

Base: All Respondents

Q616. Country

19 Aug 2016
Table 1

	Country																								
	2015 Total Registrants	Asia										Africa													
		Nielsen Sample Only	2016 Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
NORTH AMERICA (NET)	207 8%	460 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US	64 2%	255 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	80 3%	105 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	63 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	419 16%	534 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	26 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	45 2%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	38 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	53 2%	53 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UK	74 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE	75 3%	106 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY	108 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ASIA (NET)	1341 52%	1539 46%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	-	-	-	-	-	-	-
CHINA	548 21%	551 16%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
VIETNAM	52 2%	52 2%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	COS	DP			ACGKMOGSUW	BDFHJLNPRVX																		
PHILIPPINES	76 3%	101 3%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT			ACEGKMOGSUW	BDFHJLNPRVX																		
JAPAN	176 7%	176 5%	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BCGKMOGSUW	DHJLNPRVX							ACEGKMOGSUW	BDFHJLNPRVX														
SOUTH KOREA	69 3%	101 3%	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT							ACEGKMOGSUW	BDFHJLNPRVX														
RUSSIA	73 3%	128 4%	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-
	CIOS	ADHJLNPRVX										ACEGKMOGSUW	BDFHJLNPRVX											
INDIA	298 12%	330 10%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-	-
	BCGKMOGSUW	DFHJLNPRVX												ACEGKMOGSUW	BDFHJLNPRVX									
INDONESIA	49 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	100 100%	-	-	-	-	-	-	-
	CO	ADJNPT														ACEGKMOGSUW	BDFHJLNPRVX							
AFRICA (NET)	352 14%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	82 100%	101 100%	80 100%	100 100%	
	CEGKMOQ	DFHJLNPR																ACEGKMOQ	BDFHJLNPR	ACEGKMOQ	BDFHJLNPR	ACEGKMOQ	BDFHJLNPR	
NIGERIA	190 7%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-	-
	BCGKMOGSUW	DHJLNPRVX																ACEGKMOGSUW	BDFHJLNPRVX					
SOUTH AFRICA	82 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-	-
	CIOS	DJNPT																		ACEGKMOGSUW	BDFHJLNPRVX			
EGYPT	80 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	100 100%
	CIOS	DJNPT																					ACEGKMOGSUW	BDFHJLNPRVX
SOUTH AMERICA (NET)	269 10%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUW	ADHJLNPRVX																						
COLOMBIA	64 2%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	ADHJLNPRVX																						
ARGENTINA	68 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT																						
BRAZIL	137 5%	186 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CGKMOGSUW	DHJLNPRVX																						

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

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	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
NORTH AMERICA (NET)	207 8%	460 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United States	64 2%	255 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canada	80 3%	105 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mexico	63 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	419 16%	534 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Italy	26 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Turkey	45 2%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spain	38 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poland	53 2%	53 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
United Kingdom	74 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
France	75 3%	106 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Germany	108 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ASIA (NET)	1341 52%	1539 46%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	-	-	-	-	-	-
China	548 21%	551 16%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Vietnam	52 2%	52 2%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Philippines	76 3%	101 3%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japan	176 7%	176 5%	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Korea	69 3%	101 3%	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Russian Federation	73 3%	128 4%	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-
India	298 12%	330 10%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-	-
Indonesia	49 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	100 100%	-	-	-	-	-	-	-
AFRICA (NET)	352 14%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	82 100%	101 100%	80 100%	100 100%	
Nigeria	190 7%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-	-
South Africa	82 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-	-
Egypt	80 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	100 100%	
SOUTH AMERICA (NET)	269 10%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colombia	64 2%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Argentina	68 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brazil	137 5%	186 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 2

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q268. I identify my gender as...?

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Male	1477 57% CGMO	1886 56% HTV	282 51% G	327 59% CHTV	31 60% G	27 52% H	26 34% H	33 33% JACGKMOJU	127 72% H	97 55% H	39 57% G	53 52% H	32 44% H	71 55% H	147 49% G OHTV	198 60% OHTV	25 51% H	55 55% H	150 79% H	99 50% H	48 59% VG	44 44% VG	72 90% ACEGKMOJU	90 90% BOFJLNPRTX
Female	1111 43% ISW	1459 44% X	266 49% DAISW	224 41% X	21 40% SW	25 48% X	50 66% ACEIKOSUW	67 66% BOFJLNPRTX	49 28% W	79 45% IX	30 43% ISW	48 48% X	41 56% AISW	57 45% X	151 51% PAISW	132 40% X	24 49% ISW	45 45% X	40 21% W	101 51% SBDPX	34 41% ISW	57 56% UBDPX	8 10% ISW	10 10% UBDPX
Other/refuse	-	4	-	-	-	-	-	1 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q280. Respondent Age.

19 Aug 2016
Table 4

Base: All Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
18 - 19	50 2% C	91 3% AD	4 1%	2	3 6% ACIW	7 13% BDJLNPRVTX	2 3% I	8 8% BDJTV	-	2 1%	2 3% I	2 2%	1 1%	3 2% D	5 2% D	11 3% D	1 2%	4 4% DV	4 2%	3 2%	1 1%	-	-	4 4% DV
20 - 24	347 13% I	458 14% DJLN	62 11% I	48 9% I	20 38% ACGKMOGSU	26 50% BDJLNPRVTX	11 14% I	34 34% GBDJLNPRTV	8 5%	12 7%	8 12% I	6 6%	8 11%	7 5%	49 16% CI	73 22% BDJLN	6 12%	18 18% DJLN	20 11% I	36 18% SDJLN	12 15% I	17 17% DJLN	20 25% ACIKMS	25 25% BDJLN
25 - 29	428 17% J	607 18% AJ	114 21% AIMU	138 25% BULNV	13 25% IMU	7 13% I	17 22% IU	25 25% JLN	9 5%	21 12% I	8 12% I	13 13% I	8 11% I	15 12% I	56 19% I	72 22% JLN	7 14% I	27 27% BULNV	39 21% IU	60 30% SBFJLN	15 10% I	15 15% ACIKMS	27 34% BDJLN	24 24% JLN
30 - 34	414 16% E	610 18% AJ	122 22% AEIOW	147 27% BHJVP	2 4%	8 15% E	13 17% E	15 15% E	21 12% E	21 12% E	12 17% E	19 19% E	14 13% E	28 22% JV	45 15% E	54 16% E	11 22% E	18 18% ACEGKJOUW	58 31% BJVP	47 24% I	11 13% I	12 12% I	8 10% WJV	23 23% WJV
35 - 39	391 15% I	463 14% FH	98 18% A	112 20% BFHPX	5 10% I	2 4% I	16 21% H	5 5% I	24 14% FH	28 16% FH	15 22% FH	15 15% FH	15 13% FH	24 19% FH	42 13% H	8 13% H	16 16% FH	16 16% FH	38 20% O	33 17% FH	11 13% I	14 14% H	15 15% I	9 9% I
40 - 44	264 10% I	302 9% I	53 10% I	48 9% I	4 8%	1 2%	5 7%	6 6%	26 15% AS	24 14% BFHTX	7 10% I	17 17% I	6 8%	19 15% I	34 11% I	30 9% I	6 12% I	11 11% I	13 7% I	7 4% I	7 9% I	8 8% I	6 8% I	5 5% I
45 - 49	240 9% B	237 7% FRT	68 12% DASW	30 5% I	4 8% F	-	5 7%	3 3%	21 12% W	17 10% DFHRT	4 6% I	14 14% I	5 7%	12 9% FRT	30 10% I	23 7% I	8 16% RSW	2 2%	12 6% I	5 3% I	5 6% I	12 12% DFHRT	3 4% I	5 5% I
50 - 54	165 6% CS	182 5% DPT	9 2% I	13 2% I	1 2%	-	2 3%	2 2%	18 10% ACGSW	17 10% BDFHRTX	9 13% ACEGQSW	8 8% DFPT	10 14% ACEGQSW	12 9% BDFHPT	22 7% PCS	9 3% I	1 2%	3 3%	3 2%	4 2% ACEGQSW	11 13% BDFHRTX	10 10% I	2 3% I	3 3% I
55 - 59	130 5% BCS	129 4% DR	8 1% I	3 1% I	-	-	2 3%	1 1% ACEGQSW	21 12% BDFHRTX	12 7% I	3 4% DHPRTX	7 7% CS	5 4% DR	5 4% C	14 5% D	8 2% I	-	-	3 2% I	4 6% CS	5 6% DR	6 6% I	1 1% I	1 1% I
60 - 64	72 3% CS	110 3% DPT	5 1% I	6 1% I	-	1 2%	2 3% S	-	13 7% ACEOSW	11 6% BDHLPRTX	1 1% I	-	2 3% S	3 2% I	4 1% I	4 1% I	1 2% I	1 1% I	-	1 7% ACEOSW	6 7% I	2 2% I	-	1 1% I
65 and over	87 3% COS	160 5% ADLNPRTX	5 1% I	4 1% I	-	-	1 1% O	2 2% T	15 9% ACEGMOGSU	11 6% DLNPRTX	-	-	1 1% O	-	4 1% I	-	-	-	-	-	5 6% CKOS	5 5% DLNPRTX	1 1% I	-
MEAN	37.3 CEGOSW	36.8 DFHPRTX	34.7 DESW	33.5 FHRXTX	28.4	25.7	34.3 HE	29.4 JACEGMOGSU	45.7 BDFHPRTX	42.1 BDHLPRTX	37.2 CESW	38.3 DFHPRTX	38.6 CEGOSW	37.8 DFHPRTX	35.3 PESW	32.7 FH	35.0 REW	31.2 F	32.8 TE	31.1 F	41.2 ACEGQSW	38.8 DFHPRTX	31.1 F	30.5 F
STD. DEV.	12.49	13.19	9.34	8.38	9.02	7.50	10.46	12.84	12.94	13.63	10.88	10.05	11.70	9.89	10.92	10.69	9.41	8.71	7.69	7.91	14.51	13.12	9.28	9.00
STD. ERR.	0.25	0.23	0.40	0.36	1.25	1.04	1.20	1.28	0.98	1.03	1.31	1.00	1.37	0.87	0.63	0.59	1.34	0.87	0.56	0.56	1.60	1.31	1.04	0.90
MEDIAN	35	33	33	32	25	24	32	26	45	40	36	38	36	36	33	30	34	30	32	30	39	38	28	29
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q280. Respondent Age.

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Respondents

Q605. Have you ever registered a domain name?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Yes	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	100 100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: Has Registered A Domain Name

Q610. What was your role in the domain registration decision?

	Country																							
	2015 Total Registrants	Asia											Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
I was the primary decision maker	1986 77% GSW	2583 77% FJPT	495 90% AEGIMOGSLUW	488 89% BFLUNPRTX	34 65%	33 63%	48 63%	78 77% GT	133 76% GSW	125 71% AEGOSUW	60 87% FJPRTX	84 83% EGSW	60 82% EGSW	97 76% GSW	225 76% GSW	238 72% SW	37 76% SW	70 70% GSW	110 58% GSW	132 66% GSW	57 70% GSW	74 73% GSW	45 56% GSW	70 70% GSW
It was a shared decision between myself and others	602 23% CK	766 23% D	53 10% AEGIMOGSLUW	63 11% BFLUNPRTX	18 35% CKM	19 37% BDL	28 37% HACIKMO	23 23% D	43 24% C	51 29% BDL	9 13% AEGOSUW	17 17% FJPRTX	13 18% C	31 24% D	73 24% CK	92 28% BDL	12 24% C	30 30% DL	80 42% ACIKMOQ	68 34% BDHL	25 30% CK	27 27% D	35 44% ACIKMOQ	30 30% DL
I had no say in the decision	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q615. For what purpose(s) did you register a domain name?

19 Aug 2016
Table 7

Base: Registered For Business Use

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	3349	-**	551	-**	52*	-**	101	-**	176	-**	101	-**	128	-**	330	-**	100	-**	200	-**	101	-**	100
Personal use, i.e. a blog, family site, clubs, volunteer/advocacy work, hobbies (e.g. photography, recipes), etc.	-	1987 59% TV	-	407 74% BNPTVX	-	33 63% V	-	74 73% BPTVX	-	117 66% BPTV	-	67 66% PTV	-	83 65% TV	-	182 55% V	-	74 74% BPTVX	-	97 49% V	-	43 43% V	-	57 57% V
Business use	-	1687 50% JLN	-	260 47% LN	-	24 46% V	-	55 54% LN	-	75 43% V	-	36 36% V	-	42 33% V	-	176 53% JLN	-	61 61% BDJLNX	-	138 69% BDFJLNXP	-	73 72% BDFJLNXP	-	45 45% V
Non-profit group	-	465 14% R	-	68 12% R	-	5 10% V	-	16 16% R	-	16 9% V	-	11 11% V	-	17 13% R	-	54 16% JR	-	5 5% V	-	29 15% R	-	11 11% V	-	18 18% JR
For use by an educational institution/group	-	454 14% J	-	69 13% J	-	8 15% J	-	27 27% BDJLRTV	-	7 4% V	-	13 13% J	-	21 16% J	-	75 23% BDJLRTV	-	15 15% J	-	29 15% J	-	9 9% V	-	16 16% J
To park/save for future use or sale/speculation	-	374 11% TVX	-	64 12% TVX	-	3 6% V	-	31 31% BDFJLNPRTVX	-	13 7% V	-	12 12% V	-	16 13% T	-	43 13% TVX	-	11 11% V	-	11 6% V	-	5 5% V	-	5 5% V
Political group	-	122 4% V	-	25 5% V	-	1 2% V	-	13 13% BDFJLNPRTVX	-	3 2% V	-	1 1% V	-	3 2% V	-	14 4% V	-	2 2% V	-	4 2% V	-	1 1% V	-	3 3% V
Other	-	165 5% DJ	-	17 3% V	-	3 6% V	-	18 18% BDFJLNPRTVX	-	3 2% V	-	4 4% V	-	4 3% V	-	19 6% J	-	6 6% V	-	7 4% V	-	3 3% V	-	8 8% DJ
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	5254 157%	-	910 165%	-	77 148%	-	234 232%	-	234 133%	-	144 143%	-	186 145%	-	563 171%	-	174 174%	-	315 158%	-	145 144%	-	152 152%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Has Registered A Domain Name

Q625. For which types of business(es) did you register a domain name?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Small business with 9 or fewer employees	-	834 49%	-	27 10%	-	9 38%	-	37 67%	-	24 32%	-	10 28%	-	18 43%	-	60 34%	-	33 54%	-	96 70%	-	55 75%	-	25 56%
Small business with 10 to 49 employees	-	357 21%	-	55 21%	-	10 42%	-	11 20%	-	10 13%	-	8 22%	-	16 38%	-	51 29%	-	14 23%	-	32 23%	-	8 11%	-	14 31%
Business with 100 to 499 employees	-	272 16%	-	107 41%	-	2 8%	-	7 13%	-	15 20%	-	7 19%	-	3 7%	-	38 22%	-	9 15%	-	4 3%	-	4 5%	-	5 11%
Business with 50 to 99 employees	-	256 15%	-	83 32%	-	5 21%	-	8 15%	-	7 9%	-	5 14%	-	6 14%	-	36 20%	-	10 16%	-	19 14%	-	5 7%	-	7 16%
Business with 500 or more employees	-	156 9%	-	42 16%	-	1 4%	-	7 13%	-	20 27%	-	7 19%	-	2 5%	-	24 14%	-	1 2%	-	5 4%	-	5 7%	-	1 2%
Other	-	66 4%	-	-	-	-	-	5 9%	-	3 4%	-	2 6%	-	3 7%	-	2 1%	-	1 2%	-	7 5%	-	2 3%	-	1 2%
Sigma	-	1941 115%	-	314 121%	-	27 113%	-	75 136%	-	79 105%	-	39 108%	-	48 114%	-	211 120%	-	68 111%	-	163 118%	-	79 108%	-	53 118%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

Base: Has Registered A Domain Name

Q635. How many total domains have you personally registered, including domains that may no longer be active?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
1 - 5 (NET)	2381 92% BO	2945 88% HX	497 91% D	473 86% HX	49 94%	50 96% DHX	72 95% H	76 75%	163 93% DHX	162 92% DHX	66 96% BDHNPX	97 96%	69 95%	112 88% HX	262 88% HX	291 88% HX	44 90%	90 90% HX	179 94% OW	184 92% DHX	79 96% OW	92 91% HX	69 86% X	74 94%
1	1116 43% BC	1251 37% DRX	176 32% D	154 28% H	19 37%	16 31% HCW	38 50% JACKMDOQW	32 32%	99 56% DRTX	76 43% DRTX	29 42% BDHNPX	50 50%	26 36%	45 35% X	113 38% DX	127 38% DX	19 39%	28 28%	90 47% TCOW	65 33% X	37 45% C	41 41% DX	26 33% X	21 21%
2	678 26% S	865 26% S	137 25% H	160 29% H	14 27%	15 29%	18 24%	18 18%	33 19%	39 22%	23 33% I	21 21%	25 34% I	44 34% BHJLX	87 29% H	95 29% H	15 31%	23 23%	56 29%	63 32% HJX	23 28%	25 25%	20 25% HJX	20 20%
3	312 12% S	449 13% A	81 15% AS	86 16% P	12 23% AGIOS	10 19%	6 8%	12 12%	17 10% IBNP	33 19% IBNP	9 13% I	14 14%	11 15%	13 10% I	33 11% I	34 10% I	9 18% S	24 24% BDHNPV	14 7%	34 17% SP	11 13%	13 13%	11 14% AKSU	20 20% NP
4	142 5% S	163 5% S	43 8% DAIQ	20 4% S	2 4%	3 6%	6 8% Q	6 6%	6 3% Q	5 3% Q	3 4%	3 3%	4 5%	4 3% S	18 6% S	15 5% S	- 5% S	5 5% S	13 7% S	13 7% S	6 7% S	7 7% S	7 9% Q	6 6%
5	133 5% S	217 6% A	60 11% AIKOQSU	53 10% BT	2 4%	6 12%	4 5%	8 8%	8 5% S	9 5% S	2 3% S	9 9% S	3 4% S	6 5% S	11 4% S	20 6% S	1 2%	10 10% S	6 3% S	9 5% S	2 2% S	6 6% S	5 6% S	7 7% S
6 - 10	128 5% S	220 7% A	36 7% S	50 9% BLTV	2 4%	1 2%	4 5% S	15 15% S	7 4% S	10 6% S	1 1% S	2 2% S	2 3% S	10 8% S	27 9% AIKSU	18 5% S	4 8% S	7 7% S	2 1% S	9 5% S	2 2% S	3 3% S	8 10% AKSU	9 9% L
11 - 25	48 2% S	102 3% A	13 2% S	18 3% S	1 2%	1 2%	- 7% S	7 7% S	2 1% S	2 1% S	1 1% S	- 7% S	2 3% S	6 5% S	4 2% S	6 2% S	1 2% S	1 1% S	6 3% S	3 2% S	1 1% S	2 2% S	1 1% S	10 10% S
26 OR MORE (NET)	31 1% C	82 2% A	2 * S	10 2% C	- - S	- - S	- - S	3 3% S	4 2% C	2 1% S	1 1% S	2 2% S	- - S	- - S	5 2% C	15 5% OBDJN	- - S	2 2% S	3 2% S	4 2% S	- - S	4 4% N	2 3% C	7 7% BDJNT
26 - 50	10 * S	37 1% A	1 * S	6 1% S	- - S	- - S	- - S	1 1% S	1 1% S	1 1% S	1 1% S	- - S	- - S	- - S	1 1% S	5 2% S	- - S	2 2% S	1 1% S	2 1% S	- - S	1 1% S	- - S	4 4% BDJLN
51 or more	21 1% C	45 1% S	1 * S	4 1% S	- - S	- - S	- - S	2 2% S	3 2% C	1 1% S	- - S	2 2% S	- - S	- - S	4 1% C	10 3% BDN	- - S	- - S	2 1% S	2 1% S	- - S	3 3% D	2 3% C	3 3% D
MEAN	4.1	5.4 A	3.3 U	5.4	2.8	2.8	2.2	6.5 GJNT	6.9 C	3.2	2.6	3.8	2.6	3.2	5.4	7.1	2.7	3.5	5.3	3.5	2.1	10.9 BJT	5.4 C	10.8 BULNRT
STD. DEV.	20.41	23.23	4.97	25.65	3.58	2.41	1.86	14.73	36.66	7.92	3.85	12.49	2.94	3.86	26.09	25.76	2.76	4.67	30.01	7.15	1.72	46.04	15.50	33.08
STD. ERR.	0.40	0.40	0.21	1.09	0.50	0.33	0.21	1.47	2.76	0.60	0.46	1.24	0.34	0.34	1.51	1.42	0.39	0.47	2.18	0.51	0.19	4.58	1.73	3.31
MEDIAN	2	2	2	2	2	2	2	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: Has Registered Domain Name

Q640. Have you ever registered duplicate domain names?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Yes	831 32%	1206 36%	251 46%	283 51%	25 48%	26 50%	19 25%	33 33%	40 23%	68 39%	29 42%	42 42%	26 36%	43 34%	88 30%	123 37%	20 41%	44 44%	48 25%	37 19%	15 18%	19 19%	26 33%	42 42%
No	1757 68%	2143 64%	297 54%	268 49%	27 52%	26 50%	57 75%	68 67%	136 77%	108 61%	40 58%	59 58%	47 64%	85 66%	210 70%	207 63%	29 59%	56 56%	142 75%	163 82%	67 82%	82 81%	54 68%	58 58%
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: Has Registered A Domain Name

Q642. Why did you register duplicate domain names?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	1206	-**	283	-**	26**	-**	33*	-**	68*	-**	42*	-**	43*	-**	123	-**	44*	-**	37*	-**	19**	-**	42*
To help ensure my site gets found in searches	-	633 52% J	-	172 61% BJP	-	16 62%	-	17 52% J	-	21 31%	-	23 55% J	-	23 53% J	-	56 46%	-	30 68% BJPT	-	17 46%	-	9 47%	-	24 57% J
To protect my brand or organization name	-	617 51%	-	174 61% BJNPRX	-	14 54%	-	15 45%	-	32 47%	-	20 48%	-	16 37%	-	60 49%	-	19 43%	-	24 65% N	-	10 53%	-	18 43%
To keep someone else from having a similar name	-	616 51% HJ	-	169 60% BHJLPRTX	-	17 65%	-	7 21%	-	25 37%	-	17 40%	-	19 44% H	-	57 46% H	-	19 43% H	-	15 41%	-	11 58%	-	17 40%
For use in different geographies	-	372 31% LR	-	122 43% BJLPR	-	2 8%	-	13 39% LR	-	16 24%	-	4 10%	-	13 30% L	-	40 33% LR	-	6 14%	-	10 27% L	-	8 42%	-	17 40% LR
For potential use or sale in the future	-	325 27% JR	-	84 30% JR	-	7 27%	-	13 39% JNRT	-	9 13%	-	15 36% JNR	-	7 16%	-	47 38% BJNRTX	-	6 14%	-	6 16%	-	5 26%	-	9 21%
Other	-	18 1%	-	1*	-	-	-	2 6% BD	-	1 1%	-	-	-	-	-	2 2%	-	1 2%	-	2 5% D	-	-	-	-
Sigma	-	2581 214%	-	722 255%	-	56 215%	-	67 203%	-	104 153%	-	79 188%	-	78 181%	-	262 213%	-	81 184%	-	74 200%	-	43 226%	-	85 202%

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

Q655. COUNTRY QUOTAS

Base: All Respondents

	Country																								
	2015 Total Registrants	Asia										Africa													
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
NORTH AMERICA (NET)	207 8%	460 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
US	64 2%	255 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CANADA	80 3%	105 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEXICO	63 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUROPE (NET)	419 16%	534 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITALY	26 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TURKEY	45 2%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SPAIN	38 1%	50 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POLAND	53 2%	53 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNITED KINGDOM	74 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRANCE	75 3%	106 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GERMANY	108 4%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ASIA (NET)	1341 52%	1539 46%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	-	-	-	-	-	-	-
CHINA	548 21%	551 16%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q655. COUNTRY QUOTAS

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
VIETNAM	52 2%	52 2%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	COS	DP			ACGKMOGSUW	BDFHJLNPRVX																		
PHILIPPINES	76 3%	101 3%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT					ACEGKMOGSUW	BDFHJLNPRVX																
JAPAN	176 7%	176 5%	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BCGKMOGSUW	DHJLNPRVX							ACEGKMOGSUW	BDFHJLNPRVX														
SOUTH KOREA	69 3%	101 3%	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT								ACEGKMOGSUW	BDFHJLNPRVX													
RUSSIA	73 3%	128 4%	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-
	CIOS	ADHJLNPRVX										ACEGKMOGSUW	BDFHJLNPRVX											
INDIA	298 12%	330 10%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-	-
	BCGKMOGSUW	DFHJLNPRVX												ACEGKMOGSUW	BDFHJLNPRVX									
INDONESIA	49 2%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	100 100%	-	-	-	-	-	-	-
	CO	ADJNPT														ACEGKMOGSUW	BDFHJLNPRVX							
AFRICA (NET)	352 14%	401 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	82 100%	101 100%	80 100%	100 100%	
	CEGKMOQ	DFHJLNPR																ACEGKMOQ	BDFHJLNPR	ACEGKMOQ	BDFHJLNPR	ACEGKMOQ	BDFHJLNPR	
NIGERIA	190 7%	200 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-	-
	BCGKMOGSUW	DHJLNPRVX																ACEGKMOGSUW	BDFHJLNPRVX					
SOUTH AFRICA	82 3%	101 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-	-
	CIOS	DJNPT																		ACEGKMOGSUW	BDFHJLNPRVX			
EGYPT	80 3%	100 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	100 100%
	CIOS	DJNPT																					ACEGKMOGSUW	BDFHJLNPRVX
SOUTH AMERICA (NET)	269 10%	415 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CEGKMOGSUW	ADHJLNPRVX																						
COLOMBIA	64 2%	125 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	ADHJLNPRVX																						
ARGENTINA	68 3%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT																						
BRAZIL	137 5%	186 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CGKMOGSUW	DHJLNPRVX																						

