BMOUW PVXZ	1976 47% O	70 46% O	67 41% P	140 61% ACKMOSW	118 54% BDNPTVXZ	88 54% MOUW	91 56% BDNPTVXZ	109 53% MOUW	85 47% PVXZ	196 50% O	251 53% BDNPTVXZ	50 41% P	45 39% P	39 33% P	41 27% O	46 54% PVXZ	37 50% PVXZ	26 43% P	30 40% P	29 39% P	19 32% P	30 39% P	16 30% ZC	109 48% ZC	71 32% ZC
INDIVIDUALS (NET)	2411 59% BKSUW DFLPT	2165 51% D	78 51% D	56 34% FKSUW	140 61% FKSUW	96 44% DP	86 53% D	81 50% ACKMOSW	140 69% BDNPTVXZ	112 62% D	199 51% D	213 45% D	70 57% V	67 58% DFLPTX	64 54% S	64 42% V	51 60% V	33 45% V	26 43% DT	27 36% DT	34 45% DT	32 53% DT	32 42% DT	22 41% ZACKMOSW	146 65% DT	113 51% DT
Individuals from outside my country	2020 49% BCGKUW DPZ	1671 40% D	63 41% D	39 24% FCGSUW	118 52% DP	76 35% DP	60 37% DP	60 37% CGKSUW	107 52% DPTXZ	80 44% L	173 44% L	173 44% DP	59 36% UW	49 48% DPZ	49 42% P	31 20% P	40 47% P	26 35% P	22 37% P	22 29% P	25 33% P	19 32% P	25 33% P	15 28% ZGKUW	107 48% ZGKUW	65 29% P
Individuals from my country	1912 46% BKOSUW DLT	1657 39% S	49 32% S	38 23% FCOSUW	117 51% DLT	81 37% DLT	69 42% KS	63 39% ACKMOSW	125 61% BDNPTVXZ	103 57% D	127 32% T	139 29% T	51 42% S	49 42% DLT	44 37% S	50 33% T	42 49% CKSU	28 38% DT	13 22% DT	13 17% DT	24 32% T	20 33% T	26 34% T	17 31% ZACKMOSW	129 57% DLPT	96 43% DLPT
Don't know	658 16% GI	629 15% JL	20 13% G	23 14% G	39 17% GI	49 22% BDHJL	10 6% K	16 10% D	19 9% L	17 9% G	50 13% G	48 10% NACEGKQY	35 29% G	18 16% ACEGKQY	31 26% BDHJLNKYZ	42 27% BDHJLNKYZ	8 9% ACEGKQY	9 12% BDHJLNKYZ	16 27% ACEGKQY	23 31% BDHJLNKYZ	14 19% GI	9 15% ACEGKQY	22 29% BDHJLNKYZ	15 28% BDHJLNKYZ	26 12% L	35 16% L
Sigma	8923 217%	8015 190%	255 167%	231 142%	553 241%	433 197%	324 199%	319 196%	487 239%	389 214%	739 188%	838 176%	238 195%	212 183%	201 169%	210 137%	180 212%	142 192%	86 143%	104 139%	127 169%	81 135%	135 178%	79 146%	491 218%	371 168%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1105\_5. What do you think are the source(s) for each type of abusive Internet behavior?

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4670	4385	172	169	198	194	91*	108	224	211	495	508	168	143	158	162	80*	79*	75*	77*	90*	73*	84*	73*	289	235
ORGANIZED GROUPS (NET)	3114 67% MOSW	2875 66% PTVXZ	114 66% MOW	109 64% PTX	146 74% FAMOSUWY	121 62% PTX	73 80% PTVXZ	77 71% MOSW	154 69% MOSW	137 65% PTX	330 67% MOSW	361 71% BFNPTVXZ	87 52% PTX	86 60% X	76 48% PTX	84 52% MOSW	57 71% PTVX	55 70% PTVX	41 55% PTVX	37 48% O	56 62% O	38 52% O	40 48% O	31 42% MOW	181 63% MOW	137 58% X
Organized groups from outside my country	2585 55% BMO	2225 51% PXZ	100 58% MO	87 51% X	139 70% FAMOSUWY	108 56% JPTVXZ	60 66% AKMOSWY	62 57% JPTVXZ	124 55% JMO	95 45% O	263 53% PXZ	263 52% PXZ	76 45% X	72 50% X	65 41% X	66 41% MOWY	51 64% JPTVXZ	48 61% JPTVXZ	38 51% JPTVXZ	32 42% JPTVXZ	47 52% JPTVXZ	30 41% JPTVXZ	38 45% JPTVXZ	25 34% JPTVXZ	145 50% JPTVXZ	98 42% JPTVXZ
Organized groups from within my country	2389 51% BCKMOSUW	2026 46% DPTVX	48 28% S	44 26% S	115 58% FACKMOSUW	81 42% DPTVX	53 58% HCKMOSUW	42 39% DPTV	144 64% ACMOSUWY	119 56% BCKMOSUW	225 45% CMOSUW	234 46% DPTVX	52 31% S	57 40% DPTVX	36 23% S	38 23% CMOSW	37 46% PTV	30 38% PTV	12 16% PTV	14 18% PTV	30 33% VS	13 18% VS	26 31% S	19 26% ZCKMOSUW	150 52% DPTVX	98 42% DPTVX
INDIVIDUALS (NET)	2586 55% BCGOSU	2174 50% DFHLPX	75 44% BCGOSU	61 36% DFHLPX	105 53% FG	82 42% FG	36 40% FG	41 38% FG	150 67% ACGMOUW	125 59% BDHLPRTVX	256 52% LG	219 43% LG	86 51% DP	72 50% DP	70 44% DP	60 37% DP	43 54% U	35 44% U	32 43% U	32 42% U	39 43% U	29 40% U	39 46% U	27 37% ZCKMOSUW	174 60% DHPX	118 50% DHPX
Individuals from outside my country	2236 48% BCGKOUW	1807 41% DLPVZ	63 37% BCGKOUW	53 31% FGKOUW	100 51% FGKOUW	75 39% FGKOUW	33 36% FGKOUW	35 32% CGKMOUW	120 54% BDHLPRTVX	101 48% BDHLPRTVX	204 41% L	176 35% L	72 43% L	53 37% L	62 39% L	54 33% L	39 49% U	30 38% U	28 37% U	25 32% U	30 33% U	21 29% U	31 37% U	22 30% ZCKGOUW	144 50% DHPX	81 34% DHPX
Individuals from my country	1984 42% BCGKOSU	1533 35% DHLPTVX	45 26% D	25 15% D	87 44% FCGKOSU	61 31% DPV	25 27% DPV	25 23% P	134 60% ACGMOUW	110 52% BDHLPRTVX	177 36% LCOS	138 27% DP	58 35% O	48 34% DPV	33 21% DPV	21 13% RCGOS	35 44% DP	22 28% DP	17 23% P	18 23% P	27 30% V	12 16% XO	31 37% XO	16 22% ZACKMOSUW	142 49% DHLPTVX	95 40% DHLPTVX
Don't know	811 17% IK	701 16% L	22 13% IK	23 14% IKQ	40 20% BDJLNRZ	50 26% BDJLNRZ	11 12% BDJLNRZ	21 19% L	24 11% L	24 11% L	68 14% L	59 12% L	42 25% ACGKQY	23 16% ACGKQY	45 28% ACGKQY	46 28% BDJLNRZ	8 10% BDJLNRZ	10 13% CGIKQY	18 24% CGIKQY	20 26% BDJLNRZ	18 20% I	14 19% ACGKQY	25 30% BDHLPNRVZ	27 37% BDHLPNRVZ	42 15% BDHLPNRVZ	38 16% BDHLPNRVZ
Sigma	10005 214%	8292 189%	278 162%	232 137%	481 243%	375 193%	182 200%	185 171%	546 244%	449 213%	937 189%	870 171%	300 179%	253 177%	241 153%	225 139%	170 213%	140 177%	113 151%	109 142%	152 169%	90 123%	151 180%	109 149%	623 216%	410 174%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117. How common do you feel each type of abusive Internet behavior is?

8 Jun 2016  
Table 308

SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Spamming	4504 93% BIK	4240 91% HT	164 91% T	152 90% T	242 92% HT	211 93% HT	91 93% H	90 83% H	202 89% HT	206 93% HT	437 90% HT	464 90% HT	141 89% HT	144 92% HT	163 93% BDHLTXZ	158 96% BDHLTXZ	86 96% BDHLTXZ	80 98% BDHLTXZ	73 92% T	62 81% ACEIKM	97 98% HT	74 93% HT	91 94% HT	69 86% I	269 94% I	238 91% HT
Malware	4166 89% G	3855 88% HX	155 90% G	149 88% HX	177 89% G	164 85% HX	72 79% H	75 69% H	198 88% G	197 93% BFHLTXZ	435 88% G	449 88% HX	147 88% HX	125 87% HX	143 91% G	148 91% HX	73 91% G	71 90% HX	68 91% G	65 84% H	85 94% G	63 86% HX	75 89% X	52 71% X	266 92% G	206 88% HX
Phishing	3909 86% IMW	3561 85% X	119 83% X	131 87% ACIKMW	242 91% JXZ	206 88% HACERKMOVY	163 96% X	140 88% X	143 78% X	127 80% X	401 85% I	406 84% I	121 80% I	97 82% I	123 87% I	125 83% I	80 90% IMW	64 86% IMW	72 92% IMW	67 83% ACIKMW	79 94% ACIKMW	54 84% X	56 77% X	35 73% X	188 87% IW	147 81% IW
Stolen credentials	3320 81% X	3444 82% X	123 80% X	136 83% X	199 87% AK	178 81% X	140 86% K	129 79% X	164 80% BHNX	159 87% BHNX	307 78% KNX	400 84% KNX	97 80% KNX	87 75% X	99 83% X	131 86% NX	76 89% AK	67 91% BHNX	51 85% X	63 84% X	69 92% ACIKMW	50 83% X	61 80% X	31 57% X	197 88% AIKM	187 85% NX
Cyber squatting	1904 78% HX	2353 76% HX	73 78% HX	93 76% HX	64 79% HX	114 80% HX	34 72% HX	47 61% HX	88 77% HX	90 73% X	239 79% HX	308 77% HX	68 70% MHXZ	79 82% MHXZ	79 81% BHJLXZ	104 86% BHJLXZ	42 86% M	42 81% HX	48 86% M	63 84% HXZ	32 84% HX	40 83% HX	37 80% X	21 54% X	76 75% X	86 70% X

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117. How common do you feel each type of abusive Internet behavior is?  
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016  
Table 309

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Cyber squatting	403 16%	483 16% FPT	17 18%	20 16% T	8 10%	12 8%	11 23% E	19 25% BFNPRT	21 18%	22 18% FPT	52 17% BFPRT	78 19%	18 19%	11 11%	13 13%	10 8%	5 10%	4 8%	7 13%	5 7%	6 16%	5 10%	7 15%	8 21% FPT	20 20%	20 16%
Stolen credentials	575 14% BEY	520 12% R	25 16% EQY	22 13% R	17 7%	20 9%	20 12% FJRZ	27 17% EY	30 15% EY	16 9% LAEGOUY	76 19% R	58 12% R	18 15% EY	22 19% BFJRZ	16 13%	19 12% R	6 7%	3 4%	8 13%	7 9%	6 8%	7 12%	10 13% BFJLRTZ	12 22% FPT	18 8%	19 9%
Phishing	410 9% EG	364 9% F	18 13% EGS	15 10% F	10 4%	7 3%	4 2% GF	13 8% AEGQGSUY	29 16% BFR	23 15% AEQSUY	56 12% AEQSUY	55 11% BF	21 14% AEGQSY	14 12% F	12 8% EG	14 9% F	5 6%	4 5%	3 4%	9 11% F	5 6%	8 13% F	13 18% AEGQGSUY	6 13% F	16 7% G	15 8% F
Malware	292 6%	302 7%	12 7%	17 10% F	10 5%	8 4%	12 13% AEQSUY	21 19% BOFANPRVZ	15 7%	11 5%	40 8% Y	43 8% F	12 7%	13 9%	12 8%	10 6%	3 4%	5 6%	3 4%	7 9%	4 4%	5 7% FR	4 5%	7 10% FR	12 4%	12 5%
Spamming	165 3%	192 4% F	11 6% AQY	14 8% BFRZ	8 3%	2 1%	6 6% QY	10 9% BFRZ	18 8% AEQUWY	11 5% FR	31 6% AEQY	35 7% BFRZ	9 6% QY	9 6% FR	6 3%	6 4%	-	-	3 4% SBFJPRZ	10 13%	2 2% FR	5 6% FR	2 2% FR	4 5% FR	6 2%	8 3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117 1. How common do you feel each type of abusive Internet behavior is?

## 1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	143	151	267	233	170	159	184	158	471	485	151	118	142	150	89*	74*	78*	81*	84*	64*	73*	48*	215	181
TOP 2 BOX (NET)	3909 86% IMW	3561 85% X	119 83%	131 87% X ACIKMW	242 91% JXZ	206 88% HACEKMOQY	163 96% I	140 88% X	143 78%	127 80%	401 85% I	406 84%	121 80%	97 82%	123 87% I	125 83%	80 90% IMW	64 86%	72 92% IMW	67 83%	79 94% ACIKMW	54 84%	56 77%	35 73%	188 87% IW	147 81%
Very common	2222 49% IW	2147 51% AJX	72 50% I	80 53% JX	131 49% I EJBLVX	137 59% I	78 46% I	87 55% JX	57 31%	54 34%	214 45% I	240 49% JX	75 50% I	60 51% JX	76 54% IW	85 57% JX	55 62% AEGIKW	50 68% BDJLNVXZ	40 51% I	48 59% JX	48 57% IKW	28 44%	27 37%	16 33%	135 63% ACEGKMW	97 54% JX
Somewhat common	1687 37% BY	1414 34% RT	47 33%	51 34% R	111 42% FMQY	69 30% HACKMOQY	85 50% I	53 33% R	86 47% ACMOQY	73 46% BDJHLNPRTZ	187 40% MQY	166 34% R	46 30%	37 31%	47 33%	40 27%	25 28%	14 19%	32 41% TY	19 23% I	31 37% Y	26 41% PRT	29 40% Y	19 40% R	53 25% ACEGKMW	50 28% JX
BOTTOM 2 BOX (NET)	410 9% EG	364 9% F	18 13% EGS	15 10% F	10 4% I	7 3% I	4 2%	13 9% GF	29 16% AEOGOSUY	23 15% BFR	56 12% AEGS	55 11% BF	21 14% AEGSY	14 12% F	12 8% EG	14 9% F	5 6%	4 5%	3 4%	9 11% F	5 6% F	8 13% F	13 18% AEOGOSUY	16 13% F	16 7% G	15 8% F
Not very common	346 8% EG	313 8% F	10 7% G	11 7% I	10 4% I	7 3% I	4 2%	12 8% GF	18 10% EGSY	20 13% BF	47 10% AEGSY	44 9% F	17 11% EGSY	14 12% F	8 6% F	13 9% F	5 6%	4 5%	2 3%	7 9% F	4 5% F	13 18% AEOGOSUY	11 15% F	5 10% F	9 4% AEG	12 7% F
Not at all common	64 1%	51 1% AEGKQ	8 6% F	4 3% F	-	-	-	1 6% AEGKQ	11 6% F	3 2% F	9 2% E	11 2% BF	4 3% EG	-	4 3% EG	1 1% F	-	-	1 1% F	2 2% F	1 1% F	-	2 3% EG	1 2% F	7 3% AEG	3 2% F
Don't know	239 5% GKU	244 6% I	6 4%	5 3% GU	15 6% D	20 9% D	3 2%	6 4% GKU	12 7% I	5 3%	14 3%	24 5% GU	9 6% GU	7 6%	7 5% U	11 7% I	4 4%	6 8%	3 4%	5 6% I	-	2 3% U	4 5% BDJHLV	7 15% U	11 5% Y	19 10% YBDHL
Sigma	4558 100%	4169 100%	143 100%	151 100%	267 100%	233 100%	170 100%	159 100%	184 100%	158 100%	471 100%	485 100%	151 100%	118 100%	142 100%	150 100%	89 100%	74 100%	78 100%	81 100%	84 100%	64 100%	73 100%	48 100%	215 100%	181 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117 2. How common do you feel each type of abusive Internet behavior is?

## 2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	180	168	264	226	98*	109	227	221	483	517	158	157	175	164	90*	82*	79*	77*	99*	80*	97*	80*	286	262
TOP 2 BOX (NET)	4504 93% BIK	4240 91% HT	164 91% T	152 90% T	242 92% HT	211 93% HT	91 93% H	90 83% H	202 89% HT	206 93% HT	437 90% HT	464 90% HT	141 89% HT	144 92% HT	163 93% BDHLTXZ	158 96% BDHLTXZ	86 96% BDHLTXZ	80 98% BDHLTXZ	73 92% T	62 81% ACEIKM	97 98% ACEIKM	74 93% HT	91 94% HT	69 86% I	269 94% I	238 91% HT
Very common	3664 75% BCEGK	3328 72% HL	124 69% G	112 67% H	173 66% G	154 68% H	52 53% H	51 47% H	174 77% EGK	173 78% BDFHL	319 66% G	326 63% H	115 73% G	112 71% H	136 78% EGK	132 80% BDFHL	79 88% ACEGKMS	65 79% DHL	54 68% G	52 68% H	86 87% ACEGKMS	63 79% HL	76 78% EGK	59 74% H	247 86% ACEGKMS	217 83% BDFHNT
Somewhat common	840 17% IQY	912 20% AZ	40 22% IQY	40 24% JXZ	69 26% AIMOQUVY	57 25% BJPTVXZ	39 40% ACEIMOGUWY	39 36% BDFJPRVTXZ	28 12% Z	33 15% Z	118 24% AIMOQUVY	138 27% BJPTVXZ	26 16% Y	23 20% Z	27 15% Y	26 16% Z	7 8% QZ	15 18% QZ	19 24% IQY	10 13% H	11 11% H	11 14% H	15 15% Y	10 13% H	22 8% H	21 8% H
BOTTOM 2 BOX (NET)	165 3% F	192 4% F	11 6% AQY	14 8% BFRZ	8 3% AIMOQUVY	2 1% BJPTVXZ	6 6% QY	10 9% BFRZ	18 8% AEQUVY	11 5% FR	31 6% AEQY	35 7% BFRZ	9 6% QY	9 6% FR	6 3% Y	6 4% Z	- - -	- - -	3 4% SBFJPRVZ	10 13% H	2 2% H	5 6% FR	2 2% H	4 5% FR	6 2% H	8 3% H
Not very common	120 2% Y	144 3% F	6 3% Y	6 4% Y	7 3% AIMOQUVY	2 1% BJPTVXZ	10 6% AQY	10 9% BFRZ	4 4% QY	7 3% FR	19 4% AEQY	31 6% BFRZ	6 4% Y	6 4% F	5 3% Y	6 4% Z	- - -	- - -	3 4% Y	8 10% H	2 2% H	2 3% H	2 2% H	3 4% H	2 1% H	5 2% H
Not at all common	45 1% U	48 1% DP	5 3% AE	8 5% BFHLPRZ	1 5% U	- 6% DJP	- 1% GBOJLNPV	- 8% GBOJLNPV	4 3% AEO	2 2% F	12 2% LAE	4 1% P	3 2% U	2 1% P	1 1% P	- - -	- - -	- - -	- - -	2 3% FP	- - -	3 4% BFHLPRZ	- - -	1 1% U	4 1% U	3 1% DJP
Don't know	184 4% U	203 4% DP	5 3% AE	2 1% BFHLPRZ	14 5% U	13 6% DJP	1 1% GBOJLNPV	9 8% GBOJLNPV	7 3% AEO	4 2% F	15 3% LAE	18 3% P	8 5% U	4 3% P	6 3% P	- - -	4 4% U	2 2% P	3 4% DJP	5 6% H	- - -	1 1% U	4 4% U	7 9% U	11 4% U	16 6% DJP
Sigma	4853 100%	4635 100%	180 100%	168 100%	264 100%	226 100%	98 100%	109 100%	227 100%	221 100%	483 100%	517 100%	158 100%	157 100%	175 100%	164 100%	90 100%	82 100%	79 100%	77 100%	99 100%	80 100%	97 100%	80 100%	286 100%	262 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117\_3. How common do you feel each type of abusive Internet behavior is?