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

Q655. COUNTRY QUOTAS

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Qualified Respondents

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

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.com	2230 86% G	2844 85% P	476 87% G	487 88% BP	43 83%	47 90% P	58 76%	88 87% P	149 85%	146 83%	59 86%	89 88% P	68 93% GO	108 84%	249 84%	258 78%	42 86%	89 89% P	168 88% G	189 95% SBDHJNP	79 96% ACEGIKQSW	91 90% P	73 91% G	89 89% P
.net	1973 76% BCO	2301 69% HJP	395 72% HJP	388 70% HJP	40 77%	41 79% HJP	51 67%	56 55%	127 72% J	106 60%	54 78% BHJP	79 78% NGGIO	62 85% HJP	93 73% P	212 71% P	200 61%	39 80%	71 71% H	150 79% G	160 80% BDHJP	70 85% ACGIO	78 77% HJP	63 79% BHJP	78 78% BHJP
.org	1810 70% BCGI	2168 65% DHJ	303 55% J	306 56% J	34 65% BDHJXP	41 79% BDHJXP	44 58%	55 54%	99 56% CGK	81 46%	46 67% CGK	66 65% J	78 78% CGIO	87 68% DHJ	201 67% CI	208 63% DJ	33 67%	66 66% J	159 84% ACEGIKQSW	165 83% BDHJLPRX	72 88% ACEGIKQSW	81 80% BDHJLPRX	58 73% CI	63 63% J
.info	1289 50% BCGK	1437 43% DH	228 42% CGKQ	205 37% BDHJLPRV	31 60% BDHJLPRV	34 65% BDHJLPRV	24 32%	33 33%	93 53% CGK	81 46% DH	25 36%	40 40% ACGKQ	46 63% BDHJLPRV	58 58% PCGK	156 52% CGK	130 39%	19 39%	40 40% ACGKQ	112 59% BDHJLPRV	118 59% BDHJLPRV	43 52% GK	41 41%	45 56% CGK	51 51% DHP
.biz	972 38% C	1187 35% D	131 24% HJL	129 23% FACGIKW	17 33%	21 40% D	21 28%	28 28% ACGW	79 45% D	69 39% C	29 11% C	44 44% DH	35 26% CGW	59 46% BDHPX	116 39% C	112 34% D	26 53% ACEGW	41 41% DH	102 54% ACEGOW	113 57% BDHJLPRX	50 61% ACEGIKQSW	47 47% BDHP	23 29% D	33 33% D
.mobi	588 23% BI	602 18% HL	116 21% HJL	110 20% FACGIKW	18 35% FACGIKW	8 15%	11 14%	10 10%	28 16% HJL	22 13%	11 16% HJL	10 10% HJL	19 26% HJL	26 23% HJL	68 23% HJL	68 21% HJL	10 20%	19 19% ACEGIKQSW	78 41% BDHJLPRX	82 41% VACEGIKQSW	61 74% BDHJLPRX	14 18% BDHJLPRX	13 13% BDHJLPRX	
.pro	364 14% GISU	431 13% TV	125 23% AGIOQSUV	143 26% BHJLPRVX	6 12%	11 21% RTV	4 5%	10 10%	16 9% V	19 11% V	11 12% GS	12 12% V	24 33% AEGIKQSW	41 32% BHJLPRVX	40 13% GS	42 13% TV	4 8%	9 9%	14 7% W	13 7% W	5 6% W	4 4% W	8 10% W	10 10% W
.cn	431 17% BEGIKQSW	424 13% FHJLNPRTVX	431 79% AEGIKQSW	424 77% BFHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.asia	388 15% BW	409 12% AKMSUV	119 22% BHNTVX	116 21% BHNTVX	7 13%	9 17% TV	12 16%	12 12%	32 18% W	31 18% BTVX	7 10% BTVX	19 19% BTVX	8 11% BTVX	13 10% AKMSUV	66 22% BNTVX	63 19% W	10 20% W	19 19% BTVX	21 11% W	16 8% W	11% W	7 7% W	5 6% W	8 8% W
.tel	400 15% BISW	407 12% FJ	136 25% AEGIOQSUV	130 24% BFHJLNPRTVX	5 10%	1 2%	7 9%	6 6%	14 8% W	13 7% HTVX	11 16% W	9 9% V	11 15% W	17 13% V	45 15% W	44 13% FHJ	12% W	8 8% W	20 11% W	18 9% W	8 10% W	12 12% F	5 6% F	7 7% F
.coop	248 10% SW	314 9% HVX	86 16% AGIMOSUV	90 16% BFHJLNPRTVX	3 6% W	2 4% W	4 5% W	3 3%	16 9% W	21 12% HTVX	7 10% W	9 9% V	5 7% W	12 9% V	22 6% W	36 11% HTVX	3 6% W	6 6% W	9 5% W	11 6% W	6 7% W	2 2% W	-	3 3% W
.eu	-	240 7% ADFHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	232 9% ACEGIKQSW	231 7% DFHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	232 78% FACEGIKQSW	231 70% BFHJLNPRTVX	-	-	-	-	-	-	-	-
.ng	153 6% CGKMQJUV	172 5% DHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	153 81% ACEGIKQSW	172 86% BDHJLNPRTVX	-	-	-	-

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

Base: All Qualified Respondents

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

	Country																								
	Asia										Africa														
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
.br	111 4%	141 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DHJLNPRVTX																							
.jp	160 6%	135 4%	-	-	-	-	-	160 91%	135 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BCGKMOGSUW	DHJLNPRVTX						JACEGKMOGSUW	BDHJLNPRVTX																
.us	46 2%	129 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	ADHJLNPRVTX																							
.ru	61 2%	113 3%	-	-	-	-	-	-	-	-	-	61 84%	113 88%	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	ADJPT										ACEGKMOGSUW	BDHJLNPRVTX												
.co	51 2%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	ADJNPT																							
.de	96 4%	104 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJNPT																							
.ca	72 3%	88 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJPT																							
.za	76 3%	86 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 93%	86 85%	-	-	-
	CIOS	DJPT																			ACEGKMOGSUW	BDHJLNPRVTX			
.ar	60 2%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJPT																							
.mx	57 2%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJPT																							
.uk	63 2%	83 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJPT																							
.kr	50 2%	78 2%	-	-	-	-	-	-	-	-	50 72%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	DJPT									ACEGKMOGSUW	BDHJLNPRVTX													
.id	43 2%	77 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	43 88%	77 77%	-	-	-	-	-	-	-	-
	CO	DJPT														ACEGKMOGSUW	BDHJLNPRVTX								
.fr	60 2%	75 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DJPT																							
.eg	63 2%	68 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63 79%	68 68%	-
	CIOS	DPT																					ACEGKMOGSUW	BDHJLNPRVTX	

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

Base: All Qualified Respondents

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

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.ph	59 2%	63 2%	-	-	-	-	59 78%	63 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CIOS	DP					HACEKMOGSUW BDFJLNPRTVX																	
.vn	39 2%	48 1%	-	-	39 75%	48 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	DP			ACGKMOGSUW EBDJLNPRTVX																			
.pl	45 2%	43 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	DP																						
.it	25 1%	41 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	DP																						
.tr	34 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	CO	D																						
.es	32 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D																						
I am not aware of any of these	27 1%	27 1%	4 1%	1*	1 2%	1 2%	3 4%	2 2%	2 1%	3 2%	-	-	1 1%	2 2%	4 1%	3 1%	-	-	5 3%	1 1%	1 1%	1 1%	-	1 1%
					D	D	AC	D	D	D				A					AC					
Not Sure	4 B	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL AWARENESS (NET)	2557 99% G	3322 99% G	543 99% G	550 100% FHJN	51 98%	51 98%	73 96%	99 98%	174 99%	173 98%	69 100%	101 100%	72 99%	126 98%	292 98%	327 99%	49 100%	100 100%	185 97%	199 100%	81 99%	100 99%	80 100%	99 99%
TOTAL CONSISTENT AWARENESS (NET)	2557 99% G	3316 99% G	543 99% G	550 100% BFHJN	51 98%	51 98%	73 96%	99 98%	174 99%	173 98%	69 100%	101 100%	72 99%	126 98%	292 98%	327 99%	49 100%	100 100%	185 97%	199 100%	81 99%	100 99%	80 100%	99 99%
AWARENESS OF GLOBAL (NET)	2483 96% E	3154 94% E	535 98% AGIO	537 97% BJNP	50 96%	51 98%	70 92%	95 94%	164 93%	161 91%	67 97%	98 97%	72 95% N	117 91%	280 94%	303 92%	46 94%	97 97%	184 97% BHJNPV	198 99% IO	80 98%	96 95%	78 98% JNP	98 98% JNP
HIGH (.com .net .org) (NET)	2407 93% F	3081 92% F	514 94% BJNP	525 95% BJNP	48 92%	50 96%	69 91%	94 93%	158 90%	155 88%	63 91%	98 97% JNP	72 95% NGIKOQ	113 88%	270 91%	294 89%	44 90%	97 97% JNP	183 96% IO	194 97% BJNP	79 96%	94 93%	75 94% BJNP	98 98% BJNP
AWARENESS OF GEO-SPECIFIC (NET)	2119 82% BCK	2547 76% HP	431 79% HP	424 77% HP	39 75% EBDHJLPRX	48 92% EBDHJLPRX	59 78% H	63 62% JACEGKOSW	160 91% H	135 77% H	50 72% H	78 77% H	61 84% BDHJLPRX	113 88% BDHJLPRX	232 78% P	231 70% P	43 88% K	77 77% H	153 81% BDHJJPX	172 86% ACEGKOSW	76 93% ACEGKOSW	86 85% BHPX	63 79% BHPX	68 68% BHPX
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	2119 82% BCK	2533 76% HP	431 79% HP	424 77% HP	39 75% EBDHJLPRX	48 92% EBDHJLPRX	59 78% H	63 62% JACEGKOSW	160 91% H	135 77% H	50 72% H	78 77% H	61 84% BDHJLPRX	113 88% BDHJLPRX	232 78% P	231 70% P	43 88% K	77 77% H	153 81% BDHJJPX	172 86% ACEGKOSW	76 93% ACEGKOSW	86 85% BHPX	63 79% BHPX	68 68% BHPX
MODERATE (.info.biz) (NET)	1486 57% BCG	1718 51% DH	250 46% CG	235 43% CG	32 62% BDHJLPRX	37 71% BDHJLPRX	30 39% CG	40 40% CG	108 61% DH	96 55% DH	36 52% CG	51 50% ACGK	87 68% BDHJLPRX	181 61% PCG	153 46% PCG	28 57% PCG	47 47% ACGK	132 69% BDHJLPRX	144 72% BDHJLPRX	57 70% ACGK	59 58% DHP	47 59% CG	53 53% CG	

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

Base: All Qualified Respondents

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

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
LOW (.mobi .pro .tel .asia .coop) (NET)	1014 39% BIW	1123 34%	247 45% AGIIV	254 46% BHJLPRX	20 38%	20 38%	25 33%	29 29%	49 28%	57 32%	24 35%	28 28%	34 47% IW	59 46% BHJLPRX	122 41% IW	111 34%	22 45% IW	30 30%	89 47% AGIIV	91 46% BHJLPRX	64 78% VACEGKMDGSW	62 61% BDPFLNPRTX	20 25%	26 26%
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	240 7% ADPFLNPRTX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High (Avg) (.com .net .org)	2.5 BCGI	2.4 DHJP	2.3	2.2	2.4	2.6 DHJP	2.2	2.1	2.4 J	2.1	2.5 CG	2.4 HJ	2.6 CGI	2.5 BDHJPR	2.5 PCG	2.3	2.6 CG	2.3	2.6 ACGIO	2.6 BDHJLPRX	2.8 ACEGKIOS	2.7 BDHJLPRX	2.6 CGI	2.3
Moderate (Avg) (.info.biz)	1.5 C	1.5 D	1.4	1.4	1.5	1.5	1.5	1.5	1.6 C	1.6 D	1.5	1.6 D	1.6 C	1.5	1.5	1.6 D	1.6	1.7 BDFNV	1.6 ACOW	1.6 D	1.6 C	1.5	1.4	1.6 D
Low (Avg) (.mobi .pro .tel .asia .coop)	2.0 SU	1.9 TV	2.4 AOSU	2.3 BJNTV	2.0	1.5	1.5	1.4	2.2 SU	1.9 V	2.0	2.1	2.0 U	1.8 V	2.0 SU	2.3 BTV	1.5	2.0 TV	1.6	1.5	1.4	1.4	1.6	1.6
Sigma	12412 480%	14900 445%	2551 466%	2529 459%	244 469%	264 508%	298 392%	366 362%	815 463%	727 413%	310 449%	455 450%	398 545%	645 504%	1413 474%	1395 423%	235 480%	445 445%	991 522%	1058 529%	480 585%	511 506%	357 446%	424 424%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q630. In which of the following TLD(s) have you registered domain names?

Base: Heard Of Extensions

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3322	548	550	52*	51*	76*	99*	176	173	69*	101	73*	126	298	327	49*	100	190	199	82*	100	80*	99*
.com	1697 66% IM	2259 68% AJNV	417 76% AIKMU	427 78% BJLNPV	35 67% M	38 75% NV	65 86% AEIKMOU	80 81% BJLNPV	92 52% N	105 61% N	42 61% N	65 64% N	35 48% N	54 43% N	212 71% AIM	214 65% N	36 73% IM	73 73% JNV	155 82% AEIKMOU	169 85% BDJLNPRVX	51 62% N	58 58% N	59 74% IM	72 73% JNV
.net	654 25% IMSU	857 26% NTV	201 37% AIMOSU	213 39% BHJLNPRV	14 27% MU	16 31% V	24 32% IMSU	21 21% V	33 19% V	39 23% AIMSU	25 36% BHJLNPRV	37 37% V	8 11% V	23 18% IMSU	86 29% V	83 25% V	13 27% MU	27 27% V	31 16% V	38 19% V	9 11% V	12 12% V	26 33% IMSU	39 39% BHJLNPRV
.org	448 17% J	615 19% J	81 15% I	96 17% J	7 13% J	8 16% J	17 22% I	20 20% J	15 9% J	15 9% J	13 19% I	13 13% I	10 14% I	18 14% ACIUW	68 23% BDJLNPRV	93 28% V	7 14% V	22 22% J	49 26% ACIMUW	60 30% BDFJLNPRV	9 11% V	14 14% V	10 13% V	17 17% J
.cn	265 10% REGIMQOSUV	285 9% FHJLNPRVX	265 48% AEIKMOU	285 52% BHJLNPRV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	228 9% BCGKMSUW	270 8% DHJLNPRVX	66 12% AIS	49 9% V	10 19% AGIMSUV	6 12% V	5 7% V	8 8% V	10 6% V	14 8% V	7 10% V	8 8% V	5 7% V	12 10% PAGISU	46 15% V	31 9% V	4 8% V	5 5% V	11 6% V	14 7% V	4 5% V	3 3% V	6 8% V	11 11% V
.biz	127 5% C	171 5% C	16 3% C	25 5% C	2 4% C	1 2% C	4 5% C	6 6% C	9 5% C	11 6% C	6 9% CM	7 7% C	1 1% C	7 6% C	27 9% ACMU	26 8% BD	5 10% CM	5 5% C	10 5% C	21 11% BD	2 2% C	4 4% C	3 4% C	4 4% C
.in	143 6% BCGKMSUW	146 4% DHJLNPRVX	-	-	-	-	-	-	-	-	-	-	-	-	143 48% ACEGKMOQSUW	146 45% BDJLNPRVX	-	-	-	-	-	-	-	-
.ru	52 2% COS	102 3% ADJPT	-	-	-	-	-	-	-	-	-	-	52 71% ACEGKMOQSUW	102 81% BDJLNPRVX	-	-	-	-	-	-	-	-	-	-
.jp	89 3% COS	97 3% DPT	-	-	-	-	-	89 51% ACEGKMOQSUW	97 56% BDJLNPRVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	76 3% CIOS	95 3% DJPT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	81 3% CIOS	87 3% DJPT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mobi	115 4% B	72 2% DM	30 5% DM	16 3% GIM	5 10% GIM	1 2% T	1 1% T	1 1% T	5 3% T	4 2% T	3 4% T	1 1% T	-	3 2% RT	22 7% PAIM	11 3% R	2 4% R	-	8 4% R	8 4% R	7 9% GIM	4 4% R	6 8% M	4 4% R
.pro	65 3% S	69 2% T	26 5% AISUW	21 4% BRT	4 8% AGIMSUV	1 2% T	-	3 3% T	1 1% T	6 3% T	4 6% GIMSUV	3 3% T	-	5 4% RT	11 4% IS	7 2% T	-	-	-	-	-	1 1% T	-	2 2% T
.coop	64 2% S	69 2% T	25 5% AISU	29 5% BHPTV	1 2% T	-	3 4% HS	-	1 1% T	6 3% T	3 4% IS	1 1% T	-	3 2% T	10 3% S	7 2% T	-	1 1% T	-	-	-	-	1 1% T	1 1% T

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

Q630. In which of the following TLD(s) have you registered domain names?

Base: Heard Of Extensions

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3322	548	550	52*	51*	76*	99*	176	173	69*	101	73*	126	298	327	49*	100	190	199	82*	100	80*	99*
.tel	77 3%	66 2%	37 7%	23 4%	1 2%	-	1 1%	1 1%	1 1%	3 2%	4 6%	3 3%	1 1%	3 2%	7 2%	7 2%	-	1 1%	1 1%	1 1%	-	-	1 1%	3 3%
.za	51 2%	63 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 62%	63 63%	-	-
.ng	50 2%	62 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50 26%	62 31%	-	-	-	-	-
.ca	48 2%	59 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	20 1%	58 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	36 1%	57 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	33 1%	56 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	26 1%	55 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	41 2%	54 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.asia	77 3%	53 2%	32 6%	15 3%	1 2%	-	1 1%	3 3%	3 2%	3 2%	4 6%	3 3%	-	1 1%	16 5%	10 3%	-	2 2%	-	-	-	-	-	2 2%
.eu	-	48 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.id	18 1%	46 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 37%	46 46%	-	-	-	-	-	-
.ph	32 1%	43 1%	-	-	-	-	32 42%	43 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	34 1%	42 1%	-	-	-	-	-	-	-	-	34 49%	42 42%	-	-	-	-	-	-	-	-	-	-	-	-
.pl	38 1%	37 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q630. In which of the following TLD(s) have you registered domain names?

Base: Heard Of Extensions

	Country																							
	Asia										Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3322	548	550	52*	51*	76*	99*	176	173	69*	101	73*	126	298	327	49*	100	190	199	82*	100	80*	99*
.vn	29 1% C	33 1% D	-	-	29 56%	33 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	16 1% D	32 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eg	18 1% D	30 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 23%	30 30%
.es	17 1% D	21 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	11*	15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	5*	13*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	56 2% C	75 2% D	1*	2*	3 6%	1 2%	-	2%	4 2% C	4 2% D	-	4 4% D	2 3% C	2 2%	3 1%	7 2% D	2 4% C	2 2%	4 2% C	5 3% D	3 4% C	4 4% D	3 4% C	2 2%
TOTAL REGISTERED (NET)	2588 100%	3322 100%	548 100%	550 100%	52 100%	51 100%	76 100%	99 100%	176 100%	173 100%	69 100%	101 100%	73 100%	126 100%	298 100%	327 100%	49 100%	100 100%	190 100%	199 100%	82 100%	100 100%	80 100%	99 100%
TOTAL REGISTERED CONSISTENT (NET)	2588 100% B	3313 100%	548 100%	550 100%	52 100%	51 100%	76 100%	99 100%	176 100%	173 100%	69 100%	101 100%	73 100%	126 100%	298 100%	327 100%	49 100%	100 100%	190 100%	199 100%	82 100%	100 100%	80 100%	99 100%
REGISTERED GLOBAL (NET)	2120 82% IMU	2810 85% AJNV AEIKMU	496 91% AEIKMU	515 94% BJLNPV	41 79% M	48 94% EJNV	73 96% AEIKMOU	88 89% JNV	121 69% M	130 75% JNV	56 81% M	88 87% JNV	44 60% M	82 65% JNV	259 87% AIMU	281 86% JNV	43 88% IMU	91 91% JNV	179 94% AEIKMOU	191 96% BJLNPV	59 72% M	66 66% AEIKMU	74 93% BJNPV	93 94% JNV
REGISTERED GEO-SPECIFIC (NET)	1229 47% SW	1606 48% TX	265 48% SW	285 52% PTX	29 56% SW	33 65% BHLPRTX	32 42% SW	43 43% T	89 51% SW	97 56% BHLPTX	34 49% SW	42 42% SW	52 71% ACGIKQGSW	102 81% BDHLPRTX	143 48% SW	146 45% TX	18 37% TX	46 46% TX	50 26% ACGOQSW	62 31% BDHLPRTX	51 62% ACGOQSW	63 63% BDHLPRTX	18 23% AEIKMU	30 30% BJNPV
REGISTERED GEO-SPECIFIC CONSISTENT (NET)	1229 47% SW	1588 48% TX	265 48% SW	285 52% BPTX	29 56% SW	33 65% BHLPRTX	32 42% SW	43 43% T	89 51% SW	97 56% BHLPTX	34 49% SW	42 42% SW	52 71% ACGIKQGSW	102 81% BDHLPRTX	143 48% SW	146 45% TX	18 37% TX	46 46% TX	50 26% ACGOQSW	62 31% BDHLPRTX	51 62% ACGOQSW	63 63% BDHLPRTX	18 23% AEIKMU	30 30% BJNPV
REGISTERED GEO-SPECIFIC ADDED (NET)	-	48 1% ADP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	4837 187%	6212 187%	1197 218%	1201 218%	112 215%	105 206%	153 201%	188 190%	263 149%	307 177%	145 210%	187 185%	114 156%	233 185%	651 218%	642 196%	87 178%	184 184%	319 168%	378 190%	136 166%	163 163%	133 166%	187 189%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q795. Of the (...) domains you have registered, how many are in each of the following categories?
SUMMARY TABLE OF MEANS (INCLUDING 0)

Base: Registered More Than One Domain Name

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term	-	1.5	-	1.0 J	-	0.6	-	1.5 FJN	-	0.4	-	1.2	-	0.8 J	-	2.6 BDJT	-	0.8	-	0.9 J	-	7.3 BD	-	2.2 DJT
Redirected to an active website-if you enter the URL, it redirects to another URL	-	1.4	-	0.8	-	0.6	-	2.7 DT	-	0.5	-	0.6	-	0.6	-	1.8 DJT	-	0.5	-	0.6	-	2.2 D	-	5.4 BD
Used for an active website	-	2.6	-	2.4	-	1.3	-	1.6	-	1.3	-	1.1	-	1.8	-	3.2	-	2.1	-	2.0	-	3.7	-	2.2 JL
Actively used for some purpose other than a website	-	0.9	-	0.9	-	0.5	-	0.9 NR	-	0.8	-	0.8	-	0.5	-	1.7 BD	-	0.5	-	0.6	-	2.5 BD	-	1.6 JNRT
Expired-no longer registered in your or your company's name	-	1.5	-	2.0	-	0.4	-	2.2	-	1.6	-	2.7	-	0.6	-	1.1	-	0.6	-	0.7	-	1.6	-	1.7 FNRT
Other	-	0.2	-	0.2	-	*	-	0.2 NRT	-	0.3 NT	-	0.2	-	*	-	0.6 BD	-	*	-	*	-	0.3 T	-	0.3 NRT

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

Q795. Of the (...) domains you have registered, how many are in each of the following categories?
SUMMARY TABLE OF MEANS (EXCLUDING 0)

Base: Registered More Than One Domain Name

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term	-	3.1	-	1.9	-	1.1	-	2.1	-	1.6	-	2.3	-	2.0	-	4.9 D	-	1.8	-	2.0	-	20.0	-	4.1 D
Redirected to an active website-if you enter the URL, it redirects to another URL	-	3.5	-	1.8	-	1.8	-	4.3 D	-	1.6	-	1.7	-	1.7	-	3.8 D	-	1.3	-	2.0	-	10.1	-	9.9 BD
Used for an active website	-	3.5	-	2.8	-	1.6	-	2.3	-	1.9	-	1.7	-	2.4	-	4.2	-	2.9	-	2.7	-	6.2 J	-	2.8 J
Actively used for some purpose other than a website	-	2.7	-	2.0	-	1.7	-	1.8	-	2.3	-	1.8	-	1.7	-	3.7	-	1.2	-	2.0	-	8.0	-	3.6 DH
Expired-no longer registered in your or your company's name	-	3.8	-	6.7	-	1.1	-	5.4	-	5.4	-	6.8	-	1.9	-	3.1	-	1.6	-	2.0	-	3.5	-	3.2 T
Other	-	3.5	-	2.8	-	1.0	-	1.6	-	3.0	-	10.0	-	2.0	-	7.9	-	1.0	-	1.0	-	3.2	-	1.8

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_1. Of the (...) domains you have registered, how many are in each of the following categories?

1. Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term

Base: Registered More Than One Domain Name

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	1103 53% H	-	192 48% H	-	16 44%	-	21 30%	-	76 76% BDPLNPRTX	-	24 47%	-	49 59% H	-	97 48% H	-	39 54% H	-	76 56% H	-	38 63% DHP	-	37 47% H
1 - 2	-	824 39% J	-	173 44% JV	-	19 53% JNV	-	37 54% BJNV	-	21 21%	-	25 49% JV	-	27 33%	-	85 42% J	-	31 43% J	-	53 39% J	-	17 28%	-	33 42% J
3 - 5	-	105 5% T	-	26 7% RT	-	1 3%	-	8 12% BJPRT	-	3 3%	-	1 2%	-	6 7% RT	-	6 3%	-	-	-	2 1%	-	2 3%	-	5 6% R
6 or more	-	66 3% D	-	6 2%	-	-	-	3 4% J	-	-	-	1 2%	-	1 1%	-	15 7% BDJN	-	2 3%	-	4 3%	-	3 5% J	-	4 5% DJ
MEAN (INCLUDING 0)	-	1.5	-	1.0 J	-	0.6	-	1.5 FJN	-	0.4	-	1.2	-	0.8 J	-	2.6 BDJT	-	0.8	-	0.9 J	-	7.3 BD	-	2.2 DJT
STD. DEV.	-	8.29	-	2.96	-	0.68	-	2.07	-	0.86	-	4.18	-	1.50	-	9.23	-	2.12	-	2.21	-	40.43	-	7.10
STD. ERR.	-	0.18	-	0.15	-	0.11	-	0.25	-	0.09	-	0.59	-	0.16	-	0.65	-	0.25	-	0.19	-	5.22	-	0.80
MEDIAN	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1
MEAN (EXCLUDING 0)	-	3.1	-	1.9	-	1.1	-	2.1	-	1.6	-	2.3	-	2.0	-	4.9 D	-	1.8	-	2.0	-	20.0	-	4.1 D
STD. DEV.	-	11.84	-	3.91	-	0.49	-	2.20	-	1.06	-	5.57	-	1.75	-	12.34	-	2.84	-	3.00	-	65.77	-	9.38
STD. ERR.	-	0.38	-	0.27	-	0.11	-	0.32	-	0.22	-	1.07	-	0.30	-	1.20	-	0.50	-	0.39	-	14.02	-	1.45
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1	-	2	-	1	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	100 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_2. Of the (...) domains you have registered, how many are in each of the following categories?
2. Redirected to an active website-if you enter the URL, it redirects to another URL

Base: Registered More Than One Domain Name

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	1253 60% HX	-	228 57% H	-	23 64% H	-	26 38% HPX	-	68 68% HPX	-	32 63% H	-	53 64% HX	-	109 54% H	-	44 61% H	-	97 72% BDHPX	-	47 78% BDHPX	-	36 46% BDHPX
1 - 2	-	691 33% TV	-	146 37% TV	-	11 31% BDJNTV	-	35 51% BDJNTV	-	27 27% V	-	17 33% V	-	26 31% V	-	78 38% TV	-	27 38% TV	-	32 24% TV	-	9 15% BPR	-	28 35% V
3 - 5	-	85 4%	-	16 4%	-	1 3%	-	5 7%	-	5 5%	-	1 2%	-	4 5%	-	5 2%	-	1 1%	-	3 2%	-	2 3%	-	7 9% BPR
6 or more	-	69 3% D	-	7 2%	-	1 3%	-	3 4% J	-	-	-	1 2%	-	-	-	11 5% DJNR	-	-	-	3 2%	-	2 3%	-	8 10% BDJNRT
MEAN (INCLUDING 0)	-	1.4	-	0.8	-	0.6	-	2.7 DT	-	0.5	-	0.6	-	0.6	-	1.8 DJT	-	0.5	-	0.6	-	2.2 D	-	5.4 BD
STD. DEV.	-	9.09	-	1.67	-	1.42	-	12.06	-	0.94	-	1.50	-	1.07	-	6.12	-	0.79	-	1.47	-	12.93	-	33.68
STD. ERR.	-	0.20	-	0.08	-	0.24	-	1.45	-	0.09	-	0.21	-	0.12	-	0.43	-	0.09	-	0.13	-	1.67	-	3.79
MEDIAN	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
MEAN (EXCLUDING 0)	-	3.5	-	1.8	-	1.8	-	4.3 D	-	1.6	-	1.7	-	1.7	-	3.8 D	-	1.3	-	2.0	-	10.1	-	9.9 BD
STD. DEV.	-	14.07	-	2.16	-	1.92	-	15.11	-	0.98	-	2.08	-	1.15	-	8.58	-	0.80	-	2.24	-	27.13	-	45.40
STD. ERR.	-	0.48	-	0.17	-	0.53	-	2.30	-	0.17	-	0.48	-	0.21	-	0.88	-	0.15	-	0.36	-	7.52	-	6.92
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	2	-	2
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	51 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_3. Of the (...) domains you have registered, how many are in each of the following categories?

3. Used for an active website

Base: Registered More Than One Domain Name

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	559 27% D	-	59 15%	-	7 19%	-	21 30% D	-	30 30% D	-	19 37% D	-	22 27% D	-	49 24% D	-	20 28% D	-	37 27% D	-	24 40% BDFPX	-	17 22%
1 - 2	-	1192 57% V	-	271 68% BHLPRTV	-	26 72% HV	-	34 49%	-	56 56% V	-	27 53%	-	49 59% V	-	118 58% V	-	38 53%	-	78 58% V	-	23 38%	-	46 58% V
3 - 5	-	237 11%	-	52 13%	-	3 8%	-	11 16%	-	14 14%	-	4 8%	-	6 7%	-	18 9%	-	10 14%	-	13 10%	-	9 15%	-	9 11%
6 or more	-	110 5% J	-	15 4% J	-	-	-	3 4% J	-	-	-	1 2%	-	6 7% J	-	18 9% BDJ	-	4 6% J	-	7 5% J	-	4 7% J	-	7 9% J
MEAN (INCLUDING 0)	-	2.6	-	2.4	-	1.3	-	1.6	-	1.3	-	1.1	-	1.8	-	3.2	-	2.1	-	2.0	-	3.7	-	2.2 JL
STD. DEV.	-	14.10	-	10.42	-	1.04	-	2.11	-	1.26	-	1.55	-	2.47	-	9.74	-	4.13	-	4.59	-	13.72	-	3.32
STD. ERR.	-	0.31	-	0.52	-	0.17	-	0.25	-	0.13	-	0.22	-	0.27	-	0.68	-	0.49	-	0.40	-	1.77	-	0.37
MEDIAN	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
MEAN (EXCLUDING 0)	-	3.5	-	2.8	-	1.6	-	2.3	-	1.9	-	1.7	-	2.4	-	4.2	-	2.9	-	2.7	-	6.2 J	-	2.8 J
STD. DEV.	-	16.36	-	11.25	-	0.90	-	2.19	-	1.07	-	1.67	-	2.60	-	11.00	-	4.63	-	5.20	-	17.37	-	3.51
STD. ERR.	-	0.42	-	0.61	-	0.17	-	0.32	-	0.13	-	0.30	-	0.33	-	0.89	-	0.64	-	0.53	-	2.89	-	0.45
MEDIAN	-	1	-	1	-	1	-	1	-	2	-	1	-	2	-	2	-	2	-	1	-	2	-	2
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	51 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_4. Of the (...) domains you have registered, how many are in each of the following categories?

4. Actively used for some purpose other than a website

Base: Registered More Than One Domain Name

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	1366 65% DHP	-	227 57%	-	25 69% H	-	33 48%	-	67 67% HP	-	27 53%	-	57 69% HP	-	111 55%	-	43 60%	-	95 70% DHLPX	-	41 68% H	-	45 57%
1 - 2	-	610 29%	-	151 38% BJNTV	-	10 28%	-	29 42% BJNTV	-	25 25%	-	21 41% JV	-	22 27%	-	76 37% BJTV	-	28 39%	-	36 27%	-	14 23%	-	25 32%
3 - 5	-	67 3%	-	13 3%	-	-	-	5 7% T	-	6 6%	-	2 4%	-	4 5%	-	5 2%	-	1 1%	-	2 1%	-	3 5%	-	3 4%
6 or more	-	55 3%	-	6 2%	-	1 3%	-	2 3%	-	2 2%	-	1 2%	-	-	-	11 5% BDNR	-	-	-	2 1%	-	2 3%	-	6 8% BDNRT
MEAN (INCLUDING 0)	-	0.9	-	0.9	-	0.5	-	0.9 NR	-	0.8	-	0.8	-	0.5	-	1.7 BD	-	0.5	-	0.6	-	2.5 BD	-	1.6 JNRT
STD. DEV.	-	4.38	-	2.89	-	1.25	-	1.39	-	1.66	-	1.58	-	0.90	-	6.78	-	0.65	-	2.01	-	13.09	-	3.59
STD. ERR.	-	0.10	-	0.14	-	0.21	-	0.17	-	0.17	-	0.22	-	0.10	-	0.48	-	0.08	-	0.17	-	1.69	-	0.40
MEDIAN	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	2.7	-	2.0	-	1.7	-	1.8	-	2.3	-	1.8	-	1.7	-	3.7	-	1.2	-	2.0	-	8.0	-	3.6 DH
STD. DEV.	-	7.08	-	4.15	-	1.79	-	1.47	-	2.21	-	1.91	-	0.85	-	9.72	-	0.47	-	3.31	-	22.70	-	4.77
STD. ERR.	-	0.26	-	0.32	-	0.54	-	0.25	-	0.39	-	0.39	-	0.17	-	1.01	-	0.09	-	0.52	-	5.21	-	0.82
MEDIAN	-	1	-	1	-	1	-	1	-	2	-	1	-	1	-	1	-	1	-	1	-	2	-	2
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	100 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_5. Of the (...) domains you have registered, how many are in each of the following categories?
5. Expired-no longer registered in your or your company's name

Base: Registered More Than One Domain Name

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	1285 61% X	-	277 70% BVX	-	23 64%	-	41 59%	-	71 71% BVX	-	31 61%	-	58 70% X	-	134 66% X	-	44 61%	-	86 64% X	-	33 55%	-	37 47%
1 - 2	-	629 30% DJ	-	99 25%	-	13 36%	-	23 33%	-	20 20%	-	16 31%	-	22 27%	-	53 26%	-	24 33%	-	40 30%	-	20 33%	-	27 34% J
3 - 5	-	109 5% D	-	13 3%	-	-	-	2 3%	-	7 7%	-	2 4%	-	2 2%	-	8 4%	-	4 6%	-	6 4%	-	5 8%	-	6 8%
6 or more	-	75 4%	-	8 2%	-	-	-	3 4%	-	2 2%	-	2 4%	-	1 1%	-	8 4%	-	-	-	3 2%	-	2 3%	-	9 11% BDF,FPRT
MEAN (INCLUDING 0)	-	1.5	-	2.0	-	0.4	-	2.2	-	1.6	-	2.7	-	0.6	-	1.1	-	0.6	-	0.7	-	1.6	-	1.7 FNRT
STD. DEV.	-	9.37	-	18.01	-	0.55	-	12.07	-	10.03	-	13.99	-	1.42	-	3.97	-	1.05	-	1.45	-	5.31	-	2.90
STD. ERR.	-	0.20	-	0.90	-	0.09	-	1.45	-	1.00	-	1.96	-	0.16	-	0.28	-	0.12	-	0.12	-	0.69	-	0.33
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
MEAN (EXCLUDING 0)	-	3.8	-	6.7	-	1.1	-	5.4	-	5.4	-	6.8	-	1.9	-	3.1	-	1.6	-	2.0	-	3.5	-	3.2 T
STD. DEV.	-	14.77	-	32.37	-	0.28	-	18.67	-	18.27	-	22.02	-	2.04	-	6.35	-	1.13	-	1.79	-	7.56	-	3.32
STD. ERR.	-	0.52	-	2.95	-	0.08	-	3.53	-	3.39	-	4.92	-	0.41	-	0.76	-	0.21	-	0.26	-	1.45	-	0.51
MEDIAN	-	1	-	1	-	1	-	1	-	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	51 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q795_6. Of the (...) domains you have registered, how many are in each of the following categories?

6. Other

Base: Registered More Than One Domain Name

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2098	**	397	**	36*	**	69*	**	100	**	51*	**	83*	**	203	**	72*	**	135	**	60*	**	79*
0	-	1957 93% X	-	370 93% X	-	35 97% X	-	61 88%	-	91 91%	-	50 98% X	-	82 99% BDHJPVX	-	187 92% X	-	71 99% HJVX	-	132 98% BDHJPVX	-	54 90%	-	64 81%
1 - 2	-	98 5%	-	20 5%	-	1 3%	-	7 10% BLNRT	-	5 5%	-	-	-	1 1%	-	8 4%	-	1 1%	-	3 2%	-	4 7%	-	13 16% BDFJLNRT
3 - 5	-	22 1%	-	4 1%	-	-	-	1 1%	-	3 3% T	-	-	-	-	-	3 1%	-	-	-	-	-	1 2%	-	1 1%
6 or more	-	21 1%	-	3 1%	-	-	-	-	-	1 1%	-	1 2%	-	-	-	5 2% B	-	-	-	-	-	1 2%	-	1 1%
MEAN (INCLUDING 0)	-	0.2	-	0.2	-	*	-	0.2 NRT	-	0.3 NT	-	0.2	-	*	-	0.6 BD	-	*	-	*	-	0.3 T	-	0.3 NRT
STD. DEV.	-	1.69	-	1.22	-	0.17	-	0.69	-	1.11	-	1.40	-	0.22	-	3.67	-	0.12	-	0.15	-	1.38	-	1.31
STD. ERR.	-	0.04	-	0.06	-	0.03	-	0.08	-	0.11	-	0.20	-	0.02	-	0.26	-	0.01	-	0.01	-	0.18	-	0.15
MEDIAN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN (EXCLUDING 0)	-	3.5	-	2.8	-	1.0	-	1.6	-	3.0	-	10.0	-	2.0	-	7.9	-	1.0	-	1.0	-	3.2	-	1.8
STD. DEV.	-	5.58	-	3.89	-	-	-	1.41	-	2.45	-	-	-	-	-	10.95	-	-	-	0.00	-	3.43	-	2.60
STD. ERR.	-	0.47	-	0.75	-	-	-	0.50	-	0.82	-	-	-	-	-	2.74	-	-	-	0.00	-	1.40	-	0.67
MEDIAN	-	1	-	1	-	1	-	1	-	2	-	10	-	2	-	4	-	1	-	1	-	2	-	1
Sigma	-	2098 100%	-	397 100%	-	36 100%	-	69 100%	-	100 100%	-	51 100%	-	83 100%	-	203 100%	-	72 100%	-	135 100%	-	60 100%	-	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 29

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.biz	1058 41% BEI	1252 37% J	274 50% AEIUW	260 47% BFJX	14 27%	16 31%	32 42% BFJLVX	56 55%	55 31%	47 27%	26 38% J	41 41%	28	57 45% J	169 57% PAEGIKMUW	159 48% BFJX	26 53% EIW	56 56% BFJLVX	113 59% ACEGKMUW	110 55% BFJLVX	29 35% J	39 39% J	26 33% J	32 32% J
.com	2243 87% BIM	2701 81% JN	496 91% DAIM	476 86% BJN	50 96% AIM	47 90% JN	67 88% I	82 81%	129 73%	131 74%	59 86% I	86 85% JN	56 77%	94 73% PAIKM	277 93% JN	274 83% JN	46 94% IM	91 91% BHJNX	181 95% TACGKIMUW	178 89% BJNX	72 88% I	86 85% JN	75 94% XIM	80 80% J
.info	1339 52% BIKU	1586 47% JLV	318 58% AIKU	302 55% BJLV	33 63% IKU	29 56% JLV	36 47% JLV	56 55%	66 38%	67 38%	25 36% JLV	37 37%	37 51%	68 53% JLV	210 70% PACGKIMUW	197 60% BJLV	29 59% IKU	61 61% BJLV	126 66% ACEGKIMUW	117 59% BJLV	29 35% JLV	33 33% JLV	40 50% JLV	55 55% JLV
.mobi	902 35% BGI	999 30% JT	272 50% AGIKMSW	259 47% BFJLNPTX	19 37% GI	11 21%	15 20% GBFJLNT	40 40%	40 23%	20 23%	26 29% JLV	26 26%	20 27%	34 27% PAEGIKMSW	156 52% BFJLNT	121 37% JLV	20 41% GI	38 38% FJT	64 34% TGI	44 22% GI	33 40% BFJLNT	43 43% GI	22 28% T	33 33% T
.net	1837 71% BI	2231 67% JNV	444 81% AGIMU	422 77% BJNV	39 75% I	40 77% JNV	47 62% JNV	75 74%	104 59%	102 58%	60 87% LAGIMSU	74 73% JNV	46 63%	74 58% AGIMU	231 78% BJNV	244 74% AGIMU	43 88% BDHJLNPTV	87 87% GIU	142 75% JNV	142 71% JNV	51 62% AGIMU	56 55% BJNV	67 84% AGIMU	78 78% BJNV
.org	1602 62% BIKU	1888 56% JL	335 61% IU	317 58% JL	33 63% IU	33 63% JL	53 70% IKU	59 58% JL	52 30%	56 32%	34 49% I	37 37%	41 56% I	68 53% JL	244 82% BDHJLNV	121 74% ACEGKIMUW	43 88% BDHJLNV	78 78% ACEGKIMUW	155 82% BDHJLNV	170 85% BDHJLNV	37 45% I	54 53% JL	54 68% IKU	68 68% BJLNV
.tel	827 32% BISU	932 28% TV	281 51% AEGIKMSUW	261 47% BFJLNPTX	13 25%	9 17%	18 24% FJTV	36 36%	30 17%	38 22%	23 33% IU	28 29%	17 23%	32 25% T	143 48% PAEGIKMSUW	118 36% BFJNTVX	18 37% IU	40 40% BFJNTVX	44 23% T	28 14% T	12 15% T	18 18% T	20 25% T	25 25% T
.asia	770 30% BEISU	881 26% TV	268 49% AEGIKMSUW	254 46% BFJLNPTX	9 17%	14 27% TV	25 33% ISU	44 44% BFJLNPTX	32 18% S	40 23% TV	17 25% SU	28 28% TV	19 28% SU	28 22% SU	155 52% PAEGIKMSUW	140 42% BFJLNPTX	19 39% EISU	40 40% BJNTVX	18 9% T	14 7% T	10 12% T	13 13% T	18 23% S	22 22% T
.pro	848 33% ISU	1031 31% JTV	278 51% AEGIKMSUW	273 50% BFJLNPTX	11 21%	17 33% TV	19 25% JTV	38 38%	33 19%	40 23%	21 30% IU	28 28% T	27 37% ISU	47 37% JTV	149 50% PAEGIKMSUW	121 37% BJTV	16 33% IU	37 37% JTV	38 20% T	33 17% T	11 13% T	18 18% T	19 24% T	29 29% T
.coop	756 29% BEISU	885 26% TV	266 49% AEGIKMSUW	255 46% BFJLNPTX	6 12%	13 25% T	18 24% SU	37 37% BJNTVX	33 19%	43 24% T	20 29% ESU	26 26% T	19 26% ESU	30 23% T	123 41% PAEGIKMSUW	101 31% TV	16 33% EISU	34 34% TV	26 14% T	27 14% T	9 11% T	17 17% T	18 23% T	23 23% T
.cn	473 86%	485 88%	473 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	49 94%	43 83%	-	-	49 94%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	63 83%	78 77%	-	-	-	-	63 83%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	128 73%	134 76%	-	-	-	-	-	-	128 73%	134 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 29

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.kr	56 81%	80 79%	-	-	-	-	-	-	-	-	56 81%	80 79%	-	-	-	-	-	-	-	-	-	-	-	-
.ru	61 84%	114 89%	-	-	-	-	-	-	-	-	-	-	61 84%	114 89%	-	-	-	-	-	-	-	-	-	-
.in	260 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	-	260 87%	274 83%	-	-	-	-	-	-	-	-
.id	43 88%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 88%	88 88%	-	-	-	-	-	-
.ng	168 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168 88%	167 84%	-	-	-	-
.za	68 83%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 83%	84 83%	-	-
.eg	63 79%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63 79%	77 77%
.co	51 80%	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	58 85%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	113 82% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	21 81%	44 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	36 80%	43 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	33 87%	45 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	48 91%	45 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.uk	57 77%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	58 77%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	98 91% B	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	20 31%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	67 84%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	60 95% B	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	216 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONSIDERED ALL (NET)	2481 96% BI	3150 94% J	531 97% I	532 97% BJ	52 100% I	51 98% J	75 99% I	99 98% J	151 86% I	154 88% J	66 96% I	97 96% J	70 96% I	122 95% J	297 100% PACIKMU	315 95% J	48 98% I	99 99% BJV	187 98% I	198 99% BJNPV	79 96% I	94 93% I	78 98% I	98 98% J
CONSIDERED CONSISTENT (NET)	2481 96% BI	3150 94% J	531 97% I	532 97% BJ	52 100% I	51 98% J	75 99% I	99 98% J	151 86% I	154 88% J	66 96% I	97 96% J	70 96% I	122 95% J	297 100% PACIKMU	315 95% J	48 98% I	99 99% BJV	187 98% I	198 99% BJNPV	79 96% I	94 93% I	78 98% I	98 98% J
CONSIDERED GLOBAL (NET)	2428 94% BIM	3071 92% JN	529 97% AIM	529 96% BJNV	52 100% IMU	51 98% JN	74 97% IM	98 97% BJNV	144 82% I	149 85% J	64 93% I	96 95% JN	64 88% I	110 86% PACIKMU	295 99% BJN	313 95% J	48 98% IM	98 98% BJNV	187 98% AIKMU	198 99% BDJLNPV	76 93% I	91 90% I	78 98% IM	97 97% BJNV
CONSIDERED GEO-SPECIFIC (NET)	2152 83% BI	2619 78% J	473 86% AI	485 88% BHJLPX	49 94% AIKW	43 83% I	63 83% I	78 77% I	128 73% I	134 76% J	56 81% I	80 79% I	61 84% BHJLX	114 89% I	260 87% AI	274 83% B	43 88% I	88 88% BHJX	168 88% AIW	167 84% B	68 83% I	84 83% I	63 79% I	77 77% J
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	2152 83% BI	2599 78% J	473 86% AI	485 88% BHJLPX	49 94% AIKW	43 83% I	63 83% I	78 77% I	128 73% I	134 76% J	56 81% I	80 79% I	61 84% BHJLX	114 89% I	260 87% AI	274 83% B	43 88% I	88 88% BHJX	168 88% AIW	167 84% B	68 83% I	84 83% I	63 79% I	77 77% J
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	216 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing

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SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																								
	2015 Total Registrants	Asia										Africa													
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
.biz	1198 46% CGOQS DHPNRT	1631 49% OS	210 38% OS	233 42% HRT	28 54% CGOQS	26 50% HRT	26 34% CGOQS	31 31% CGOQS	92 52% BDHLPRT	102 58% CGOQS	39 57% RT	44 44% OQS	34 47% OQS	51 40% OQS	87 29% OQS	123 37% OQS	14 29% OQS	28 28% OQS	56 29% OQS	59 30% CGOQS	44 54% HPRT	51 50% ACGOQS	46 58% BDHLPRT	62 62% BDHLPRT	
.com	215 8% COS	425 13% ADRT	28 5% COS	39 7% ADRT	2 4% ADRT	3 6% ADRT	5 7% ADRT	13 13% D	27 15% DRTVX	29 16% COS	8 12% COS	10 10% COS	10 14% COQS	23 18% DFRTVX	13 4% DFRTVX	39 12% OD	1 2% OD	6 6% OD	5 3% OD	15 8% S	5 6% S	8 8% S	4 5% S	8 8% S	
.info	984 38% COS	1371 41% ADFPRT	176 32% O	195 45% R	13 25% R	14 27% R	25 33% O	32 32% ACEGQOSW	81 46% DFHPRT	84 48% ACEGMOQSW	40 58% BDHPNRT	51 50% BDHPNRT	25 34% O	43 34% O	64 21% O	99 30% O	13 27% O	25 25% O	50 26% O	61 31% ACEGMOQSW	45 55% BDHPNRT	57 56% BDHPNRT	32 40% OS	41 41% PR	
.mobi	1348 52% CO	1863 56% ADHPRV	220 40% CO	244 44% ADHPRV	27 52% O	35 67% DHPRV	38 50% O	45 45% ACOQS	107 61% DHPRV	103 59% ACOQS	44 64% DPRV	59 58% DPRV	41 56% CO	78 61% DHPRV	104 35% CO	147 45% O	21 43% O	41 41% O	89 47% SDHPRV	121 61% SDHPRV	43 52% CO	42 42% CO	46 58% CO	63 63% DHPRV	
.net	550 21% COW	823 25% ADHPRTX	69 13% R	90 16% R	9 17% R	11 21% R	12 16% R	14 14% ACGKQOSW	53 30% BDHLPRTX	56 32% BDHLPRTX	9 13% R	19 19% R	21 29% CKOQSW	38 30% DHPRTX	47 16% R	63 19% R	5 10% R	7 7% R	31 16% R	34 17% CGKQOSW	24 29% BDHLPRTX	34 34% BDHLPRTX	6 8% BDHLPRTX	11 11% BDHLPRTX	
.org	768 30% GOQS	1148 34% APRT	157 29% GOQS	191 35% CPRT	16 31% GOQS	13 25% T	9 12% T	31 31% GPRT	95 54% ACEGMOQSW	95 54% BDHPNRTX	31 45% ACEGQOSW	51 50% BDHPNRTX	22 30% GOQS	43 34% PRT	36 12% OT	62 19% OT	43 34% OT	5 10% OT	18 18% OT	24 13% OT	21 49% ACEGMOQSW	40 49% PRT	39 39% PRT	21 26% GOQS	27 27% T
.tel	1391 54% CO	1911 57% ADHPR	204 37% C	242 44% C	30 58% CO	36 69% DHPR	34 45% DHPR	46 46% ACGOS	112 64% DHPR	104 59% DHPR	40 58% CO	56 55% DR	44 60% CO	79 62% DHPR	121 41% CO	154 47% DHPR	24 49% DHPR	40 40% DHPR	101 53% CO	128 64% SBDHPR	60 73% ACGOQS	66 65% DHPR	47 59% CO	63 63% DHPR	
.asia	1467 57% CGO	1986 59% ADHPR	220 40% CGOQ	242 44% DHPR	35 67% DHPR	31 60% DHPR	26 34% DHPR	42 42% CGOQ	112 64% DHPR	104 59% DHPR	47 68% DHPR	57 56% DHPR	42 58% CGO	85 66% DHPR	105 35% CGO	130 39% DHPR	22 45% DHPR	39 39% DHPR	127 67% ACGOQ	145 73% BDHJLPR	62 76% ACGMOQ	75 74% BDHJLPR	51 64% CGOQ	67 67% DHPR	
.pro	1370 53% CO	1817 54% DPR	201 37% CO	231 42% DPR	28 54% CO	26 50% DPR	32 42% DPR	48 48% ACGMO	111 63% DPR	102 58% DPR	44 64% DPR	57 56% DR	35 48% CO	67 52% D	105 35% CO	150 45% O	26 53% CO	41 41% CO	111 58% CGO	129 65% BDHNPRT	62 76% ACEGMOQSW	64 63% DHPR	53 66% ACGMO	59 59% DPR	
.coop	1469 57% CGO	1959 58% DHPR	223 41% CGOQ	251 46% DHPR	37 71% DHPR	33 63% DHPR	34 45% DHPR	44 44% ACGO	113 64% DHPR	98 56% DHPR	44 64% DHPR	60 59% DHPR	42 58% C	82 64% DHPR	134 45% DHPR	166 50% DHPR	25 51% DHPR	43 43% DHPR	120 63% CGO	135 68% BDHJPR	60 73% ACGMOQ	70 69% BDHJPR	51 64% CGO	68 68% DHPR	
.cn	50 9%	42 8%	50 9%	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.vn	-	6 12% A	-	-	-	6 12% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ph	6 8%	13 13%	-	-	-	-	6 8%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.jp	32 18%	30 17%	-	-	-	-	-	32 18%	30 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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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)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.kr	13 19%	17 17%	-	-	-	-	-	-	-	-	13 19%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-
.ru	5 7%	10 8%	-	-	-	-	-	-	-	-	-	-	5 7%	10 8%	-	-	-	-	-	-	-	-	-	-
.in	30 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	-	30 10%	40 12%	-	-	-	-	-	-	-	-
.id	4 8%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	10 10%	-	-	-	-	-	-
.ng	15 8%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 8%	21 11%	-	-	-	-
.za	8 10%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 10%	8 8%	-	-
.eg	15 19%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 19%	16 16%
.co	9 14%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	6 9%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	18 13%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	3 12%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	8 18%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	1 3%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	3 6%	3 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.uk	13 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	12 16%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	7 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	38 59%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	12 15%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.mx	3 5%	19 19% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	215 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
1. .biz