8 Jun 2016  
Table 312

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	93*	122	81*	142	47*	77*	114	123	302	401	97*	96*	98*	121	49*	52*	56*	75*	38*	48*	46*	39*	102	123
TOP 2 BOX (NET)	1904 78%	2353 76% HX	73 78%	93 76% HX	64 79%	114 80% HX	34 72%	47 61%	88 77%	90 73% X	239 79%	308 77% HX	68 70% MHXZ	79 82% MHXZ	79 81% BHJLXZ	104 86% BHJLXZ	42 86% M	42 81% HX	48 86% M	63 84% HXZ	32 84%	40 83% HX	37 80% X	21 54%	76 75%	86 70%
Very common	873 36% G	1047 34% HJ	40 43% GI	41 34% HJ	35 43% GI	57 40% HJ	5 11%	12 16%	31 27% G	24 20% AGI	126 42% AGI	147 37% HJ	43 44% GI	36 38% HJ	52 53% AGIW	57 47% BDHJLX	27 55% AGIW	21 40% HJ	24 43% GI	40 53% BDHJLX	23 61% AGIKW	21 44% HJX	14 30% G	9 23% AGI	46 45% AGI	53 43% BHJX
Somewhat common	1031 42% MOUY	1306 42% TZ	33 35%	52 43% Z	29 36%	57 40% Z	29 62% Z	35 45% Z	57 50% CKMOQUY	66 54% BFLPTXZ	113 37% M	161 40% Z	25 26% MZ	43 45% MZ	27 28% Z	47 39% Z	15 31%	21 40%	24 43% M	23 31%	9 24%	19 40% MOUY	23 50% MOUY	12 31%	30 29%	33 27%
BOTTOM 2 BOX (NET)	403 16%	483 16% FPT	17 18%	20 16% T	8 10%	12 8%	11 23% E	19 25% BFNPRT	21 18%	22 18% FPT	52 17% FPT	78 19% BFPT	18 19%	11 11%	13 13%	10 8%	5 10%	4 8%	7 13%	5 7%	6 16%	5 10%	7 15%	8 21% FPT	20 20%	20 16%
Not very common	363 15% C	424 14% T	7 8%	16 13%	7 9%	12 8%	10 21% CE	18 23% BFNPRT	17 15%	18 15% T	47 16% C	66 16% FPRT	17 18% C	10 10%	13 13%	10 8%	5 10%	3 6%	6 11%	4 5%	4 11%	5 10%	6 13%	7 18% T	15 15%	16 13%
Not at all common	40 2%	59 2% DAEIKMOQS	10 11%	4 3% FP	1 1%	-	1 2%	1 1%	4 4%	4 3% FP	5 2%	12 3% F	1 1%	1 1%	-	-	-	1 2%	1 2%	1 1%	2 5% O	-	1 2%	1 3%	5 5% AO	4 3% FP
Don't know	148 6%	257 8% AL	3 3%	9 7% CKSU	9 11% CKSU	16 11% L	2 4%	11 14% LP	5 4%	11 9% L	11 4%	15 4% ACKSU	11 11% ACKSU	6 6%	6 6%	7 6%	2 4%	6 12% L	1 2%	7 9% L	-	3 6%	2 4%	10 26% WIDFJLNPVT	6 6%	17 14% BLP
Sigma	2455 100%	3093 100%	93 100%	122 100%	81 100%	142 100%	47 100%	77 100%	114 100%	123 100%	302 100%	401 100%	97 100%	96 100%	98 100%	121 100%	49 100%	52 100%	56 100%	75 100%	38 100%	48 100%	46 100%	39 100%	102 100%	123 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117\_4. How common do you feel each type of abusive Internet behavior is?

8 Jun 2016  
Table 313

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	153	163	229	220	163	163	204	182	394	476	122	116	119	153	85*	74*	60*	75*	75*	60*	76*	54*	225	221
TOP 2 BOX (NET)	3320 81%	3444 82% X	123 80%	136 83% X	199 87% AK	178 81% X	140 86% K	129 79% X	164 80% BHNX	159 87% X	307 78%	400 84% KNX	97 80%	87 75% X	99 83%	131 86% NX	76 89% AK	67 91% BHNX	51 85%	63 84% X	69 92% ACIKMW	50 83% X	61 80% X	31 57% AIKM	197 88% NX	187 85% NX
Very common	1734 42%	1827 43% NX	79 52% AIKW	86 53% BHNX	96 42%	100 45% NX	68 42%	65 40% X	73 36%	78 43% X	153 39%	209 44% NX	50 41%	39 34%	65 55%	86 56% AEGIKMW	52 61% BFHJLN	38 51% AEGIKMSW	24 40%	37 49% NX	45 60% AEGIKMSW	28 47% X	24 32%	11 20% AEGIKMSW	125 56% BHLJLN	120 54% BHLJLN
Somewhat common	1586 39% COQY	1617 38% DPZ	44 29%	50 31% FACQYU	103 45% COQY	78 35%	72 44% COQY	64 39%	91 45% COQY	81 45% DPZ	154 39% CO	191 40% DPZ	47 39%	48 41% PZ	34 29%	45 29%	24 28%	29 39%	27 45% COQ	26 35%	24 32%	22 37% COQY	37 49% COQY	20 37%	72 32%	67 30%
BOTTOM 2 BOX (NET)	575 14% BEY	520 12% R	25 16% EQY	22 13% R	17 7%	20 9%	20 12%	27 17% FJRZ	30 15% EY	16 9%	76 19% LAEGQY	58 12% R	18 15% EY	22 19% BFJRZ	16 13%	19 12% R	6 7%	3 4%	8 13%	7 9%	6 8%	7 12%	10 13% BFJLRTZ	12 22%	18 8%	19 9%
Not very common	526 13% BEY	441 10% Z	17 11%	16 10%	16 7%	19 9%	18 11%	25 15% BFJLRZ	27 13% JEY	12 7% LAEQY	65 16% LAEQY	45 9%	16 13% Y	21 18% BDFJLPRTZ	14 12%	14 9%	6 7%	3 4%	8 13%	5 7%	6 8%	6 10%	9 12% BDFJLPRTZ	11 20%	15 7%	14 6%
Not at all common	49 1%	79 2% A	8 5% AEGIOUY	6 4% F	1	1	2 1%	2 1%	3 1%	4 2%	11 3% AE	13 3% F	2 2%	1 1%	2 2%	5 3% F	-	-	-	2 3%	-	1 2%	1 1%	1 2%	3 1%	5 2%
Don't know	221 5% GKU	245 6% LP	5 3%	5 3%	13 6% U	22 10% BDHJLP	3 2%	7 4%	10 5%	7 4%	11 3%	18 4%	7 6% U	7 6%	4 3%	3 2%	3 4%	4 5%	1 2%	5 7%	-	3 5%	5 7% WDFJLPRTYZ	11 20%	10 4%	15 7% P
Sigma	4116 100%	4209 100%	153 100%	163 100%	229 100%	220 100%	163 100%	163 100%	204 100%	182 100%	394 100%	476 100%	122 100%	116 100%	119 100%	153 100%	85 100%	74 100%	60 100%	75 100%	75 100%	60 100%	76 100%	54 100%	225 100%	221 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1117\_5. How common do you feel each type of abusive Internet behavior is?

8 Jun 2016  
Table 314

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	4670	4385	172	169	198	194	91*	108	224	211	495	508	168	143	158	162	80*	79*	75*	77*	90*	73*	84*	73*	289	235
TOP 2 BOX (NET)	4166 89% G	3855 88% HX	155 90% G	149 88% HX	177 89% G	164 85% HX	72 79% G	75 69% G	198 88% G	197 93% BFHLTXZ	435 88% G	449 88% HX	147 88% G	125 87% HX	143 91% G	148 91% HX	73 91% G	71 90% HX	68 91% G	65 84% H	85 94% G	63 86% HX	75 89% X	52 71% G	266 92% G	206 88% HX
Very common	2832 61% G	2579 59% HX	122 71% AEGK	104 62% HX	109 55% G	111 57% H	29 32% G	32 30% G	145 65% EG	144 68% BFHLX	297 60% G	294 58% HX	113 67% EG	91 64% HX	105 66% EG	112 69% BFHLX	58 73% AEGK	54 68% HX	53 71% EG	50 65% HX	63 70% EG	45 62% HX	54 64% XG	33 45% H	212 73% AEGIK	162 69% BFHLX
Somewhat common	1334 29% CMQY	1276 29% PZ	33 19% AEGK	45 27% HX	68 34% G	53 27% Z	43 47% G	43 40% G	53 24% EG	53 25% BFHLX	138 28% CY	155 31% PTZ	34 20% G	34 24% G	38 24% G	36 22% G	15 19% G	17 22% G	15 20% G	15 19% G	22 24% G	18 25% G	21 25% G	19 26% G	54 19% G	44 19% G
BOTTOM 2 BOX (NET)	292 6% G	302 7% F	12 7% F	17 10% F	10 5% F	8 4% F	12 13% F	21 19% F	15 7% F	11 5% F	40 8% Y	43 8% F	12 7% F	13 9% F	12 8% F	10 6% F	3 4% F	5 6% F	3 4% F	7 9% F	4 4% F	5 7% F	4 5% F	7 10% F	12 4% F	12 5% F
Not very common	252 5% Y	254 6% Z	7 4% Z	13 8% Z	10 5% Z	6 3% Z	11 12% Z	21 19% Z	11 5% Z	9 4% Z	32 6% Y	35 7% Z	10 6% Y	12 8% FZ	12 8% Y	9 6% Y	3 4% Y	4 5% Y	2 3% Y	5 6% Y	2 2% E	4 5% E	4 5% E	6 8% Z	6 2% Z	6 3% Z
Not at all common	40 1% AEO	48 1% AEO	5 3% AEO	4 2% AEO	- 0% AEO	2 1% AEO	1 1% AEO	- 0% AEO	4 2% AEO	2 1% AEO	8 2% AEO	8 2% AEO	2 1% AEO	1 1% AEO	- 0% AEO	1 1% AEO	- 0% AEO	1 1% AEO	2 3% AEO	2 2% E	1 1% AEO	- 0% AEO	1 1% AEO	6 2% AE	6 3% B	
Don't know	212 5% DNL	228 5% DNL	5 3% DNL	3 2% DNL	11 6% EBDNLNP	22 11% EBDNLNP	7 8% OU	12 11% BDJLNP	11 5% J	3 1% J	20 4% J	16 3% J	9 5% J	5 3% J	3 2% J	4 2% J	4 5% J	3 4% J	4 5% J	5 6% J	1 1% DJ	5 7% DJ	5 6% WBDJLNPRTVZ	14 19% WBDJLNPRTVZ	11 4% DJLP	17 7% DJLP
Sigma	4670 100%	4385 100%	172 100%	169 100%	198 100%	194 100%	91 100%	108 100%	224 100%	211 100%	495 100%	508 100%	168 100%	143 100%	158 100%	162 100%	80 100%	79 100%	75 100%	77 100%	90 100%	73 100%	84 100%	73 100%	289 100%	235 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121. Have you ever been affected by any of these types of abusive Internet behaviors?  
SUMMARY TABLE OF YES

8 Jun 2016  
Table 315

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Spamming	3527 73% BEGK	3224 70% FHLN	138 77% EGK	122 73% FHLN	108 41% FHLN	96 42% FHLN	43 44% FHLN	37 34% FHLN	203 89% FHLN	187 85% FHLN	268 55% FHLN	271 52% FHLN	117 74% FHLN	92 59% FHLN	127 73% FHLN	122 74% FHLN	66 73% FHLN	53 65% FHLN	65 82% FHLN	60 78% FHLN	70 71% FHLN	58 73% FHLN	66 68% FHLN	65 81% FHLN	251 88% FHLN	223 85% FHLN
Malware	2800 60% BEGK	2481 57% FHLN	130 76% FHLN	112 66% FHLN	42 21% FHLN	44 23% FHLN	34 37% FHLN	30 28% FHLN	176 79% FHLN	158 75% FHLN	265 54% FHLN	270 53% FHLN	104 62% FHLN	76 53% FHLN	87 55% FHLN	84 52% FHLN	48 60% FHLN	39 49% FHLN	60 80% FHLN	47 61% FHLN	60 67% FHLN	44 60% FHLN	53 63% FHLN	38 52% FHLN	196 68% FHLN	159 68% FHLN
Phishing	1365 30% EI	1311 31% FJLX	59 41% DAEIKQ	45 30% FJX	19 7% FJX	30 13% E	69 41% AEIKQ	54 34% FJX	35 19% E	29 18% E	126 27% EI	128 26% FJX	50 33% EI	39 33% FJX	51 36% EI	41 27% FX	24 27% E	17 23% FX	27 35% EI	27 33% FJX	42 50% VAEIKMOQWY	19 30% FX	24 33% XEI	4 8% FHLN	75 35% EIK	61 34% FJX
Stolen credentials	816 20% EMY	857 20% FRX	52 34% DAEIKMOY	30 18% F	28 12% F	20 9% HAEIKMOQSY	62 38% FRX	37 23% FRX	37 18% F	38 21% F	70 18% F	97 20% F	13 11% MF	24 21% EM	25 21% EM	34 22% FRX	21 25% REMY	8 11% F	13 22% M	12 16% AEIKMOQSY	30 40% FRX	15 25% XEMY	20 26% F	5 9% FHLN	33 15% FHLN	36 16% FHLN
Cyber squatting	442 18% EI	516 17% F	37 40% DAEIKMOQSY	19 16% F	5 6% F	8 6% F	8 17% F	8 10% F	10 9% F	16 13% F	76 25% AEIMY	80 20% FH	15 15% F	20 21% F	16 16% E	20 17% F	8 16% F	8 15% F	13 23% EI	16 21% F	17 45% VAEIKMOQSY	11 23% F	17 37% XAEIKMOQSY	6 15% F	15 15% F	20 16% F

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121\_1. Have you ever been affected by any of these types of abusive Internet behaviors?  
1. Phishing

8 Jun 2016  
Table 316

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	143	151	267	233	170	159	184	158	471	485	151	118	142	150	89*	74*	78*	81*	84*	64*	73*	48*	215	181
Yes	1365 30% EI	1311 31% FJLX	59 41% DAEIKQ	45 30% FJX	19 7% E	30 13% E AEIKQ	69 41% FJX	54 34% FJX	35 19% E	29 18% E	126 27% EI	128 26% FJX	50 33% EI	39 33% FJX	51 36% EIK	41 27% FX	24 27% E	17 23% FX	27 35% EI	27 33% FJX	42 50% VAEIKMOQWY	19 30% FX	24 33% XEI	4 8% EIK	75 35% EIK	61 34% FJX
No	2439 54% CMOUY	2291 55% Z	57 40% E	74 49% E	221 83% E	179 77% BDHJLNPRTZ	80 47% E	84 53% E	116 63% ACGMOLUWY	105 66% BDHNPZ	266 56% CGMOUY	299 62% BDHZ	65 43% E	64 54% E	60 42% E	82 55% O	56 63% CGMOUY	47 64% DZ	46 59% CMOUY	46 57% E	32 38% UDZ	42 66% UDZ	36 49% E	33 69% WDZ	93 43% E	84 46% E
Not sure	754 17% BES	567 14% V	27 19% ES	32 21% BFLTV	27 10% E	24 10% E	21 12% E	21 13% E	33 18% ES	24 15% V	79 17% LES	58 12% E	36 24% NAEGQSJ	15 13% E	31 22% EGQS	27 18% FV	9 10% E	10 14% E	5 6% E	8 10% E	10 12% E	3 5% E	13 18% S	11 23% FLTV	47 22% AEGQS	36 20% BFLTV
Sigma	4558 100%	4169 100%	143 100%	151 100%	267 100%	233 100%	170 100%	159 100%	184 100%	158 100%	471 100%	485 100%	151 100%	118 100%	142 100%	150 100%	89 100%	74 100%	78 100%	81 100%	84 100%	64 100%	73 100%	48 100%	215 100%	181 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121\_2. Have you ever been affected by any of these types of abusive Internet behaviors?  
2. Spamming

8 Jun 2016  
Table 317

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	180	168	264	226	98*	109	227	221	483	517	158	157	175	164	90*	82*	79*	77*	99*	80*	97*	80*	286	262
Yes	3527 73% BEGK	3224 70% FHLN	138 77% EGK	122 73% FHLN	108 41% I	96 42% I	43 44% I	37 34% I	203 89% ACEGMOQUW	187 85% BDFHLNPRV	268 55% EG	271 52% FH	117 74% NEGK	92 59% FH	127 73% EGK	122 74% FHLN	66 73% EGK	53 65% FHL	65 82% EGKW	60 78% FHLN	70 71% EGK	58 73% FHLN	66 68% EGK	65 81% WBFHLNR	251 88% ACEGMOQUW	223 85% BDFHLNPRV
No	946 19% IMY	1063 23% AJXZ	29 16% IY	31 18% JZ	130 49% I	113 50% I	43 44% I	53 49% I	20 9% I	24 11% I	156 32% I	192 37% I	17 11% I	48 31% I	38 22% I	31 19% JZ	15 17% IY	25 30% QDJXPXZ	10 13% Z	14 18% Z	22 22% IMY	19 24% JXZ	21 22% IMY	9 11% I	19 7% I	25 10% I
Not sure	380 8% I	348 8% I	13 7% I	15 9% I	26 10% I	17 8% I	12 12% IY	19 17% IY	4 2% I	10 5% I	59 12% AIOY	54 10% BJZ	24 15% ACIOSY	17 11% JZ	10 6% I	11 7% I	9 10% I	4 5% I	4 5% I	3 4% I	7 7% I	3 4% I	10 10% I	6 8% I	16 6% I	14 5% I
Sigma	4853 100%	4635 100%	180 100%	168 100%	264 100%	226 100%	98 100%	109 100%	227 100%	221 100%	483 100%	517 100%	158 100%	157 100%	175 100%	164 100%	90 100%	82 100%	79 100%	77 100%	99 100%	80 100%	97 100%	80 100%	286 100%	262 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121\_3. Have you ever been affected by any of these types of abusive Internet behaviors?  
3. Cyber squatting

8 Jun 2016  
Table 318

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	2455	3093	93*	122	81*	142	47*	77*	114	123	302	401	97*	96*	98*	121	49*	52*	56*	75*	38*	48*	46*	39*	102	123
Yes	442 18% EI	516 17% F	37 40% DMEGKMOOSY	19 16% F	5 6%	8 6%	8 17%	8 10%	10 9%	16 13% F	76 25% AEIMY	80 20% FH	15 15%	20 21% F	16 16% E	20 17% F	8 16%	8 15% F	13 23% EI	16 21% F	17 45% VAEGIKMOOSY	11 23% F	17 37% XAEIGKMOOY	6 15% F	15 15%	20 16% F
No	1617 66% CKMUW	2071 67% C	39 42% C	75 61% ACKMOLUWY	64 79% BDHLPTXZ	112 79% CMUW	34 72% CMUW	47 61% ACKMOLUWY	87 76% CUW	86 70% CUW	180 60% CUW	272 68% K	48 49%	65 68% M	60 61% CUW	78 64% CMUW	34 69% CMUW	37 71% CMUW	38 68% CMUW	48 64% CMUW	15 39% U	32 67% U	18 39% S	23 59% LN	63 62% AS	73 59% BLNV
Not sure	396 16% L	506 16% L	17 18% BLN	28 23% BLN	12 15%	22 15%	5 11%	22 29% GBFLNRTV	17 15%	21 17%	46 15%	49 12%	34 35% NACEGKOGSU	11 11%	22 22% S	23 19%	7 14%	7 13%	5 9%	11 15%	6 16%	5 10%	11 24% S	10 26% LN	24 24% AS	30 24% BLNV
Sigma	2455 100%	3093 100%	93 100%	122 100%	81 100%	142 100%	47 100%	77 100%	114 100%	123 100%	302 100%	401 100%	97 100%	96 100%	98 100%	121 100%	49 100%	52 100%	56 100%	75 100%	38 100%	48 100%	46 100%	39 100%	102 100%	123 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121\_4. Have you ever been affected by any of these types of abusive Internet behaviors?  
4. Stolen credentials

8 Jun 2016  
Table 319

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ipines	2016 Phil- ipines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	153	163	229	220	163	163	204	182	394	476	122	116	119	153	85*	74*	60*	75*	75*	60*	76*	54*	225	221
Yes	816 20% EMY	857 20% FRX	52 34% DAEIKMOY	30 18% F	28 12% HAEIKMOQSY	20 9% FRX	62 38% FRX	37 23% FRX	37 18% F	38 21% F	70 18% F	97 20% F	13 11% MF	24 21% MF	25 21% EM	34 22% FRX	21 25% REMY	8 11% M	13 22% M	12 16% AEIKMOQSY	30 40% FRX	15 25% XEMY	20 26% XEMY	5 9% F	33 15% F	36 16% F
No	2650 64% CGMU	2761 66% D	71 46% ACGIRKMOUWY	93 57% BDHJP	180 79% BDHJP	165 75% BDHJP	78 48% G	100 61% CGU	132 65% CGU	116 64% CGMU	258 65% CGMU	326 68% D	66 54% D	77 66% CGU	76 64% CGU	100 65% CGMU	58 68% BDHJLNPTZ	60 81% CGU	40 67% CGU	50 67% UD	34 45% UD	44 73% WBBDHJ	43 57% CGMU	43 80% CGMU	154 68% CGMU	147 67% CGMU
Not sure	650 16% BEQ	591 14% V	30 20% EQ	40 25% BFJLNPVX	21 9% EV	35 16% EV	23 14% V	26 16% V	35 17% EQ	28 15% V	66 17% LEQ	53 11% V	43 35% V	15 13% V	18 15% V	19 12% V	6 7% V	8 8% V	7 12% V	13 17% V	11 15% V	1 2% V	13 17% V	6 11% V	38 17% EQ	38 17% LV
Sigma	4116 100%	4209 100%	153 100%	163 100%	229 100%	220 100%	163 100%	163 100%	204 100%	182 100%	394 100%	476 100%	122 100%	116 100%	119 100%	153 100%	85 100%	74 100%	60 100%	75 100%	75 100%	60 100%	76 100%	54 100%	225 100%	221 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1121\_5. Have you ever been affected by any of these types of abusive Internet behaviors?  
5. Malware