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1058 41% BEI	1252 37% J	274 50% AEIUW	260 47% BFJX	14 27%	16 31%	32 42% BFJLVX	56 55%	55 31%	47 27%	26 38%	41 41% J	28 38%	57 45% J	169 57% PAEGIKMUW	159 48% BFJX	26 53% EIW	56 56% BFJLVX	113 59% ACEGKMUW	110 55% BFJLVX	29 35% J	39 39% J	26 33% J	32 32% J
Very likely	373 14% I	457 14% J	109 20% AEIW	85 15% J	4 8%	3 6%	14 18% I	23 23% BFJV	10 6%	12 7%	11 16% I	15 15% J	9 12%	25 20% BFJ	60 18% AEIW	60 18% BFJ	10 20% I	22 22% BFJ	56 29% ACEIKMUW	58 29% BDFJLPVX	12 15% I	12 12% I	7 9% I	13 13% I
Somewhat likely	685 26% B	795 24% A	165 30% A	175 32% BJX	10 19%	13 25%	18 24% BJX	33 33% BJX	45 26%	35 20%	15 22%	26 26%	19 26%	32 25% AEGIKUW	109 37% BJX	99 30% BJX	16 33% BJX	34 34% BJX	57 30% BJX	52 26% BJX	17 21% BJX	27 27% BJX	19 24% BJX	19 19% BJX
BOTTOM 2 BOX (NET)	1198 46% CGOQS	1631 49% DHPRT	210 38% OS	233 42% HRT	28 54% CGOQS	26 50% HRT	26 34% CGOQS	31 31% CGOQS	92 52% BDHLPRT	102 58% CGOQS	39 57% RT	44 44% RT	34 47% OQS	51 40% OQS	87 29% O	123 37% O	14 29% O	28 28% O	56 29% O	59 30% CGOQS	44 54% HPRT	51 50% ACGOQS	46 58% BDHLPRT	62 62% BDHLPRT
Somewhat unlikely	554 21% S	705 21% NT	122 22% S	140 25% BLNRT	13 25%	9 17%	13 17%	18 18% S	38 22% BLNRT	52 30% LAGOSU	22 32% LAGOSU	16 16% LAGOSU	13 18%	18 14% S	51 17% S	68 21% T	10 20% T	15 15% T	27 14% T	27 14% T	11 13% T	21 21% T	17 21% T	25 25% NT
Very unlikely	644 25% COQS	926 28% ADHPRT	88 16% COQS	93 17% DHPRT	15 29% COQS	17 33% DHPRT	13 17% COQS	13 13% COQS	54 31% DHPRT	50 28% DHPRT	17 25% OQ	28 28% DHPRT	21 29% COQS	33 26% DHPRT	36 12% DHPRT	55 17% DHPRT	4 8% DHPRT	13 13% DHPRT	29 15% DHPRT	32 16% ACGKOQS	33 40% DHPRT	30 30% DHPRT	29 36% ACGOQS	37 37% BDHPRT
Not sure	327 13% DX	466 14% DX	62 11% DX	58 11% DX	10 19% K	10 19% X	18 24% ACKOSUW	14 14% K	29 16% K	27 15% X	4 6% KX	16 16% KX	11 15% KX	20 16% X	41 14% X	48 15% X	9 18% K	16 16% X	21 11% X	31 16% X	9 11% X	11 11% X	8 10% X	6 6% X
Decline to Answer	5 B	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
2. .com

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2243 87% BIM	2701 81% JN	496 91% DAIM	476 86% BJN	50 96% AIM	47 90% JN	67 88% I	82 81% I	129 73% I	131 74% I	59 86% I	86 85% JN	56 77% I	94 73% I	277 93% PAIKM	274 83% JN	46 94% IM	91 91% BHJNX	181 95% TACGIKMU	178 89% BJNX	72 88% I	86 85% JN	75 94% XIM	80 80% I
Very likely	1789 69% BIM	2158 64% J	388 71% IM	371 67% J	38 73% I	41 79% I	53 70% I	66 65% J	74 42% I	80 45% I	47 68% I	63 62% J	41 56% I	79 62% J	239 80% PACIKM	242 73% BJLNX	40 82% IM	77 77% BJLNX	173 91% ACEGKMOW	170 85% BDHJLNPVX	60 73% IM	66 65% J	66 83% XACIKM	62 62% J
Somewhat likely	454 18% OS	543 16% PT	108 20% OS	105 19% BPT	12 23% S	6 12% T	14 18% S	16 16% T	55 31% ACGKOQSUW	51 29% BDHNPRTX	12 17% S	23 23% NPT	15 21% S	15 12% T	38 13% S	32 10% T	6 12% S	14 14% T	8 4% T	8 4% T	12 15% S	20 20% PT	9 11% S	18 18% PT
BOTTOM 2 BOX (NET)	215 8% COS	425 13% ADRT	28 5% I	39 7% I	2 4% I	3 6% I	5 7% I	13 13% D	27 15% ACEOQSUW	29 16% DRTVX	8 12% COS	10 10% COS	10 14% COQS	23 18% DFRTVX	13 4% OD	39 12% OD	1 2% I	6 6% I	5 3% I	15 8% S	5 6% I	8 8% I	4 5% I	8 8% I
Somewhat unlikely	111 4% CS	159 5% I	13 2% I	25 5% C	1 2% I	1 2% I	3 4% I	4 4% I	12 7% COS	14 8% BPT	6 9% COS	3 3% I	7 10% ACOS	12 9% BDPT	7 2% I	12 4% I	1 2% I	4 4% I	2 1% I	6 3% I	2 2% I	3 3% I	3 4% I	4 4% I
Very unlikely	104 4% ADR	266 8% ADR	15 3% I	14 3% I	1 2% I	2 4% I	2 3% I	9 9% DR	15 9% ACOQSW	15 9% DR	2 3% I	7 7% I	3 4% I	11 9% DR	6 2% ODR	27 8% I	- - I	2 2% I	3 2% I	9 5% I	3 4% I	5 5% I	1 1% I	4 4% I
Not sure	128 5% S	223 7% A	23 4% I	36 7% I	- - I	2 4% I	4 5% I	6 6% ACEKOSW	20 11% I	16 9% I	2 3% I	5 5% I	7 10% CEOSW	11 9% I	8 3% I	17 5% I	2 4% I	3 3% I	3 2% I	7 4% I	5 6% S	7 7% I	1 1% WBPR	12 12% I
Decline to Answer	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
3. .info

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1339	1586	318	302	33	29	36	56	66	67	25	37	37	68	210	197	29	61	126	117	29	33	40	55
	52% BIKU	47% JLV	58% AIKU	55% BJLV	63% IKU	56% JLV	47% JLV	55% JLV	38% JLV	38% JLV	36% JLV	37% JLV	51% JLV	53% JLV	70% PACGKMUW	60% BJLV	59% IKU	61% BJLV	66% ACGKMUW	59% BJLV	35% BJLV	33% BJLV	50% JLV	55% JLV
Very likely	528	629	113	121	18	16	10	28	21	11	10	10	13	30	103	89	7	28	72	50	13	14	10	20
	20% I	19% JL	21% I	22% BJL	35% ACGKMUW	31% BJLV	13% GBJLV	28% JLV	12% JLV	6% JLV	14% JLV	10% JLV	18% JLV	23% JLV	35% PACGKMUW	27% BJLV	14% JLV	28% BJLV	38% TACGKMUW	25% BJLV	16% BJLV	14% J	13% JL	20% JL
Somewhat likely	811	957	205	181	15	13	26	28	45	56	15	27	24	38	107	108	22	33	54	67	16	19	30	35
	31% BU	29% V	37% AIKSU	33% BV	29% R	25% U	34% U	28% U	26% V	32% V	22% V	27% V	33% O	30% IKU	36% V	33% AIKSU	45% V	33% V	28% V	34% V	20% V	19% V	38% KU	35% V
BOTTOM 2 BOX (NET)	984	1371	176	195	13	14	25	32	81	84	40	51	25	43	64	99	13	25	50	61	45	57	32	41
	38% COS	41% ADFPRT	32% O	35% R	25% R	27% O	33% O	32% O	46% ACEOQS	48% DFHNPRT	58% ACEGMOQSW	50% BDFHNPRT	34% O	34% O	21% O	30% O	27% O	25% O	26% O	31% ACEGMOQSW	55% BDFHNPRTX	56% BDFHNPRTX	40% OS	41% PR
Somewhat unlikely	492	598	109	119	10	6	12	21	35	43	19	21	14	12	41	55	9	15	21	28	12	18	13	22
	19% OS	18% N	20% OS	22% BNT	19% O	12% O	16% O	21% N	20% S	24% BFNPT	28% OS	21% N	19% N	9% N	14% N	17% N	18% N	15% N	11% N	14% N	15% N	18% N	16% N	22% N
Very unlikely	492	773	67	76	3	8	13	11	46	41	21	30	11	31	23	44	4	10	29	33	33	39	19	19
	19% CEOQ	23% ADHPRT	12% O	14% O	6% O	15% O	17% O	11% O	26% ACEOQS	23% DHPRT	30% ACEGMOQSW	30% DHPRT	15% DHPRT	24% DHPRT	8% O	13% O	8% O	10% O	15% O	17% O	40% ACEGMOQSW	39% BDFHNPRTX	24% CEOQ	19% CEOQ
Not sure	263	392	52	54	6	9	15	13	29	25	4	13	11	17	24	34	7	14	14	22	8	11	8	4
	10% X	12% X	9% A	10% A	12% X	17% X	20% ACKOS	13% X	16% ACKOS	14% X	6% X	13% X	15% X	13% X	8% X	10% X	14% X	14% X	7% X	11% X	10% X	11% X	10% X	4% X
Decline to Answer	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588	3349	548	551	52	52	76	101	176	176	69	101	73	128	298	330	49	100	190	200	82	101	80	100
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q720_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 34

4. .mobi

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	902 35% BGI	999 30% JT	272 50% AGIKMSW	259 47% BFJLNPTX	19 37% GI	11 21% GI	15 20% GBFJLNT	40 40% GBFJLNT	40 23% GBFJLNT	40 23% GBFJLNT	20 29% GBFJLNT	26 26% GBFJLNT	20 27% GBFJLNT	34 27% PAEGIKMSW	156 52% BFJLNPTX	121 37% GI	20 41% GI	38 38% FJT	64 34% TGI	44 22% TGI	33 40% GI	43 43% BFJLNT	22 28% T	33 33% T
Very likely	325 13% BGI	336 10% J	107 20% AEGIMQW	83 15% BJT	4 8% J	4 8% J	4 5% J	10 10% J	5 3% J	7 4% I	8 12% I	10 10% J	5 7% J	15 12% J	65 22% PAEGIMQW	42 13% JT	3 6% JT	11 11% J	28 15% TGI	13 7% GIMQW	16 20% JT	16 16% JT	5 6% JT	15 15% JT
Somewhat likely	577 22% B	663 20% AGIKS	165 30% BFJLNPTX	176 32% BFJLNPTX	15 29% O	7 13% DHPRV	11 14% GBFJLNT	30 30% GBFJLNT	35 20% ACOQS	33 19% DHPRV	12 17% ACOQS	16 16% DPRV	15 21% CO	19 15% DHPRV	91 31% AGIKS	79 24% BNT	17 35% AGIKS	27 27% NT	36 19% NT	31 16% SDHPRV	17 21% CO	27 27% CO	17 21% CO	18 18% DHPRV
BOTTOM 2 BOX (NET)	1348 52% CO	1863 56% ADHPRV	220 40% AGIKS	244 44% BFJLNPTX	27 52% O	35 67% DHPRV	38 50% O	45 45% ACOQS	107 61% DHPRV	103 59% ACOQS	44 64% DPRV	59 58% DPRV	41 56% CO	78 61% DHPRV	104 35% AGIKS	147 45% BNT	21 43% AGIKS	41 41% NT	89 47% O	121 61% SDHPRV	43 52% CO	42 42% CO	46 58% CO	63 63% DHPRV
Somewhat unlikely	598 23% V	712 21% V	135 25% S	135 25% BTX	14 27% V	12 23% V	19 25% TV	29 29% TV	36 20% ACOQS	42 24% V	23 33% AIOSU	26 26% V	17 23% CO	23 18% DHPRV	56 19% AGIKS	82 25% TV	15 31% S	23 23% V	33 17% CO	34 17% SDHPRV	15 18% CO	11 11% DHPRV	19 24% CO	27 27% TV
Very unlikely	750 29% COQ	1151 34% ADHPRV	85 16% AGIKS	109 20% BFJLNPTX	13 25% EDHPRV	23 44% EDHPRV	19 25% C	16 16% ACEGOQS	71 40% DHPRV	61 35% DHPRV	21 30% COQ	33 33% DHPRV	24 33% COQ	55 43% BDHPRV	48 16% AGIKS	65 20% BNT	6 12% AGIKS	18 18% COQ	56 29% SBDHPRV	87 44% SBDHPRV	28 34% COQ	31 31% DHPRV	27 34% COQ	36 36% DHPRV
Not sure	336 13% C	487 15% DX	54 10% AGIKS	48 9% BFJLNPTX	6 12% H	6 12% H	23 30% H	16 16% DX	29 16% CU	33 19% DX	5 7% DX	16 16% DX	12 16% X	16 13% X	38 13% OBDX	62 19% OBDX	8 16% OBDX	21 21% DX	37 19% ACKOU	35 18% DX	6 7% DX	16 16% DX	12 15% X	4 4% X
Decline to Answer	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
5. .net

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1837 71% BI	2231 67% JNV	444 81% AGIMU	422 77% BJNV	39 75% I	40 77% JNV	47 62% I	75 74% JNV	104 59% I	102 58% LAGIMSU	60 87% JNV	74 73% JNV	46 63% I	74 58% I	231 78% AGIMU	244 74% BJNV	43 88% AGIMU	87 87% BDHJLNPTV	142 75% GIU	142 71% JNV	51 62% I	56 55% I	67 84% AGIMU	78 78% BJNV
Very likely	1040 40% BIU	1237 37% J	282 51% AGIMU	262 48% BHJNV	23 44% IU	23 44% J	28 37% I	34 34% I	43 24% I	50 28% I	32 46% IU	46 46% JV	24 33% I	47 37% I	136 46% AIMU	147 45% BJV	29 59% AGIMU	52 52% BHJNV	98 52% TAGIMU	83 42% JV	20 24% I	30 30% I	46 58% AGIMU	48 48% BHJV
Somewhat likely	797 31% S	994 30% N	162 30% I	160 29% I	16 31% I	17 33% I	19 25% GBDNPV	41 41% I	61 35% S	52 30% I	28 41% GS	28 28% I	22 30% I	27 21% I	95 32% S	97 29% I	14 29% I	35 35% N	44 23% I	59 30% I	31 38% S	26 26% I	21 26% I	30 30% I
BOTTOM 2 BOX (NET)	550 21% COW	823 25% ADHPRTX	69 13% I	90 16% R	9 17% I	11 21% R	12 16% I	14 14% ACGKQOSW	53 30% BDHLPRTX	56 32% I	9 13% I	19 19% R	21 29% CKOQSW	38 30% DHPRTX	47 16% R	63 19% I	5 10% I	7 7% I	31 16% I	34 17% R	24 29% CGKQOSW	34 34% BDHLPRTX	6 8% I	11 11% I
Somewhat unlikely	290 11% C	389 12% RX	40 7% I	57 10% R	7 13% I	4 8% I	8 11% I	7 7% CW	24 14% RX	26 15% I	5 7% I	10 10% R	13 18% CSW	18 14% RX	31 10% I	32 10% R	5 10% I	3 3% I	14 7% I	17 9% I	12 15% CW	15 15% RX	4 5% I	5 5% I
Very unlikely	260 10% COQW	434 13% ADPRX	29 5% I	33 6% I	2 4% I	7 13% DR	4 5% I	7 7% ACEGKQOSW	29 18% DHPRTX	30 17% I	4 6% I	9 9% I	8 11% QW	20 16% DHRTX	16 5% I	31 9% I	- I	4 4% I	17 9% Q	17 9% CEOQW	12 15% DHLPTX	19 19% I	2 3% I	6 6% I
Not sure	198 8% K	295 9% I	33 6% K	39 7% I	4 8% K	1 2% ACEKMOOSW	17 22% I	12 12% F	19 11% CK	18 10% I	- I	8 8% K	6 8% K	16 13% DF	20 7% K	23 7% I	1 2% I	6 6% I	16 8% K	24 12% DFP	7 9% K	11 11% I	7 9% K	11 11% I
Decline to Answer	3 B	-	2 I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

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Table 36

6. .org

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1602 62%	1888 56%	335 61%	317 58%	33 63%	33 63%	53 70%	59 58%	52 30%	56 32%	34 49%	37 37%	41 56%	68 53%	244 82%	244 74%	43 88%	78 78%	155 82%	170 85%	37 45%	54 53%	54 68%	68 68%
Very likely	847 33%	956 29%	167 30%	115 21%	15 29%	13 25%	26 34%	34 34%	14 8%	18 10%	14 20%	10 10%	23 32%	34 27%	149 50%	160 48%	23 47%	49 49%	112 59%	116 58%	20 24%	23 23%	23 29%	35 35%
Somewhat likely	755 29%	932 28%	168 31%	202 37%	18 35%	20 38%	27 36%	25 25%	38 22%	38 22%	20 29%	27 27%	18 25%	34 27%	95 32%	84 25%	20 41%	29 29%	43 23%	54 27%	17 21%	31 31%	31 39%	33 33%
BOTTOM 2 BOX (NET)	768 30%	1148 34%	157 29%	191 35%	16 31%	13 25%	9 12%	31 31%	95 54%	95 54%	31 45%	51 50%	22 30%	43 34%	36 12%	62 19%	5 10%	18 18%	24 13%	21 11%	40 49%	39 39%	21 26%	27 27%
Somewhat unlikely	383 15%	523 16%	92 17%	115 21%	11 21%	3 6%	5 7%	16 16%	38 22%	41 23%	16 23%	20 20%	10 14%	15 12%	21 7%	44 13%	4 8%	12 12%	10 5%	8 4%	14 17%	14 14%	9 11%	12 12%
Very unlikely	385 15%	625 19%	65 12%	76 14%	5 10%	10 19%	4 5%	15 15%	57 32%	54 31%	15 22%	31 31%	12 16%	28 22%	15 5%	18 5%	1 2%	6 6%	14 7%	13 7%	26 32%	25 25%	12 15%	15 15%
Not sure	214 8%	313 9%	53 10%	43 8%	3 6%	6 12%	14 18%	11 11%	29 16%	25 14%	4 6%	13 13%	10 14%	17 13%	18 6%	24 7%	1 2%	4 4%	10 5%	9 5%	5 6%	8 8%	5 6%	5 5%
Decline to Answer	4 B	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
7. .tel

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Table 37

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	827 32% BISU	932 TV AEGIKMSUW BFJLNTVX	281 51% AEGIKMSUW BFJLNTVX	261 47% BFJLNTVX	13 25% BFJLNTVX	9 17% BFJLNTVX	18 24% FJTV	36 36% FJTV	30 17% FJTV	38 22% FJTV	23 33% IU	28 28% IU	17 23% T	32 25% T	143 48% PAEGIKMSUW BFJNTVX	118 36% BFJNTVX	18 37% IU	40 40% BFJNTVX	44 23% T	28 14% T	12 15% T	18 18% T	20 25% T	25 25% T
Very likely	285 11% BGI	303 9% T	113 21% AGIKMSUW BFJLNTVX	95 17% BFJLNTVX	6 12% GI	2 4% GI	2 3% GI	7 7% GI	6 3% GI	11 6% GI	6 9% GI	6 6% GI	4 5% GI	13 10% T	51 17% PAGIMSUW T	35 11% T	6 12% GI	12 12% T	15 8% T	8 4% T	5 6% T	7 7% T	5 6% T	9 9% T
Somewhat likely	542 21% BISU	629 19% TV	168 31% AEIMSUW	166 30% BFJNTVX	7 13% BFJNTVX	7 13% BFJNTVX	16 21% U	29 29% BFJNTVX	24 14% BFJNTVX	27 15% BFJNTVX	17 25% IU	22 22% TV	13 18% T	19 15% AEIMSUW	92 31% BJNTV	83 25% U	12 24% BFJNTVX	28 28% BFJNTVX	29 15% BFJNTVX	20 10% BFJNTVX	7 9% BFJNTVX	11 11% BFJNTVX	15 19% BFJNTVX	16 16% BFJNTVX
BOTTOM 2 BOX (NET)	1391 54% CO	1911 57% ADHPR	204 37% ADHPR	242 44% C	30 58% CO	36 69% DHPR	34 45% ACGOS	46 46% ACGOS	112 64% ACGOS	104 59% DHPR	40 58% CO	56 55% DR	44 60% CO	79 62% DHPR	121 41% DHPR	154 47% DHPR	24 49% DHPR	40 40% DHPR	101 53% SBDHPR	128 64% ACGOQS	60 73% DHPR	66 65% DHPR	47 59% CO	63 63% DHPR
Somewhat unlikely	599 23% CO	718 21% ADHPR	122 22% CBNTV	159 29% CBNTV	14 27% CBNTV	10 19% CBNTV	16 21% CBNTV	24 24% CBNTV	43 24% CBNTV	46 26% NT	19 28% NT	22 22% NT	18 25% NT	19 15% NT	69 23% N	78 24% N	16 33% S	23 23% S	35 18% S	33 17% S	15 18% S	17 17% S	15 19% S	24 24% S
Very unlikely	792 31% COQ	1193 36% ADHPR	82 15% ADHPR	83 15% ADHPR	16 31% CO	26 50% EBDHJPR	18 24% EBDHJPR	22 22% ACGOQ	69 39% ACGOQ	58 33% DHPR	21 30% CO	34 34% DPR	26 36% COQ	60 47% BDHJLPR	52 17% D	76 23% D	8 16% D	17 17% D	66 35% COQ	95 48% SBDHJLPR	45 55% ACEGKMQOS	49 49% BDHJLPR	32 40% CGOQ	39 39% DHPR
Not sure	366 14% C	506 15% D	61 11% D	48 9% D	9 17% D	7 13% ACIKMOQUW	24 32% ACIKMOQUW	19 19% D	34 19% ACKO	34 19% D	6 9% D	17 17% D	12 16% D	17 13% D	34 11% OD	58 18% OD	7 14% OD	20 20% D	45 24% ACKOU	44 22% BDNX	10 12% D	17 17% D	13 16% D	12 12% D
Decline to Answer	4 B	-	2 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

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Table 38

8. .asia

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	770 30% BEISU	881 26% TV	268 49% AEGIKMSUW	254 46% BFJLNTVX	9 17% TV	14 27% TV	25 33% ISU	44 44% BFJLNTVX	32 18% S	40 23% TV	17 25% SU	28 28% TV	19 26% SU	28 22% T	155 52% PAEGIKMSUW	140 42% BFJLNTVX	19 39% EISU	40 40% BJNTVX	18 9% TV	14 7% TV	10 12% TV	13 13% TV	18 23% S	22 22% T
Very likely	275 11% BIS	277 8% TV	108 20% AEGIKMSUW	85 15% BFJLNTVX	2 4% TV	1 2% TV	7 9% BFJLNTVX	15 15% BFJLNTVX	7 4% TV	9 5% TV	6 9% TV	7 7% T	4 5% TV	6 5% T	66 22% PAEGIKMSUW	45 14% BFJLNTVX	4 8% BFJLNTVX	14 14% BFJLNTVX	7 4% TV	4 2% TV	5 6% TV	3 3% TV	5 6% S	6 6% T
Somewhat likely	495 19% SU	604 18% TV	160 29% AEIKSUW	169 31% BJLNTVX	7 13% TV	13 25% TV	18 24% SU	29 29% BJNTVX	25 14% S	31 18% T	11 16% S	21 21% TV	15 21% SU	22 17% T	89 30% AEIKSUW	95 29% BJLNTVX	15 31% AEISU	26 26% BT	11 6% TV	10 5% TV	5 6% TV	10 10% TV	13 16% SU	16 16% T
BOTTOM 2 BOX (NET)	1467 57% CGOQ	1986 59% ADHPR	220 40% AMSU	242 44% BNTV	35 67% CGOQ	31 60% DHPR	26 34% CGOQ	42 42% DHPR	112 64% CGOQ	104 59% DHPR	47 68% CGOQ	57 56% DHPR	42 58% CGOQ	85 66% DHPR	105 35% CGOQ	130 39% DHPR	22 45% CGOQ	39 39% ACKOQ	127 67% BDHJLPRX	145 73% ACGMOQ	62 76% BDHJLPRX	75 74% BDHJLPRX	51 64% CGOQ	67 67% DHPR
Somewhat unlikely	553 21% BU	640 19% AMSU	138 25% AMSU	146 26% BNTV	13 25% CGOQ	8 15% DHPR	12 16% CGOQ	21 21% DHPR	44 25% U	46 26% BNTV	20 29% MSU	24 24% T	10 14% T	18 14% T	61 20% MSU	69 21% MSU	15 31% MSU	24 24% T	32 17% T	29 15% T	10 12% T	14 14% T	13 16% T	25 25% NTV
Very unlikely	914 35% CGOQ	1346 40% ADHJPR	82 15% CGOQ	96 17% DHPR	22 42% CGOQ	23 44% DHPR	14 18% CGOQ	21 21% DHPR	68 39% CGOQ	58 33% DHPR	27 39% CGOQ	33 33% DPR	32 44% CGOQ	67 52% BDHJLPRX	44 15% CGOQ	61 18% DHPR	7 14% CGOQ	15 15% ACKOQ	95 50% BDHJLPRX	116 58% ACGMOQ	52 63% BDHJLPRX	61 60% BDHJLPRX	38 48% CGOQ	42 42% DHPR
Not sure	349 13% C	482 14% D	58 11% D	55 10% D	8 15% HACEKMOQSW	7 13% HACEKMOQSW	25 33% HACEKMOQSW	15 15% HACEKMOQSW	32 18% CK	32 18% D	5 7% D	16 16% D	12 16% D	15 12% D	38 13% BD	60 18% BD	8 16% BD	21 21% D	45 24% ACKOQ	41 21% BDNX	10 12% BDNX	13 13% BDNX	11 14% BDNX	11 11% BDNX
Decline to Answer	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 39

9. .pro

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	848 33% ISU	1031 31% JTV	278 51% AEGIKMOSUW	273 50% BFJLTV	11 21% TV	17 33% TV	19 25% JTV	38 38% JTV	33 19% JTV	40 23% JTV	21 30% IU	28 28% T	27 37% ISU	47 37% JTV	149 50% PAEGIKMOSUW	121 37% BJTV	16 33% IU	37 37% JTV	38 20% JTV	33 17% JTV	11 13% JTV	18 18% JTV	19 24% JTV	29 29% T
Very likely	278 11% IS	332 10% LT	102 19% DAGIKOSUW	75 14% BFJLTV	6 12% I	1 2% I	3 4% GFLT	13 13% GFLT	6 3% GFLT	12 7% GFLT	9 9% GFLT	3 3% GFLT	10 14% GIS	20 16% BFJLTV	50 17% AGISUW	43 13% BFJLTV	3 6% BFJLTV	9 9% JTV	9 5% JTV	8 4% JTV	5 6% JTV	6 6% JTV	4 5% JTV	13 13% FLT
Somewhat likely	570 22% EISU	699 21% TV	176 32% AEISUW	198 36% BFJLTV	5 10% EJTVX	16 31% EJTVX	16 21% U	25 25% TV	27 15% TV	28 16% TV	15 22% U	25 25% TV	17 23% U	27 21% T	99 33% PAEGIKMOSUW	78 24% JTV	13 27% EU	28 28% JTVX	29 15% JTVX	25 13% JTVX	6 7% JTVX	12 12% JTVX	15 19% U	16 16% U
BOTTOM 2 BOX (NET)	1370 53% CO	1817 54% DPR	201 37% DPR	231 42% DPR	28 54% CO	26 50% CO	32 42% DPR	48 48% ACGMO	111 63% DPR	102 58% DPR	44 64% CGO	57 56% DR	35 48% O	67 52% D	105 35% O	150 45% O	26 53% CO	41 41% CGO	111 58% BDHNPR	129 65% ACEGIMOSW	62 76% BDHNPR	64 63% DHPR	53 66% ACGMO	59 59% DPR
Somewhat unlikely	606 23% B	686 20% B	118 22% BN	137 25% BN	13 25% BN	8 15% BN	16 21% BN	27 27% BN	44 25% BN	40 23% BN	20 29% BN	25 25% BN	12 16% BN	21 16% BN	58 19% CMOS	79 24% CMOS	17 35% CMOS	25 25% CMOS	38 20% CMOS	40 20% CMOS	16 20% CMOS	17 17% CMOS	22 28% CMOS	23 23% CMOS
Very unlikely	764 30% CO	1131 34% ADHPR	83 15% ADHPR	94 17% ADHPR	15 29% CO	18 35% DPR	16 21% DPR	21 21% ACGOQ	67 38% DHPR	62 35% DHPR	24 35% CO	32 32% DPR	23 32% CO	46 36% DHPR	47 16% DHPR	71 22% DHPR	9 18% DHPR	16 16% ACGOQ	73 38% BDHLPR	89 45% ACEGIMOSW	46 56% BDHLPR	47 47% BDHLPR	31 39% CGOQ	36 36% DHPR
Not sure	367 14% K	501 15% D	67 12% D	47 9% ACKUW	13 25% ACKUW	9 17% D	25 33% HACKIMOSUW	15 15% D	32 18% CK	34 19% DN	4 6% KD	16 16% KD	11 15% D	14 11% D	44 15% K	59 18% D	7 14% D	22 22% BDN	41 22% ACKUW	38 19% D	9 11% D	19 19% D	8 10% D	12 12% D
Decline to Answer	3 B	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

10. .coop

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	756 29%	885 26%	266 49%	255 46%	6 12%	13 25%	18 24%	37 37%	33 19%	43 24%	20 29%	26 26%	19 26%	30 23%	123 41%	101 31%	16 33%	34 34%	26 14%	27 14%	9 11%	17 17%	18 23%	23 23%
Very likely	269 10%	270 8%	99 18%	83 15%	2 4%	2 4%	4 5%	12 12%	8 5%	7 4%	3 10%	3 3%	8 11%	9 7%	53 18%	40 12%	4 8%	6 6%	7 4%	11 6%	6 7%	5 5%	2 3%	7 7%
Somewhat likely	487 19%	615 18%	167 30%	172 31%	4 8%	11 21%	14 18%	25 25%	36 14%	13 20%	23 19%	23 15%	21 16%	70 23%	61 18%	12 24%	28 28%	19 10%	16 8%	3 4%	12 12%	16 20%	16 16%	
BOTTOM 2 BOX (NET)	1469 57%	1959 58%	223 41%	251 46%	37 71%	33 63%	34 45%	44 44%	113 64%	98 56%	44 64%	60 59%	42 58%	82 64%	134 45%	166 50%	25 51%	43 43%	120 63%	135 68%	60 73%	70 69%	51 64%	68 68%
Somewhat unlikely	596 23%	692 21%	132 24%	150 27%	12 23%	10 19%	14 18%	24 24%	40 23%	37 21%	19 28%	22 22%	15 21%	18 14%	69 23%	81 25%	17 35%	25 25%	35 18%	29 15%	10 12%	18 18%	15 19%	27 27%
Very unlikely	873 34%	1267 38%	91 17%	101 18%	25 48%	23 44%	20 26%	20 20%	73 41%	61 35%	25 36%	38 38%	27 37%	64 50%	65 22%	85 26%	8 16%	18 18%	85 45%	106 53%	50 61%	52 51%	36 45%	41 41%
Not sure	361 14%	505 15%	57 10%	45 8%	9 17%	6 12%	24 32%	20 20%	30 17%	35 20%	5 7%	15 15%	12 16%	16 13%	41 14%	63 19%	8 16%	23 23%	44 19%	38 19%	13 16%	14 14%	11 14%	9 9%
Decline to Answer	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q720_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 41

11. .cn

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	473 86%	485 88%	473 86%	485 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	323 59%	329 60%	323 59%	329 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	150 27%	156 28%	150 27%	156 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	50 9%	42 8%	50 9%	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	27 5%	22 4%	27 5%	22 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	23 4%	20 4%	23 4%	20 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	24 4%	24 4%	24 4%	24 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 42

12. .vn

Base: All Qualified Respondents

2015 Total Registrants	Country																						
	Asia										Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	52*	52*
TOP 2 BOX (NET)	49 94%	43 83%	-	-	49 94%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	32 62%	35 67%	-	-	32 62%	35 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	17 33% B	8 15%	-	-	17 33% F	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 12% A	-	-	-	6 12% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	4 8% A	-	-	-	4 8% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 6%	3 6%	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 43

13. .ph

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	76*	101	76*	101	
TOP 2 BOX (NET)	63 83%	78 77%	-	-	-	-	63 83%	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	46 61%	46 46%	-	-	-	-	46 61%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	17 22%	32 32%	-	-	-	-	17 22%	32 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 8%	13 13%	-	-	-	-	6 8%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	3 3%	-	-	-	-	4 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 3%	10 10%	-	-	-	-	2 3%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 9%	10 10%	-	-	-	-	7 9%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 44

14. .jp

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	176	176	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	128 73%	134 76%	-	-	-	-	-	-	-	128 73%	134 76%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	78 44%	89 51%	-	-	-	-	-	-	-	78 44%	89 51%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	50 28%	45 26%	-	-	-	-	-	-	-	50 28%	45 26%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	32 18%	30 17%	-	-	-	-	-	-	-	32 18%	30 17%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	20 11%	14 8%	-	-	-	-	-	-	-	20 11%	14 8%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 7%	16 9%	-	-	-	-	-	-	-	12 7%	16 9%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	16 9%	12 7%	-	-	-	-	-	-	-	16 9%	12 7%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 45

15. .kr

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indon- esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	69*	101	69*	101	
TOP 2 BOX (NET)	56 81%	80 79%	-	-	-	-	-	-	-	56 81%	80 79%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	41 59%	45 45%	-	-	-	-	-	-	-	41 59%	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	15 22%	35 35%	-	-	-	-	-	-	-	15 22%	35 35%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 19%	17 17%	-	-	-	-	-	-	-	13 19%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	9 13%	10 10%	-	-	-	-	-	-	-	9 13%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	4 6%	7 7%	-	-	-	-	-	-	-	4 6%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 4%	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 46

16. .ru

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	73*	128	73*	128
TOP 2 BOX (NET)	61 84%	114 89%	-	-	-	-	-	-	-	-	-	61 84%	114 89%	-	-	-	-	-	-	-	-	-	-
Very likely	55 75%	104 81%	-	-	-	-	-	-	-	-	-	55 75%	104 81%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	6 8%	10 8%	-	-	-	-	-	-	-	-	-	6 8%	10 8%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	5 7%	10 8%	-	-	-	-	-	-	-	-	-	5 7%	10 8%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	2 2%	-	-	-	-	-	-	-	-	-	4 5%	2 2%	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 1%	8 6%	-	-	-	-	-	-	-	-	-	1 1%	8 6%	-	-	-	-	-	-	-	-	-	-
Not sure	7 10%	4 3%	-	-	-	-	-	-	-	-	-	7 10%	4 3%	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 47

17. .in

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia												Africa									
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	260 87%	274 83%	-	-	-	-	-	-	-	-	-	-	-	260 87%	274 83%	-	-	-	-	-	-	-	-
Very likely	199 67%	212 64%	-	-	-	-	-	-	-	-	-	-	-	199 67%	212 64%	-	-	-	-	-	-	-	-
Somewhat likely	61 20%	62 19%	-	-	-	-	-	-	-	-	-	-	-	61 20%	62 19%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	30 10%	40 12%	-	-	-	-	-	-	-	-	-	-	-	30 10%	40 12%	-	-	-	-	-	-	-	-
Somewhat unlikely	21 7%	13 4%	-	-	-	-	-	-	-	-	-	-	-	21 7%	13 4%	-	-	-	-	-	-	-	-
Very unlikely	9 3%	27 8% A	-	-	-	-	-	-	-	-	-	-	-	9 3%	27 8% O	-	-	-	-	-	-	-	-
Not sure	8 3%	16 5%	-	-	-	-	-	-	-	-	-	-	-	8 3%	16 5%	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 48

18. .id

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	49*	100	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	49*	100	..*	..*	..*	..*	..*	..*	
TOP 2 BOX (NET)	43 88%	88 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	43 88%	88 88%	-	-	-	-	-	-	-
Very likely	34 69%	63 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	34 69%	63 63%	-	-	-	-	-	-	-
Somewhat likely	9 18%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	9 18%	25 25%	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	4 8%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	10 10%	-	-	-	-	-	-	-
Somewhat unlikely	4 8%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 8%	4 4%	-	-	-	-	-	-	-
Very unlikely	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-
Not sure	2 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	2 2%	-	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 49

19. .ng

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia															Africa						
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
TOP 2 BOX (NET)	168 88%	167 84%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	168 88%	167 84%	-	-	-	-
Very likely	128 67%	120 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	128 67%	120 60%	-	-	-	-
Somewhat likely	40 21%	47 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 21%	47 24%	-	-	-	-
BOTTOM 2 BOX (NET)	15 8%	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 8%	21 11%	-	-	-	-
Somewhat unlikely	8 4%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	13 7%	-	-	-	-
Very unlikely	7 4%	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	8 4%	-	-	-	-
Not sure	6 3%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 3%	12 6%	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 50

20. .za

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	82*	101	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	82*	101	..*	..*
TOP 2 BOX (NET)	68 83%	84 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	68 83%	84 83%	-	-
Very likely	57 70%	66 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57 70%	66 65%	-	-
Somewhat likely	11 13%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 13%	18 18%	-	-
BOTTOM 2 BOX (NET)	8 10%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 10%	8 8%	-	-
Somewhat unlikely	3 4%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	4 4%	-	-
Very unlikely	5 6%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 6%	4 4%	-	-
Not sure	6 7%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 7%	9 9%	-	-
Sigma	82 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 51

21. .eg

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	80*	100	80*	100
TOP 2 BOX (NET)	63 79%	77 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	63 79%	77 77%
Very likely	36 45%	43 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	36 45%	43 43%
Somewhat likely	27 34%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 34%	34 34%
BOTTOM 2 BOX (NET)	15 19%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 19%	16 16%
Somewhat unlikely	7 9%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 9%	11 11%
Very unlikely	8 10%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 10%	5 5%
Not sure	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	7 7%
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

22. .co

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	64*	125	
TOP 2 BOX (NET)	51 80%	88 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	40 63%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 17%	24 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	9 14%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	9 14%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 6%	6 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 53

23. .ar

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	68*	104	
TOP 2 BOX (NET)	58 85%	82 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	47 69%	65 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 16%	17 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	6 9%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 6%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 3%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 6%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 54

24. .br

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	137	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	113 82% B	135 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	94 69%	117 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	19 14%	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	18 13%	39 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 4%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	12 9%	33 18% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 4%	12 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	137 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 55

25. .it

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	26**	50*	
TOP 2 BOX (NET)	21 81%	44 88%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	13 50%	31 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	8 31%	13 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 12%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	2 8%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 8%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 56

26. .tr

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	45*	50*	
TOP 2 BOX (NET)	36 80%	43 86%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	27 60%	34 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	9 20%	9 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	8 18%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 13%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 57

27. .es

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	38*	50*	
TOP 2 BOX (NET)	33 87%	45 90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	23 61%	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	10 26%	16 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	1 3%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	1 3%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 11%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	38 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

28. .pl

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	53*	53*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
TOP 2 BOX (NET)	48 91%	45 85%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	37 70%	36 68%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 21%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 6%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	2 4%	5 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

29. .uk

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	74*	100	
TOP 2 BOX (NET)	57 77%	82 82%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	39 53%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	18 24%	36 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	13 18%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	9 12% B	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	4 5%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	4 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	74 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 60

30. .fr

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	75*	106	
TOP 2 BOX (NET)	58 77%	75 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	47 63%	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	11 15%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	12 16%	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	7 9%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	5 7%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	5 7%	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	75 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 61

31. .de

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	108	125	
TOP 2 BOX (NET)	98 91%	101 81%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	77 71%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	21 19%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	7 6%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	5 5%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	2 2%	11 9% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 3%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q720_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 62

32. .us

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	64*	255	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
TOP 2 BOX (NET)	20 31%	73 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	8 13%	21 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	12 19%	52 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	38 59%	156 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	8 13%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	30 47%	115 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 9%	26 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

33. .ca

Base: All Qualified Respondents

	2015 Total Registrants	Country																					
		Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	80*	105
TOP 2 BOX (NET)	67 84%	87 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	60 75% B	58 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	7 9%	29 28% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	12 15%	11 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	4 5%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	8 10%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?

19 Aug 2016
Table 64

34. .mx

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	63*	100	
TOP 2 BOX (NET)	60 95% B	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	47 75% B	57 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	13 21%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	3 5%	19 19% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	3 5%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	16 16% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	6 6% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	63 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q720_38. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions?
38. .eu

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	484	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	216 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	88 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	128 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	215 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	90 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	125 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	53 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	484 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** 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																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
IDENTIFICATION (NET)	951 37% CW	1627 49% AJNX	181 33% W	252 46% CJX	26 50% ACKOSW	20 38%	26 34% W	52 51% GJNX	63 36% W	58 33%	18 26% W	44 44% K	29 40% W	48 38%	100 34% W	174 53% ODJNX	20 41% W	51 51% JNX	65 34% W	89 45% SJ	47 57% ACGKMOGSW	66 65% BDHJLPRTX	9 11%	33 33% W
CLASSIFICATION (SUB-NET)	550 21% W	993 30% AN	130 24% W	200 36% CBJNTX	16 31% W	16 31% N	13 17% W	29 29% N	47 27% W	48 27% N	14 20% W	35 35% KNX	13 13% W	17 13%	60 20% W	114 35% OBNTX	15 31% W	37 37% NTX	44 23% W	49 25% N	17 21% W	45 45% UBHUNTX	5 6%	22 22% W
To differentiate/Determine type of business/work/organization/fields	271 10% GW	482 14% AJLN	53 10% GW	90 16% CJLN	5 10%	6 12%	2 3%	16 16% GJLN	22 13% GW	12 7%	5 7%	4 4%	4 5%	7 5%	32 11% GW	53 16% JLN	5 10%	16 16% JLN	26 14% GW	26 13% JLN	14 17% ACGMW	31 31% UBDHFJNTX	2 3%	15 15% WJLN
To differentiate between other sites/domains	184 7%	289 9% A	50 9% AU	61 11% BN	10 19% ACGIOSUW	7 13% N	4 5%	7 7%	15 9% BNX	24 14% W	6 9% BHNPTX	16 16% U	8 11% U	5 4%	18 6% W	28 8% W	5 10%	13 13% N	12 6%	15 8%	2 2%	9 9%	3 4%	5 5%
To determine categories/groupings (Unspec)	58 2%	173 5% AN	22 4% A	40 7% CBFNX	2 4%	-	6 8% AKMOSUW	5 5%	5 3%	11 6% N	-	3 3%	-	1 1%	8 3% W	30 9% W	1 2%	5 5% W	4 2%	7 4%	1 1%	6 6% N	-	2 2%
To determine classification/status	39 2%	74 2% AT	7 1%	14 3% T	-	3 6% PTX	1 1%	3 3% T	3 2%	3 2%	2 3% KBDHJLPRTX	12 12% W	1 1%	4 3% T	3 1% W	5 2% ACOSUW	3 6% W	5 5% PTX	2 1%	-	-	1 1%	-	-
Other classification mentions	19 1% B	8	2	2	-	-	1 1%	-	3 2%	-	1 1%	-	1 1%	-	1	1	1	1	2 1%	2 1% B	1 1%	-	-	-
LOCATION (SUB-NET)	450 17% CKOW	637 19% DHJLPRTX	54 10% J	63 11% CKOW	11 21% W	7 13% J	7 9%	11 11% J	24 14% JKW	8 5%	3 4%	5 5%	17 23% CGKOW	34 27% BDHJLPRTX	28 9% W	49 15% OJL	7 14%	9 9%	26 14% KW	31 16% JL	36 44% ACGKMOGSW	31 31% BDHJLPRTX	4 5%	9 9%
To indicate country/different countries	254 10% CGO	333 10% DJPRX	14 3% W	26 5% CGKOQSW	9 17%	3 6%	2 3%	5 5% JC	17 10% W	3 2%	3 4%	5 5%	10 14% CGO	19 15% DHJLPRTX	16 5% C	22 7% J	2 4%	3 3% C	14 7% C	12 6% J	19 23% ACGKMOGSW	15 15% DHJLPRTX	4 5%	4 4%
To indicate location/area extensions	150 6% CIKOW	235 7% DJLR	12 2% W	10 2% CIKW	4 8% W	5 10% DJLR	7 9% CIKOW	7 7% DJLR	3 2% W	2 1%	-	-	7 10% CIKOW	11 9% DJLR	9 3% W	19 6% RCIKW	4 8% W	1 1% W	11 6% CIKW	16 8% DJLR	15 18% ACIKOSW	12 12% DJLPR	-	5 5% WL
To indicate region/different regions	71 3% O	110 3% AGIKMOSW	34 6% BHJLPRTX	40 7% GKMOSW	3 6%	1 2%	-	-	4 2% W	3 2% W	-	1 1%	-	5 4% HX	3 1% W	10 3% W	1 2% W	6 6% HX	2 1% W	4 2% W	3 4% W	4 4% HX	-	-
Other location mentions	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% AC	-	-	-
TYPES OF EXTENSIONS (SUB-NET)	53 2% ADJN	264 8% W	7 1%	16 3% I	2 4% I	1 2%	1 1%	11 11% GDJN	-	5 3% I	-	6 6% K	-	3 2% W	18 6% ACIKMSW	41 12% BODFJNT	-	7 7% D	1 1%	13 7% SD	4 5% CISW	14 14% UBDFJNT	-	11 11% WDJN

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

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

19 Aug 2016
Table 66

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Business/Commercial	27 1%	172 5% AD	4 1%	14 3% C	2 4% CI	1 2%	1 1%	5 5%	-	5 3%	-	2 2%	-	3 2%	9 3% ACI	28 8% OBDJLN	-	4 4%	1 1%	11 6% SD	3 4% ACI	10 10% BDJLN	-	10 10% WBDJLN
Profit Vs. Non profit	22 1% C	94 3% AD	1 1%	4 1%	1 2% C	-	-	3 3% D	-	2 1%	-	4 4% DN	-	-	6 2% AC	12 4% DN	-	3 3% D	1 1%	7 4% SDN	1 1%	3 3% D	-	3 3% D
Government extension	7 *	71 2% A	2 *	8 1%	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	1 *	3 1%	-	2 2%	-	1 1%	-	5 5% UBDJLPT	-	5 5% WBDJLPT
Education extension	6 *	56 2% ADP	-	2 *	-	1 2%	-	3 3% DP	-	1 1%	-	-	-	1 1%	4 1% AC	1 *	-	1 1%	-	4 2% D	-	1 1%	-	6 6% WBDJLNP
Network	7 *	27 1% A	-	3 1%	-	-	1 1% C	2 2%	-	-	-	-	-	-	3 1% AC	5 2%	-	1 1%	-	1 1%	-	-	-	1 1%
Other type of extensions mentions	17 1%	41 1% A	2 *	3 1%	1 2%	1 2%	-	5 5% BDTX	-	3 2%	-	2 2%	-	1 1%	6 2% ACS	6 2%	-	2 2%	-	2 1%	-	2 2%	-	-
MISCELLANEOUS IDENTIFICATION (SUB-NET)	35 1%	102 3% ADJ	5 1%	3 1%	-	1 2%	5 7% ACIOW	10 10% BDJLNPX	1 1%	1 1%	1 1%	-	2 3%	3 2%	6 2% D	10 3% D	-	6 6% D	4 2% D	17 9% SBDJLNPX	3 4% C	4 4% D	-	-
Form of identity/identification (Unspec.)	18 1%	92 3% AD	1 *	3 1%	-	1 2%	5 7% ACKMOSW	10 10% BDJLNPX	1 1%	1 1%	-	-	-	2 2%	4 1% C	10 3% D	-	6 6% BDJLX	2 1% SBDJLNPX	17 9% C	2 2% C	4 4% D	-	-
Due to language/different languages	7 *	7 *	-	-	-	-	-	-	-	-	-	-	2 3% ACIOS	1 1% D	1 *	-	-	-	-	-	-	-	-	-
Other miscellaneous identification mentions	11 *	4 *	4 1% D	-	-	-	-	-	-	1 1%	-	-	-	1 1% BD	2 1% D	-	-	-	2 1% D	-	1 1% D	-	-	-
CONTENT (NET)	728 28% BIK	756 23% HJ	142 26% I BHJLNV	155 28% H	15 29% HJN	15 29% H	21 28% H	14 14% H	32 18% J	16 9% J	12 17% H	17 17% H	16 22% H	20 16% J	79 27% I	82 25% HJN	22 45% ACIKMO	36 36% BHJLNPV	79 42% ACGIKMO	68 34% BHJLNPV	27 33% VIK	16 16% VIK	26 33% IK	29 29% HJLNV
Different purposes/content/features of website	635 25% BIK	685 20% HJ	133 24% IK BHJLNPV	153 28% H	15 29% IK	11 21% J	19 25% H	11 11% H	27 15% J	14 8% J	9 13% H	16 16% J	15 21% H	19 15% J	67 22% HJ	68 21% ACIKMO	19 39% BHJLNPV	33 33% ACIKMO	64 34% BHJLNPV	63 32% BHJLNPV	23 28% VIK	15 15% VIK	20 25% C	29 29% BHJLNV
Based on the type of information they provide	91 4% BC	53 2% D	8 1%	2 *	-	3 6% BDJN	2 3%	2 2%	2 1%	1 1%	4 6% CI	2 2%	3 3%	1 1%	15 5% CI	11 3% BD	4 8% RCEI	1 1%	13 7% TACI	3 2%	3 4%	1 1%	4 5% C	1 1%
Based on the type of service they provide	37 1% BC	23 1% D	3 1%	-	-	1 2% D	-	1 1% D	2 1%	-	1 1%	-	-	-	4 1% C	2 1% C	2 4% C	2 2% D	9 5% TACIOU	2 1% D	-	1 1% D	4 5% XACOU	-
Other content mentions	15 1% B	3 *	3 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	1 1% RACO	1 *	2 4% RACO	-	2 1% D	-	1 1% D	-	1 1% D	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
ACCESSIBILITY (NET)	124 5%	185 6%	49 9%	28 5%	4 8%	5 10%	7 9%	12 12%	5 3%	10 6%	5 7%	5 5%	10 14%	25 20%	10 3%	20 6%	1 2%	7 7%	14 7%	21 11%	2 2%	3 3%	5 6%	3 3%
To simplify search/easy to use	26 1%	96 3%	2 A	9 2%	3 6%	4 8%	3 4%	8 8%	2 1%	6 3%	1 1%	-	1 1%	10 8%	3 1%	15 5%	-	6 6%	5 3%	7 4%	1 1%	2 2%	1 1%	1 1%
Convenience	53 2%	39 1%	41 7%	16 3%	-	-	-	-	1 1%	3 2%	2 3%	3 3%	8 11%	12 9%	1 1%	2 1%	-	-	-	1 1%	-	-	-	-
For easy/quick accessibility	35 1%	36 1%	6 1%	1 1%	2 2%	2 2%	3 4%	5 5%	2 1%	1 1%	1 1%	2 2%	1 1%	1 1%	5 2%	2 1%	-	1 1%	8 4%	11 6%	1 1%	1 1%	3 4%	1 1%
Other accessibility mentions	13 1%	16 *	1 *	2 *	-	-	1 1%	-	-	-	1 1%	-	-	2 2%	2 1%	1 *	2 2%	-	2 1%	3 2%	-	-	1 1%	1 1%
INCREASE TRAFFIC/ATTRACT CUSTOMERS (NET)	164 6%	97 3%	34 6%	11 2%	4 8%	4 8%	8 11%	6 6%	2 1%	1 1%	9 13%	4 4%	1 1%	2 2%	20 7%	12 4%	3 1%	6 6%	15 8%	6 3%	4 5%	7 7%	10 13%	4 4%
To attract customers/increase traffic	68 3%	33 1%	12 2%	1 D	1 2%	2 4%	2 3%	2 2%	1 1%	-	-	2 2%	1 1%	-	9 3%	3 1%	1 2%	3 3%	8 4%	-	-	3 3%	8 10%	2 2%
Attract a variety/different target audience(s)	50 2%	27 1%	12 2%	4 1%	1 2%	2 4%	1 1%	2 2%	1 1%	-	5 7%	-	-	2 2%	3 1%	2 1%	2 2%	2 2%	2 1%	2 1%	3 4%	2 2%	1 1%	-
Popularity of site	18 1%	23 1%	3 1%	3 1%	1 2%	-	2 3%	3 3%	-	-	1 1%	-	-	-	4 1%	6 2%	-	-	3 2%	3 2%	1 1%	1 1%	1 1%	1 1%
To make it easy to remember	14 1%	5 *	3 1%	1 *	1 2%	-	1 1%	-	-	-	-	1 1%	-	-	3 1%	1 *	1 2%	-	1 1%	-	-	-	-	1 1%
Other increase traffic/attract customers mentions	16 1%	11 *	4 1%	2 *	1 2%	-	2 3%	-	-	1 1%	3 4%	1 1%	-	-	1 1%	-	2 2%	2 2%	1 1%	1 1%	-	1 1%	-	-
TECHNOLOGY DRIVEN (NET)	83 3%	79 2%	30 5%	22 4%	1 2%	2 4%	4 5%	2 2%	6 3%	-	1 1%	5 5%	1 1%	1 1%	2 1%	7 2%	-	-	3 2%	5 3%	3 4%	4 4%	5 6%	1 1%
Different servers	45 2%	60 2%	18 3%	16 3%	1 2%	2 2%	2 3%	2 2%	3 2%	-	-	4 4%	1 1%	1 1%	1 1%	5 2%	-	-	1 1%	3 2%	-	2 2%	3 4%	1 1%
Different network/service providers	18 1%	10 *	7 1%	1 *	-	1 2%	2 3%	-	1 1%	-	-	-	-	-	1 1%	1 *	-	-	1 1%	2 1%	2 2%	2 2%	-	-
Other technology driven mentions	23 1%	11 *	8 1%	6 1%	-	-	-	-	2 1%	-	1 1%	1 1%	-	-	2 1%	-	-	-	1 1%	-	1 1%	-	2 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2015 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Vietnam	2015 Philippines (w/o client sample)	2015 Philippines	2015 Japan (w/o client sample)	2015 Japan	2015 South Korea (w/o client sample)	2015 South Korea	2015 Russia (w/o client sample)	2015 Russia	2015 India (w/o client sample)	2015 India	2015 Indonesia (w/o client sample)	2015 Indonesia	2015 Nigeria (w/o client sample)	2015 Nigeria	2015 South Africa (w/o client sample)	2015 South Africa	2015 Egypt (w/o client sample)	2015 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
SITE CHARACTERISTICS (NET)	97 4%	72 2%	25 5%	11 2%	3 6%	1 2%	2 3%	3 3%	4 2%	4 2%	7 10%	1 1%	4 5%	5 4%	14 5%	5 2%	1 2%	7 7%	9 5%	8 4%	2 2%	3 3%	5 6%	2 2%
To be different/unique	52 2%	29 1%	14 3%	6 1%	1 2%	-	2 3%	2 2%	2 1%	-	2 3%	1 1%	3 4%	2 2%	10 3%	1 P	1 2%	1 1%	3 2%	5 3%	2 2%	1 1%	3 4%	-
Reliability/Trustworthiness of website	18 1%	12 *	-	-	2 4%	-	-	-	1 1%	2 1%	3 4%	-	-	-	2 1%	1 *	-	3 3%	3 2%	2 1%	-	1 1%	2 3%	1 1%
Other site characteristics mentions	28 1%	34 1%	11 2%	6 1%	1 2%	1 2%	-	1 1%	1 1%	2 1%	2 3%	-	1 1%	2 2%	2 1%	3 1%	-	4 4%	3 2%	1 1%	-	1 1%	-	2 2%
SECURITY (NET)	77 3%	59 2%	11 2%	5 1%	1 2%	-	7 9%	2 2%	4 2%	3 2%	1 1%	2 2%	1 1%	-	11 4%	10 3%	-	3 3%	9 5%	8 4%	1 1%	1 1%	5 6%	7 7%
Safety/Security reasons	68 3%	49 1%	9 2%	4 1%	1 2%	-	6 8%	2 2%	4 2%	3 2%	-	2 2%	1 1%	-	10 3%	9 3%	-	3 3%	8 4%	5 3%	1 1%	1 1%	4 5%	5 5%
Other security mentions	11 *	10 *	2 *	1 *	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 *	-	-	1 1%	3 2%	-	-	1 1%	2 2%
SITE/STORAGE SIZE (NET)	93 4%	52 2%	11 2%	12 2%	4 8%	-	1 1%	2 2%	4 2%	4 2%	3 4%	3 3%	-	3 2%	9 3%	-	2 4%	-	15 8%	1 1%	3 4%	2 2%	6 8%	-
Ran out of space on the other domains/extensions	68 3%	46 1%	4 1%	10 2%	3 6%	-	1 1%	2 2%	3 2%	4 2%	2 3%	2 2%	-	3 2%	8 3%	-	1 2%	-	10 5%	1 1%	3 4%	2 2%	5 6%	-
Size of site	17 1%	5 *	3 1%	1 *	1 2%	-	-	-	1 1%	-	-	1 1%	-	-	1 *	-	-	-	5 3%	-	-	-	-	-
Other site/storage size mentions	8 B	1 *	4 1%	1 *	-	-	-	-	-	-	1 O	-	-	-	-	-	1 AO	2 2%	-	-	-	-	1 1%	-
DECISION MAKING (NET)	43 2%	44 1%	2 *	7 1%	1 2%	2 4%	-	3 3%	3 2%	3 2%	2 3%	1 1%	-	2 2%	5 2%	1 C	3 6%	1 1%	11 6%	4 2%	1 1%	1 1%	-	-
Depends on/determined by the owner	37 1%	36 1%	2 *	2 *	1 2%	2 4%	-	2 2%	1 1%	3 2%	2 3%	1 1%	-	2 2%	3 1%	1 *	2 4%	1 1%	11 6%	4 2%	1 1%	1 1%	-	-
Other decision making mentions	6 *	8 *	-	5 1%	-	-	-	1 1%	2 1%	-	-	-	-	-	2 1%	-	1 2%	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	200 8%	304 9%	37 7%	36 7%	9 17%	13 25%	7 9%	12 12%	7 4%	17 10%	5 7%	10 10%	6 8%	13 10%	23 8%	27 8%	4 8%	2 2%	21 11%	25 13%	4 5%	5 5%	13 16%	17 17%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 66