8 Jun 2016  
Table 320

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4670	4385	172	169	198	194	91*	108	224	211	495	508	168	143	158	162	80*	79*	75*	77*	90*	73*	84*	73*	289	235
Yes	2800 60% BEGK	2481 57% FH	130 76% AEGKMOQW	112 66% BFHLNPRX	42 21% I	44 23% J	34 37% E	30 28% F	176 79% AEGKMOQWY	158 75% BFHLNPRTX	265 54% EG	270 53% FH	104 62% EG	76 53% FH	87 55% EG	84 52% FH	48 60% EG	39 49% FH	60 80% TAEKMOQWY	47 61% FH	60 67% EGK	44 60% FH	53 63% EG	38 52% FH	196 68% AEGKO	159 68% BFHLNPRX
No	1279 27% CISY	1413 32% ADJZ	24 14% A	37 22% B	127 64% ACIKMOQWY	128 66% BFHLNPRTX	42 46% ACIKMOQWY	55 51% BDJLPTVXZ	32 14% A	39 18% B	158 32% ACIMSY	181 36% DJZ	35 21% M	58 41% MBDJTZ	48 30% CIMS	54 33% DJZ	21 26% CIS	32 41% DJTZ	9 12% S	19 25% S	20 22% J	23 32% J	21 25% CIS	20 27% CIS	51 18% AEGKO	50 21% BFHLNPRX
Not sure	591 13% BI	491 11% J	18 10% A	20 12% B	29 15% I	22 11% J	15 16% F	23 21% G	16 7% H	14 7% I	72 15% I	57 11% J	29 17% NI	9 6% O	23 15% I	24 15% JN	11 14% O	8 10% P	6 8% Q	11 14% J	10 11% P	6 8% Q	10 12% B	15 21% BJLNVZ	42 15% I	26 11% J
Sigma	4670 100%	4385 100%	172 100%	169 100%	198 100%	194 100%	91 100%	108 100%	224 100%	211 100%	495 100%	508 100%	168 100%	143 100%	158 100%	162 100%	80 100%	79 100%	75 100%	77 100%	90 100%	73 100%	84 100%	73 100%	289 100%	235 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Stolen credentials	3521 86%	3651 87%	135 88%	156 96%	204 89% O	199 90% N	143 88%	143 88%	176 86%	164 90% N	341 87%	409 86%	108 89%	95 82%	96 81%	134 88%	69 81%	69 93% QNX	50 83%	62 83%	72 96% AGIKOQS	52 87%	67 88%	44 81%	199 88%	199 90% N
Malware	3784 81%	3589 82%	144 84%	142 84%	168 85% OY	165 85%	70 77%	86 80%	182 81%	172 82%	400 81%	416 82%	139 83%	115 80%	121 77%	130 80%	62 78%	64 81%	60 80%	65 84%	72 80%	60 82%	63 75%	60 82%	224 78%	189 80%
Phishing	3488 77%	3306 79% A	120 84% AIQ	129 85% P	222 83% AIQ	202 87% BNPR	146 86% AIOQY	133 84%	134 73%	128 81%	380 81% AIQ	395 81%	120 79%	92 78%	107 75%	112 75%	63 71%	56 76%	60 77%	69 85% ACEKMOOSWY	79 94% P	56 88% BNPR	61 84% BNPR	44 92% BNPR	166 77%	144 80%
Cyber squatting	1613 66%	2077 67%	72 77% A	99 81% BR	68 84% AIO	121 85% BHJPRX	35 74%	56 73%	75 66%	88 72%	230 76% AI	316 79% BR	81 84% AIO	75 78% BR	67 68%	90 74%	35 71%	31 60%	45 80% A	61 81% BR	34 89% AIOQ	38 79% R	39 85% AIO	26 67%	83 81% AIO	100 81% BR
Spamming	2889 60% IY	2780 60% JX	117 65% IWY	116 69%	216 82% BJNRPYXZ	185 82%	77 79%	82 75%	100 44%	101 46%	333 69% AIOQWY	361 70% SUNPRTVXZ	100 63% IY	87 55% X	96 55% I	100 61% JX	48 53%	44 54%	47 59% I	43 56% X	64 65% IY	41 51%	51 53%	31 39%	147 51%	147 56% JX

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126. How scared are you of each of the following?  
SUMMARY TABLE OF BOTTOM 2 BOX

8 Jun 2016  
Table 322

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	5768	5014	201	175	307	250	194	175	250	223	647	556	195	168	191	178	98*	87*	100	89*	110	88*	107	85*	345	283
Spamming	1964 40% EGK	1855 40% DFHL	63 35% EG	52 31% F	48 18% 18%	41 18% 18%	21 21% 21%	27 25% 25%	127 56% 54%	120 54% 54%	150 31% E	156 30% F	58 37% EG	70 45% DFHL	79 45% EGK	64 39% FHL	42 47% EGK	38 46% DFHL	32 41% EG	34 44% DFHL	35 35% EG	39 49% DFHL	46 47% CEGK	49 61% BDFHLPZ	139 49% ACEGKMU	115 44% DFHL
Cyber squatting	842 34% CEKMSUWY	1016 33% DFLNTZ	21 23% 23%	23 19% 19%	13 16% 16%	21 15% 15%	12 26% 26%	21 27% F	39 34% EKMUYWY	35 28% F	72 24% 24%	85 21% 21%	16 16% 16%	21 22% 22%	31 32% EMUWY	31 26% F	14 29% U	21 40% DFLNTVZ	11 20% 20%	14 19% 19%	4 11% 11%	10 21% 21%	7 15% 15%	13 33% F	19 19% 19%	23 19% 19%
Phishing	1070 23% BCEGKU	863 21% FX	23 16% U	22 15% U	45 17% U	31 13% 13%	24 14% 14%	26 16% CEGKU	50 27% CEGKU	30 19% 19%	91 19% U	90 19% U	31 21% U	26 22% FX	35 25% GU	38 25% DFVX	26 29% CEGKU	18 24% FX	18 23% U	12 15% 15%	5 6% 6%	8 13% 13%	12 16% U	4 8% 8%	49 23% GU	37 20% 20%
Malware	886 19% 19%	796 18% 18%	28 16% 16%	27 16% 16%	30 15% 15%	29 15% 15%	21 23% 23%	22 20% 20%	42 19% 19%	39 18% 18%	95 19% 19%	92 18% 18%	29 17% 17%	28 20% 20%	37 23% E	32 20% 20%	18 23% 23%	15 19% 19%	15 20% 20%	12 16% 16%	18 20% 20%	13 18% 18%	21 25% 25%	13 18% 18%	65 22% E	46 20% 20%
Stolen credentials	595 14% U	558 13% D	18 12% D	7 4% 4%	25 11% 11%	21 10% 10%	20 12% U	20 12% D	28 14% U	18 10% D	53 13% U	67 14% D	14 11% 11%	21 18% DFJRZ	23 19% EU	19 12% D	16 19% RU	5 7% 7%	10 17% U	13 17% D	3 4% 4%	8 13% D	9 12% 12%	10 19% DR	26 12% 12%	22 10% D

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126\_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4558	4169	143	151	267	233	170	159	184	158	471	485	151	118	142	150	89*	74*	78*	81*	84*	64*	73*	48*	215	181
TOP 2 BOX (NET)	3488 77%	3306 79% A	120 84% AIQ	129 85% P	222 83% AIQ	202 87% BNPR	146 86% AIOQY	133 84%	134 73%	128 81%	380 81% AIQ	395 81%	120 79%	92 78%	107 75%	112 75%	63 71%	56 76%	60 77%	69 85%	79 94% ACEKMOOSWY	56 88% P	61 84%	44 92% BNPR	166 77%	144 80%
Very scared	1542 34% EGI	1671 40% AH	66 46% AEGIS	85 56% BFHJLNPTZ	60 22% E	80 34% BNPR	34 20% AIOQY	50 31% G	49 27%	58 37% I	178 38% EGIS	210 43% FHT	60 40% EGIS	45 38%	58 41% EGIS	58 39%	32 36% EG	33 45%	19 24%	25 31%	64 76% ACEKMOOSWY	44 69% BFHJLNPTZ	32 44% EGIS	25 52% FHT	87 40% AEGIS	78 43% H
Somewhat scared	1946 43% BOU	1635 39% DV	54 38% U	44 29% U	162 61% ACEKMOOSWY	122 52% BDLNPRVZ	112 66% HACKMOOSWY	83 52% BDLNPRVZ	85 46% OU	70 44% DV	202 43% U	185 38% DV	60 40% U	47 40% V	49 35% U	54 36% V	31 35% U	23 31% COQUY	41 53% BDLNPRVZ	44 54% U	15 18%	12 19%	29 40% U	19 40% V	79 37% U	66 36% V
BOTTOM 2 BOX (NET)	1070 23% BCEGKU	863 21% FX	23 16% U	22 15% U	45 17% U	31 13% U	24 14% U	26 16% CEGKU	50 27% U	30 19% U	91 19% U	90 19% U	31 21% U	26 22% FX	35 25% GU	38 29% DFVX	26 24% CEGKU	18 24% FX	18 23% U	12 15%	5 6%	8 13%	12 16% U	4 8% GU	49 23% GU	37 20%
Not very scared	786 17% BCKU	651 16% U	14 10% U	19 13% U	38 14% U	27 12% U	22 13% U	20 13% CU	24 15% U	60 13% U	66 14% U	24 16% U	20 17% U	22 15% U	25 17% U	19 21% CKU	12 16% U	11 14% U	8 10%	4 5%	6 9%	9 12%	4 8%	31 14% U	23 13%	
Not at all scared	284 6% BEG	212 5% F	9 6% G	3 2% U	7 3% U	4 2% U	2 1% U	6 4% JEGU	17 9% U	6 4% EG	31 7% U	24 5% F	7 5% U	6 5% U	13 9% EGU	13 9% BDFX	7 8% EGU	6 8% DFX	7 9% EGU	4 5%	1 1%	2 3%	3 4%	- EGU	18 8% DFX	14 8%
Sigma	4558 100%	4169 100%	143 100%	151 100%	267 100%	233 100%	170 100%	159 100%	184 100%	158 100%	471 100%	485 100%	151 100%	118 100%	142 100%	150 100%	89 100%	74 100%	78 100%	81 100%	84 100%	64 100%	73 100%	48 100%	215 100%	181 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126\_2. How scared are you of each of the following?

8 Jun 2016  
Table 324

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4853	4635	180	168	264	226	98*	109	227	221	483	517	158	157	175	164	90*	82*	79*	77*	99*	80*	97*	80*	286	262
TOP 2 BOX (NET)	2889	2780	117	116	216	185	77	82	100	101	333	361	100	87	96	100	48	44	47	43	64	41	51	31	147	147
	60% IY	60% JX	65% IWY	69% BJNRTVXZ	82% ACIKMOGSUWY	82% BDJLNPRVXZ	79% ACIKMOGSUWY	75% BJNPRTVXZ	44%	46% AIOQWY	69% BJNPRTVXZ	70% IY	63% IY	55% X	55% I	61% JX	53%	54%	59% I	56% X	65% IY	51%	53%	39%	51%	56%
Very scared	1041	1011	51	54	58	61	15	27	30	35	138	164	38	28	49	47	19	22	12	10	33	18	15	13	64	56
	21% I	22% J	28% AGISW	32% BJNTXZ	22% I	27% JNT	15% T	25% T	13%	16% AGISW	29% BJNTXZ	32% I	24% I	18% AGISW	28% BJNTX	29% I	21%	27% JT	15% AEGISWY	13% AEGISWY	33% AEGISWY	23%	15% X	16%	22% I	21%
Somewhat scared	1848	1769	66	62	158	124	62	55	70	66	195	197	62	59	47	53	29	22	35	33	31	23	36	18	83	91
	38% IOY	38% JRX	37% O	37% X	60% ACIKMOGSUWY	55% BDJLNPRVXZ	63% ACIKMOGSUWY	50% BDJLNPRVXZ	31%	30% IOY	40% JRX	38% OY	39% OY	38% X	27% X	32% X	32%	27%	44% IOY	43% JRX	31%	29%	37% X	23%	29%	35% X
BOTTOM 2 BOX (NET)	1964	1855	63	52	48	41	21	27	127	120	150	156	58	70	79	64	42	38	32	34	35	39	46	49	139	115
	40% EGK	40% DFHL	35% EG	31% F	18% EG	18% F	21% ACEGKMOSU	25% BDFHLPZ	56% BDFHLPZ	54% E	31% E	30% F	37% EG	45% DFHL	45% EGK	39% FHL	47% EGK	46% DFHL	41% EG	44% DFHL	35% EG	49% DFHL	47% CEGK	61% BDFHLPZ	49% ACEGKMU	44%
Not very scared	1432	1304	45	43	44	34	19	19	76	72	110	108	46	53	53	34	26	26	17	20	24	23	31	28	96	76
	30% EGK	28% FHLP	25% E	26% F	17% EG	15% F	19% EGKS	17% EGKS	33% FHLP	33% FHLP	23% E	21% E	29% E	34% FHLP	30% PEK	21% E	29% E	32% FHL	22% F	26% F	24% F	29% F	32% FHLP	35% EGKS	34% EGKS	29%
Not at all scared	532	551	18	9	4	7	2	8	51	48	40	48	12	17	26	30	16	12	15	14	11	16	15	21	43	39
	11% EGK	12% DF	10% EG	5% EG	2% EG	3% EG	2% ACEGKMUY	7% BDFHLN	22% BDFHLN	22% EG	8% EG	9% F	8% E	11% F	15% EGKM	18% BDFHL	18% AEGKM	15% DF	19% ACEGKM	18% DFHL	11% EG	20% BDFHL	15% EGKM	26% BDFHLN	15% AEGKM	15%
Sigma	4853	4635	180	168	264	226	98	109	227	221	483	517	158	157	175	164	90	82	79	77	99	80	97	80	286	262
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126\_3. How scared are you of each of the following?

8 Jun 2016  
Table 325

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2455	3093	93*	122	81*	142	47*	77*	114	123	302	401	97*	96*	98*	121	49*	52*	56*	75*	38*	48*	46*	39*	102	123
TOP 2 BOX (NET)	1613 66%	2077 67%	72 77% A	99 81% BR	68 84% AIO	121 85% BHJPRX	35 74%	56 73%	75 66%	88 72%	230 76% AI	316 79% BR	81 84% AIO	75 78% BR	67 68%	90 74%	35 71%	31 60%	45 80% A	61 81% BR	34 89% AIOQ	38 79% R	39 85% AIO	26 67%	83 81% AIO	100 81% BR
Very scared	707 29%	881 28% H	36 39% AG	51 42% BH	20 25% H	45 32% H	9 19%	13 17%	34 30%	43 35% H	125 41% AEGI	166 41% BFH	47 48% NAEGIW	30 31% H	44 45% AEGI	44 36% H	20 41% G	16 31%	18 32%	22 29%	25 66% VACEGKROGBWY	18 38% H	14 30%	12 31% AEGI	46 45% BH	51 41% BH
Somewhat scared	906 37% O	1196 39%	36 39% O	48 39% O	48 59% ADKMOOQY	76 54% BDJLPRZ	26 55%	43 56%	41 36%	45 37%	105 35% O	150 37%	34 35%	45 47% R	23 23%	46 38% O	15 31%	15 29%	27 48% OU	39 52% BJLR	9 24%	20 42% AIO	25 54% AIO	14 36%	37 36%	49 40%
BOTTOM 2 BOX (NET)	842 34% CEKMSUWY	1016 33% DFLNTZ	21 23%	23 19%	13 16%	21 15%	12 26%	21 27% F	39 34% EKMUY	35 28% F	72 24%	85 21%	16 16%	21 22% EMUWY	31 32%	31 26% F	14 29% U	21 40% DFLNTVZ	11 20%	14 19%	4 11%	10 21%	7 15%	13 33% F	19 19%	23 19%
Not very scared	582 24% CEKMSY	725 23% FLVZ	14 15%	20 16%	10 12%	19 13%	10 21% Y	18 23% LVZ	24 21% Y	27 22% LVZ	53 18% Y	53 13%	11 11%	17 18%	18 18%	21 17%	8 16% FLVZ	14 27% FLVZ	5 9%	11 15%	4 11%	4 8%	6 13%	11 28% FLVZ	9 9%	11 9%
Not at all scared	260 11% EKU	291 9% DF	7 8%	3 2%	3 4%	2 1%	2 4%	3 4%	15 13% EKMUY	8 7% F	19 6%	32 8% DF	5 5%	4 4%	13 13% EKUW	10 8% DF	6 12% U	7 13% DFHN	6 11% U	3 4%	-	6 13% UDF	1 2%	2 5%	10 10% U	12 10% DF
Sigma	2455 100%	3093 100%	93 100%	122 100%	81 100%	142 100%	47 100%	77 100%	114 100%	123 100%	302 100%	401 100%	97 100%	96 100%	98 100%	121 100%	49 100%	52 100%	56 100%	75 100%	38 100%	48 100%	46 100%	39 100%	102 100%	123 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126\_4. How scared are you of each of the following?

8 Jun 2016  
Table 326

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4116	4209	153	163	229	220	163	163	204	182	394	476	122	116	119	153	85*	74*	60*	75*	75*	60*	76*	54*	225	221
TOP 2 BOX (NET)	3521 86%	3651 87%	135 88%	156 96%	204 89% O	199 90% N	143 88%	143 88%	176 86%	164 90% N	341 87%	409 86%	108 89%	95 82%	96 81%	134 88%	69 81%	69 93% QNX	50 83%	62 83%	72 96% AGIKOQS	52 87%	67 88%	44 81%	199 88%	199 90% N
Very scared	2055 50% EGS	2191 52% FHT	102 67% AEGIKS	132 81% CBFHANPTVXZ	76 33% O	81 37% N	64 39% N	62 38% N	106 52% EGS	108 59% BFHT	224 57% AEGS	270 57% BFHT	70 57% EGS	59 51% FHT	75 63% AEGS	97 63% BFHNT	46 54% EGS	42 57% FHT	22 37% QNX	25 33% AGIKOQS	63 84% VACEGRKMOQWY	36 60% FHT	41 54% EGS	28 52% FT	130 58% AEGS	140 63% BFHNT
Somewhat scared	1466 36% CKOU	1460 35% DLPZ	33 22% AEGIKS	24 15% CBFHANPTVXZ	128 56% ACRKMOMQWY	118 54% BDJLNPRVXZ	79 48% ACRKMOMQWY	81 50% BDJLNPRVXZ	70 34% COU	56 31% D	117 30% OU	139 29% D	38 31% OU	36 31% D	21 18% DFJRZ	37 24% D	23 27% U	27 36% D	28 47% CKMOQWY	37 49% BDJLNPRVXZ	9 12% UD	16 27% COU	26 34% D	16 30% D	69 31% OU	59 27% D
BOTTOM 2 BOX (NET)	595 14% U	558 13% D	18 12% D	7 4% D	25 11% D	21 10% U	20 12% U	20 12% D	28 14% U	18 10% D	53 13% U	67 14% D	14 11% DFJRZ	21 18% U	23 19% EU	19 12% D	16 19% RU	5 7% U	10 17% U	13 17% D	3 4% UD	8 13% D	9 12% COU	10 19% DR	26 12% D	22 10% D
Not very scared	455 11% UY	416 10% DZ	13 8% D	5 3% D	23 10% U	17 8% U	17 10% U	15 9% D	17 8% U	14 8% U	41 10% U	50 11% DZ	11 9% U	16 14% DZ	13 11% U	12 8% U	11 13% U	4 5% U	6 10% D	8 11% D	2 3% UD	7 12% UD	8 11% DFRZ	9 17% D	14 6% E	12 5% E
Not at all scared	140 3% E	142 3% E	5 3% E	2 1% E	2 1% E	4 2% E	3 2% E	5 3% E	11 5% E	4 2% E	12 3% E	17 4% E	3 2% E	5 4% E	10 8% AEGKMUW	7 5% E	5 6% E	1 1% E	4 7% E	5 7% DF	1 1% E	1 2% E	1 1% E	1 2% E	12 5% E	10 5% E
Sigma	4116 100%	4209 100%	153 100%	163 100%	229 100%	220 100%	163 100%	163 100%	204 100%	182 100%	394 100%	476 100%	122 100%	116 100%	119 100%	153 100%	85 100%	74 100%	60 100%	75 100%	75 100%	60 100%	76 100%	54 100%	225 100%	221 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1126\_5. How scared are you of each of the following?