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2015 Japan (w/o client sample)	2015 South Korea (w/o client sample)	2015 Russia (w/o client sample)	2015 India (w/o client sample)	2015 Indonesia (w/o client sample)	2015 Nigeria (w/o client sample)	2015 South Africa (w/o client sample)	2015 Egypt (w/o client sample)	2016 China	2016 Vietnam	2016 Philippines	2016 Japan	2016 South Korea	2016 Russia	2016 India	2016 Indonesia	2016 Nigeria	2016 South Africa	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
To expand the registrable domain names	22 1%	141 4%	3 1%	8 1%	5 10%	5 10%	2 3%	7 7%	1 1%	10 6%	-	1 1%	1 O	6 5%	-	10 3%	-	-	-	8 4%	1 1%	3 3%	1 1%	10 10%
To eliminate competitors registering same domain name	44 2%	40 1%	10 2%	6 1%	3 6%	4 8%	1 1%	2 2%	-	3 2%	-	1 1%	-	1 1%	5 2%	3 1%	2 4%	1 1%	5 3%	7 4%	-	-	4 5%	1 1%
Costs/Different costs	41 2%	36 1%	4 1%	4 1%	1 2%	3 6%	2 3%	1 1%	2 1%	1 1%	2 3%	2 2%	2 3%	3 2%	4 1%	3 1%	2 4%	1 1%	2 1%	2 1%	3 4%	-	2 3%	1 1%
Rules/Regulations	7 *	16 *	2 *	6 1%	1 2%	1 2%	-	-	2 1%	1 1%	-	-	-	-	-	1 *	-	-	1 1%	1 1%	-	-	-	1 1%
Specific website names	7 *	12 *	1 *	2 *	-	1 2%	1 1%	-	-	-	-	1 1%	-	-	5 2%	1 *	-	-	-	1 1%	-	-	-	1 1%
Other mentions	85 3%	67 2%	17 3%	12 2%	1 2%	1 2%	1 1%	2 2%	3 2%	3 2%	3 4%	5 5%	3 4%	3 2%	10 3%	9 3%	-	-	13 7%	7 4%	-	2 2%	6 8%	3 3%
EXCLUSIVE (NET)	537 21%	610 18%	107 20%	84 15%	4 8%	2 4%	9 12%	8 8%	62 35%	71 40%	16 23%	19 19%	17 23%	28 22%	68 23%	51 15%	6 12%	6 6%	10 5%	14 7%	10 12%	9 9%	15 19%	14 14%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	39 2%	39 1%	9 2%	7 1%	-	-	-	1 1%	13 7%	8 5%	-	-	-	-	3 1%	5 2%	-	-	-	1 1%	-	-	-	-
Don't know	305 12%	393 12%	47 9%	44 8%	2 4%	1 2%	6 8%	5 5%	40 23%	57 32%	11 16%	17 17%	11 15%	21 16%	20 7%	20 6%	2 4%	4 4%	8 4%	12 6%	9 11%	9 9%	11 14%	11 11%
Declined to answer	193 7%	178 5%	51 9%	33 6%	2 4%	1 2%	3 4%	2 2%	9 5%	6 3%	5 7%	2 2%	2 3%	7 5%	45 15%	26 8%	4 8%	2 2%	2 1%	1 1%	1 1%	-	4 5%	3 3%
Sigma	3382 131%	4552 136%	665 121%	695 126%	87 167%	75 144%	96 126%	138 137%	203 115%	201 114%	81 117%	117 116%	90 123%	161 126%	377 127%	449 136%	70 143%	139 139%	275 145%	287 144%	120 146%	155 153%	102 128%	135 135%

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

Base: All Qualified Respondents

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

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2302 89% B	2882 86% B	503 92% A	492 89% BJL	45 87% IK	44 85% JL	70 92% HCJK	85 84% JL	155 88% JL	145 82% L	62 90% L	83 82% L	64 88% ACEGIKW	107 84% BDFHJLX	268 90% P	297 90% BJL	46 94% BJLN	93 93% BJLN	175 92% BHJLN	186 93% BHJLN	74 90% BFHJLN	96 95% BFHJLN	73 91% IK	91 91% JL
Very satisfied	1036 40% BCIK	1070 32% DJK	160 29% IK	134 24% JL	20 38% IK	13 25% JL	33 43% HCJK	29 29% JL	19 11% JL	22 13% L	9 13% L	1 1% ACEGIKW	45 62% BDFHJLX	65 51% P	175 59% P	149 45% BDFHJLX	31 63% P	41 41% BDJK	117 62% T	93 47% BDFHJLX	39 48% CIK	41 41% DJK	31 39% IK	33 33% JL
Somewhat satisfied	1266 49% MOQS	1812 54% ANPT	343 63% AEGMOQSU	358 65% BNPRTV	25 48% MOS	31 60% NP	37 49% MOQS	56 55% N	136 77% ACEGMOQSUW	123 70% BNPRTVX	53 77% ACEGMOQSUW	82 81% BDFHJLX	19 26% P	42 33% P	93 31% ON	148 45% ON	15 31% ON	52 52% QN	58 31% SN	93 47% SN	35 43% M	55 54% N	42 53% MOQS	58 58% NP
BOTTOM 2 BOX (NET)	281 11% C	467 14% ADPRTV	44 8% S	59 11% TV	7 13% TV	8 15% TV	6 8% V	16 16% TV	21 12% TV	31 18% DPRTV	7 10% DPRTV	18 18% DPRTV	9 12% RTV	21 16% RTV	30 10% P	33 10% P	3 6% P	7 7% P	15 8% P	14 7% P	7 9% P	5 5% P	6 8% P	9 9% P
Somewhat dissatisfied	153 6% S	268 8% ATV	36 7% S	44 8% TV	1 2% TV	4 8% TV	2 3% V	9 9% TV	17 10% AQSU	27 15% BDPRTV	7 10% QSU	15 15% BDPRTV	4 5% P	16 13% PRTV	18 6% S	21 6% TV	- - P	3 3% P	3 2% P	1 1% P	1 1% P	1 1% P	6 8% S	9 9% TV
Very dissatisfied	128 5% CW	199 6% DJX	8 1% ACIKOW	15 3% ACIKOW	6 12% X	4 8% X	4 5% CW	7 7% DX	4 2% DX	4 2% DX	- - DX	3 3% DX	5 7% CKW	5 4% X	12 4% C	12 4% C	3 6% CKW	4 4% X	12 6% CKW	13 7% DX	6 7% CKW	4 4% X	- - X	- - A
Not Sure	5 - B	- - B	1 - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	- - A	1 1% A	- - A	1 1% A	- - A
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Qualified Respondents

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
An Internet search engine to find articles, posts or similar information	2113 82% BI	2495 74% DJL	453 83% DI	374 68%	48 92% AIO	41 79%	68 89% I	85 84% BDJLP	120 68%	117 66%	59 86% LI	65 64%	62 85% I	104 81% DJL	241 81% PI	241 73%	41 84% I	91 91% I	177 93% ACIMOGUW	183 92% BDFJLNPX	68 83% I	85 84% BDJLP	68 85% I	76 76% I
My Internet service provider	1010 39% MS	1461 44% ANTX	273 50% AGIMSUIW	379 69% CBHJLNPTVX	33 63% AGIKMOSUIW	36 69% BHJLNPTVX	24 32% NT	46 46% NT	71 40% MS	75 43% NT	26 38% NTVX	53 52%	18 25%	32 25%	128 43% MS	154 47% NTX	29 57% AGIKMSUIW	68 68% BHJLNPTVX	53 28%	51 26%	31 38%	37 37% T	28 35% I	33 33% I
An Internet encyclopedia	947 37% IU	1369 41% AJV	249 45% AGIKSU	329 60% CBFHJLNPTVX	22 42% IU	19 37%	25 33% J	43 43% J	49 28% J	48 27%	22 32% J	40 40% J	30 41% IU	53 41% J	127 43% AIU	156 47% BJTV	18 37% U	52 36% BJTV	69 36% U	71 36%	17 21%	30 30%	33 41% I	60 60% WSFHJLNPTVX
Other	74 3% C	111 3% DJP	-	2	1 2% C	3 6% DJLPX	4 5% C	1 1%	4 2% C	1 1%	-	-	1 C	5 4% DJLPX	6 2% C	3 1%	2 C	3 D	8 4% C	11 6% DJLPX	2 C	4 4% DJLPX	2 C	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1 A	-	-	-	-	-	-	-	-	-
Not sure	64 2% OS	88 3% DPT	11 2% S	5 1%	-	-	1 1% DPRTX	5 5% ACEGKOGSUIW	17 10% BDPRTVX	12 7%	-	2 2%	2 3% S	5 4% DPRTX	2 1%	2 1%	-	-	-	1 1%	1 1%	1 1%	-	-
Sigma	4209 163%	5524 165%	986 180%	1089 198%	104 200%	99 190%	122 161%	180 178%	261 148%	253 144%	107 155%	160 158%	113 155%	199 155%	505 169%	556 168%	89 182%	214 214%	307 159%	317 159%	119 145%	157 155%	131 164%	169 169%

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

Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Informative	2221 86% BI	2753 82% JL	470 86% I	468 85% JL	45 87%	41 79%	66 87% I	85 84% J	133 76%	121 69%	55 80%	75 74%	60 82%	104 81% J	256 86% I	282 85% JL	46 94% IK	93 93% BDFJLNPVX	182 96% TACEGIKMO	178 89% BJLNV	74 90% I	81 80% J	72 90% I	82 82% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Informative	344 13% S	596 18% ART	71 13% S	83 15% R	7 13% S	11 21% R	10 13% S	16 16% AC	42 24% QSUW	55 31% SD	13 19% S	26 26% BPR	13 18% S	24 19% RT	41 14% S	48 15% R	3 6% S	7 7% S	8 4% S	22 11% S	7 9% URT	20 20% URT	8 10% S	18 18% R

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

Q755_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

19 Aug 2016
Table 71

1. Innovative

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1894 73% BI	2285 68% JL	441 80% AIK	445 81% BURLNVX	40 77% I	38 73% JL	64 84% AIK	78 77% BJLV	84 48% I	82 47% I	44 64% I	54 53% I	52 71% I	86 67% JL	249 84% AIKM	269 82% BURLNVX	45 92% AEIKMU	94 94% BDFHULNPVX	165 87% ACIKMU	176 88% BDFHULNPVX	61 74% I	63 62% J	63 79% IK	69 69% JL
Describes very well	786 30% BIK	818 24% JL	156 28% IK	170 31% BURLNV	16 31% IK	12 23% JL	32 42% ACIK	29 29% JL	15 9% I	11 6% I	9 13% I	11 11% I	25 34% NIK	23 18% J	134 45% ACIKW	131 40% BDFHULNPVX	28 57% ACEIKMUW	51 51% BDFHULNPVX	102 54% TACEIKMUW	85 43% BDFHULNPVX	32 39% VIK	19 19% J	26 33% IK	28 28% JL
Describes somewhat well	1108 43% S	1467 44% S	285 52% AIMOQSU	275 50% BJP	24 46% I	26 50% I	32 42% I	49 49% I	69 39% I	71 40% I	35 51% S	43 43% S	27 37% I	63 49% I	115 39% I	138 42% I	17 35% I	43 43% I	63 33% S	91 46% S	29 35% I	44 44% I	37 46% S	41 41% I
BOTTOM 2 BOX (NET)	671 26% CGOQS	1064 32% ADHPRT	102 19% RT	106 19% RT	12 23% Q	14 27% RT	11 14% I	23 23% RT	89 51% ACEGKMOSUW	94 53% BDFHNPRTX	24 35% CGOQS	47 47% BDFHNPRTX	21 29% CGOQS	42 33% DPRT	49 16% RT	61 18% RT	4 8% I	6 6% I	25 13% I	24 12% I	19 23% QS	38 38% UDHPRT	17 21% DPRT	31 31% DPRT
Does not describe very well	508 20% CGOQS	771 23% ADHPRT	85 16% RT	93 17% RT	8 15% I	7 13% I	7 9% I	15 15% R	78 44% ACEGKMOSUW	80 45% BDFHNPRTX	21 30% ACGOQSW	41 41% BDFHNPRTX	15 21% QS	27 21% PRT	37 12% R	44 13% R	3 6% I	5 5% I	19 10% I	19 10% I	16 20% QS	28 28% DFHPRT	12 15% DHPRT	27 27% DHPRT
Does not describe at all	163 6% C	293 9% ADPRT	17 3% I	13 2% I	4 8% DPRTX	7 13% I	4 5% I	8 8% DRT	11 6% DRT	14 8% DRT	3 4% I	6 6% D	6 8% C	15 12% DPRTX	12 4% D	17 5% D	1 2% I	1 1% I	6 3% I	5 3% I	3 4% DRT	10 10% DRT	5 6% I	4 4% I
Not Sure	23 1% B	-	5 1% D	-	-	-	1 1% O	-	3 2% O	-	1 1% O	-	-	-	-	-	-	-	-	-	2 2% OS	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
2. Cutting edge

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1795 69% BI	2091 62% J	415 76% AI	408 74% BJLV	39 75% I	35 67% I	60 79% I	81 80% BJLPV	105 60% I	96 55% LAI	56 81% LAI	54 53% LAI	58 79% I	103 80% BJLPV	220 74% I	227 69% BJLV	46 94% ACEGIMOSU	86 86% BDFJLPTV	143 75% I	143 72% I	55 67% I	55 54% I	69 86% ACIOSU	76 76% BJLV
Describes very well	683 26% BI	684 20% JLV	147 27% I	125 23% BJLV	19 37% I	13 25% JLV	28 37% AI	27 27% JLV	16 9% I	11 6% LI	16 23% LI	6 6% LI	32 44% ACIKU	43 34% BDJLV	97 33% AI	98 30% BDJLV	28 57% ACEGIKOSU	45 45% BDFHJLPTV	62 33% AI	57 29% BJLV	21 26% VI	11 11% ACIKOSU	37 46% BDFHJLPTV	47 47% BDFHJLPTV
Describes somewhat well	1112 43% X	1407 42% X	268 49% AMO	283 51% BPTX	20 38% I	22 42% I	32 42% BPX	54 53% BPX	89 51% AM	85 48% PX	40 58% AEMOQSJW	48 48% X	26 36% X	60 47% X	123 41% X	129 39% X	18 37% X	41 41% X	81 43% X	86 43% X	34 41% X	44 44% X	32 40% X	29 29% X
BOTTOM 2 BOX (NET)	764 30% CKQW	1258 38% ADHNPRTX	126 23% Q	143 26% R	13 25% Q	17 33% R	15 20% Q	20 20% ACGKMOQSJW	69 39% BDHNPRTX	80 45% KDHNPRTX	12 17% Q	47 47% Q	15 21% Q	25 20% Q	77 26% QW	103 31% HNR	3 6% Q	14 14% Q	47 25% QW	57 29% R	25 30% QW	46 46% UDHNPRTX	11 14% Q	24 24% Q
Does not describe very well	560 22% MQW	885 26% AHNRT	108 20% QW	128 23% HNR	11 21% QW	11 21% QW	12 16% Q	14 14% ADGKMOQSJW	56 32% BDHNPRTX	71 40% KDHNPRTX	9 13% Q	42 42% Q	9 12% Q	15 12% Q	62 21% QW	78 24% HNR	1 2% Q	10 10% Q	33 17% QW	40 20% R	16 20% QW	29 29% HNR	6 8% WR	21 21% WR
Does not describe at all	204 8% CO	373 11% ADJLPRX	18 3% D	15 3% D	2 4% DX	6 12% DX	3 4% DX	6 6% C	13 7% C	9 5% C	3 4% C	5 5% C	6 8% C	10 8% D	15 5% D	25 8% D	2 4% D	4 4% D	14 7% C	17 9% D	9 11% C	17 17% DHLNPRTX	5 6% D	3 3% D
Not Sure	29 1% B	-	7 1% D	-	-	-	1 1% D	-	2 1% D	-	1 1% D	-	-	-	1 - D	-	-	-	-	-	2 2% S	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

3. Extreme

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1415 55%	1572 47%	408 74%	396 72%	10 19%	13 25%	53 70%	76 75%	47 27%	47 27%	21 30%	27 27%	25 34%	37 29%	216 72%	234 71%	16 33%	41 41%	126 66%	104 52%	43 52%	39 39%	71 89%	80 80%
Describes very well	508 20%	529 16%	131 24%	122 22%	5 10%	2 4%	20 26%	24 24%	6 3%	10 6%	5 7%	7 7%	8 11%	13 10%	110 37%	96 29%	7 14%	18 18%	47 25%	41 21%	14 17%	14 14%	35 44%	36 36%
Describes somewhat well	907 35%	1043 31%	277 51%	274 50%	5 10%	11 21%	33 43%	52 51%	41 23%	37 21%	16 23%	20 20%	17 23%	24 19%	106 36%	138 42%	9 18%	23 23%	79 42%	63 32%	29 35%	25 25%	36 45%	44 44%
BOTTOM 2 BOX (NET)	1142 44%	1777 53%	135 25%	155 28%	41 79%	39 75%	22 29%	25 25%	126 72%	129 73%	47 68%	74 73%	47 64%	91 71%	82 28%	96 29%	32 65%	59 59%	64 34%	96 48%	39 48%	62 61%	9 11%	20 20%
Does not describe very well	711 27%	1010 30%	111 20%	132 24%	19 37%	13 25%	18 24%	19 24%	97 19%	82 47%	32 46%	53 52%	26 36%	40 31%	60 20%	71 22%	24 49%	43 43%	34 18%	51 26%	24 29%	30 30%	5 6%	13 13%
Does not describe at all	431 17%	767 23%	24 4%	23 4%	22 42%	26 50%	4 5%	6 6%	29 18%	47 27%	15 22%	21 21%	21 29%	51 40%	22 7%	25 8%	8 16%	16 16%	30 16%	45 23%	15 18%	32 32%	4 5%	7 7%
Decline to Answer	3 B	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-
Not Sure	28 1%	-	5 1%	-	-	-	1 1%	-	3 2%	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

4. Trustworthy

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2148 83% BI	2652 79% FJ	459 84% I BFJLNV	474 86% I	39 75% I	34 65% I	68 89% EIM	80 79% I	123 70% I	129 73% I	57 83% I	76 75% I	56 77% I	99 77% I	257 86% EIM	284 86% BFJLNV	48 98% ACEIKMOU	92 92% BFJLNTV	175 92% TACEIKMO	166 83% FJ	72 88% I	78 77% I	73 91% AEIM	84 84% FJ
Describes very well	1021 39% BEI	1069 32% FJ	197 36% EI	175 32% FJ	11 21% I	8 15% I	35 46% HEI	26 26% J	20 11% I	24 14% I	21 30% I	25 25% J	31 42% EI	38 30% FJ	167 56% ACEIKM	165 50% BDHFJLNV	30 61% ACEIKM	55 55% BDHFJLNTV	102 54% TACEIK	84 42% BDHFJLNV	37 45% EI	33 33% FJ	44 55% ACEIK	45 45% BDHFJLNV
Describes somewhat well	1127 44% O	1583 47% APR	262 48% AMOS	299 54% CBPRTX	28 54% MOSW	26 50% I	33 43% O	54 53% PRTX	103 59% ACGMOGSUW	105 60% BNPRTX	36 52% MOS	51 50% P	25 34% P	61 48% P	90 30% P	119 36% P	18 37% P	37 37% P	73 38% P	82 41% O	35 43% O	45 45% O	29 36% O	39 39% O
BOTTOM 2 BOX (NET)	416 16% QS	697 21% ADPR	83 15% QS	77 14% QS	12 23% QSW	18 35% BDPRTX	8 11% I	21 21% R	52 30% ACGKOGSUW	47 27% BDPRTX	11 16% Q	25 25% DPR	17 23% GOGSUW	29 23% DPR	40 13% Q	46 14% Q	1 2% Q	8 8% Q	15 8% SR	34 17% SR	9 11% UDPR	23 23% UDPR	7 9% UDPR	16 16% UDPR
Does not describe very well	312 12% QS	498 15% ADPR	71 13% QS	67 12% QS	9 17% QS	13 25% BDPRTX	8 11% QS	15 15% R	42 24% ACGKOGSUW	37 21% BDPRTX	9 13% QS	21 21% DPR	11 15% QS	18 14% QS	29 10% QS	34 10% QS	-	6 6% S	5 3% S	27 14% S	7 9% QS	12 12% QS	6 8% QS	14 14% QS
Does not describe at all	104 4% C	199 6% AD	12 2% G	10 2% C	3 6% G	5 10% DRX	-	6 6% GD	10 6% CG	10 6% D	2 3% I	4 4% I	6 8% CGW	11 9% DPRTX	4 4% I	12 4% I	1 2% I	2 2% I	10 5% CG	7 4% I	2 2% UBDPRTX	11 11% I	1 1% I	2 2% I
Not Sure	24 1% B	-	6 1% D	-	1 2% I	-	-	-	1 1% I	-	1 1% I	-	-	-	1 -	-	-	-	-	-	1 1% I	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
5. Unconventional

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1194 46%	1365 41%	307 56%	276 50%	17 33%	12 23%	45 59%	57 56%	52 30%	58 33%	31 45%	31 31%	22 30%	43 34%	146 49%	155 47%	28 57%	53 53%	83 44%	74 37%	28 34%	29 29%	51 64%	59 59%
Describes very well	390 15%	360 11%	103 19%	75 14%	5 10%	2 4%	18 24%	9 9%	9 5%	2 1%	7 10%	3 3%	5 7%	14 11%	68 23%	49 15%	9 18%	10 10%	23 12%	19 10%	11 13%	4 4%	15 19%	19 19%
Describes somewhat well	804 31%	1005 30%	204 37%	201 36%	12 23%	10 19%	27 36%	48 48%	43 24%	56 32%	24 35%	28 28%	17 23%	29 23%	78 26%	106 32%	19 39%	43 43%	60 32%	55 28%	17 21%	25 25%	36 45%	40 40%
BOTTOM 2 BOX (NET)	1363 53%	1984 59%	234 43%	275 50%	34 65%	40 77%	30 39%	44 44%	122 69%	118 67%	37 54%	70 69%	50 68%	85 66%	150 50%	175 53%	21 43%	47 47%	107 56%	126 63%	53 65%	72 71%	29 36%	41 41%
Does not describe very well	856 33%	1200 36%	173 32%	211 38%	13 25%	20 38%	26 34%	35 35%	93 53%	79 45%	29 42%	55 54%	34 47%	36 28%	89 30%	105 32%	15 31%	34 34%	62 33%	75 38%	31 38%	40 40%	18 23%	29 29%
Does not describe at all	507 20%	784 23%	61 11%	64 12%	21 40%	20 38%	4 5%	9 9%	29 18%	39 22%	8 12%	15 15%	16 22%	49 38%	61 20%	70 21%	6 12%	13 13%	45 24%	51 26%	22 27%	32 32%	11 14%	12 12%
Decline to Answer	3 B	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Not Sure	28 1%	-	7 1%	-	-	-	1 1%	-	2 1%	-	1 1%	-	-	-	2 1%	-	-	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