8 Jun 2016  
Table 327

5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	4670	4385	172	169	198	194	91*	108	224	211	495	508	168	143	158	162	80*	79*	75*	77*	90*	73*	84*	73*	289	235
TOP 2 BOX (NET)	3784 81%	3589 82%	144 84%	142 84%	168 85% OY	165 85%	70 77%	86 80%	182 81%	172 82%	400 81%	416 82%	139 83%	115 80%	121 77%	130 80%	62 78%	64 81%	60 80%	65 84%	72 80%	60 82%	63 75%	60 82%	224 78%	189 80%
Very scared	1853 40% EG	1733 40% FHT	89 52% AEGKMGSWY	79 47% FHTX	52 26%	63 32%	25 27%	29 27%	101 45% EG	90 43% FHT	208 42% EG	209 41% FHT	69 41% EG	59 41% HT	73 46% EGQ	76 47% FHTX	26 33%	29 37%	27 36%	21 27%	49 54% AEGKMGSWY	34 47% FHT	29 35%	23 32%	113 39% EG	108 46% BFHTX
Somewhat scared	1931 41% COU	1856 42% PZ	55 32%	63 37%	116 59% ACBKMGSWY	102 53% BDJLNPVZ	45 49% CIOU	57 53% BDJLNPVZ	81 36%	82 39%	192 39% U	207 41% OU	70 42% OU	56 39%	48 30%	54 33% COU	36 45% COU	35 44%	33 44% OU	44 57% BDJLNPVZ	23 26% BDJLNPVZ	26 36%	34 40% U	37 51% PZ	111 38% U	81 34%
BOTTOM 2 BOX (NET)	886 19%	796 18%	28 16%	27 16%	30 15%	29 15%	21 23%	22 20%	42 19%	39 18%	95 19%	92 18%	29 17%	28 20%	37 23% E	32 20%	18 23%	15 19%	15 20%	12 16%	18 20%	13 18%	21 25%	13 18%	65 22% E	46 20%
Not very scared	692 15%	604 14%	21 12%	22 13%	27 14%	27 14%	21 23% ACEK	17 16%	32 14%	31 15%	73 15%	69 14%	24 14%	22 15%	23 15%	20 12%	10 13%	11 14%	11 15%	9 12%	13 14%	7 10%	16 19%	9 12%	49 17%	28 12%
Not at all scared	194 4% G	192 4% F	7 4%	5 3%	3 2%	2 1%	-	5 5% GF	10 4% G	8 4%	22 4% G	23 5% F	5 3%	6 4%	14 9% AEGKM	12 7% F	8 10% AEGKM	4 5% F	4 5% G	3 4%	5 6% G	6 8% F	5 6% EG	4 5% F	16 6% EG	18 8% BDF
Sigma	4670 100%	4385 100%	172 100%	169 100%	198 100%	194 100%	91 100%	108 100%	224 100%	211 100%	495 100%	508 100%	168 100%	143 100%	158 100%	162 100%	80 100%	79 100%	75 100%	77 100%	90 100%	73 100%	84 100%	73 100%	289 100%	235 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1130\_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

8 Jun 2016  
Table 328

1. Phishing

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Purchased antivirus software for my computer	3048 50% BSY	2382 44% NPTVXZ	95 46% NTX	72 39% NTX	183 51% SY	153 49% DHNPTVXZ	93 46% HAEI	69 38% JACEIGASUWY	168 66% BOHNLNPTVXZ	124 54% SY	339 49% NPTVXZ	270 45% N	92 44% N	53 29% N	89 44% N	69 36% SUY	58 55% BOHNLNPTVXZ	53 59% F	36 35% AEI	26 27% BFJ	50 42% AEI	30 32% FJ	50 45% EI	25 27% FJ	151 41% ZEI	115 36% FJ
Changed my Internet habits	1777 29% BEI	1309 24% FJ	80 39% AEI	64 35% BFHJLRZ	34 9% E	30 10% FJZ	73 36% HAEI	44 24% FJ	38 15% E	33 14% LAEI	227 33% FJ	155 26% FJ	75 36% AEI	63 35% BFHJLRZ	61 30% EI	49 26% FJ	48 46% RAEIKOWY	20 22% F	42 41% AEI	32 33% BFJ	47 39% AEI	28 30% FJ	35 32% EI	28 30% FJ	123 33% ZEI	77 24% FJ
Purchased an identity protection plan	681 11% ESY	699 13% AFJZ	21 10% E	26 14% FJZ	12 3% E	22 7% ACEIQSWY	35 17% FJZ	30 16% FJZ	24 9% E	18 8% ACEIQSWY	136 20% BDFJPRTXZ	136 23% ACEIQSWY	48 23% BDFHJPRTXZ	30 27% BDFHJPRTXZ	15% ESY	25 13% FZ	9 9% E	7 8% S	4 4% S	11 11% S	12 10% E	16 17% FJZ	9 8% E	8 9% E	27 7% E	20 6% E
Stopped making purchases online	547 9% EIY	520 10% FXZ	30 15% AEIY	27 15% BFHJPRXZ	5 1% E	8 3% EIY	22 11% EIY	13 7% FX	9 4% IFX	19 8% AEIY	85 12% BFHJPRXZ	75 13% EIY	23 11% BFHJPRXZ	28 15% EIY	17 8% EI	12 6% F	14 13% EIY	7 8% FX	22 21% AEGIKMOWY	18 19% BFHJPRXZ	19 16% AEIOY	9 10% FX	9 8% XE	1 1% XE	21 6% E	18 6% E
Other	393 6% U	345 6% U	16 8% U	13 7% U	17 5% U	24 8% U	8 4% U	10 5% U	13 5% U	9 4% U	37 5% U	31 5% U	17 8% U	15 X	15 U	17 9% JX	6 6% U	4 4% U	6 6% U	6 6% U	1 1% U	3 3% U	4 4% U	2 2% U	23 6% U	25 8% U
None	1167 19% IKM	1244 23% ADLN	29 14% ADLN	24 13% ADLN	131 37% ADLN	103 33% BDLNPRTV	44 22% CIKM	60 33% GBDLNRTV	35 14% IDLN	58 25% IDLN	82 12% IDLN	91 15% IDLN	25 12% IDLN	27 15% IDLN	34 17% DLN	47 24% DLN	17 16% DLN	16 18% DLN	14 14% DLN	17 18% DLN	20 17% DLN	19 20% KM	23 21% WBDLNPRTV	34 37% ACIKMOS	92 25% BDLNRT	99 31% BDLNRT
Sigma	7613 124%	6499 119%	271 132%	226 123%	382 107%	340 108%	275 135%	226 123%	287 113%	261 113%	906 132%	758 127%	280 135%	234 129%	246 122%	219 114%	152 145%	107 119%	124 120%	110 115%	149 125%	105 113%	130 118%	98 105%	437 118%	354 110%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1130\_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

8 Jun 2016  
Table 329

2. Spamming

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Purchased antivirus software for my computer	2795 45% BGOS	2236 41% HNT	100 49% DGOS	67 36% T	183 51% AGOSY	156 50% BDHNPTZ	77 38% H	50 27% JACEGMOOSWY	168 66% BDHNPTVXZ	125 54% GOS	335 49% BDHNPTZ	282 47% N	92 44% N	59 33% N	75 37% N	66 34% T	55 52% GOS	48 53% BDHNPTVZ	37 36% T	22 23% T	52 44% T	36 39% T	49 45% HT	39 42% HT	162 44% HT	127 40% HT
Changed my Internet habits	1505 24% EI	1329 24% FJ	79 38% AEGIK	76 41% BFHLRVXZ	28 8% E	28 9% E	59 29% HEI	36 20% F	35 14% E	37 16% F	179 26% EI	151 25% FJ	74 36% AEIK	63 35% BFHJL	67 33% AEIK	69 36% BFHJL	40 38% RAEIK	22 24% F	32 31% EI	38 40% BFHLRVXZ	36 30% EI	23 25% F	32 29% EI	23 25% F	113 31% AEI	87 27% FJ
Purchased an identity protection plan	576 9% E	620 11% AFXZ	18 9% E	20 11% FX	14 4% E	14 4% E	33 16% ACEISWY	32 17% BFPXZ	24 9% E	27 12% FXZ	113 16% ACEISWY	129 22% KBDJFRTVXZ	45 22% ACEISWY	41 23% BDJFRTVXZ	36 18% PACEISWY	18 9% FX	11 10% E	9 5% FX	5 9% X	9 10% X	12 10% E	9 10% X	5 5% X	2 2% E	32 9% E	21 7% F
Stopped making purchases online	605 10% BEW	458 8% F	29 14% AEIWIY	34 18% BFHJNPTXZ	7 2% E	8 3% E	18 9% EW	20 11% FJP	20 8% E	13 6% LAEGMOOSWY	134 20% BFJPXZ	81 14% EW	22 11% FJP	20 11% EW	19 9% EW	9 5% EW	13 12% F	8 9% F	15 15% EWY	9 9% F	9 8% E	12 13% FJP	3 3% U	5 5% U	28 8% E	23 7% F
Other	467 8% EKUW	419 8% HX	15 7% UW	10 5% E	17 5% EHX	27 9% E	9 4% E	7 4% E	14 6% U	14 6% U	37 5% U	41 7% U	14 7% BDHJLX	22 12% U	14 9% U	17 9% HX	5 5% X	8 9% X	10 10% UW	9 9% X	1 1% U	7 8% U	2 2% U	2 2% U	23 6% U	29 9% HX
None	1359 22% CIKMO	1302 24% ADLN	19 9% E	23 13% JACEGMOOSWY	128 36% BDJNPTVZ	108 34% ACIKMOOSY	63 31% BDJNPTVZ	73 40% E	28 11% IDLN	48 21% IDLN	85 12% E	82 14% E	24 12% E	24 13% E	29 14% E	41 21% DLN	20 19% CI	17 19% C	19 18% C	18 19% CIKMO	27 23% CIKMO	17 18% CIKMO	26 24% DLN	28 30% CIKMO	80 22% DLN	72 22% DLN
Sigma	7307 119%	6364 117%	260 126%	230 125%	377 105%	341 108%	259 127%	218 119%	289 114%	264 114%	883 129%	766 129%	271 131%	229 127%	240 119%	220 115%	144 137%	112 124%	118 115%	105 109%	137 115%	104 112%	117 106%	99 106%	438 118%	359 112%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1130\_3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
3. Cyber squatting

8 Jun 2016  
Table 330

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Purchased antivirus software for my computer	2519 41% BG	1899 35% H	86 42% D	56 30% GMO	164 46% BOHNPTVXZ	148 47% GMO	69 34% BOHNPTVXZ	49 27% BOHNPTVXZ	168 66% BOHNPTVXZ	111 48% BOHNPTVXZ	337 49% AGMOW	268 45% BOHNPTVXZ	76 37% BOHNPTVXZ	58 32% BOHNPTVXZ	72 36% BOHNPTVXZ	56 29% BOHNPTVXZ	49 47% G	35 39% H	47 46% TG	27 28% TG	47 39% V	24 26% V	42 38% V	25 27% ZG	159 43% ZG	98 31% ZG
Changed my Internet habits	1129 18% EI	1025 19% FJ	64 31% AEIK	59 32% BFHJLRXZ	23 6% GMO	21 7% GMO	49 24% AEI	31 17% F	23 9% BOHNPTVXZ	26 11% BOHNPTVXZ	155 23% AEI	130 22% BFJ	66 32% AEIKY	55 30% BFHJLR	51 25% AEI	53 28% BFHJR	32 30% RAEI	13 14% F	27 26% AEI	35 36% BFHJLRXZ	33 28% AEI	32 34% BFHJLRXZ	29 26% AEI	18 19% F	88 24% AEI	76 24% BFJ
Purchased an identity protection plan	599 10% E	626 11% AFJZ	20 10% E	25 14% FJZ	11 3% GMO	16 5% GMO	34 17% ACEISUY	23 13% FZ	21 8% BOHNPTVXZ	17 7% BOHNPTVXZ	112 16% ACEISUY	129 22% KBDHFJPRXZ	59 29% ACEISUY	53 29% BOHNPTVXZ	29 14% AEIY	25 13% FZ	11 10% E	8 9% G	8 8% E	15 16% FJZ	10 8% E	12 13% FZ	11 10% E	9 10% E	31 8% E	17 5% E
Stopped making purchases online	426 7% EY	453 8% AFPX	22 11% AEIWIY	24 13% BFPXZ	3 1% GMO	8 3% GMO	15 7% E	13 7% F	10 4% E	19 8% IFX	89 13% AEGIOUWY	80 13% BFHJPRXZ	27 13% AEIOWY	18 10% FPX	14 7% E	8 4% AEIWIY	13 12% AEIWIY	8 9% FX	18 17% AEGIOUWY	15 16% BFHJPRXZ	10 8% E	9 10% FX	3 3% E	2 2% E	15 4% E	19 6% F
Other	350 6% EU	284 5% X	12 6% U	7 4% U	12 3% U	17 5% X	9 4% U	12 7% X	11 4% U	11 5% X	43 6% EU	23 4% EUW	15 7% LVX	15 8% U	10 5% U	10 5% X	4 4% U	5 6% X	4 4% U	5 5% X	- - -	2 2% U	2 2% U	- - -	20 5% U	24 7% LX
None	2112 34% CIKMOS	1943 36% DLNTV	50 24% AEIWIY	45 24% BFPXZ	161 45% ACEISUY	126 40% DILNPTV	79 39% CIKMOSY	88 48% BOJLNPTVZ	49 19% ILNT	70 30% ILNT	126 18% ILNT	113 19% ILNT	35 17% ILNT	32 18% ILNT	56 28% IKM	60 31% LNT	30 29% KM	34 38% DLNT	20 19% LNT	18 19% LNT	34 29% IKM	24 26% IKM	35 32% IKMS	43 46% WBDJLNPTV	111 30% IKMS	121 38% YDLNTV
Sigma	7135 116%	6230 114%	254 123%	216 117%	374 104%	336 107%	255 125%	216 118%	282 111%	254 110%	862 125%	743 125%	278 134%	231 128%	232 115%	212 110%	139 132%	103 114%	124 120%	115 120%	134 113%	103 111%	122 111%	97 104%	424 115%	355 111%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1130\_4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?  
4. Stolen credentials

8 Jun 2016  
Table 331

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Purchased antivirus software for my computer	2796 46% BGMOUW	2298 42% DHNPTXZ	96 47% DOU	57 31% GMOUW	175 49% BOHNPTXZ	158 50% BOHNPTXZ	79 39% BOHNPTXZ	55 30% BOHNPTXZ	172 68% BOHNPTXZ	130 56% BOHNPTXZ	314 46% OUW	269 45% DHNPTXZ	80 39% N	49 27% N	69 34% N	53 28% OU	50 48% DHNPTXZ	47 52% T	43 42% T	25 26% T	37 31% T	33 35% T	39 35% T	25 27% OU	160 43% OU	117 36% NP
Changed my Internet habits	1495 24% EI	1348 25% FJ	81 39% AEIKOSY	74 40% BFHLRVXZ	30 8% E	32 10% E	82 40% HAEIKOSY	43 23% FJ	36 14% E	34 15% E	168 24% EI	139 23% FJ	66 32% AEIKS	62 34% BFHJL	50 25% EI	64 33% BFHJL	44 42% RAEIKOSY	21 23% F	20 19% E	37 39% SBFHJL	40 34% AEIKS	26 28% FJ	32 29% EI	24 26% FJ	103 28% EI	88 27% FJ
Purchased an identity protection plan	929 15% E	887 16% FZ	30 15% E	43 23% CBFJXZ	13 4% E	23 7% E	41 20% AEISY	35 19% FXZ	29 11% E	34 15% F	173 25% ACEIQSUWY	155 26% BFJPRTVXZ	60 29% ACEIQSUWY	59 33% BFHURPTVXZ	41 20% AEISUY	34 18% F	14 13% E	13 14% F	11 11% E	16 17% F	14 12% E	15 16% F	14 13% E	9 10% E	49 13% E	39 12% F
Stopped making purchases online	596 10% EY	539 10% FZ	32 16% AEIY	20 11% F	5 1% E	10 3% EY	23 11% FXZ	24 13% FXZ	24 9% EY	18 8% F	104 15% LAEIY	66 11% FZ	31 15% AEY	29 16% BFJXZ	22 11% EY	21 11% F	16 15% EY	8 9% F	20 19% AEIOWY	13 14% FZ	23 19% VAEGIOWY	8 9% F	9 8% E	5 5% E	19 5% E	21 7% F
Other	392 6% UW	319 6% X	10 5% U	8 4% X	19 5% U	19 6% X	13 7% U	13 X	9 4% U	13 6% X	40 6% U	32 5% X	14 7% U	14 8% X	17 8% IUW	15 X	6 U	6 X	8 8% UW	8 X	- -	3 3%	2 2%	- -	25 7% UW	22 X
None	1385 23% CIKM	1187 22% LN	29 14% ACQBRMOOSUWY	31 17% BDJLNPRTZ	139 39% CIK	100 32% BDJLNPRTZ	44 22% BDJLNPRTZ	55 30% BDJLNPRTZ	26 10% I	39 17% I	104 15% I	95 16% I	33 16% I	25 14% I	42 21% I	40 21% I	20 19% I	14 16% I	23 22% I	20 21% CIKM	30 25% LN	23 25% CIKM	31 28% BDJLNPRTZ	37 40% CIKM	86 23% CIKM	76 24% LN
Sigma	7593 124%	6578 121%	278 135%	233 127%	381 106%	342 109%	282 138%	225 123%	296 117%	268 116%	903 131%	756 127%	284 137%	238 131%	241 120%	227 118%	150 143%	109 121%	125 121%	119 124%	144 121%	108 116%	127 115%	100 108%	442 119%	363 113%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q1130\_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors?

8 Jun 2016  
Table 332

5. Malware

Base: All Qualified Respondents

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines (18+)	2016 Phili- ppines (18+)	2015 Japan (18+)	2016 Japan (18+)	2015 South Korea (18+)	2016 South Korea (18+)	2015 Russia (18+)	2016 Russia (18+)	2015 India (18+)	2016 India (18+)	2015 Indon- esia (18+)	2016 Indon- esia (18+)	2015 Nigeria (18+)	2016 Nigeria (18+)	2015 South Africa (18+)	2016 South Africa (18+)	2015 Egypt (18+)	2016 Egypt (18+)	2015 Colom- bia (18+)	2016 Colom- bia (18+)	2015 Argen- tina (18+)	2016 Argen- tina (18+)	2015 Brazil (18+)	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Purchased antivirus software for my computer	3605 59% EGY	3195 59% FHZ	139 67% AEGKMUWY	119 65% FHZ	180 50% H	162 51% H	87 43% H	71 39% H	213 84% ACEGMOGSUWY	191 83% BDPFLNPTVXZ	387 56% GY	344 58% HZ	116 56% G	104 57% H	123 61% EGY	131 68% BFHLNLTUVXZ	64 61% GY	66 73% BFHLNLTUVXZ	69 67% EGKUY	53 55% H	64 54% H	52 56% H	60 55% G	51 55% H	181 49% H	156 49% H
Changed my Internet habits	1381 22% BEI	1065 20% FJ	65 32% AEIKOSW	48 26% BFJPR	25 7% H	24 8% H	54 26% EI	34 19% F	33 13% E	27 12% E	155 23% EI	135 23% BFJP	67 32% NAEIKOSW	41 23% FJ	40 20% EI	30 16% F	41 39% RAEIKOSWY	13 14% F	20 19% E	24 25% FJ	35 29% EI	24 26% FJP	23 21% E	17 18% F	101 27% AEI	76 24% FJP
Purchased an identity protection plan	639 10% E	629 12% FX	21 10% E	18 10% E	11 3% H	17 5% H	21 10% E	22 12% FX	24 9% E	20 9% E	131 19% ACEGMOGSUWY	136 23% BDPFLNPTVXZ	48 23% ACEGMOGSUWY	43 24% BDPFLNPTVXZ	30 15% PAESY	15 8% E	10 10% E	10 11% X	5 5% H	8 8% H	9 8% E	8 9% E	11 10% E	3 3% H	33 9% E	28 9% H
Stopped making purchases online	402 7% EIO	435 8% AFJXPXZ	19 9% EIO	20 11% FJXPXZ	2 1% H	7 2% H	19 9% EIO	15 8% FX	9 4% E	4 2% E	86 13% AEIMOWY	76 13% BFJXPXZ	13 6% E	18 10% FJXPXZ	6 3% E	8 4% EIO	9 9% FJXPXZ	9 10% EIO	10 10% EIO	6 6% F	9 8% E	7 8% F	3 3% H	2 2% H	18 5% E	14 4% H
Other	429 7% BIU	281 5% JX	12 6% U	7 4% H	18 5% U	23 7% JX	9 4% X	8 4% X	7 3% H	4 2% H	53 8% LIU	28 5% JX	15 7% IU	10 6% JX	14 7% IU	6 3% H	7 7% U	5 6% X	6 6% U	5 5% X	1 1% H	3 3% H	3 3% H	- - IUW	32 9% JX	17 5% JX
None	1067 17% CIKM	906 17% DJLN	13 6% ACEGMOGSUWY	13 7% BDJLNPTVZ	139 39% ACEGMOGSUWY	108 34% BDJLNPTVZ	68 33% ACEGMOGSUWY	69 38% BDJLNPTVZ	12 5% H	14 6% H	68 10% I	61 10% I	24 12% I	15 8% I	30 15% CIK	26 14% DJ	19 18% CIK	10 11% CIK	11 11% I	14 15% DJ	20 17% CIK	12 13% J	25 23% CIKMS	27 29% BDJLNPTVZ	71 19% CIKMS	71 22% BDJLNPTVZ
Sigma	7523 122%	6511 119%	269 131%	225 122%	375 105%	341 108%	258 126%	219 120%	298 118%	265 115%	880 128%	780 131%	283 137%	231 128%	243 121%	216 113%	150 143%	113 126%	121 117%	110 115%	138 116%	106 114%	125 114%	100 108%	436 118%	362 113%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

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?