6. Practical

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2193 85% EI	2775 83% FJ	464 85% EI	469 85% FJL	34 65%	35 67%	66 87% E	80 79%	136 77%	134 76%	56 81%	77 76%	58 79%	104 81% F	257 86% EI	275 83% F	47 96% ACEIKM	93 93% BDFHJLNPVX	174 92% ACEIKM	171 86% FJL	73 89% EI	82 81%	71 89% EI	82 82% F
Describes very well	982 38% BCEI	1081 32% DJL	167 30% DEI	136 25% J	9 17%	11 21%	40 53% HACEIK	30 30% J	26 15%	24 14%	19 28% I	22 22%	30 41% EI	43 34% DJ	135 45% ACEIK	134 41% BDFHJLV	34 69% ACEIKMOSUW	56 56% BDFHJLNPVX	92 48% ACEIK	83 42% BDFHJLV	38 46% VCEIK	28 28% J	39 49% ACEIK	41 41% DFJLV
Describes somewhat well	1211 47% GOQ	1694 51% APR	297 54% AGMOQSW	333 60% CEFHPRTX	25 48% Q	24 46% Q	26 34%	50 50% G	110 63% AGMOQSUW	110 63% BFHNPRTX	37 54% GQ	55 54% PR	28 38%	61 48%	122 41% ACEIK	141 43% BDFHJLV	13 27% ACEIKMOSUW	37 37% BDFHJLNPVX	82 43% ACEIK	88 44% BDFHJLV	35 43% VCEIK	54 53% R	32 40% ACEIK	41 41% DFJLV
BOTTOM 2 BOX (NET)	376 15% QS	574 17% AR	78 14% QS	82 15% R	17 33% ACGOQSUW	17 33% BDNPRTX	10 13%	21 21% R	39 22% ACGOQSUW	42 24% BDRT	12 17% QS	24 24% DRT	15 19% QS	24 19% R	40 13% R	55 17% R	2 4% R	7 7% R	16 8% R	29 15% R	8 10% R	19 19% R	9 11% R	18 18% R
Does not describe very well	284 11% S	427 13% AR	61 11% S	65 12% R	15 29% ACGOQSUW	14 27% BDNPRTX	10 13% S	16 16% R	31 18% ACGOQSUW	35 20% BDRTX	11 16% QSW	21 21% BDRTX	8 11% R	18 14% R	30 10% R	44 13% R	2 4% R	3 3% R	11 6% R	21 11% R	6 7% R	13 13% R	4 5% R	9 9% R
Does not describe at all	92 4%	147 4%	17 3%	17 3%	2 4%	3 6%	-	5 5%	8 5%	7 4%	1 1%	3 3%	7 10% ACGKOQS	6 5%	10 3% R	11 3% R	-	4 4% R	5 3% R	8 4% R	2 2% R	6 6% R	5 6% G	9 9% BDF
Not Sure	19 1% B	-	6 1% D	-	1 2%	-	-	-	1 1%	-	1 1%	-	-	-	1 -	-	-	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

7. Technical

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2052 79% I	2611 78% J	449 82% I	459 83% BJL	42 81% I	38 73% I	64 84% I	82 81% J	118 67% I	118 67% I	53 77% I	71 70% I	57 78% I	110 86% BFJL	251 84% AI	281 85% BFJL	42 86% I	95 95% I	161 85% I	164 82% JL	65 79% I	78 77% I	68 85% I	78 78% I
Describes very well	869 34% BI	972 29% JL	168 31% I	156 28% JL	18 35% I	10 19% I	32 42% CI	34 34% JL	16 9% I	24 14% I	20 29% LI	11 11% I	27 37% I	39 30% JL	146 49% ACIK	146 44% BDFJLNV	26 53% ACIK	38 38% BFJL	88 46% ACIK	77 39% BDFJL	32 39% I	28 28% JL	34 43% CI	35 35% FJL
Describes somewhat well	1183 46% OS	1639 49% AP	281 51% AOQS	303 55% BPTX	24 46% I	28 54% I	32 42% I	48 48% I	102 58% AGMOOSUW	94 53% P	33 48% BPTX	60 59% I	30 41% I	71 55% PT	105 35% I	135 41% I	16 33% I	57 57% QPTX	73 38% I	87 44% I	33 40% I	50 50% I	34 43% I	43 43% I
BOTTOM 2 BOX (NET)	513 20% C	738 22% ADNPR	93 17% R	92 17% R	10 19% I	14 27% NPR	11 14% I	19 19% R	57 32% ACGOOSUW	58 33% BDHNPR	15 22% DNPRT	30 30% I	16 22% I	18 14% R	47 16% R	49 15% R	7 14% I	5 5% I	29 15% I	36 18% R	16 20% I	23 23% R	12 15% I	22 22% R
Does not describe very well	393 15% NPR	547 16% NPR	77 14% R	83 15% R	10 19% I	13 25% NPR	10 13% I	15 15% R	49 28% ACGOOSUW	47 27% BDHNPR	13 19% BDNPRT	26 26% I	6 8% I	11 9% I	36 12% R	37 11% R	4 8% I	4 4% I	21 11% I	24 12% R	11 13% I	17 17% R	8 10% I	15 15% R
Does not describe at all	120 5% C	191 6% DR	16 3% I	9 2% I	- - I	1 2% I	1 1% I	4 4% I	8 5% I	11 6% DR	2 3% I	4 4% I	10 14% NACEGIKOS	7 5% D	11 4% I	12 4% I	3 6% I	1 1% I	8 4% DR	12 6% DR	5 6% I	6 6% D	4 5% I	7 7% DR
Not Sure	23 1% B	- - I	6 1% D	- - I	- - I	- - I	1 1% O	- - I	1 1% I	- - I	1 1% O	- - I	- - I	- - I	- - I	- - I	- - I	- - I	- - I	- - I	1 1% I	- - I	- - I	- - I
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

8. Confusing

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	885 34% BMS	1034 31% T	249 45% DAKMQSUW	195 35% BNRT	17 33%	14 27%	31 41% MQS	37 37% T	73 41% AMQS	63 36% NRT	20 29%	30 30%	17 23%	32 25%	117 39% MQS	136 41% BLNRTV	11 22%	24 24%	49 26%	46 23%	25 30%	27 27%	25 31%	31 31%
Describes very well	272 11% BI	290 9% AIMS	75 14% AIMS	56 10% AIMS	5 10%	2 4%	9 12%	7 7%	10 6%	11 6%	5 7%	5 5%	3 4%	8 6%	52 17% AIKMSU	42 13% BJLN	5 10%	11 11%	15 8%	18 9%	6 7%	10 10%	8 10%	11 11%
Describes somewhat well	613 24% S	744 22% RT	174 32% DAMOQS	139 25% RT	12 23%	12 23%	22 29% QS	30 30% RTV	63 36% AKMOOSUW	52 30% BNRTV	15 22%	25 25% RT	14 19%	24 19%	65 22% BNRTV	94 28% BNRTV	6 12%	13 13%	34 18%	28 14%	19 23%	17 17%	17 21%	20 20%
BOTTOM 2 BOX (NET)	1671 65% CI	2315 69% ADP	294 54% C	356 65% C	35 67%	38 73%	43 57%	64 63%	100 57%	113 64%	48 70% C	71 70% P	55 75% CGIO	96 75% DJP	178 60% CGIO	194 59% CGIO	37 76% DJP	76 74% ACGIO	141 74% BDHJP	154 77% BDHJP	57 70% C	74 73% P	54 68% C	69 69% P
Does not describe very well	882 34% NPT	1195 36% NPT	176 32% CNPT	211 38% CNPT	17 33%	25 48% NPT	29 38% BNPT	48 48% BNPT	75 43% ACMOSUW	80 45% BNPT	33 48% ACMOSUW	53 52% BDNPTX	21 29%	34 27%	89 30% ACMOSUW	78 24% ACMOSUW	24 49% ACMOSUW	48 48% BNPT	54 28% BNPT	54 27%	25 30% NPT	41 41% NPT	20 25% P	35 35% P
Does not describe at all	789 30% CGI	1120 33% ADHJL	118 22% I	145 26% HJ	18 35% CGI	13 25%	14 18%	16 16%	25 14%	33 19%	15 22%	18 18% ACGIKOQ	34 47% BDPHLPRVX	62 48% ACGIKOQ	89 30% CGI	116 35% DHJL	13 27% I	28 28% H	87 46% ACGIKOQ	100 50% BDPHLPRVX	32 39% CGIK	33 33% HJL	34 43% ACGIKO	34 34% HJL
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	1 AC	-	2 A	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	5 1% D	-	-	-	2 3% OS	-	3 2%	-	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	-	-	1 1%	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

9. Overwhelming

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1386 54%	1549 46%	465 85%	466 85%	33 63%	22 42%	35 46%	51 50%	62 35%	58 33%	32 46%	46 46%	27 37%	47 37%	201 67%	209 63%	13 27%	30 30%	101 53%	110 55%	40 49%	35 35%	72 90%	78 78%
Describes very well	516 20%	502 15%	194 35%	180 33%	8 15%	7 13%	9 12%	11 11%	11 6%	6 3%	11 16%	7 7%	7 10%	10 8%	94 32%	77 23%	7 14%	10 10%	43 23%	36 18%	12 15%	9 9%	38 48%	40 40%
Describes somewhat well	870 34%	1047 31%	271 49%	286 52%	25 48%	15 29%	26 34%	40 40%	51 29%	52 30%	21 30%	39 39%	20 27%	37 29%	107 36%	132 40%	6 12%	20 20%	58 31%	74 37%	28 34%	26 26%	34 43%	38 38%
BOTTOM 2 BOX (NET)	1171 45%	1800 54%	78 14%	85 15%	19 37%	30 58%	40 53%	50 50%	111 63%	118 67%	36 52%	55 54%	45 62%	81 63%	95 32%	121 37%	36 73%	70 70%	89 47%	90 45%	41 50%	66 65%	8 10%	22 22%
Does not describe very well	711 27%	1004 30%	67 12%	71 13%	11 21%	21 40%	30 39%	34 34%	88 50%	87 49%	29 42%	46 46%	26 36%	31 24%	63 21%	83 25%	24 49%	42 42%	60 32%	49 25%	19 23%	30 30%	5 6%	17 17%
Does not describe at all	460 18%	796 24%	11 2%	14 3%	8 15%	9 17%	10 13%	16 16%	23 13%	31 18%	7 10%	9 9%	19 26%	50 39%	32 11%	38 12%	12 24%	28 28%	29 15%	41 21%	22 27%	36 36%	3 4%	5 5%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1%	-	5 1%	-	-	-	1 1%	-	3 2%	-	1 1%	-	-	-	2 1%	-	-	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

10. Useful

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2269 88% IM	2889 86% JN	475 87% IM	495 90% BJNV	49 94% IKM	43 83% IKM	71 93% IKM	89 88% JN	139 79% JN	136 77% JN	56 81% JN	84 83% JN	57 78% JN	99 77% JN	265 89% IM	298 90% BJLNV	47 96% IKM	97 97% BDFJLNVX	184 97% ACIKMO	187 94% BFJLNV	75 91% IM	83 82% IM	74 93% IKM	87 87% IKM
Describes very well	1145 44% BCIK	1265 38% JL	216 39% I	212 38% JL	21 40% I	18 35% J	44 58% HACIK	42 42% JL	24 14% JL	27 15% JL	21 30% I	23 23% JL	38 52% NCIK	47 37% JL	165 55% ACEIK	174 53% BDFJLNVX	31 63% ACEIKW	55 55% BDFJLNVX	132 69% ACEIKMOW	126 63% BDFJLNVX	38 46% IK	34 34% J	35 44% I	41 41% JL
Describes somewhat well	1124 43% MOS	1624 48% APT	259 47% AMOQS	283 51% NPT	28 54% GMOQS	25 48% T	27 36% T	47 47% ADGKMOGSUW	115 65% BDHPRTX	109 62% BDHPRTX	35 51% MOS	61 60% BNPRTX	19 26% M	52 41% M	100 34% ACEIK	124 38% BDFJLNVX	16 33% ACEIKW	42 42% BDFJLNVX	52 27% ACEIKMOW	61 31% BDFJLNVX	37 45% MS	49 49% T	39 49% MOS	46 46% T
BOTTOM 2 BOX (NET)	299 12% S	460 14% ADPRT	67 12% S	56 10% R	3 6% R	9 17% RT	5 7% RT	12 12% R	36 20% ACEGOGSUW	40 23% BDHPRT	12 17% GQS	17 17% PRT	16 22% ACEGOGSUW	29 23% BDHPRT	32 11% S	32 10% R	2 4% S	3 3% R	6 3% S	13 7% S	7 9% DPRT	18 18% DPRT	6 8% R	13 13% R
Does not describe very well	230 9% SW	343 10% RT	54 10% SW	48 9% T	2 4% ERT	8 15% ERT	3 4% ERT	8 8% ACEGOGSUW	30 17% BDHPRTX	36 20% BDHPRTX	11 16% AEGQSW	16 16% DPRT	13 18% ACEGOGSUW	20 16% BDPRTX	25 8% S	25 8% S	1 2% S	3 3% S	3 2% S	8 4% S	7 9% S	11 11% RT	2 3% S	7 7% RT
Does not describe at all	69 3% D	117 3% D	13 2% D	8 1% D	1 2% D	2 2% D	3 3% D	4 4% R	6 3% R	4 2% R	1 1% R	1 1% R	3 4% BDJLPRT	9 7% BDJLPRT	7 2% R	7 2% R	1 2% R	- - R	3 2% R	5 3% R	- - UDLPR	7 7% UDLPR	4 5% U	6 6% DPR
Not Sure	20 1% B	-	6 1% D	-	-	-	-	-	1 1% B	-	1 1% B	-	-	-	1 - B	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?
11. For people like me

Base: All Qualified Respondents

	Country																								
	2015 Total Registrants	Asia										Africa													
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	176	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2100 81% BIM	2611 78% J	465 85% AEIM	451 82% BFJN	37 71% I	36 69% I	62 82% I	79 78% I	111 63% I	120 68% I	53 77% I	75 74% I	50 68% I	92 72% I	254 85% EIM	280 85% BFJLNV	45 92% EIKM	91 91% BDFHJLNVX	166 87% AEIKM	171 86% BFJLNV	67 82% I	76 75% I	63 79% I	78 78% I	
Describes very well	912 35% BCIK	985 29% JL	167 30% I	151 27% JL	13 25% I	11 21% I	33 43% CEIK	37 37% JL	23 13% I	19 11% I	15 22% I	12 12% I	24 33% I	34 27% JL	144 48% ACEIKM	148 45% BDFJLNV	27 55% ACEIKM	48 48% BDFJLNVX	103 54% ACEIKMW	89 45% BDFJLNV	35 43% CEIK	33 33% JL	32 40% IK	34 40% JL	
Describes somewhat well	1188 46% OS	1626 49% APT	298 54% AGMOQSUW	300 54% BHPRTV	24 46% I	25 48% I	29 38% I	42 42% I	88 50% MOS	101 57% BHPRTVX	38 55% GMOSW	63 62% BHPRTVX	23 36% I	36 45% I	58 45% I	110 37% I	132 40% I	18 37% I	43 43% I	63 33% I	82 41% I	32 39% I	43 43% I	31 39% I	44 44% I
BOTTOM 2 BOX (NET)	464 18% CS	738 22% ADPRT	76 14% R	100 18% COQS	14 27% DPRT	16 31% I	14 18% I	22 22% R	63 36% ACGKQGSUW	56 32% BDPRT	15 22% PRT	26 26% ACOQSU	23 28% DPRT	36 28% I	43 14% I	50 15% I	4 8% I	9 9% I	24 13% I	29 15% I	14 17% I	25 25% PRT	17 21% I	22 22% R	
Does not describe very well	344 13% APRT	519 15% C	65 12% P	85 15% ACOQS	13 25% PRT	11 21% I	12 16% I	16 16% ACGKQGSUW	54 31% BDHPRT	46 26% I	12 17% PRT	22 21% COQS	15 17% R	22 17% I	33 11% I	35 11% I	3 6% I	8 8% I	17 9% I	20 10% I	12 15% I	17 17% I	11 14% I	16 16% I	
Does not describe at all	120 5% C	219 7% ADR	11 2% I	15 3% I	1 2% DR	5 10% I	2 3% I	6 6% I	9 5% C	10 6% I	3 4% I	4 4% I	8 11% ACGOSU	14 11% BDPRT	10 3% I	15 5% I	1 2% I	1 1% I	7 4% I	9 5% I	2 2% I	8 8% DR	6 8% C	6 6% I	
Not Sure	24 1% B	-	7 1% D	-	1 2% I	-	-	-	2 1% I	-	1 1% I	-	-	-	1 - I	-	-	-	-	-	1 1% I	-	-	-	
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	176 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

12. Interesting

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2035 79% BIK	2439 73% J	422 77% IK	431 78% BJ	43 83% IK	39 75% J	65 86% IKM	79 78% J	116 66% J	105 60% J	44 64% J	71 70% J	52 71% J	92 72% J	257 86% PACIKM	262 79% BJ	48 98% ACEGKMOSUW	93 93% BDFHJLNPTV	168 88% TACIKMU	161 81% BJL	64 78% I	72 71% I	64 80% IK	85 85% BJLNV
Describes very well	842 33% BCI	834 25% JL	147 27% I	135 25% JL	21 40% FCIK	11 21% J	33 43% ACIK	37 37% BDJLV	19 11% J	7 4% J	15 22% I	11 11% J	32 44% NACIK	34 27% JL	146 49% PACIK	132 40% BDFJLNV	32 65% ACEGKMOSUW	55 55% BDFHJLNPTV	92 48% ACIK	88 44% BDFJLNV	33 40% VCIK	23 23% JL	30 38% CIK	36 36% BDJLV
Describes somewhat well	1193 46% MO	1605 48% PRT	275 50% AMOQSU	296 54% BHPRT	22 42% T	28 54% T	32 42% T	42 42% AMOQSU	97 55% BHPRT	98 56% BHPRT	29 42% KBHNPRT	60 59% M	20 27% M	58 45% M	111 37% M	130 39% M	16 33% M	38 38% M	76 40% M	73 37% M	31 38% M	49 49% M	34 43% M	49 49% M
BOTTOM 2 BOX (NET)	530 20% OQS	910 27% ADPRTX	119 22% OQS	120 22% R	9 17% Q	13 25% R	11 14% Q	22 22% R	58 33% ACEGQOSUW	71 40% BDFHNPRTX	24 35% ACEGQOSUW	30 30% RTX	21 29% GOQS	36 28% RX	41 14% Q	68 21% OR	1 2% Q	7 7% Q	22 12% Q	39 20% SR	16 20% Q	29 29% RX	16 20% Q	15 15% Q
Does not describe very well	406 16% OQS	670 20% ARX	99 18% OQS	108 20% R	7 13% Q	7 13% Q	9 12% Q	17 17% R	49 28% ACEGQOSUW	62 35% BDFHNPRTX	21 30% ACEGQOSUW	25 25% RX	15 21% OQS	24 19% R	30 10% Q	56 17% OR	-	7 7% Q	15 8% SR	31 16% Q	10 12% R	19 19% R	12 15% Q	12 12% Q
Does not describe at all	124 5% ADPR	240 7% ADPR	20 4% ADPR	12 2% ADPR	2 4% DPRTX	6 12% DPRTX	2 3% DPRTX	5 5% R	9 5% R	9 5% DR	3 4% R	5 5% R	6 8% DPRTX	12 9% DPRTX	11 4% R	12 4% R	1 2% R	-	7 4% R	8 4% R	6 7% DPRTX	10 10% DPRTX	4 5% R	3 3% R
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	21 1% B	-	7 1% D	-	-	-	-	-	2 1% B	-	1 1% O	-	-	-	-	-	-	-	-	-	2 2% OS	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

13. Exciting

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1665 64%	1954 58%	408 74%	405 74%	43 83%	37 71%	55 72%	78 77%	66 38%	67 38%	26 38%	38 38%	33 45%	46 36%	251 84%	265 80%	43 88%	87 87%	155 82%	153 77%	56 68%	60 59%	59 74%	74 74%
Describes very well	664 26%	606 18%	149 27%	132 24%	18 35%	9 17%	20 26%	23 23%	10 6%	6 3%	6 9%	3 3%	12 16%	13 10%	133 45%	125 38%	27 55%	37 37%	85 45%	60 30%	27 33%	14 14%	26 33%	31 31%
Describes somewhat well	1001 39%	1348 40%	259 47%	273 50%	25 48%	28 54%	35 46%	55 54%	56 32%	61 35%	20 29%	35 35%	21 29%	33 26%	118 40%	140 42%	16 33%	50 50%	70 37%	93 47%	29 35%	46 46%	33 41%	43 43%
BOTTOM 2 BOX (NET)	898 35%	1395 42%	134 24%	146 26%	9 17%	15 29%	21 28%	23 23%	108 61%	109 62%	42 61%	63 62%	40 55%	82 64%	47 16%	65 20%	6 12%	13 13%	35 18%	47 24%	24 29%	41 41%	21 26%	26 26%
Does not describe very well	633 24%	893 27%	106 19%	119 22%	5 10%	9 17%	19 25%	17 17%	90 51%	87 49%	33 48%	47 47%	23 32%	40 31%	36 12%	49 15%	6 12%	10 10%	27 14%	36 18%	12 15%	21 21%	14 18%	17 17%
Does not describe at all	265 10%	502 15%	28 5%	27 5%	4 8%	6 12%	2 3%	6 6%	18 10%	22 13%	9 13%	16 16%	17 23%	42 33%	11 4%	16 5%	-	3 3%	8 4%	11 6%	12 15%	20 20%	7 9%	9 9%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	24 1%	-	6 1%	-	-	-	-	-	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

14. Helpful

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2180 84% IM	2775 83% J	476 87% IM	485 88% BJLV	45 87% M	43 83% M	71 93% AIKM	87 86% J	130 74% J	133 76% J	54 78% I	78 77% I	52 71% I	105 82% I	256 86% IM	296 90% EJLNVX	47 96% AIKM	94 94% BFJLNVX	171 90% AIKM	185 93% BFJLNVX	71 87% IM	77 76% IM	69 86% IM	82 82% IM
Describes very well	1011 39% BIK	1134 34% JL	203 37% IK	197 36% JL	21 40% I	21 40% JL	44 58% HACIKM	40 40% JL	20 11% JL	21 12% JL	17 25% I	17 17% I	29 40% I	48 38% JL	151 51% ACIK	154 47% BDJLV	34 69% RACEIKMOUW	50 50% BDJLV	123 65% ACEIKMOUW	113 57% BDFHJLNVX	39 48% VIK	29 29% JL	38 48% IK	39 39% JL
Describes somewhat well	1169 45% MOQS	1641 49% APT	273 50% AGMOQS	288 52% PT	24 46% QS	22 42% QS	27 36% QS	47 47% ACEGMOQSUV	110 63% BDHNPRTX	112 64% GMOQS	37 54% BFPNPRTX	61 60% GMOQS	23 32% BFPNPRTX	57 45% BFPNPRTX	105 35% S	142 43% O	13 27% Q	44 44% Q	48 25% S	72 36% S	32 39% S	48 48% S	31 39% S	43 43% S
BOTTOM 2 BOX (NET)	389 15% GQS	574 17% ADPRT	68 12% GQS	66 12% PT	7 13% RT	9 17% RT	5 7% RT	14 14% ACGOQSUV	45 26% BDHPRT	43 24% BDHPRT	13 19% GQ	23 23% DPRT	21 29% ACEGOQSUV	23 18% PRT	41 14% PRT	34 10% PRT	2 4% PRT	6 6% PRT	19 10% PRT	15 8% PRT	10 12% UDPRT	24 24% UDPRT	11 14% PRT	18 18% PRT
Does not describe very well	299 12% Q	430 13% DPRT	59 11% Q	56 10% Q	6 12% Q	6 12% Q	5 7% Q	11 11% ACGOQSUV	37 21% BDHNPRTX	37 21% BDHNPRTX	11 16% Q	22 22% BDHNPRTX	13 18% GQS	12 9% GQS	30 10% Q	28 8% Q	1 2% Q	5 5% Q	16 8% Q	13 7% Q	7 9% DPRT	18 18% DPRT	8 10% DPRT	11 11% DPRT
Does not describe at all	90 3% C	144 4% DPT	9 2% D	10 2% D	1 2% D	3 6% T	-	3 3% C	8 5% C	6 3% C	2 3% AOS	1 1% ACGOS	8 11% BDLPRT	11 9% BDLPRT	11 4% BDLPRT	6 2% BDLPRT	1 2% BDLPRT	1 1% BDLPRT	3 2% DPT	2 1% DPT	3 4% DPT	6 6% DPT	3 4% DLPRT	7 7% DLPRT
Not Sure	19 1% B	-	4 1% D	-	-	-	-	1 1% B	-	-	2 3% AOS	-	-	-	1 1% B	-	-	-	-	-	1 1% B	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q755_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net?