Base: All Qualified Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-**	5452	-**	184	-**	315	-**	183	-**	231	-**	595	-**	181	-**	192	-**	90*	-**	96*	-**	93*	-**	93*	-**	321
Consumer protection agency	-	1703 31% FJ	-	91 49% BFJLPRTVZ	-	82 26% J	-	63 34% FJ	-	34 15% BFJ	-	214 36% BFJ	-	79 44% BFJR	-	66 34% FJ	-	28 31% J	-	33 34% J	-	32 34% J	-	41 44% BFJ	-	124 39% BFJ
Local police	-	1621 30% FJPRX	-	48 26% JP	-	72 23% JP	-	58 32% FJPR	-	23 10% BFJLPRTXZ	-	250 42% BDFJPRX	-	66 36% BDFJPRX	-	23 12% BTZ	-	15 17% Z	-	24 25% JP	-	54 58% BFJLPRTVZ	-	19 20% J	-	98 31% FJPR
Contact the website owner/operator	-	1335 24% Z	-	69 38% BFHJLTZ	-	88 28% TZ	-	49 27% Z	-	55 24% Z	-	163 27% TZ	-	71 39% BFHJLTXZ	-	60 31% BTZ	-	23 26% Z	-	16 17% TZ	-	28 30% TZ	-	24 26% Z	-	49 15% F
National law enforcement	-	1151 21% FRZ	-	66 36% BFJLPRTXZ	-	25 8% FR	-	38 21% FR	-	38 16% F	-	153 26% BFJRTZ	-	50 28% BFJRTZ	-	49 26% FJRTZ	-	8 9% F	-	14 15% F	-	36 39% BFHJLPRTVZ	-	21 23% FR	-	46 14% F
A national intelligence agency	-	760 14% FJR	-	73 40% BFJLNPRTVXZ	-	14 4% BFJNRTVXZ	-	55 30% BFJNRTVXZ	-	17 7% BFJNRTVXZ	-	167 28% BFJNRTVXZ	-	33 18% FJRX	-	57 30% BFJNRTVXZ	-	6 7% F	-	12 13% F	-	12 13% F	-	8 9% F	-	55 17% FJRX
Federal police	-	743 14% FJ	-	41 22% BFHJNRT	-	5 2% F	-	17 9% F	-	16 7% BFHJR	-	100 17% BFHJR	-	23 13% FJ	-	39 20% BFHJNR	-	6 7% F	-	11 11% F	-	20 22% BFHJR	-	23 25% BFHJNRT	-	121 38% BFHJLNPRTVXZ
ICANN	-	584 11% FXZ	-	18 10% FZ	-	7 2% FVXZ	-	27 15% FVXZ	-	40 17% BDFPVXZ	-	78 13% BFXZ	-	20 11% FZ	-	17 9% FZ	-	9 10% FZ	-	19 20% BDFNPVXZ	-	6 6% F	-	4 4% F	-	13 4% F
Private security companies	-	534 10% FJ	-	53 29% BFHJLNPRTVXZ	-	7 2% FJ	-	22 12% FJ	-	4 2% BFJXZ	-	107 18% BFJXZ	-	26 14% BFJ	-	24 13% FJ	-	11 12% FJ	-	15 16% FJX	-	11 12% FJ	-	6 6% FJ	-	28 9% FJ
Interpol	-	512 9% F	-	38 21% BFHJPRXZ	-	8 3% F	-	13 7% F	-	17 7% F	-	103 17% BFHJRXZ	-	26 14% BFHJR	-	25 13% F	-	5 6% F	-	14 15% FHJR	-	17 18% BFHJRXZ	-	7 8% F	-	28 9% F
FBI	-	89 2% FLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Intelligence agency like the CIA or NSA	-	35 1% FLZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1686 31% DHLV	-	38 21% V	-	129 41% BDHLNVZ	-	27 15% BDHLNVXZ	-	117 51% BDHLNVXZ	-	121 20% V	-	46 25% HV	-	68 35% DHLNV	-	40 44% BDHLNVXZ	-	34 35% DHLV	-	10 11% HLV	-	28 30% HLV	-	101 31% DHLV
Sigma	-	10753 197%	-	535 291%	-	437 139%	-	369 202%	-	361 156%	-	1456 245%	-	440 243%	-	428 223%	-	151 168%	-	192 200%	-	226 243%	-	181 195%	-	663 207%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	2399	2151	**	**	358	315	**	**	253	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Alabama	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alaska	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	20 1% B	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	45 2% E1	39 2% FJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	7	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	3	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	33 1% E	30 1% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	22 1%	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Idaho	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	25 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iowa	4	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

8 Jun 2016  
Table 334

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..	..	358	315	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Kansas	11	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kentucky	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	6	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maine	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	8	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	12 1%	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	18 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota	7	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mississippi	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	8	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Montana	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	7	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey	26 1% E	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New York	34 1% E	31 1% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q318. In what state, province or territory do you currently reside?

Base: Have Region Codes And Region Question To Be Asked

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
North Carolina	13 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	20 1%	29 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma	8 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	5 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania	24 1%	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Carolina	5 *	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	6 *	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	28 1%	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utah	5 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	15 1%	22 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington	10 *	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Virginia	1 *	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	9 *	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wyoming	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	23 1%	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
British Columbia	16 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manitoba	10	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	8	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newfoundland	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	9	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ontario	108 5% EI	76 4% FJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	12 1%	26 1% AF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saskatchewan	8	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alsace	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Auvergne	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Normandy	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Burgundy	7	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brittany	9	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Centre	10	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Champagne-Ardenne	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Corsica	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Franche-Comte	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Upper Normandy	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ile de France (Paris)	34 1% E	30 1% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Languedoc-Roussillon	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Limousin	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lorraine	10	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midi-Pyrenees	11	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Calais	18 1%	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pays de la Loire	14 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Picardy	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poitou-Charentes	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Provence-Alpes-Cote-D'a zur	11	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhone-Alps	17 1%	24 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baden-Wurttemberg	21 1%	22 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bavaria	40 2% E1	26 1% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Berlin	22 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..**	..**	358	315	..**	..**	253	231	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Brandenburg	5	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bremen	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hamburg	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hesse	24 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mecklenburg-Western Pomerania	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Saxony	21 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Rhine-Westphalia	41 2% EI	49 2% FJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhineland-Palatinate	15 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saarland	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saxony	23 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saxony-Anhalt	7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Schleswig-Holstein	14 1%	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Thuringia	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abruzzo	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Calabria	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campania	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emilia-Romagna	8	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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8 Jun 2016  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..**	..**	358	315	..**	..**	253	231	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Friuli-Venezia Giulia	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lazio	10	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liguria	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lombardy	25 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marche	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molise	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piedmont	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apulia	7	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sardinia	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sicily	8	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	7	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trentino Alto Adige	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	8	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	17 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aragon	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asturias	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Balearic Islands	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canary Islands	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-Leon	13 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Catalonia	12 1%	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extremadura	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Galicia	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madrid	19 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murcia	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Navarra	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basque Country	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Valencia	5	14 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East of England	16 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Midlands	15 1%	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	31 1% E	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..	..	358	315	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
North West	20 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	16 1%	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	42 2% EI	33 2% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South West	16 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	12 1%	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	21 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire and the Humber	17 1%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hokkaido	21 1%	15 1%	-	-	21 6% AI	15 5% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aomori	3	2	-	-	3 1% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Iwate	1	4	-	-	1	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyagi	10	4	-	-	10 3% AI	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Akita	4	3	-	-	4 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamagata	1	2	-	-	1	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukushima	2	3	-	-	2 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tochigi	2	7	-	-	2 1% A	7 2% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gunma	1	2	-	-	1	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..	..	358	315	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Ibaraki	6	8	-	-	6 2% AI	8 3% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saitama	20 1%	18 1%	-	-	20 6% AI	18 6% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiba	17 1%	19 1%	-	-	17 5% AI	19 6% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokyo	37 2% I	40 2% J	-	-	37 10% AI	40 13% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kanagawa	31 1%	26 1%	-	-	31 9% AI	26 8% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamanashi	1	3	-	-	1	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagano	5	5	-	-	5 1% A	5 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Niigata	9	2	-	-	9 3% AI	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toyama	4	1	-	-	4 1% A	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ishikawa	2	3	-	-	2 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukui	2	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shizuoka	10	6	-	-	10 3% AI	6 2% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gifu	4	2	-	-	4 1% A	2 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aichi	22 1%	16 1%	-	-	22 6% AI	16 5% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mie	2	1	-	-	2 1% A	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shiga	2	4	-	-	2 1% A	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kyoto	17 1%	8	-	-	17 5% AI	8 3% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Osaka	30 1%	29 1%	-	-	30 8% AI	29 9% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hyogo	23 1%	11 1%	-	-	23 6% AI	11 3% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nara	7 *	10 *	-	-	7 2% AI	10 3% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wakayama	2 *	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tottori	1 *	6 A	-	-	1 2% EBJ	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shimane	3 *	1 *	-	-	3 1% A	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okayama	7 *	4 *	-	-	7 2% AI	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hiroshima	5 *	8 *	-	-	5 1% A	8 3% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamaguchi	3 *	-	-	-	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokushima	2 *	1 *	-	-	2 1% A	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagawa	8 *	4 *	-	-	8 2% AI	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ehime	2 *	7 *	-	-	2 1% A	7 2% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kochi	1 *	1 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukuoka	10 *	19 1% A	-	-	10 3% AI	19 6% EBJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saga	3 *	-	-	-	3 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagasaki	4 *	2 *	-	-	4 1% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kumamoto	3 *	2 *	-	-	3 1% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	..	..	358	315	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Oita	5	3	-	-	5 1% A	3 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyazaki	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagoshima	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okinawa	2	2	-	-	2 1% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Silesia	13 1%	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kuyavia-Pomerania	10	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lodz	6	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lublin	6	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lubusz	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lesser Poland	8	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masovia	12 1%	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Opole	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subcarpathia	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Podlaskie	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pomerania	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Silesia	15 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Swietokrzyskie (Holy Cross)	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Warmia-Masuria	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Greater Poland	11	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Pomerania	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Altay Republic	3	1	-	-	-	-	-	-	3 1%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bashkortostan Republic	4	1	-	-	-	-	-	-	4 2%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dagestan Republic	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kabardino-Balkariya Republic	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalmykiya Republic	2	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mariy-El Republic	1	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mordoviya Republic	2	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tatarstan Republic	7	10	-	-	-	-	-	-	7 3%	10 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Udmurtiya Republic	5	3	-	-	-	-	-	-	5 2%	3 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Khakasiya Republic	2	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chuvashiya Republic	3	2	-	-	-	-	-	-	3 1%	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnodar Kray	11	7	-	-	-	-	-	-	11 4%	7 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Krasnoyarsk Kray	6	1	-	-	-	-	-	-	6 2%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primorskiy Kray	1	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Stavropol Kray	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A																	
Khabarovsk Kray	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Arkhangelsk Oblast	3	3	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AE	BF																
Astrakhan Oblast	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A																	
Belgorod Oblast	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Bryansk Oblast	1	2	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Vladimir Oblast	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									-	B																
Volgograd Oblast	4	3	-	-	-	-	-	-	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AE	BF																
Vologda Oblast	2	1	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Voronezh Oblast	3	6	-	-	-	-	-	-	3	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AE	BF																
Ivanovo Oblast	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A																	
Irkutsk Oblast	3	1	-	-	-	-	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AE	B																
Kaliningrad Oblast	1	2	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Kaluga Oblast	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A																	
Kemerovo Oblast	9	2	-	-	-	-	-	-	9	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									JAE	B																
Kirov Oblast	2	1	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																
Kostroma Oblast	2	1	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									A	B																

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Kurgan Oblast	2	1	-	-	-	-	-	-	2 1%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kursk Oblast	1	1	-	-	-	-	-	-	1 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leningrad Oblast	3	5	-	-	-	-	-	-	3 1%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lipetsk Oblast	3	1	-	-	-	-	-	-	3 1%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow Oblast	20 1%	18 1%	-	-	-	-	-	-	20 8%	18 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murmansk Oblast	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nizhny Novgorod Oblast	8	6	-	-	-	-	-	-	8 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novgorod Oblast	1	1	-	-	-	-	-	-	1 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Novosibirsk Oblast	4	2	-	-	-	-	-	-	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Omsk Oblast	3	1	-	-	-	-	-	-	3 1%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orenburg Oblast	2	3	-	-	-	-	-	-	2 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orel Oblast	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Penza Oblast	2	2	-	-	-	-	-	-	2 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Perm Kray	5	1	-	-	-	-	-	-	5 2%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pskov Oblast	3	1	-	-	-	-	-	-	3 1%	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rostov Oblast	9	2	-	-	-	-	-	-	9 4%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ryazan Oblast	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Samara Oblast	11	9	-	-	-	-	-	-	11 AE	9 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saratov Oblast	4	2	-	-	-	-	-	-	4 AE	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakhalin Oblast	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sverdlovsk Oblast	10	9	-	-	-	-	-	-	10 AE	9 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smolensk Oblast	3	3	-	-	-	-	-	-	3 AE	3 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tambov Oblast	-	2	-	-	-	-	-	-	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tver Oblast	3	1	-	-	-	-	-	-	3 AE	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tomsk Oblast	2	2	-	-	-	-	-	-	2 A	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tula Oblast	1	4	-	-	-	-	-	-	1 A	4 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyumen Oblast	6	4	-	-	-	-	-	-	6 AE	4 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulyanovsk Oblast	1	1	-	-	-	-	-	-	1 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chelyabinsk Oblast	5	6	-	-	-	-	-	-	5 AE	6 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yaroslavl Oblast	4	3	-	-	-	-	-	-	4 AE	3 BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Moscow	27 1% E	59 3% AF	-	-	-	-	-	-	27 11% AE	59 26% IBF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saint Petersburg	27 1% E	24 1% E	-	-	-	-	-	-	27 11% AE	24 10% BF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Khanty-Mansi Autonomous Okrug	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adana Province	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Ankara Province	13 1%	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Antalya Province	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aydin Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balikesir Province	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bitlis Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bolu Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bursa Province	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canakkale Province	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denizli Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diyarbakir Province	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edirne Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Erzurum Province	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eskisehir Province	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gaziantep Province	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hatay Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mersin Province	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Istanbul Province	37 2% EI	32 1% F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-.**	-.**	358	315	-.**	-.**	253	231	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Izmir Province	10*	17% 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kastamonu Province	2*	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kayseri Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirklareli Province	1*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kocaeli Province	2*	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Konya Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kutahya Province	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Malatya Province	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manisa Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kahramanmaraş Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mardin Province	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mugla Province	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevşehir Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sakarya Province	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Siirt Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinop Province	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sivas Province	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Base: Have Region Codes And Region Question To Be Asked

Q318. In what state, province or territory do you currently reside?

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	2399	2151	-.**	-.**	358	315	-.**	-.**	253	231	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Tekirdag Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokat Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trabzon Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Usak Province	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aksaray Province	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Batman Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Duzce Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other place	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2399 100%	2151 100%	-	-	358 100%	315 100%	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q320. U.S. Region-Harris Interactive Definition.

8 Jun 2016  
Table 335

Base: All U.S. Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	502	461	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
East	123 25%	110 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	115 23%	117 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	156 31%	149 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	108 22%	85 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 336

Base: All U.S. Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	502	461	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HIGH SCHOOL OR LESS (NET)	89 18%	65 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than high school	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some high school	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	80 16%	55 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	286 57%	255 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college, but no degree	91 18%	81 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associate Degree	50 10%	49 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	145 29%	125 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	108 22%	113 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	28 6%	23 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	80 16%	90 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	19 4%	28 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	502 100%	461 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 337

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	1177	1047	**	**	**	**	**	**	**	**	**	**	**	**	**	**	105	90*	**	**	**	**	**	**	**	**
Middle School	6 1%	14 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	39 3%	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	4 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4% A	3 3% B	-	-	-	-	-	-	-	-
High school completed	24 2%	21 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 23% A	21 23% B	-	-	-	-	-	-	-	-
Some University/Technikon college	27 2%	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26% A	24 27% B	-	-	-	-	-	-	-	-
University/Technikon college completed	43 4%	38 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 41% A	38 42% B	-	-	-	-	-	-	-	-
Other post-matric qualification	7 1%	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7% A	4 4% B	-	-	-	-	-	-	-	-
Less Than Secondary School (high school)	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	10 1%	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	29 2%	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade Certificate or diploma	15 1%	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	37 3%	41 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching Certificate from Provincial Department of Education	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some university study, but no degree	17 1%	23 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	53 5% Q	35 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 337

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1177	1047	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	105	90*	-**	-**	-**	-**	-**	-**	-**	-**
Graduate or Professional Degree above Bachelor Level	28 2%	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	35 3%	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school diploma	44 4%	43 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2-year college degree/Associate's degree	41 3%	33 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3-year college degree/Bachelor's degree	26 2%	22 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-year college degree/Master's degree	18 2%	17 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DESS/DEA /Master (5-year college degree)	25 2%	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	5 *	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	4 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not graduate	3 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Secondary Education (5th - 9 or 10th)	10 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	30 3%	36 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Entrance Exam	18 2%	25 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University of Applied Sciences	29 2%	34 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finished University	34 3%	44 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	9 1%	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 337

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1177	1047	..	..	..	..	..	..	..	..	..	..	..	..	..	..	105	90*	..	..	..	..	..	..	..	..
Completed Apprenticeship	97 8% Q	64 6% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Master Craftsman Diploma	14 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Qualification	7 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Completed Qualifications	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary School	6 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	11 1%	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Bachelor, 2-3 Year	9 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor, 4-5 Year	22 2%	20 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
post-bachelor	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	2	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baccalaureate	26 2%	18 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not finalized University studies	11 1%	17 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diploma	24 2%	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Degree	19 2%	18 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q437. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 337

Base: All Non-U.S. Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1177	1047	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	105	90*	-**	-**	-**	-**	-**	-**	-**	-**
Masters/Postgraduate/Doctorate/PHD	13 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No formal education	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GCSE/O-Level/CSE	45 4% Q	46 4% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational qualifications	20 2% B	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A-Level/Scottish Higher or equivalent	56 5% Q	40 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor Degree or equivalent	58 5% Q	56 5% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters/PhD or equivalent	26 2%	24 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No formal qualifications	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 1% B	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1177 100%	1047 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	105 100%	90 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q410. Which one of the following best describes your employment status?

Base: 18 Years Old Or Older And (Ask Sequential Employment And Single Employment Item Selected And More Than 1 Valid Code From Q406)

	Country																									
	2015 Total Consumers (A)	2016 Total Consumers (18+) (B)	2015 Philippines (C)	2016 Philippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indonesia (M)	2016 Indonesia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colombia (U)	2016 Colombia (18+) (V)	2015 Argentina (W)	2016 Argentina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	5937	5175	**	**	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Employed full time	3383 57% EGSUWY	2859 55% FTXZ	-	-	153 43% U	129 41% SUW	99 49% SUW	96 52% FXZ	171 68% AEGSUWY	163 71% BFHLPRTXZ	447 65% AEGSUWY	358 60% BFNTVXZ	122 59% NEGSUW	88 49% XZ	117 58% ESUW	108 56% FTXZ	58 55% ESUW	51 57% FXZ	37 36% U	41 43% U	38 32% U	44 47% U	40 36% U	32 34% ZESUW	190 51% ZESUW	116 36% ZESUW
Employed part time	493 8% AIK	423 8% BHLXPZ	-	-	45 13% AIK	44 14% BHLXPZ	17 8% AIK	11 6% AIK	18 7% AIK	20 9% AIK	48 7% AIK	42 7% AIK	21 10% AIK	39 22% AIK	24 12% AIK	14 7% AIK	8 8% AIK	8 9% AIK	6 6% AIK	11 11% AIK	8 7% AIK	11 12% AIK	22 20% AIK	5 5% AIK	40 11% AIK	28 9% AIK
Self-employed full time	664 11% BI	402 8% J	-	-	35 10% I	38 12% BJ	27 13% I	17 9% J	12 5% J	9 4% J	87 13% I	56 9% J	29 14% I	21 12% J	39 19% AEIK	27 14% BJ	19 18% AEI	9 10% J	30 29% J	8 8% J	47 39% VAEGKMOQWY	16 17% BJL	26 24% AEGIKM	15 16% BJL	68 18% AEIK	55 17% BHJLT
Not employed, but looking for work	202 3% O	203 4% FL	-	-	16 4% FO	2 1% AKMOU	13 6% FJLPV	10 5% O	10 4% O	4 2% O	16 2% O	8 1% O	4 2% O	3 2% O	1 1% O	3 2% O	4 4% O	1 1% O	3 3% BFJLNPV	8 8% BFJLNPV	1 1% VAEGKMOQWY	-	6 5% OU	4 4% FLV	17 5% KO	29 9% YBFJLNPV
Not employed and not looking for work	60 1% K	58 1% L	-	-	17 5% AKMOQWY	13 4% BLNPVZ	2 1% LNZ	4 2% AKMO	7 3% AKMO	3 1% AKMO	2 1% AKMO	2 1% AKMO	-	-	-	1 1% AKMO	-	-	1 1% BLNPVZ	4 4% BLNPVZ	1 1% VAEGKMOQWY	-	-	1 1% AKMO	4 1% YBFJLNPV	1 1% YBFJLNPV
Retired	431 7% GKMOQSY	398 8% HLNPT	-	-	18 5% GKMO	17 5% P	2 1% P	4 2% P	6 2% P	11 5% P	8 1% P	20 3% KP	3 1% P	4 2% P	2 1% P	-	2 2% HLNP	7 8% HLNP	1 1% P	2 2% P	17 14% VAEGKMOQWY	5 5% P	5 5% GKO	3 3% P	9 2% YBFJLNPV	37 12% YBFJLNPV
Not employed, unable to work due to a disability or illness	93 2% KY	68 1% L	-	-	6 2% K	5 2% L	4 2% KMOY	1 1% L	1 1% L	2 1% L	2 1% L	1 1% L	-	-	-	-	-	-	1 1% L	1 1% L	-	1 1% L	-	1 1% L	1 1% L	1 1% L
Student	331 6% A	358 7% A	-	-	27 8% A	19 6% AU	22 11% AU	19 10% J	15 6% J	9 4% J	52 8% A	48 8% J	17 8% J	14 8% J	17 8% J	24 13% BFJ	8 8% BFJ	6 7% AEGKMOQWY	20 19% AEGKMOQWY	14 15% BFJL	4 3% J	9 10% J	11 10% AU	16 17% BFJLNPV	32 9% A	26 8% J
Stay-at-home spouse or partner	280 5% OWY	229 4% JPZ	-	-	41 11% AKMOQWY	44 14% BJLNPRTVZ	18 9% AKOUWY	15 8% BJLNPVZ	13 5% JOW	4 2% OW	25 4% OW	24 4% P	11 5% OW	10 6% JPZ	1 1% OW	2 1% OW	6 6% OW	2 2% OW	4 4% OW	3 3% OW	3 3% OW	2 2% OW	-	8 9% WBJPZ	9 2% WBJPZ	6 2% WBJPZ
Self-employed part time	-	177 3% AF	-	-	-	4 1% E	-	6 3% G	-	6 3% I	-	36 6% KBFJN	-	2 1% KBFJN	-	13 7% OBFJN	-	6 7% QFN	-	4 4% S	-	5 5% UFN	-	9 10% WBFJN	-	22 7% YBFJN
Sigma	5937 100%	5175 100%	-	-	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	**	**	358	315	**	**	253	231	**	**	**	**	**	**	**	**	**	**	**	**	**	**	370	321
Less than \$15,000	32 1%	28 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	45 1% EY	31 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	62 2% EY	42 1% FZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	56 1% EY	45 1% FZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	102 3% EY	93 3% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	72 2% EY	69 2% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	36 1%	41 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	20 *	33 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	14 *	29 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	8 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more	6 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	18 *	12 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	12 *	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	13 *	12 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999 (in Canadian dollars)	27 1%	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	40 1%	30 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consum- ers (18+)	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
\$75,000 to \$99,999 (in Canadian dollars)	28 1%	34 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	17	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	13	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	12	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 yuan	8	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 to 19,999 yuan	15	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 yuan	22 1%	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 yuan	32 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 yuan	44 1% BEY	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 59,999 yuan	55 1% BEY	28 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 to 79,999 yuan	90 2% EIY	58 2% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
80,000 to 99,999 yuan	141 3% EIY	100 3% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 124,999 yuan	223 5% EIY	239 7% AFJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
125,000 to 149,999 yuan	145 4% EIY	184 5% AFJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 or more yuan	323 8% EIY	304 9% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
Less than 1,000,000 yen	20	8	-	-	20	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					6%	3%																				
					FAIY	BJZ																				
1,000,000 to 1,499,999 yen	9	9	-	-	9	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					3%	3%																				
					AIY	BJZ																				
1,500,000 to 1,999,999 yen	12	10	-	-	12	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
					3%	3%																				
					AIY	BJZ																				
2,000,000 to 2,999,999 yen	34	31	-	-	34	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			9%	10%																				
					AIY	BJZ																				
3,000,000 to 3,999,999 yen	35	36	-	-	35	36	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			10%	11%																				
					AIY	BJZ																				
4,000,000 to 4,999,999 yen	38	29	-	-	38	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			11%	9%																				
					AIY	BJZ																				
5,000,000 to 5,999,999 yen	39	32	-	-	39	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			11%	10%																				
					AIY	BJZ																				
6,000,000 to 6,999,999 yen	31	22	-	-	31	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			9%	7%																				
					AIY	BJZ																				
7,000,000 to 7,999,999 yen	36	30	-	-	36	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			10%	10%																				
					AIY	BJZ																				
8,000,000 to 9,999,999 yen	33	32	-	-	33	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			9%	10%																				
					AIY	BJZ																				
10,000,000 or more yen	41	47	-	-	41	47	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	1%			11%	15%																				
					AIY	BJZ																				
Less than 4,000 real	45	72	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45	72
	1%	2%			-	-																			12%	22%
																									AEI	YBFJ
4,000 to 7,999 real	38	50	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38	50
	1%	1%			-	-																			10%	16%
																									AEI	YBFJ
8,000 to 11,999 real	12	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	17
					-	-																			3%	5%
																									AEI	BFJ
12,000 to 15,999 real	15	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15	17
					-	-																			4%	5%
																									AEI	BFJ
16,000 to 19,999 real	13	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13	15
					-	-																			4%	5%
																									AEI	BFJ
20,000 to 29,999 real	37	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37	20
	1%	1%			-	-																			10%	6%
																									AEI	BFJ

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
30,000 to 39,999 real	30 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 8%	18 6%
40,000 to 49,999 real	39 1%	22 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 11%	22 7%
50,000 to 74,999 real	42 1%	27 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 11%	27 8%
75,000 to 99,999 real	34 1%	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 9%	18 6%
100,000 or more real	41 1%	26 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 11%	26 8%
Less than 50,000 Mexican pesos	18 *	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	23 1%	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	33 1% B	11 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	23 1%	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 to 199,999 Mexican pesos	31 1%	17 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	12 *	12 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	17 *	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	23 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	11 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	13 *	11 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	5 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5.000 Euros	12 *	14 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
5.000 Euros - 9.999 Euros	33 1%	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10.000 Euros - 19.999 Euros	92 2% BEIY	56 2% FZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20.000 Euros - 29.999 Euros	112 3% EIY	83 2% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30.000 Euros - 39.999 Euros	119 3% BEIY	69 2% FJZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40.000 Euros - 49.999 Euros	66 2% EIY	51 1% FZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50.000 Euros - 74.999 Euros	81 2% BEIY	48 1% FZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75.000 Euros - 99.999 Euros	21 1%	29 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100.000 Euros - 149.999 Euros	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150.000 Euros - 199.999 Euros	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200.000 Euros or more	-	4 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 ZL	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 ZL - 19,999 ZL	9	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 ZL - 29,999 ZL	13	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 ZL - 39,999 ZL	12	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 ZL - 49,999 ZL	17	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 ZL - 59,999 ZL	10	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 ZL - 79,999 ZL	10	19 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

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	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
80,000 ZL - 99,999 ZL	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 ZL - 149,999 ZL	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 ZL - 199,999 ZL	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 ZL - 249,999 ZL	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 ZL - 299,999 ZL	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 ZL or more	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5,000 TRY	13	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000 TRY - 9,999 TRY	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 TRY - 19,999 TRY	7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 TRY - 29,999 TRY	10	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 TRY - 39,999 TRY	15	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 TRY - 49,999 TRY	10	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 TRY - 74,999 TRY	19	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 TRY - 99,999 TRY	8	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 TRY - 149,999 TRY	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 TRY - 199,999 TRY	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 TRY - 249,999 TRY	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
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	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
250,000 TRY or more	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 2000 RUB	1	2	-	-	-	-	-	-	1 A	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2000 RUB - 4000 RUB	1	1	-	-	-	-	-	-	1 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4001 RUB - 6000 RUB	2	1	-	-	-	-	-	-	2 A	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001 RUB - 8000 RUB	4	1	-	-	-	-	-	-	4 AEY	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8001 RUB - 10000 RUB	-	1	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10001 RUB - 15000 RUB	8	7	-	-	-	-	-	-	8 AEY	7 BFZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15001 RUB - 25000 RUB	32 1%	32 1%	-	-	-	-	-	-	32 13% AEY	32 14% BFZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 25000 RUB	192 5% EY	175 5% FZ	-	-	-	-	-	-	192 76% AEY	175 76% BFZ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to 4,499 GBP	10 B	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500 to 6,499 GBP	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6,500 to 7,499 GBP	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500 to 9,499 GBP	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9,500 to 11,499 GBP	9	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11,500 to 13,499 GBP	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13,500 to 15,499 GBP	6	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,500 to 17,499 GBP	9	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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8 Jun 2016  
Table 339

Base: Online Survey And Over 18 Years Of Age And Household Income Is To Be Presented And Have Household Income Codes

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	4059	3471	-**	-**	358	315	-**	-**	253	231	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	370	321
17,500 to 24,999 GBP	33 1%	36 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25,000 to 29,999 GBP	25 1%	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 GBP	27 1%	33 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 GBP	27 1%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 GBP	15 *	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 GBP	9 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 or more GBP	4 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	264 7%	199 6%	-	-	30 8%	29 9% BJ	-	-	13 5%	11 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 6%	19 6%
Sigma	4059 100%	3471 100%	-	-	358 100%	315 100%	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q485. Racial Background.

8 Jun 2016  
Table 340

Base: All Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
White	567 9%	542 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	30 *	25 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	40 1% K	26 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	39 1% K	26 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
African American	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	17 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	5 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed Race	3 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Asian	3 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	12 *	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Korean	2 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japanese	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Southeast Asian	-	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Filipino	3 *	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	7 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q485. Racial Background.

8 Jun 2016  
Table 340

Base: All Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	6144	5452	206	184	358	315	204	183	253	231	687	595	207	181	201	192	105	90*	103	96*	119	93*	110	93*	370	321
Decline to Answer	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	5441 89%	4810 88%	206 100% A	184 100% B	358 100% A	315 100% B	204 100% A	183 100% B	253 100% A	231 100% B	687 100% A	595 100% B	207 100% A	181 100% B	201 100% A	192 100% B	105 100% A	90 100% B	103 100% A	96 100% B	119 100% A	93 100% B	110 100% A	93 100% B	370 100% A	321 100% B
Sigma	6144 100%	5452 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	201 100%	192 100%	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base

Q364. What is your marital status?

8 Jun 2016  
Table 341

Base: Marital Status Is To Be Presented And 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	5943	5260	206	184	358	315	204	183	253	231	687	595	207	181	-**	-**	105	90*	103	96*	119	93*	110	93*	370	321
Never married	1769 30% I	1542 29% J DAIKMUWY	99 48% BJV	69 38% AIKUW	155 43% BULNRVXZ	146 46% AIKMUWY	104 51% BJLRVZ	79 43% BJLRVZ	46 18% LAIUW	40 17% LAIUW	243 35% J	179 30% J	74 36% I	61 34% JV	-	-	38 36% I	25 28% J	45 44% AIUW	43 45% BJLRVZ	31 26% CM	19 20% X	28 25% J	30 32% J	144 39% AIUW	108 34% JV
Married or civil union	3405 57% CEGMQWY	2986 57% DFNXZ	76 37% CX	91 49% CM	182 51% CM	143 45% M	94 46% NXZ	99 54% ACEGKMSY	181 72% BDFHNRVXZ	161 70% CGMQY	387 56% KBDHNRVXZ	373 63% J	75 36% I	77 43% JV	-	-	43 41% I	44 49% X	54 52% CM	48 50% X	64 54% CM	47 51% X	51 46% J	32 34% CM	176 48% CM	137 43% CM
Divorced	256 4% GK	250 5% DHLN	5 2% L	2 1% EK	13 4% K	18 6% DHLN	3 1% J	3 2% J	8 3% K	18 8% IBDHLN	8 1% J	9 2% J	5 2% J	3 2% J	-	-	10 10% ACEGKMSY	9 10% BDHLNT	1 1% J	2 2% J	7 6% GK	5 5% DL	8 7% CGKMSY	7 8% DHLN	9 2% YDHLN	21 7% J
Separated	86 1% K	90 2% L	5 2% EK	9 5% BFHJLNT	1 1% J	2 1% J	1 1% J	-	4 2% J	1 1% J	5 1% J	4 1% J	3 1% J	1 1% J	-	-	-	2 2% H	-	-	10 8% ACEGKMSY	8 9% BFHJLNT	3 3% E	5 5% BFHJLNT	8 2% EK	12 4% BFHJLNT
Widow/Widower	73 1% K	78 1% K	5 2% K	1 1% J	3 1% J	6 2% J	1 1% J	-	4 2% J	2 1% J	3 1% J	4 1% J	1 1% J	3 2% J	-	-	-	3 3% HL	1 1% J	1 1% J	1 1% J	1 1% J	2 2% J	-	3 1% YBHL	9 3% J
Living with partner	354 6% EG	314 6% FH	16 8% EGS	12 7% FH	4 1% J	-	1 1% J	2 1% J	10 4% EG	9 4% F	41 6% EG	26 4% FH	49 24% ACEGKMSY	36 20% BDFHJLRTZ	-	-	14 13% AEGIKSU	7 8% FH	2 2% F	2 2% F	6 5% EG	13 14% UBDFHJLT	18 16% ACEGKSUY	19 20% BDFHJLRTZ	30 8% EGIS	34 11% BFHJLT
Sigma	5943 100%	5260 100%	206 100%	184 100%	358 100%	315 100%	204 100%	183 100%	253 100%	231 100%	687 100%	595 100%	207 100%	181 100%	-	-	105 100%	90 100%	103 100%	96 100%	119 100%	93 100%	110 100%	93 100%	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Base: US Age 15-17

QTEENINTUSE. Overall, how often do you use the Internet?

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Almost constantly	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Once a week	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QARREG. In which region do you currently reside?

Base: All Argentina Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	110	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	110	93*	-**	-**
Buenos Aires	41 37%	36 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 37%	36 39%	-	-
Buenos Aires Province (including Gran Buenos Aires)	15 14%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	17 18%	-	-
Santa Fe	15 14%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 14%	5 5%	-	-
Cordoba	12 11%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 11%	5 5%	-	-
Patagonia	4 4%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	8 9%	-	-
Other	23 21%	22 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23 21%	22 24%	-	-
Sigma	110 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	110 100%	93 100%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	204	183	..	..	..	..	204	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Less than 10,000,000 Won	17 8%	10 5%	-	-	-	-	17 8%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	17 8%	15 8%	-	-	-	-	17 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	26 13%	17 9%	-	-	-	-	26 13%	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	49 24%	31 17%	-	-	-	-	49 24%	31 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	55 27%	57 31%	-	-	-	-	55 27%	57 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	30 15%	45 25% A	-	-	-	-	30 15%	45 25% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	10 5%	8 4%	-	-	-	-	10 5%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?

8 Jun 2016  
Table 345

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	..	..	..	..	204	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Yes	196 96%	179 98%	-	-	-	-	196 96%	179 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	8 4%	4 2%	-	-	-	-	8 4%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. .. very small base (under 30) ineligible for sig testing

QKREG1. In which region do you currently reside?

Base: All South Korea Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	..	183	..	..	..	..	..	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Seoul	-	65 36%	-	-	-	-	-	65 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	16 9%	-	-	-	-	-	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	45 25%	-	-	-	-	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ulsan	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	6 3%	-	-	-	-	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gwangju	-	4 2%	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incheon	-	9 5%	-	-	-	-	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daegu	-	11 6%	-	-	-	-	-	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeju-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongnam-do	-	5 3%	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollabuk-do	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3 2%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangnam-do	-	5 3%	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangbuk-do	-	4 2%	-	-	-	-	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKREG1. In which region do you currently reside?

8 Jun 2016  
Table 346

Base: All South Korea Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	183	-.**	-.**	-.**	-.**	-.**	183	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Sigma	-	183 100%	-	-	-	-	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	183	..	..	..	..	..	183	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Seoul	-	65 36%	-	-	-	-	-	65 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	16 9%	-	-	-	-	-	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	45 25%	-	-	-	-	-	45 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other metropolitan cities	-	33 18%	-	-	-	-	-	33 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All other provinces (do)	-	24 13%	-	-	-	-	-	24 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	183 100%	-	-	-	-	-	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	-**	-**	-**	-**	-**	-**	-**	-**	687	595	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
No education	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than primary	5 1%	4 1%	-	-	-	-	-	-	-	-	5 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary but less than middle	11 2%	12 2%	-	-	-	-	-	-	-	-	11 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle but less than matric	12 2%	13 2%	-	-	-	-	-	-	-	-	12 2%	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matric but less than graduate	57 8%	54 9%	-	-	-	-	-	-	-	-	57 8%	54 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or above	598 87%	512 86%	-	-	-	-	-	-	-	-	598 87%	512 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	..	..	..	..	..	..	..	..	687	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Less than 120,000 rupees	104 15%	87 15%	-	-	-	-	-	-	-	-	104 15%	87 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
120,000 rupees or more	520 76%	466 78%	-	-	-	-	-	-	-	-	520 76%	466 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	63 9%	42 7%	-	-	-	-	-	-	-	-	63 9%	42 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 350

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	687	595	..	..	..	..	..	..	..	..	687	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Metro	514 75%	462 78%	-	-	-	-	-	-	-	-	514 75%	462 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-metro	173 25%	133 22%	-	-	-	-	-	-	-	-	173 25%	133 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. .. very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 351

Base: All India Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	687	595	..	..	..	..	..	..	..	..	687	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Yes	621 90%	536 90%	-	-	-	-	-	-	-	-	621 90%	536 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	66 10%	59 10%	-	-	-	-	-	-	-	-	66 10%	59 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	687 100%	595 100%	-	-	-	-	-	-	-	-	687 100%	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	595	..	..	..	..	..	..	..	..	..	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Uttar Pradesh	-	17 3%	-	-	-	-	-	-	-	-	-	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maharashtra	-	135 23%	-	-	-	-	-	-	-	-	-	135 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bihar	-	7 1%	-	-	-	-	-	-	-	-	-	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Bengal	-	48 8%	-	-	-	-	-	-	-	-	-	48 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andhra Pradesh	-	80 13%	-	-	-	-	-	-	-	-	-	80 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamil Nadu	-	69 12%	-	-	-	-	-	-	-	-	-	69 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rajasthan	-	10 2%	-	-	-	-	-	-	-	-	-	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Karnataka	-	68 11%	-	-	-	-	-	-	-	-	-	68 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gujarat	-	19 3%	-	-	-	-	-	-	-	-	-	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orissa	-	5 1%	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kerala	-	18 3%	-	-	-	-	-	-	-	-	-	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Assam	-	2 *	-	-	-	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Punjab	-	4 1%	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Haryana	-	8 1%	-	-	-	-	-	-	-	-	-	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jharkhand	-	3 1%	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINREG1. In which division do you currently reside?

Base: All India Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Chhattisgarh	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jammu and Kashmir	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Uttaranchal	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Himachal Pradesh	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tripura	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goa	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sikkim	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delhi	-	84 14%	-	-	-	-	-	-	-	-	-	84 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	5 1%	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINREG1. In which division do you currently reside?

8 Jun 2016  
Table 352

Base: All India Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	595	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**	-.**
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	595	..	..	..	..	..	..	..	..	..	595	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Bigger State	-	493 83%	-	-	-	-	-	-	-	-	-	493 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smaller State	-	13 2%	-	-	-	-	-	-	-	-	-	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Union Territories	-	89 15%	-	-	-	-	-	-	-	-	-	89 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	595 100%	-	-	-	-	-	-	-	-	-	595 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

8 Jun 2016  
Table 354

Base: All Indonesia Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	14 7%	8 4%	-	-	-	-	-	-	-	-	-	-	14 7%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-
Jakarta Raya	40 19%	47 26%	-	-	-	-	-	-	-	-	-	-	40 19%	47 26%	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Barat	48 23%	48 27%	-	-	-	-	-	-	-	-	-	-	48 23%	48 27%	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Tengah	24 12%	15 8%	-	-	-	-	-	-	-	-	-	-	24 12%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-
Jawa Timur	25 12%	27 15%	-	-	-	-	-	-	-	-	-	-	25 12%	27 15%	-	-	-	-	-	-	-	-	-	-	-	-
Yogyakarta	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Barat	1 *	3 2%	-	-	-	-	-	-	-	-	-	-	1 *	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Selatan	1 *	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Tengah	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bali	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Barat	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

8 Jun 2016  
Table 354

Base: All Indonesia Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
Nusa Tenggara Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gorontalo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	7 3%	2 1%	-	-	-	-	-	-	-	-	-	-	7 3%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tengah	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aceh	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Bangka-Belitung	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Bengkulu	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	1	1 1%	-	-	-	-	-	-	-	-	-	-	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Riau	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Barat	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Selatan	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera Utara	5 2%	6 3%	-	-	-	-	-	-	-	-	-	-	5 2%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1502. REGION CLASSIFICATION

8 Jun 2016  
Table 355

Base: All Indonesia Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	207	181	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	161 78%	151 83%	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi	9 4%	3 2%	-	-	-	-	-	-	-	-	-	-	9 4%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-
Sumatera	25 12%	18 10%	-	-	-	-	-	-	-	-	-	-	25 12%	18 10%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	207 100%	181 100%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1580. What is your marital status?

8 Jun 2016  
Table 356

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
Single, never married	93 46%	99 52%	-	-	-	-	-	-	-	-	-	-	-	-	93 46%	99 52%	-	-	-	-	-	-	-	-	-	-
Married (monogamous or polygamous)	101 50%	86 45%	-	-	-	-	-	-	-	-	-	-	-	-	101 50%	86 45%	-	-	-	-	-	-	-	-	-	-
Divorced	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Separated	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Widowed	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Loosely coupled	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

8 Jun 2016  
Table 357

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
Lagos State	105 52%	99 52%	-	-	-	-	-	-	-	-	-	-	-	-	105 52%	99 52%	-	-	-	-	-	-	-	-	-	-
Ogun State	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-
Oyo State	9 4%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	12 6%	-	-	-	-	-	-	-	-	-	-
Osun State	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-
Kogi State	1 -	-	-	-	-	-	-	-	-	-	-	-	-	-	1 -	-	-	-	-	-	-	-	-	-	-	-
Kwara State	4 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	1 1%	-	-	-	-	-	-	-	-	-	-
Delta State	1 -	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 -	5 3%	-	-	-	-	-	-	-	-	-	-
Ondo State	1 -	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 -	1 1%	-	-	-	-	-	-	-	-	-	-
Edo State	2 1%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	6 3%	-	-	-	-	-	-	-	-	-	-
Ekiti State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anambra State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-
Abia State	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Enugu State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-
Ebonyi State	1 -	-	-	-	-	-	-	-	-	-	-	-	-	-	1 -	-	-	-	-	-	-	-	-	-	-	-
Rivers State	16 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	16 8%	15 8%	-	-	-	-	-	-	-	-	-	-
Akwa Ibom State	4 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	4 2%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

8 Jun 2016  
Table 357

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philip- pines	2016 Philip- pines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
Imo State	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-
Cross River State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bayelsa State	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	1 *	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Gombe State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Kaduna State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sokoto State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

Base: All Nigeria Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	201	192	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Niger State	3 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	1 1%	-	-	-	-	-	-	-	-	-	-
Plateau State	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	3 2%	-	-	-	-	-	-	-	-	-	-
Nassarawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abuja Federal Capital Territory	24 12%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	24 12%	21 11%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1504. STATE CLASSIFICATION

8 Jun 2016  
Table 358

Base: All Nigeria Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	201	192	**	**	**	**	**	**	**	**	**	**
Postal Code Region 1	113 56%	106 55%	-	-	-	-	-	-	-	-	-	-	-	-	113 56%	106 55%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 2	18 9%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	18 9%	15 8%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 3	4 2%	12 6% A	-	-	-	-	-	-	-	-	-	-	-	-	4 2%	12 6% O	-	-	-	-	-	-	-	-	-	-
Postal Code Region 4	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	9 4%	6 3%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 5	25 12%	22 11%	-	-	-	-	-	-	-	-	-	-	-	-	25 12%	22 11%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	1	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	1	3 2%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 8	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Postal Code Region 9	30 15%	25 13%	-	-	-	-	-	-	-	-	-	-	-	-	30 15%	25 13%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1585. Do you consider yourself...?

8 Jun 2016  
Table 359

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	..	..	..	..	..	..	..	..	..	..	..	..	201	192	..	..	..	..	..	..	..	..	..	..
Hausa	3 1%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	6 3%	-	-	-	-	-	-	-	-	-	-
Yoruba	89 44%	79 41%	-	-	-	-	-	-	-	-	-	-	-	-	89 44%	79 41%	-	-	-	-	-	-	-	-	-	-
Igbo/Ibo	60 30%	56 29%	-	-	-	-	-	-	-	-	-	-	-	-	60 30%	56 29%	-	-	-	-	-	-	-	-	-	-
Fulanji	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-
Other	42 21%	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	42 21%	43 22%	-	-	-	-	-	-	-	-	-	-
Decline to answer	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	103	96*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	103	96*	-**	-**	-**	-**	-**	-**
Ad Daqahliyah	10 10%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%	6 6%	-	-	-	-	-	-
Al Buhayrah	2 2%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	4 4%	-	-	-	-	-	-
Al Gharbiyah	7 7%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 7%	5 5%	-	-	-	-	-	-
Al Ismailiyah	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-
Kafr ash Shaykh	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	3 3%	-	-	-	-	-	-
Dumyat	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-
Al Qalyubiyah	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	3 3%	-	-	-	-	-	-
Ash Sharqiyah	6 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	4 4%	-	-	-	-	-	-
Al Minufiyah	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-
Al Qahirah	27 26%	22 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 26%	22 23%	-	-	-	-	-	-
Al Iskandariyah	13 13%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	13 14%	-	-	-	-	-	-
Bur Said	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
Al Uqsar	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
As Suways	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Aswan	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Asyut	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	2 2%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1505. In which governorate do you currently reside?

Base: All Egypt Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	96*	..	..	..	..	..	..
Al Minya	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	2 2%	-	-	-	-	-	-
Suhaj	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	3 3%	-	-	-	-	-	-
Qina	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
Al Fayyum	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-
Al Jizah	13 13%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 13%	13 14%	-	-	-	-	-	-
Bani Suwayf	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	-	-
Janub Sina	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	103	96*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	103	96*	..	..	..	..	..	..
Lower	36 35%	30 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 35%	30 31%	-	-	-	-	-	-
City	41 40%	38 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41 40%	38 40%	-	-	-	-	-	-
Upper	25 24%	25 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 24%	25 26%	-	-	-	-	-	-
Desert	1 1%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	3 3%	-	-	-	-	-	-
Sigma	103 100%	96 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	103 100%	96 100%	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4005. Which of the following income categories best describes your total 2015 household income before taxes?

8 Jun 2016  
Table 362

Base: All Colombia Respondents 18 Or Older

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	119	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	119	93*	**	**	**	**
Menos de \$ 6.000.000 pesos colombianos	22 18%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22 18%	19 20%	-	-	-	-
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	11 9%	11 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	11 12%	-	-	-	-
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	9 8%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	8 9%	-	-	-	-
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	11 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	7 8%	-	-	-	-
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	11 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 9%	7 8%	-	-	-	-
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	9 8%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	6 6%	-	-	-	-
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	9 8%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	9 10%	-	-	-	-
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	4 3%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 3%	5 5%	-	-	-	-
\$ 84.001.000 o mas pesos colombianos	9 8%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 8%	6 6%	-	-	-	-
Decline to answer	24 20%	15 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 20%	15 16%	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

QCOREG2. In which region do you live?

8 Jun 2016  
Table 363

Base: All Colombia Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..**	93*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	93*	..**	..**	..**	..**
Central	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-
Bogota	-	42 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 45%	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Eje Cafetero	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-
Andina Norte	-	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 13%	-	-	-	-
Andina Sur	-	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 9%	-	-	-	-
Pacifico Sur	-	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 8%	-	-	-	-
Caribe	-	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 10%	-	-	-	-
Orinoquia	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	93 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

8 Jun 2016  
Table 364

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Kindergarten school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Primary school (Grades 1-5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Lower Secondary school (Grades 6-9)	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Upper Secondary school (Grades 10-12)	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Upper Secondary school (Grades 10-12)	6%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Primary level	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Primary level	2%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Professional Secondary school - Intermediate level	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Professional Secondary school - Intermediate level	4%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	4%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete College	10%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some University	20%	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

8 Jun 2016  
Table 364

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Complete University	40 40%	43 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Post graduate degree	3 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Post graduate degree	8 8%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

8 Jun 2016  
Table 365

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- ppines (C)	2016 Philipi- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	5 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Worker	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NON-STATE SECTOR EMPLOYEE	15 15%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low manager	4 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Executive/Officer	4 4%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (10 workers or higher)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1- 9 workers)	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OWN-ACCOUNT WORKER	9 9%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

8 Jun 2016  
Table 365

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmer, logger, fisherman (agriculture, forestry and fishing)	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student/ Apprentice	27 27%	15 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife/househusband	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	7 8% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Family workers	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed	6 6% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHERS (UNCLASSIFIABLE BY STATUS)	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	2 2%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income

8 Jun 2016  
Table 366

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	14 14%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	2 2%	8 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	6 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	6 6%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	26 26%	26 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	23 23%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	7 7%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure

8 Jun 2016  
Table 367

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
150,000,000 VND or higher	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	4 4%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 3%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	6 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	10 10%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	21 21%	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	24 24%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	14 14%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	4 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	2 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	7 7%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income

8 Jun 2016  
Table 368

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
150,000,000 VND or higher	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	2 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	3 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	11 11%	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	14 14%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	17 17%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	16 16%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	10 10%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	5 5%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	7 7%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	6 6%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure

8 Jun 2016  
Table 369

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	100	93*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
150,000,000 VND or higher	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	4 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	10 10%	7 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	12 12%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	12 12%	25 27% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	24 24%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	19 19%	19 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	11 11%	9 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4025. SOCIO ECONOMIC CLASSIFICATION

8 Jun 2016  
Table 370

Base: All Vietnam Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	94*	85*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Class A5 (150,000,000+)	14 15%	6 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A4 (75,000,000 - 149,999,999)	2 2%	8 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A3 (45,000,000 - 74,999,999)	6 6%	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A2 (30,000,000 - 44,999,999)	6 6%	13 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A1 (15,000,000 - 29,999,999)	26 28%	26 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class B (7,500,000 - 14,999,999)	23 24%	19 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class C (4,500,000 - 7,499,999)	7 7%	5 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class D (3,000,000 - 4,499,000)	5 5%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class F (1 - 1,499,999)	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	94 100%	85 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

8 Jun 2016  
Table 371

Base: All Vietnam Respondents

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	100	93*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
North East	15 15%	14 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Red River Delta	19 19%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Central Coast	7 7%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Central Coast	10 10%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Highlands	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	34 34%	31 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mekong River Delta	10 10%	17 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	3 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	100 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

8 Jun 2016  
Table 372

Base: All Philippines Respondents 18 Or Older

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	206	184	206	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	7 3%	5 3%	7 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some vocational	5 2%	1 1%	5 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	7 3%	6 3%	7 3%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college	39 19%	31 17%	39 19%	31 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	121 59%	125 68%	121 59%	125 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	13 6%	9 5%	13 6%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	10 5%	6 3%	10 5%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	1	1 1%	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

8 Jun 2016  
Table 373

Base: All Philippines Respondents 18 Or Older

	Country																										
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philip- pines (C)	2016 Philip- pines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)	
Unweighted Base	206	184	206	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Professional, technical and kindred workers	83 40%	62 34%	83 40%	62 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	2 1%	2 1%	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	11 5%	8 4%	11 5%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	16 8%	25 14%	16 8%	25 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales workers	17 8%	15 8%	17 8%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	6 3%	2 1%	6 3%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service workers except private household workers	4 2%	5 3%	4 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private household workers	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	2 1%	4 2%	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not gainfully employed	10 5%	9 5%	10 5%	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife	16 8%	12 7%	16 8%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	9 4%	11 6%	9 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	5 2%	4 2%	5 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensioner	6 3%	10 5%	6 3%	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	18 9%	15 8%	18 9%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	206 100%	184 100%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

Base: All Philippines Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- nes	2016 Philipi- nes (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	206	184	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
National Capital Region	96 47%	72 39%	96 47%	72 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	5 2%	2 1%	5 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	4 2%	4 2%	4 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	1 1%	2 1%	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	13 6%	15 8%	13 6%	15 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	27 13%	29 16%	27 13%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 3%	5 3%	6 3%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	9 4%	11 6%	9 4%	11 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	19 9%	21 11%	19 9%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	2 1%	4 2%	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	5 2%	1 1%	5 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	9 4%	8 4%	9 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	5 2%	5 3%	5 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	4 2%	2 1%	4 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	1 1%	3 2%	1 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

8 Jun 2016  
Table 374

Base: All Philippines Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	206	184	206	184	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Sigma	206 100%	184 100%	206 100%	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 375

Base: All Brazil Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	341	288	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	341	288
Nenhum	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
Alfabetizacao	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
Fundamental incompleto - fundamental I (1a. serie a 4a)	1	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2 1%
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 1%	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	7 2%
Fundamental completo	4 1%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	6 2%
Ensino Medio	121 35%	104 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	121 35%	104 36%
Superior	173 51%	137 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	173 51%	137 48%
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	38 11%	31 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 11%	31 11%
Sigma	341 100%	288 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	341 100%	288 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	321
Distrito Federal	-	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 2%
Goiás	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Mato Grosso	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Mato Grosso do Sul	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Acre	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Amapa	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Amazonas	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Para	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Rondonia	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%
Roraima	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Tocantins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alagoas	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Bahia	-	16 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 5%
Ceara	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%
Maranhao	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%
Paraiba	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QBRREG1. In which state do you currently reside?

Base: All Brazil Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	321
Pernambuco	-	12 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 4%
Piaui	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Rio Grande do Norte	-	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 2%
Sergipe	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%
Parana	-	25 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 8%
Rio Grande do Sul	-	19 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 6%
Santa Catarina	-	13 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 4%
Espirito Santo	-	7 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 2%
Minas Gerais	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 9%
Rio de Janeiro	-	30 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 9%
Sao Paulo	-	122 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	122 38%
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	321
Center-west	-	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 3%
North	-	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 3%
North-east	-	55 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 17%
South	-	57 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 18%
South-east	-	188 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	188 59%
Sigma	-	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Q1538. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 378

Base: All Mexican Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phil- ippines (C)	2016 Phil- ippines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	215	171	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	1	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	1	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	10 5%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	7 3%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	23 11%	13 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	38 18%	29 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	113 53%	86 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	21 10%	19 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	215 100%	171 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QMXREG. In which state do you currently reside?

Base: All Mexican Respondents

	Country																									
	2015 Total Consu- mers	2016 Total Consu- mers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	184	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Aguascalientes	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Norte	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Sur	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campeche	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiapas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coahuila	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colima	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Distrito Federal	-	30 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guerrero	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hidalgo	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jalisco	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michoacan	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QMXREG. In which state do you currently reside?

8 Jun 2016  
Table 379

Base: All Mexican Respondents

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Philipi- ppines	2016 Philipi- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	..	184	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Morelos	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nayarit	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oaxaca	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puebla	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Queretaro	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quintana Roo	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Luis Potosi	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinaloa	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sonora	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tabasco	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamaulipas	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tlaxcala	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veracruz	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yucatan	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zacatecas	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	184 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

Base: All Chinese Respondents And 21+ Years Of Age

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	1098	943	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
High school or less	83 8%	52 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College	289 26%	219 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor degree	639 58%	594 63% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate	87 8%	78 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1098 100%	943 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 381

Base: All Turkey Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	102	95*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Primary education	2 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school	26 25%	25 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	63 62%	60 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	7 7%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	102 100%	95 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 382

Base: All Colombia Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Philipi- nes (C)	2016 Philipi- nes (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	119	93*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	119	93*	..	..	..	..
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Secondary	8 7%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 7%	12 13%	-	-	-	-
Technical/Technology	40 34%	21 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 34%	21 23%	-	-	-	-
University	51 43%	47 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 43%	47 51%	-	-	-	-
Post Graduate	19 16%	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 16%	13 14%	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	119 100%	93 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	119 100%	93 100%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Q1DED. What is the highest level of education you have completed or the highest degree you have received?

8 Jun 2016  
Table 383

Base: All Indonesia Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	207	181	..	..	..	..	..	..	..	..	..	..	207	181	..	..	..	..	..	..	..	..	..	..	..	..
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	1	1%	-	-	-	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	2	1%	-	-	-	-	-	-	-	-	-	-	2	1%	-	-	-	-	-	-	-	-	-	-	-	-
High school or higher	204	179	-	-	-	-	-	-	-	-	-	-	204	179	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	207	181	-	-	-	-	-	-	-	-	-	-	207	181	-	-	-	-	-	-	-	-	-	-	-	-
	100%	100%											100%	100%												

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 384

Base: All Japan Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	358	315	-**	-**	358	315	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Less than high school	11 3%	6 2%	-	-	11 3%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school degree	121 34%	120 38%	-	-	121 34%	120 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior College degree	49 14%	39 12%	-	-	49 14%	39 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BA or University degree	177 49%	150 48%	-	-	177 49%	150 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	358 100%	315 100%	-	-	358 100%	315 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 385

Base: All Nigeria Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	201	192	**	**	**	**	**	**	**	**	**	**	**	**	201	192	**	**	**	**	**	**	**	**	**	**
No level completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed FSLC (first school leaving certificate)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Vocational/COMM	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-	-	-
JSS/O'Level	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	21 10%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	21 10%	21 11%	-	-	-	-	-	-	-	-	-	-
Completed A'Level or higher	109 54%	98 51%	-	-	-	-	-	-	-	-	-	-	-	-	109 54%	98 51%	-	-	-	-	-	-	-	-	-	-
Other	66 33%	70 36%	-	-	-	-	-	-	-	-	-	-	-	-	66 33%	70 36%	-	-	-	-	-	-	-	-	-	-
Sigma	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-	-	-	201 100%	192 100%	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

Base: All Poland Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	112	92*	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	1 1%	6 7% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	38 34%	30 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post-secondary	10 9%	8 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tertiary	59 53%	48 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	112 100%	92 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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

Base: All Russia Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	253	231	..	..	..	..	..	..	253	231	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Incomplete secondary and lower	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	11 4%	9 4%	-	-	-	-	-	-	11 4%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary special	41 16%	48 21%	-	-	-	-	-	-	41 16%	48 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Incomplete higher	31 12%	27 12%	-	-	-	-	-	-	31 12%	27 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Higher (including postgraduate)	169 67%	147 64%	-	-	-	-	-	-	169 67%	147 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	253 100%	231 100%	-	-	-	-	-	-	253 100%	231 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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

8 Jun 2016  
Table 388

Base: All South Korea Respondents 18 Or Older

	Country																									
	2015 Total Consumers	2016 Total Consumers (18+)	2015 Philippines	2016 Philippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indonesia	2016 Indonesia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colombia	2016 Colombia (18+)	2015 Argentina	2016 Argentina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	204	183	-**	-**	-**	-**	204	183	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Less than high school	3 1%	2 1%	-	-	-	-	3 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school graduate	51 25%	39 21%	-	-	-	-	51 25%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College/University graduate	127 62%	119 65%	-	-	-	-	127 62%	119 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate degree	23 11%	23 13%	-	-	-	-	23 11%	23 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	204 100%	183 100%	-	-	-	-	204 100%	183 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QBRINC. Which of the following income categories best describes your total 2015 household income before taxes?

Base: All Brazil Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phil- ippines	2016 Phil- ippines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	370	321	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	370	321
Less than 24,000 real	73 20%	99 31% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73 20%	99 31% Y
24,000 to 50,999 real	117 32%	100 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	117 32%	100 31%
51,000 to 119,999 real	116 31% B	66 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116 31% Z	66 21%
120,000 real or more	38 10%	26 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 10%	26 8%
Decline to answer	26 7%	30 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 7%	30 9%
Sigma	370 100%	321 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	370 100%	321 100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

QCININC. Which of the following income categories best describes your total monthly household income before taxes?

Base: All Chinese Respondents 18 Or Older

	Country																									
	2015 Total Consum- ers (A)	2016 Total Consum- ers (18+) (B)	2015 Phili- ppines (C)	2016 Phili- ppines (18+) (D)	2015 Japan (E)	2016 Japan (18+) (F)	2015 South Korea (G)	2016 South Korea (18+) (H)	2015 Russia (I)	2016 Russia (18+) (J)	2015 India (K)	2016 India (18+) (L)	2015 Indon- esia (M)	2016 Indon- esia (18+) (N)	2015 Nigeria (O)	2016 Nigeria (18+) (P)	2015 South Africa (Q)	2016 South Africa (18+) (R)	2015 Egypt (S)	2016 Egypt (18+) (T)	2015 Colom- bia (U)	2016 Colom- bia (18+) (V)	2015 Argen- tina (W)	2016 Argen- tina (18+) (X)	2015 Brazil (Y)	2016 Brazil (18+) (Z)
Unweighted Base	1110	996	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than 1000 RMB	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1001-2000 RMB	4	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2001-3000 RMB	19	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3001-4000 RMB	42	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4001-6000 RMB	113	75	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001-10,000 RMB	364	308	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 10,000 RMB	555	554	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	10	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1110	996	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Base: All South Africa Respondents

QZAREG. In which region do you currently reside?

	Country																									
	2015 Total Consum- ers	2016 Total Consum- ers (18+)	2015 Phili- ppines	2016 Phili- ppines (18+)	2015 Japan	2016 Japan (18+)	2015 South Korea	2016 South Korea (18+)	2015 Russia	2016 Russia (18+)	2015 India	2016 India (18+)	2015 Indon- esia	2016 Indon- esia (18+)	2015 Nigeria	2016 Nigeria (18+)	2015 South Africa	2016 South Africa (18+)	2015 Egypt	2016 Egypt (18+)	2015 Colom- bia	2016 Colom- bia (18+)	2015 Argen- tina	2016 Argen- tina (18+)	2015 Brazil	2016 Brazil (18+)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted Base	**-	90*	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	**-	90*	**-	**-	**-	**-	**-	**-	**-	**-
Free state	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-
Gauteng	-	42 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42 47%	-	-	-	-	-	-	-	-
KwaZulu-Natal	-	19 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 21%	-	-	-	-	-	-	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-
Northern Cape	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Western Cape	-	13 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 14%	-	-	-	-	-	-	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-
Sigma	-	90 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90 100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - Y/Z - A/C/E/G/I/K/M/O/Q/S/U/W/Y - B/D/F/H/J/L/N/P/R/T/V/X/Z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

T Test Suppressed Because No Base Row

Page Table Title

1	1	Q75. Sample source
2	2	Q616. COUNTRY
4	3	Q620. LANGUAGE
6	4	Q264. In which country or region do you currently reside?
8	5	Q268. I identify my gender as ...?
9	6	Q280. Respondent Age.
10	7	Q600. How many hours per week do you spend using the Internet?
11	8	Q640. COUNTRY QUOTAS
14	9	Q700. Which of the following domain name extensions, if any, have you heard of?
17	10	Q705. Have you personally visited websites with any of the following domain extensions?
20	11	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
22	12	Q726. Please rate the following domain name extensions by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
24	13	Q726_1. Please rate the following domain name extensions by how trustworthy you feel they are. 1. .com
25	14	Q726_2. Please rate the following domain name extensions by how trustworthy you feel they are. 2. .net
26	15	Q726_3. Please rate the following domain name extensions by how trustworthy you feel they are. 3. .info
27	16	Q726_4. Please rate the following domain name extensions by how trustworthy you feel they are. 4. .org
28	17	Q726_29. Please rate the following domain name extensions by how trustworthy you feel they are. 29. .tel
29	18	Q726_30. Please rate the following domain name extensions by how trustworthy you feel they are. 30. .asia
30	19	Q726_31. Please rate the following domain name extensions by how trustworthy you feel they are. 31. .pro
31	20	Q726_32. Please rate the following domain name extensions by how trustworthy you feel they are. 32. .coop
32	21	Q726_5. Please rate the following domain name extensions by how trustworthy you feel they are. 5. .cn
33	22	Q726_6. Please rate the following domain name extensions by how trustworthy you feel they are. 6. .vn
34	23	Q726_7. Please rate the following domain name extensions by how trustworthy you feel they are. 7. .ph
35	24	Q726_8. Please rate the following domain name extensions by how trustworthy you feel they are. 8. .jp
36	25	Q726_9. Please rate the following domain name extensions by how trustworthy you feel they are. 9. .kr
37	26	Q726_10. Please rate the following domain name extensions by how trustworthy you feel they are. 10. .ru
38	27	Q726_11. Please rate the following domain name extensions by how trustworthy you feel they are. 11. .in
39	28	Q726_12. Please rate the following domain name extensions by how trustworthy you feel they are. 12. .id
40	29	Q726_13. Please rate the following domain name extensions by how trustworthy you feel they are. 13. .ng
41	30	Q726_14. Please rate the following domain name extensions by how trustworthy you feel they are. 14. .za
42	31	Q726_15. Please rate the following domain name extensions by how trustworthy you feel they are. 15. .eg
43	32	Q726_16. Please rate the following domain name extensions by how trustworthy you feel they are. 16. .co
44	33	Q726_17. Please rate the following domain name extensions by how trustworthy you feel they are. 17. .ar
45	34	Q726_18. Please rate the following domain name extensions by how trustworthy you feel they are. 18. .br
46	35	Q726_19. Please rate the following domain name extensions by how trustworthy you feel they are. 19. .it
47	36	Q726_20. Please rate the following domain name extensions by how trustworthy you feel they are. 20. .tr

Page	Table	Title
48	37	Q726_21. Please rate the following domain name extensions by how trustworthy you feel they are. 21. .es
49	38	Q726_22. Please rate the following domain name extensions by how trustworthy you feel they are. 22. .pl
50	39	Q726_23. Please rate the following domain name extensions by how trustworthy you feel they are. 23. .uk
51	40	Q726_24. Please rate the following domain name extensions by how trustworthy you feel they are. 24. .fr
52	41	Q726_25. Please rate the following domain name extensions by how trustworthy you feel they are. 25. .de
53	42	Q726_26. Please rate the following domain name extensions by how trustworthy you feel they are. 26. .us
54	43	Q726_27. Please rate the following domain name extensions by how trustworthy you feel they are. 27. .ca
55	44	Q726_28. Please rate the following domain name extensions by how trustworthy you feel they are. 28. .mx
56	45	Q727 Thinking about an extension that you felt was more trustworthy, what about that domain name extension makes it seem trustworthy?
63	46	q730 To the best of your knowledge, why do websites have different extensions?
68	47	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
69	48	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
70	49	Q756. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
71	50	Q756_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
72	51	Q756_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
73	52	Q756_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
74	53	Q756_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
75	54	Q756_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
76	55	Q756_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
77	56	Q756_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
78	57	Q756_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing
79	58	Q756_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
80	59	Q756_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
81	60	Q756_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
82	61	Q756_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
83	62	Q756_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
84	63	Q756_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
85	64	Q756_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
86	65	Q766_1. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
87	66	Q766_2. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
88	67	Q766_3. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
89	68	Q766_4. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
90	69	Q766_5. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
91	70	Q766_6. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn

Page Table Title

92	71	Q766_7. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
93	72	Q766_8. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
94	73	Q766_9. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
95	74	Q766_10. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
96	75	Q766_11. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
97	76	Q766_12. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
98	77	Q766_13. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
99	78	Q766_14. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za
100	79	Q766_15. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
101	80	Q766_16. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
102	81	Q766_17. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
103	82	Q766_18. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
104	83	Q766_19. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
105	84	Q766_20. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .tr
106	85	Q766_21. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
107	86	Q766_22. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
108	87	Q766_23. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
109	88	Q766_24. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .fr
110	89	Q766_25. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
111	90	Q766_26. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
112	91	Q766_27. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
113	92	Q766_28. What are your expectations about restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
114	93	Q767. Do you feel each of the following restrictions should be enforced? SUMMARY TABLE OF YES
115	94	Q767_1. Do you feel each of the following restrictions should be enforced? 1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
116	95	Q767_2. Do you feel each of the following restrictions should be enforced? 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)
117	96	Q767_3. Do you feel each of the following restrictions should be enforced? 3. Requirements for local presence within a specific city, country, or region for a domain related to that place.
118	97	Q767_4. Do you feel each of the following restrictions should be enforced? 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)
119	98	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
120	99	Q780 How do you determine whether a website is legitimate or not?
125	100	Q785. Have you ever tried to identify who created a particular website?
126	101	Q790 What did you use to try and figure this out?
130	102	Q830x1 To the best of your knowledge, why have new gTLDs been created?
134	103	Q870 What criteria or situations might make you decide to visit websites with a domain name extension you have not seen before?
141	104	Q875 What, if anything, might cause you to avoid a website with an unfamiliar domain name extension?
146	105	Q800. Which of the following new gTLDs, if any, have you heard of?

Page	Table	Title
149	106	Q805. Have you personally visited websites with any of the following new domain name extensions? Please select all that you recall having visited.
152	107	Q890. Think about accessing a website with one of the newer domain extensions (the part after the 'dot'). If the domain name extension in question is descriptive of a service or item, would you expect that all websites using that domain extension have a direct relationship to it?
153	108	Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? SUMMARY TABLE OF TOP 2 BOX
154	109	Q812. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? SUMMARY TABLE OF BOTTOM 2 BOX
155	110	Q812_1. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 1. Wildanimalphotography.com [ENGLISH]
156	111	Q812_2. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 2. Wildanimal.photography
157	112	Q812_3. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 3. Wildanimal.photos
158	113	Q812_4. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 4. Wildanimalphotos.info
159	114	Q812_5. Assume you are looking for information about wildlife photography. How likely would you be to visit each of the following sites? 5. Wildanimalphotography.com
160	115	Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? SUMMARY TABLE OF TOP 2 BOX
161	116	Q826X1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
162	117	Q826X1_1. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 1. Digitalcameras.com
163	118	Q826X1_2. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 2. Digital.cameras
164	119	Q826X1_3. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 3. Digitalcameras.shop
165	120	Q826X1_4. And if you were looking to buy a new camera, how likely would you be to visit each of the following? 4. Digitalcameras
166	121	Q828. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? SUMMARY TABLE OF TOP 2 BOX
167	122	Q828. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
168	123	Q828_1. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? 1. berlin.com
169	124	Q828_2. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? 2. berlin.de
170	125	Q828_3. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? 3. berlin.info
171	126	Q828_4. And, what if you were looking for information about Berlin, Germany or thinking about travelling there? How likely would you be to visit each of the following? 4. info.berlin
172	127	Q880. If you were conducting an internet search for information on a topic, how much attention do you pay to the domain extension (e.g. .com or .info)?
173	128	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
174	129	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
177	130	Q826. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
180	131	Q826_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
181	132	Q826_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
182	133	Q826_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
183	134	Q826_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
184	135	Q826_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor

Page	Table	Title
185	136	Q826_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
186	137	Q826_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
187	138	Q826_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
188	139	Q826_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
189	140	Q826_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
190	141	Q826_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
191	142	Q826_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website
192	143	Q826_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
193	144	Q826_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
194	145	Q826_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
195	146	Q826_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
196	147	Q826_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
197	148	Q826_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
198	149	Q826_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
199	150	Q826_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
200	151	Q826_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
201	152	Q826_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. .Foshan
202	153	Q826_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
203	154	Q826_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
204	155	Q826_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
205	156	Q826_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
206	157	Q826_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .mockba
207	158	Q826_36. Please rate the following gTLDs by how trustworthy you feel they are. 36. .delhi
208	159	Q826_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
209	160	Q826_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
210	161	Q826_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
211	162	Q826_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
212	163	Q826_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
213	164	Q826_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
214	165	Q826_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
215	166	Q826_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
216	167	Q826_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh

Page	Table	Title
217	168	Q826_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
218	169	Q826_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
219	170	Q826_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
220	171	Q826_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
221	172	Q826_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
222	173	Q827 Please assume that while browsing you see a website with a domain extension (the part after the "dot") that you do not recognize. What about this unfamiliar domain name extension would make it feel trustworthy?
230	174	Q850. If you wanted more information about one of the new gTLDs, where would you go?
231	175	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
232	176	Q856. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX
233	177	Q856_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
234	178	Q856_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
235	179	Q856_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
236	180	Q856_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
237	181	Q856_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
238	182	Q856_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
239	183	Q856_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
240	184	Q856_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
241	185	Q856_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
242	186	Q856_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
243	187	Q856_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
244	188	Q856_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
245	189	Q856_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
246	190	Q856_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
247	191	Q856_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
248	192	Q866_1. 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. .email
249	193	Q866_2. 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? 2. .photography
250	194	Q866_3. 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? 3. .link
251	195	Q866_4. 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? 4. .guru
252	196	Q866_5. 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? 5. .realtor
253	197	Q866_6. 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? 6. .club

<u>Page</u>	<u>Table</u>	<u>Title</u>
254	198	Q866_7. 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? 7. .xyz
255	199	Q866_44. 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? 44. .bank
256	200	Q866_45. 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? 45. .pharmacy
257	201	Q866_46. 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? 46. .builder
258	202	Q866_23. 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? 23. .toronto
259	203	Q866_24. 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? 24. .quadalajara
260	204	Q866_25. 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? 25. .roma
261	205	Q866_26. 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? 26. .istanbul
262	206	Q866_27. 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? 27. .madrid
263	207	Q866_28. 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? 28. .warszawa
264	208	Q866_29. 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? 29. .paris
265	209	Q866_30. 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? 30. Foshan
266	210	Q866_31. 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? 31. .hanoi
267	211	Q866_32. 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? 32. .manilla
268	212	Q866_33. 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? 33. .tokyo
269	213	Q866_34. 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? 34. .seoul
270	214	Q866_35. 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? 35. .mockba
271	215	Q866_36. 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? 36. .delhi
272	216	Q866_37. 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? 37. .jakarta
273	217	Q866_38. 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? 38. .abuja
274	218	Q866_39. 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? 39. .capetown
275	219	Q866_40. 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? 40. .cairo
276	220	Q866_41. 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? 41. .bogota
277	221	Q866_42. 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? 42. .cordoba

Page	Table	Title
278	222	Q866_43. 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? 43. .rio
279	223	Q866_8. 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? 8. .berlin
280	224	Q866_9. 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? 9. .ovh
281	225	Q866_10. 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? 10. .london
282	226	Q866_11. 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? 11. .nyc
283	227	Q866_12. 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? 12. .wang
284	228	Q866_13. 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? 13. .xn-ses554g (Chinese for network address)
285	229	Q866_14. 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? 14. .xn-55qx5d (Chinese for company)
286	230	Q910. And, how much do you trust that the restrictions on this new registration will actually be enforced?
287	231	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
288	232	Q916. How much do you trust the Domain Name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
289	233	Q916_1. How much do you trust the Domain Name industry compared to these other industries? 1. Internet service providers/the agency that provides my internet access
290	234	Q916_2. How much do you trust the Domain Name industry compared to these other industries? 2. Web based marketing companies
291	235	Q916_3. How much do you trust the Domain Name industry compared to these other industries? 3. E-commerce companies
292	236	Q916_4. How much do you trust the Domain Name industry compared to these other industries? 4. Software companies
293	237	Q916_5. How much do you trust the Domain Name industry compared to these other industries? 5. Computer hardware companies
294	238	Q917 Why do you trust the domain name industry more than these other industries?
301	239	Q919 Why do you trust the domain name industry less than these other industries?
305	240	Q1000. Which devices do you use to access the Internet?
306	241	Q1005. What is your experience with URL shorteners?
307	242	Q1010. Why haven't you used URL shorteners?
308	243	Q1015. Why do you use URL shorteners?
309	244	Q1020. What is your experience with QR codes?
310	245	Q1025. Why haven't you used QR codes?
311	246	Q1030. Why do you use QR codes?
312	247	Q1050. What is your preferred way of finding websites now?
313	248	Q1036_1. 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? 1. Safest
314	249	Q1036_2. 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? 2. Fastest
315	250	Q1036_3. 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? 3. Easiest
316	251	Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 1. Safest
317	252	Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 2. Fastest
318	253	Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 3. Easiest
319	254	Q1060_1. 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? 1. Safest

Page Table Title

320	255	Q1060_2. 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? 2. Fastest
321	256	Q1060_3. 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? 3. Easiest
322	257	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF TOP 2 BOX
323	258	Q1140. Overall, how comfortable are you with each of the following online behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
324	259	Q1140_1. Overall, how comfortable are you with each of the following online behaviors? 1. Searching for information
325	260	Q1140_2. Overall, how comfortable are you with each of the following online behaviors? 2. Using social media to talk about your activities or family
326	261	Q1140_3. Overall, how comfortable are you with each of the following online behaviors? 3. Shopping online
327	262	Q1140_4. Overall, how comfortable are you with each of the following online behaviors? 4. Banking online
328	263	Q1140_5. Overall, how comfortable are you with each of the following online behaviors? 5. Accessing medical information online
329	264	Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address SUMMARY TABLE OF TOP BOX
330	265	Q1145_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address SUMMARY TABLE OF TOP 2 BOX
331	266	Q1145_1_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address 1. .com
332	267	Q1145_1_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address 2. gTLDs
333	268	Q1145_1_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 1. Inputting your email address 3. .club or .bank
334	269	Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address SUMMARY TABLE OF TOP BOX
335	270	Q1145_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address SUMMARY TABLE OF TOP 2 BOX
336	271	Q1145_2_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address 1. .com
337	272	Q1145_2_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address 2. gTLDs
338	273	Q1145_2_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 2. Inputting your home address 3. .club or .bank
339	274	Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number SUMMARY TABLE OF TOP BOX
340	275	Q1145_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number SUMMARY TABLE OF TOP 2 BOX
341	276	Q1145_3_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number 1. .com

Page	Table	Title
342	277	Q1145_3_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number 2. gTLDs
343	278	Q1145_3_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 3. Inputting your telephone number 3. .club or .bank
344	279	Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) SUMMARY TABLE OF TOP BOX
345	280	Q1145_4. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) SUMMARY TABLE OF TOP 2 BOX
346	281	Q1145_4_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) 1. .com
347	282	Q1145_4_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) 2. gTLDs
348	283	Q1145_4_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 4. Inputting financial information (like a credit card or bank account number) 3. .club or .bank
349	284	Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number SUMMARY TABLE OF TOP BOX
350	285	Q1145_5. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number SUMMARY TABLE OF TOP 2 BOX
351	286	Q1145_5_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number 1. .com
352	287	Q1145_5_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number 2. gTLDs
353	288	Q1145_5_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 5. Inputting an ID number like a social security number, passport or government ID number 3. .club or .bank
354	289	Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history SUMMARY TABLE OF TOP BOX
355	290	Q1145_6. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history SUMMARY TABLE OF TOP 2 BOX
356	291	Q1145_6_1. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 1. .com
357	292	Q1145_6_2. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 2. gTLDs
358	293	Q1145_6_3. Please think about two/three websites. One has a .com domain extension/, one has a ... and one has one of the new gTLDs like .club or .bank. How comfortable would you be doing each of these activities on each website? 6. Inputting healthcare information, like inputting a list of prescription drugs you use, or your medical history 3. .club or .bank
359	294	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
360	295	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX

Page Table Title

361	296	Q1100a_1. How would you describe your familiarity with each of the following abusive internet behaviors? 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.
362	297	Q1100a_2. How would you describe your familiarity with each of the following abusive internet behaviors? 2. Spamming - The use of electronic messaging systems to send unsolicited messages.
363	298	Q1100a_3. How would you describe your familiarity with each of the following abusive internet behaviors? 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.
364	299	Q1100a_4. How would you describe your familiarity with each of the following abusive internet behaviors? 4. Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.
365	300	Q1100a_5. How would you describe your familiarity with each of the following abusive internet behaviors? 5. Malware - Short for "malicious software", used to disrupt computer operations, gather sensitive information or gain access to private computer systems.
366	301	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
367	302	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
368	303	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
369	304	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
370	305	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
371	306	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
372	307	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
373	308	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX
374	309	Q1117. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
375	310	Q1117_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
376	311	Q1117_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
377	312	Q1117_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
378	313	Q1117_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
379	314	Q1117_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
380	315	Q1121. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
381	316	Q1121_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
382	317	Q1121_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
383	318	Q1121_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
384	319	Q1121_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
385	320	Q1121_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
386	321	Q1126. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
387	322	Q1126. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
388	323	Q1126_1. How scared are you of each of the following? 1. Phishing
389	324	Q1126_2. How scared are you of each of the following? 2. Spamming
390	325	Q1126_3. How scared are you of each of the following? 3. Cyber squatting
391	326	Q1126_4. How scared are you of each of the following? 4. Stolen credentials
392	327	Q1126_5. How scared are you of each of the following? 5. Malware

Page	Table	Title
393	328	Q1130. 1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
394	329	Q1130. 2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
395	330	Q1130. 3. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
396	331	Q1130. 4. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
397	332	Q1130. 5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware
398	333	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?
399	334	Q318. In what state, province or territory do you currently reside?
418	335	Q320. U.S. Region-Harris Interactive Definition.
419	336	Q437. What is the highest level of education you have completed or the highest degree you have received?
420	337	Q437. What is the highest level of education you have completed or the highest degree you have received?
424	338	Q410. Which one of the following best describes your employment status?
425	339	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
433	340	Q485. Racial Background.
435	341	Q364. What is your marital status?
436	342	QTEENINTUSE. Overall, how often do you use the Internet?
437	343	QARREG. In which region do you currently reside?
438	344	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
439	345	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
440	346	QKRREG1. In which region do you currently reside?
442	347	QKRREG2. REGION CLASSIFICATION
443	348	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
444	349	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
445	350	QINSUB. Which of the following best describes the area in which you live?
446	351	QINBUY. In the past month, did you purchase any products or services over the Internet?
447	352	QINREG1. In which division do you currently reside?
450	353	QINREG2. STATE SIZE CLASSIFICATION
451	354	Q1500. In which province do you currently reside?
454	355	Q1502. REGION CLASSIFICATION
455	356	Q1580. What is your marital status?
456	357	Q1503. In which state do you currently reside?
459	358	Q1504. STATE CLASSIFICATION
460	359	Q1585. Do you consider yourself...?
461	360	Q1505. In which governorate do you currently reside?
463	361	Q1506. REGION CLASSIFICATION
464	362	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
465	363	QCOREG2. In which region do you live?
466	364	Q4010. What is your current education level?
468	365	Q4015. What is your current occupation?
470	366	Q4021. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Income
471	367	Q4022. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Household Expenditure
472	368	Q4023. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Income
473	369	Q4024. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? - Personal Expenditure
474	370	Q4025. SOCIO ECONOMIC CLASSIFICATION
475	371	Q4027. In what region do you live?
476	372	Q4030. What is your highest educational attainment?
477	373	Q4035. At the present time, what is your occupation?
478	374	Q4036. Please select the area in which you live?
480	375	Q1507. What is the highest level of education you have completed or the highest degree you have received?
481	376	QBRREG1. In which state do you currently reside?

<u>Page</u>	<u>Table</u>	<u>Title</u>
483	377	QBRREG2. REGION CLASSIFICATION
484	378	Q1538. What is the highest level of education you have completed or the highest degree you have received?
485	379	QMXREG. In which state do you currently reside?
487	380	Q1574. What is the highest level of education you have completed or the highest degree you have received?
488	381	QTRED. What is the highest level of education you have completed or the highest degree you have received?
489	382	QCOED. What was the last year of schooling that you completed?
490	383	QIDED. What is the highest level of education you have completed or the highest degree you have received?
491	384	QJPED. What is the highest level of education you have completed or the highest degree you have received?
492	385	QNGED. What is the highest level of education you have completed or the highest degree you have received?
493	386	QPLED. What is the highest level of education you have completed or the highest degree you have received?
494	387	QRUED. What is the highest level of education you have completed or the highest degree you have received?
495	388	QKRED. What is the highest level of education you have completed or the highest degree you have received?
496	389	QBRINC. Which of the following income categories best describes your total 2015 household income before taxes?
497	390	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
498	391	QZAREG. In which region do you currently reside?
499	392	Banner * Banner