15. Informative

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	2221 86% BI	2753 82% JL	470 86% I	468 85% JL	45 87%	41 79%	66 87% I	85 84% J	133 76%	121 69%	55 80%	75 74%	60 82%	104 81% J	256 86% I	282 85% JL	46 94% IK	93 93% BDFJLNPVX	182 96% TACEGIKMO	178 89% BJLNV	74 90% I	81 80% J	72 90% I	82 82% J
Describes very well	1051 41% BCI	1136 34% JL	198 36% I	184 33% JL	24 46% I	19 37% JL	38 50% HCKI	33 33% JL	20 11%	20 11%	21 30% LI	13 13%	36 49% NCIK	43 34% JL	155 52% ACIK	153 46% BDHJLNV	37 76% RACEGKMOW	58 58% BDFHJLNPVX	123 65% ACEGKMOW	128 64% BDFHJLNPVX	40 49% VCIK	34 34% JL	37 46% I	42 42% JL
Describes somewhat well	1170 45% MOQS	1617 48% APRT	272 50% AGMOQS	284 52% PRTX	21 40% Q	22 42% T	28 37% Q	52 51% PRT	113 64% ACEGKMOW	101 57% BPRTX	34 49% MOQS	62 61% BFPNRTVX	24 33% MT	61 48% RT	101 34% Q	129 39% T	9 18% Q	35 35% Q	59 31% Q	50 25% Q	34 41% Q	47 47% T	35 44% QS	40 40% T
BOTTOM 2 BOX (NET)	344 13% S	596 18% ART	71 13% S	83 15% R	7 13% S	11 21% R	10 13% S	16 16% ACQOJSUW	42 24% BDHNPRTVX	55 31% S	13 19% S	26 26% BDPRT	13 18% S	24 19% RT	41 14% S	48 15% R	3 6% S	7 7% R	8 4% S	22 11% S	7 9% URT	20 20% D	8 10% S	18 18% R
Does not describe very well	263 10% S	446 13% ART	57 10% S	70 13% R	6 12% S	7 13% S	10 13% S	13 13% ACQOJSUW	35 20% BDHNPRTVX	45 26% S	11 16% SU	22 22% BDPRTX	10 14% S	17 13% R	33 11% S	37 11% S	3 6% S	5 5% S	3 2% S	16 8% S	4 5% S	13 13% S	5 6% S	11 11% S
Does not describe at all	81 3% AD	150 4% AD	14 3% AD	13 2% AD	1 2% AD	4 8% D	-	3 3% AD	7 4% AD	10 8% D	2 3% AD	4 4% D	3 4% AD	7 5% AD	8 3% AD	11 3% AD	-	2 2% AD	5 3% AD	6 3% AD	3 4% AD	7 7% D	3 4% AD	7 7% D
Not Sure	23 1% B	-	7 1% D	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.com	1475 57% QS	2119 63% A	345 63% AQSU	370 67% B	34 65% QS	39 75% R	59 78% ACMQSU	78 77% BDNRX	118 67% AMQSU	123 70% R	46 67% QS	67 66% R	38 52% R	78 61% ACMQSU	212 71% BNR	242 73% BNR	21 43% R	58 58% R	94 49% S	136 68% S	42 51% UBNR	75 74% AMQSU	55 69% AMQSU	64 64% AMQSU
.net	1547 60% A	2163 65% A	367 67% AMQS	367 67% R	32 62% R	36 69% AKMQSUW	59 78% BDJLNRT	83 82% AMQS	121 69% AMQS	119 68% R	40 58% R	61 60% R	40 55% R	84 66% AMQS	207 69% BDLNR	248 75% BDLNR	24 49% R	61 61% R	103 54% S	142 71% S	49 60% UBDJLNR	80 79% UBDJLNR	50 63% URT	72 72% URT
.info	1643 63% M	2119 63% AR	379 69% AQSU	361 66% R	34 65% R	33 63% AKMQSU	57 75% BDFJLNPRTX	84 83% R	119 68% Q	117 66% R	41 59% R	70 69% R	43 59% R	79 62% AQSU	209 70% BRT	231 70% BRT	25 51% R	54 54% R	113 59% M	118 59% SR	47 57% UBDJLNR	73 72% URT	49 61% URT	60 60% URT
.org	1733 67% M	2417 72% AR	392 72% AMU	420 76% BNR	35 67% R	41 79% R	60 79% AMQSUW	91 90% GBDJLNPRTX	120 68% M	123 70% M	46 67% NR	79 78% NR	37 51% R	84 66% M	225 76% AMQSUW	262 79% BJNR	29 59% R	62 62% R	124 65% M	151 76% SR	49 60% UBDJLNRTX	87 86% UBDJLNRTX	51 64% URT	74 74% URT
.cn	375 68% R	380 69% R	375 68% R	380 69% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	35 67% R	43 83% R	-	-	35 67% R	43 83% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	63 83% R	88 87% R	-	-	-	-	63 83% R	88 87% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	121 69% R	122 69% R	-	-	-	-	-	-	121 69% R	122 69% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	50 72% R	67 66% R	-	-	-	-	-	-	-	-	50 72% R	67 66% R	-	-	-	-	-	-	-	-	-	-	-	-
.ru	30 41% R	75 59% A	-	-	-	-	-	-	-	-	-	-	30 41% R	75 59% M	-	-	-	-	-	-	-	-	-	-
.in	219 73% R	246 75% R	-	-	-	-	-	-	-	-	-	-	-	219 73% R	246 75% R	-	-	-	-	-	-	-	-	-
.id	25 51% R	53 53% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 51% R	53 53% R	-	-	-	-	-	-
.ng	124 65% R	147 74% R	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124 65% R	147 74% R	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.za	43 52%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 52%	78 77% U	-	-
.eg	55 69%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 69%	78 78%
.co	35 55%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	29 43%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	73 53%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	9 35%	28 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	29 64%	32 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	17 45%	27 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	20 38%	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	41 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	33 44%	66 62% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	57 53%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	51 80%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	54 68%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																									
	Asia											Africa														
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)			
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	176	176	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.mx	29 46%	63 63% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	316 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	2077 80%	2852 85%	490 89%	500 91%	43 83%	49 94%	68 89%	98 97%	136 77%	148 84%	61 88%	87 86%	49 67%	97 76%	264 89%	304 92%	33 67%	74 74%	148 78%	170 85%	60 73%	93 92%	68 85%	91 91%		
RESTRICTIONS CONSISTENT (NET)	2077 80%	2852 85%	490 89%	500 91%	43 83%	49 94%	68 89%	98 97%	136 77%	148 84%	61 88%	87 86%	49 67%	97 76%	264 89%	304 92%	33 67%	74 74%	148 78%	170 85%	60 73%	93 92%	68 85%	91 91%		
RESTRICTIONS GLOBAL (NET)	2050 79%	2809 84%	487 89%	496 90%	43 83%	47 90%	68 89%	96 95%	136 77%	144 82%	59 86%	87 86%	48 66%	94 73%	264 89%	301 91%	33 67%	73 73%	144 76%	165 83%	58 71%	93 92%	65 81%	88 88%		
RESTRICTIONS GEO-SPECIFIC (NET)	1617 62%	2297 69%	375 68%	380 69%	35 67%	43 83%	63 83%	88 87%	121 69%	122 69%	50 72%	67 66%	30 41%	75 59%	219 73%	246 75%	25 51%	53 53%	124 65%	147 74%	43 52%	78 77%	55 69%	78 78%		
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1617 62%	2234 67%	375 68%	380 69%	35 67%	43 83%	63 83%	88 87%	121 69%	122 69%	50 72%	67 66%	30 41%	75 59%	219 73%	246 75%	25 51%	53 53%	124 65%	147 74%	43 52%	78 77%	55 69%	78 78%		
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	316 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.com	523 20% KM	786 23% AJL	117 21% KM	132 24% JL	11 21% K	21 40% EBDJLN	30 39% ACEIKMQSU	37 37% BDJLN	33 19% K	26 15%	4 6%	15 15%	7 10%	23 18%	117 39% ACEIKMQSU	126 38% BDJLN	8 16%	27 27% JL	38 20% KM	62 31% SBJLN	18 22% KM	32 32% BJLN	23 29% KM	34 34% BDJLN
.net	429 17% MS	625 19% AJ	105 19% IMS	121 22% BJ	10 19% M	11 21% ACIKMS	24 32% BJLNR	31 31% M	22 13% M	21 12%	7 10%	15 15%	4 5%	19 15% M	79 27% ACIKMS	91 28% BJLNR	9 18% M	15 15%	21 11% SJ	46 23% IKMS	19 20% M	20 20% AIKMS	20 25% BDJLN	32 32% M
.info	444 17% IM	537 16% J	91 17% M	88 16% M	10 19% M	8 15% IKMS	19 25% BDFJLNPR	34 34% M	19 11% M	18 10%	7 10% M	14 14%	1 1%	17 13% M	89 30% PACIKMQSU	65 20% J	7 14% M	12 12%	28 15% M	34 17% IM	17 21% JR	23 23% M	17 21% IM	24 24% BJNR
.org	620 24% M	925 28% AJN	125 23% M	164 30% CJN	15 29% M	18 35% JN	23 30% IM	37 37% BJNR	33 19% M	27 15%	14 20% M	30 30% JN	2 3%	22 17% M	109 37% ACIKMSW	110 33% BJN	12 24% M	23 23%	43 23% M	64 32% SJN	24 29% M	42 42% BDJNRX	16 20% M	27 27% J
.cn	114 21%	126 23%	114 21%	126 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	16 31%	19 37%	-	-	16 31%	19 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	26 34%	34 34%	-	-	-	-	26 34%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	37 21%	29 16%	-	-	-	-	-	-	37 21%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	11 16%	21 21%	-	-	-	-	-	-	-	-	11 16%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-
.ru	6 8%	23 18%	-	-	-	-	-	-	-	-	-	-	6 8%	23 18%	-	-	-	-	-	-	-	-	-	-
.in	108 36%	106 32%	-	-	-	-	-	-	-	-	-	-	-	108 36%	106 32%	-	-	-	-	-	-	-	-	-
.id	10 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 20%	23 23%	-	-	-	-	-	-
.ng	47 25%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 25%	54 27%	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																								
	Asia											Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
.za	16 20%	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 20%	27 27%	-	-
.eg	16 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 20%	26 26%
.co	10 16%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	13 19% B	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	20 15%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	2 8%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	9 20%	14 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	1 3%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	2 4%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	16 22%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	9 12%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	18 17%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	20 31%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	15 19%	30 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.mx	10 16%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	73 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1063 41% IM	1609 48% AJNR	250 46% AIMQ	319 58% CBJNR	26 50% IM	30 58% JNR	37 49% IMQ	55 54% JNR	51 29% M	50 28% M	26 38% M	49 49% JN	11 15% M	38 30% M	182 61% ACIKMOSUW	206 62% BJLNRT	15 31% M	38 38% M	84 44% IM	104 52% JNR	34 41% IM	58 57% UJNR	37 46% IM	59 59% BJNR
RESTRICTIONS CONSISTENT (NET)	1063 41% IM	1598 48% AJNR	250 46% AIMQ	319 58% CBJNR	26 50% IM	30 58% JNR	37 49% IMQ	55 54% JNR	51 29% M	50 28% M	26 38% M	49 49% JN	11 15% M	38 30% M	182 61% ACIKMOSUW	206 62% BJLNRT	15 31% M	38 38% M	84 44% IM	104 52% JNR	34 41% IM	58 57% UJNR	37 46% IM	59 59% BJNR
RESTRICTIONS GLOBAL (NET)	987 38% IM	1481 44% AJN	236 43% AIKM	304 55% CBJLNRT	25 48% IM	27 52% JN	36 47% IKM	54 53% JNR	49 28% M	42 24% M	21 30% M	42 42% JN	9 12% M	35 27% M	176 59% ACIKMOSUW	198 60% BJLNRT	15 31% M	38 38% M	68 36% SJM	94 47% M	32 39% M	55 54% UBJNR	35 44% IM	53 53% JNR
RESTRICTIONS GEO-SPECIFIC (NET)	552 21% M	806 24% AJ	114 21% M	126 23% M	16 31% M	19 37% BDJLN	26 34% ACIKMUW	34 34% BDJLN	37 21% M	29 16% M	11 16% M	21 21% M	6 8% M	23 18% ACIKMOSUW	108 36% BDJLN	106 32% BDJLN	10 20% M	23 23% M	47 25% M	54 27% J	16 20% M	27 27% J	16 20% M	26 26% M
RESTRICTIONS CONSISTENT (NET)	552 21% M	774 23% J	114 21% M	126 23% M	16 31% M	19 37% BDJLN	26 34% ACIKMUW	34 34% BDJLN	37 21% M	29 16% M	11 16% M	21 21% M	6 8% M	23 18% ACIKMOSUW	108 36% BDJLN	106 32% BDJLN	10 20% M	23 23% M	47 25% M	54 27% J	16 20% M	27 27% J	16 20% M	26 26% M
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	73 2% ADJPT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.com	952 37% S	1333 40% AX	228 42% AOQSU	238 43% PRX	23 44% S	18 35%	29 38%	41 41%	85 48% AOQSU	97 55%	42 61% BDHNRRTVX	52 51%	31 42% S	55 43% X	95 32%	116 35%	13 27%	31 31%	56 29%	74 37%	24 29%	43 43%	32 40%	30 30%
.net	1118 43%	1538 46% A	262 48% AQ	246 45%	22 42%	25 48%	35 46%	52 51%	99 56% AOQSUV	98 56% BDX	33 48%	46 46%	36 49% Q	65 51%	128 43%	157 48%	15 31%	46 46%	82 43%	96 48%	30 37% UBDPX	60 59%	30 38%	40 40%
.info	1199 46% O	1582 47% X	288 53% AOQUW	273 50% X	24 46%	25 48%	38 50%	50 50%	100 57% AOQSUV	99 56% BRTX	34 49%	56 55% TX	42 58% OQUW	62 48%	120 40%	166 50% OX	18 37%	42 42%	85 45%	84 42%	30 37%	50 50%	32 40%	36 36%
.org	1113 43% U	1492 45% AOU	267 49% AOU	256 46%	20 38%	23 44%	37 49% U	54 53% R	87 49% OU	96 55% BRT	32 46% U	49 49%	35 48% U	62 48%	116 39%	152 46%	17 35%	39 39%	81 43%	87 44%	25 30%	45 45%	35 44%	47 47%
.cn	261 48%	254 46%	261 48%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	19 37%	24 46%	-	-	19 37%	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	37 49%	54 53%	-	-	-	-	37 49%	54 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	84 48%	93 53%	-	-	-	-	-	-	84 48%	93 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	39 57%	46 46%	-	-	-	-	-	-	-	-	39 57%	46 46%	-	-	-	-	-	-	-	-	-	-	-	-
.ru	24 33%	52 41%	-	-	-	-	-	-	-	-	-	-	24 33%	52 41%	-	-	-	-	-	-	-	-	-	-
.in	111 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	-	111 37%	140 42%	-	-	-	-	-	-	-	-
.id	15 31%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	15 31%	30 30%	-	-	-	-	-	-	-
.ng	77 41%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 41%	93 47%	-	-	-	-	-

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

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.za	27 33%	51 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 33%	51 50% U	-	-
.eg	39 49%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 49%	52 52%
.co	25 39%	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ar	16 24%	39 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.br	53 39%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.it	7 27%	20 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tr	20 44%	18 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.es	16 42%	23 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.pl	18 34%	17 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.uk	25 34%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	24 32%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.de	39 36%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.us	31 48%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ca	39 49%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.mx	19 30%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	243 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1834 71% QU	2555 76% ANR	457 83% AEGIMQSUJW	468 85% BHJNRT	36 69%	44 85% NR	52 68%	77 76%	118 67%	137 78% IN	59 86% AEGIMQSU	80 79% N	46 63%	86 67%	217 73% QU	272 82% OBNRT	28 57%	67 67%	138 73% QU	147 74%	47 57%	82 81% UNR	58 73% U	78 78% R
RESTRICTIONS CONSISTENT (NET)	1834 71% QU	2551 76% ANR	457 83% AEGIMQSUJW	468 85% BHJNRT	36 69%	44 85% NR	52 68%	77 76%	118 67%	137 78% IN	59 86% AEGIMQSU	80 79% N	46 63%	86 67%	217 73% QU	272 82% OBNRT	28 57%	67 67%	138 73% QU	147 74%	47 57%	82 81% UNR	58 73% U	78 78% R
RESTRICTIONS GLOBAL (NET)	1777 69% QU	2448 73% AN	450 82% AEGIMQSUJW	458 83% BHJNRTX	35 67%	41 79%	51 67%	72 71%	116 66%	132 75% IN	57 83% AEGIMQSU	78 77% N	45 62%	82 64%	213 71% QU	260 79% OBNRTX	27 55%	66 66%	131 69% U	140 70%	44 54%	78 77% UN	55 69% MQU	69 69% R
RESTRICTIONS GEO-SPECIFIC (NET)	1065 41%	1538 46% AR	261 48% AMOQU	254 46% R	19 37%	24 46%	37 49% QU	54 53%	84 48% MOQU	93 53% NPR	39 57% AEMOQSU	46 46% R	24 33%	52 41%	111 37%	140 42% R	15 31%	30 30%	77 41%	93 47% R	27 33%	51 50% UR	39 49% MQU	52 52% R
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	1065 41%	1460 44% R	261 48% AMOQU	254 46% R	19 37%	24 46%	37 49% QU	54 53% BR	84 48% MOQU	93 53% BNPR	39 57% AEMOQSU	46 46% R	24 33%	52 41%	111 37%	140 42% R	15 31%	30 30%	77 41% R	93 47% R	27 33%	51 50% UR	39 49% MQU	52 52% R
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	243 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.com	1083 42% BCGIOW	1230 37% DHPV	198 36% GO	181 33% H	18 35%	13 25%	17 22%	23 23%	56 32%	53 30%	21 30%	34 34% GIKOW	35 48% HPV	50 39%	83 28%	88 27%	28 57% ACEGIKOW	42 42% FHJVP	96 51% TACEGIKOW	64 32%	40 49% VCGIKOW	26 26%	23 29%	36 36% H
.net	1009 39% BCGIO	1186 35% HPV	177 32% HPV	184 33% HPV	20 38%	16 31%	17 22%	18 18%	53 30%	57 32% HV	27 39% G	40 40% HPV	33 45% CGIO	44 34%	87 29%	82 25%	25 51% CGIO	39 39% HPV	87 46% TACGIO	58 29% H	33 40% VG	21 21%	28 35%	28 28%
.info	913 35% CGO	1230 37% HP	162 30%	190 34% H	18 35%	19 37% H	18 24%	17 17%	55 31%	59 34% H	26 38% H	31 31% H	30 41% CG	49 38% H	87 29%	99 30% H	24 49% ACGIO	46 46% DHJLPV	77 41% CGO	82 41% HPV	35 43% VCGO	28 28%	29 36%	40 40% H
.org	826 32% BCGO	932 28% DHPV	151 28% HV	131 24% HV	17 33%	11 21%	16 21% H	10 10%	54 31%	53 30% HPV	21 30%	22 22% H	36 49% NACGIKOS	44 34% DHLPV	71 24%	68 21% H	20 41% CGO	38 38% BDFHLPTV	66 35% TGO	49 25% HV	33 40% VCGO	14 14%	28 35% O	26 26% HV
.cn	170 31%	171 31%	170 31%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.vn	17 33%	9 17%	-	-	17 33%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ph	13 17%	13 13%	-	-	-	-	13 17%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.jp	53 30%	54 31%	-	-	-	-	-	53 30%	54 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.kr	17 25%	34 34%	-	-	-	-	-	-	-	17 25%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	43 59% B	53 41%	-	-	-	-	-	-	-	-	-	43 59% N	53 41%	-	-	-	-	-	-	-	-	-	-	-
.in	76 26%	84 25%	-	-	-	-	-	-	-	-	-	-	-	76 26%	84 25%	-	-	-	-	-	-	-	-	-
.id	24 49%	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	24 49%	47 47%	-	-	-	-	-	-	-
.ng	66 35%	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66 35%	53 27%	-	-	-	-	-

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

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																								
	Asia											Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
.za	39 48% B	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 48% V	23 23%	-	-
.eg	24 30%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 30%	22 22%	
.co	29 45%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ar	39 57%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.br	63 46%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.it	16 62%	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.tr	15 33%	18 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.es	19 50%	23 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.pl	32 60%	29 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.uk	32 43%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.fr	38 51%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.de	50 46%	62 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.us	9 14%	78 31% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
.ca	25 31%	32 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.mx	33 52%	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.eu	-	168 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS TOTAL (NET)	1544 60% GIO	1988 59% HJPV	340 62% GIO	331 60% HJPV	30 58% G	30 58% H	27 36% G	31 31% G	75 43% H	89 51% H	41 59% GI	55 54% H	47 64% GIO	72 56% H	151 51% G	175 53% H	33 67% GIO	65 65% HJPV	122 64% GIO	113 57% H	51 62% VGI	48 48% H	48 60% GI	59 59% H
RESTRICTIONS CONSISTENT (NET)	1544 60% GIO	1980 59% HJPV	340 62% GIO	331 60% HJPV	30 58% G	30 58% H	27 36% G	31 31% G	75 43% H	89 51% H	41 59% GI	55 54% H	47 64% GIO	72 56% H	151 51% G	175 53% H	33 67% GIO	65 65% HJPV	122 64% GIO	113 57% H	51 62% VGI	48 48% H	48 60% GI	59 59% H
RESTRICTIONS GLOBAL (NET)	1503 58% GIO	1909 57% HJPV	335 61% GIO	320 58% HJPV	29 56% G	30 58% H	27 36% G	30 30% G	72 41% H	83 47% H	41 59% GI	52 51% H	44 60% GI	65 51% H	146 49% G	167 51% H	32 65% GIO	63 63% HJPV	121 64% GIO	111 56% HV	48 59% VGI	43 43% H	45 56% GI	58 58% HV
RESTRICTIONS GEO-SPECIFIC (NET)	942 36% CGKO FHPTVX	1141 34% FHPTVX	170 31% G	171 31% FH	17 33% G	9 17% H	13 17% G	13 13% G	53 30% G	54 31% H	17 25% FH	34 59% NACEGKOSW DFHPTVX	43 59% H	53 41% H	76 26% H	84 25% H	24 49% CGIKOW BDFHJPTVX	47 47% H	66 35% GO	53 27% H	39 48% VACGKOSW	23 23% H	24 30% H	22 22% H
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	942 36% BCGKO FHPTVX	1115 33% FHPTVX	170 31% G	171 31% FH	17 33% G	9 17% H	13 17% G	13 13% G	53 30% G	54 31% H	17 25% FH	34 59% NACEGKOSW BDFHPTVX	43 59% H	53 41% H	76 26% H	84 25% H	24 49% CGIKOW BDFHJPTVX	47 47% H	66 35% GO	53 27% H	39 48% VACGKOSW	23 23% H	24 30% H	22 22% H
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	168 5% ADHJLNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q765_1. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

1. .com

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1475 57% QS	2119 63% A	345 63% AQSU	370 67% B	34 65% QS	39 75% R	59 78% ACMQSU	78 77% BDNRX	118 67% AMQSU	123 70% R	46 67% QS	67 66% QS	38 52% QS	78 61% ACMQSU	242 73% BNR	21 43% BNR	58 58% BNR	94 49% S	136 68% S	42 51% S	75 74% UBNR	55 69% AMQSU	64 64% AMQSU	64 64% AMQSU
Strict purchase restrictions should be required	523 20% KM	786 23% AJL	117 21% KM	132 24% JL	11 21% K	21 40% EBDJLN	30 39% ACEIKMQSU	37 37% BDJLN	33 19% K	26 15% K	4 6% K	15 15% K	7 10% K	23 18% ACEIKMQSU	117 39% BDJLN	126 38% BDJLN	8 16% JL	27 27% JL	38 20% KM	62 31% SBJLN	18 22% KM	32 32% BJLN	23 29% KM	34 34% BDJLN
Some purchase restrictions should be required	952 37% S	1333 40% AX	228 42% AOQSU	238 43% PRX	23 44% S	18 35% S	29 38% S	41 41% AOQSU	85 48% BDFNRPTX	97 55% ACGMOGSUW	42 61% BFPRTX	52 51% BFPRTX	31 42% S	55 43% X	95 32% X	116 35% X	13 27% X	31 31% X	56 29% X	74 37% X	24 29% X	43 43% X	32 40% X	30 30% X
No purchase restrictions should be required	1083 42% BCGIOW	1230 37% DHPV	198 36% GO	181 33% H	18 35% H	13 25% H	17 22% H	23 23% H	56 32% H	53 30% H	21 30% H	34 34% H	35 48% GIKOW	50 39% HPV	83 28% HPV	88 27% HPV	28 57% ACEGIKOW	42 42% FHJPV	96 51% TACEGIKOW	64 32% VCGIKOW	40 49% VCGIKOW	26 26% VCGIKOW	23 29% VCGIKOW	36 36% H
Not Sure	26 1% B	-	5 1% D	-	-	-	-	-	2 1% B	-	2 3% OS	-	-	-	1 - A	-	-	-	-	-	-	-	1 1% AC	-
Decline to Answer	4 - B	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	1 1% AC	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q765_2. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

2. .net

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1547 60%	2163 65% A	367 67% AMQS	367 67%	32 62%	36 69%	59 78% AKMQSUW	83 82% BDJLNRT	121 69% AMQS	119 68%	40 58%	61 60%	40 55%	84 66%	207 69% AMQS	248 75% BDLNR	24 49%	61 61%	103 54%	142 71% S	49 60% UBDJLNR	80 79%	50 63%	72 72%
Strict purchase restrictions should be required	429 17% MS	625 19% AJ	105 19% IMS	121 22% BJ	10 19% M	11 21% ACIKMS	24 32% BJLNR	31 31%	22 13% AMQS	21 12%	7 10%	15 15%	4 5%	19 15% M	79 27% ACIKMS	91 28% BJLNR	9 18% M	15 15%	21 11%	46 23% SJ	19 23% IKMS	20 20% UBDJLNR	20 25% AIKMS	32 32% BDJLNR
Some purchase restrictions should be required	1118 43%	1538 46% A	262 48% AQ	246 45%	22 42%	25 48%	35 46% AOQSUW	52 51% BDX	99 56% BDX	98 56%	33 48%	46 46%	36 49% Q	65 51%	128 43% CGIO	157 48% CGIO	15 31%	46 46%	82 43%	96 48% UBDPX	30 37% UBDPX	60 59%	30 38%	40 40%
No purchase restrictions should be required	1009 39% BCGIO	1186 35% HPV	177 32% HPV	184 33%	20 38%	16 31%	17 22%	18 18%	53 30% HV	57 32%	27 39% G	40 40% HPV	33 45% CGIO	44 34% HPV	87 29% CGIO	82 25% CGIO	25 51% CGIO	39 39% HPV	87 46% TACGIO	58 29% H	33 40% VG	21 21%	28 35%	28 28%
Not Sure	30 1% B	-	4 1% D	-	-	-	-	-	2 1%	-	2 3% S	-	-	-	2 1% A	-	-	-	-	-	-	-	2 3% S	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q765_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

3. .info

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1643 63%	2119 63%	379 69% AQSU	361 66% R	34 65%	33 63%	57 75% AKMQSU	84 83% BDFJLNPRTX	119 68% Q	117 66% R	41 59%	70 69% R	43 59%	79 62%	209 70% AQSU	231 70% BRT	25 51%	54 54%	113 59%	118 59%	47 57% URT	73 72% URT	49 61%	60 60%
Strict purchase restrictions should be required	444 17% IM	537 16% J	91 17% M	88 16% R	10 19% M	8 15% M	19 25% IKMS	34 34% BDFJLNPRTX	19 11% M	18 10% M	7 10% M	14 14% M	1 1% M	17 13% M	89 30% PACIKMQS	65 20% J	7 14% M	12 12% M	28 15% M	34 17% M	17 21% IM	23 23% JR	17 21% IM	24 24% BJNR
Some purchase restrictions should be required	1199 46% O	1582 47% X	288 53% AOQUW	273 50% X	24 46%	25 48%	38 50% AOQSUV	50 50% BRTX	100 57% AOQSUV	99 56% BRTX	34 49% TX	56 55% TX	42 58% OQUW	62 48% OQUW	120 40% OX	166 50% OX	18 37% OX	42 42% OX	85 45% OX	84 42% OX	30 37% VCGO	50 50% VCGO	32 40% VCGO	36 36% VCGO
No purchase restrictions should be required	913 35% CGO	1230 37% HP	162 30% H	190 34% H	18 35%	19 37% H	18 24% H	17 17% H	55 31% H	59 34% H	26 38% H	31 31% H	30 41% CG	49 38% H	87 29% H	99 30% H	24 49% ACGIO	46 46% DHJLPV	77 41% CGO	82 41% HPV	35 43% VCGO	28 28% VCGO	29 36% VCGO	40 40% VCGO
Not Sure	30 1% B	-	7 1% D	-	-	-	1 1% O	-	2 1% H	-	2 3% OS	-	-	-	-	-	-	-	-	-	-	-	2 3% OS	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q765_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

4. .org

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1733 67% M	2417 72% AR	392 72% AMU	420 76% BNR	35 67%	41 79% R	60 79% AMQSUW	91 90% GBDJLNPRTX	120 68% M	123 70%	46 67%	79 78% NR	37 51%	84 66% M	225 76% AMQSUW	262 79% BJNR	29 59%	62 62% M	124 65% M	151 76% SR	49 60% UBDJNRTX	87 86% M	51 64% M	74 74% J
Strict purchase restrictions should be required	620 24% M	925 28% AJN	125 23% M	164 30% CJN	15 29% M	18 35% JN	23 30% IM	37 37% BJNR	33 19% M	27 15%	14 20% M	30 30% JN	2 3%	22 17% M	109 37% ACIKMSW	110 33% BJN	12 24% M	23 23% M	43 23% M	64 32% SJN	24 29% M	42 42% BDJNRX	16 20% M	27 27% J
Some purchase restrictions should be required	1113 43% U	1492 45% AOU	267 49% AOU	256 46% HV	20 38%	23 44%	37 49% U	54 53% R	87 49% OU	96 55% BRT	32 46% U	49 49%	35 48% U	62 48% U	116 39% U	152 46% U	17 35%	39 39%	81 43%	87 44%	25 30% VCGO	45 45%	35 44% O	47 47% HV
No purchase restrictions should be required	826 32% BCGO	932 28% DHPV	151 28% HV	131 24% HV	17 33%	11 21%	16 21% H	10 10%	54 31% HPV	53 30%	21 30%	22 22% H	36 49% NACGIKOS	44 34% DHLPV	71 24% H	68 21% H	20 41% CGO	38 38% BDFHLPTV	66 35% TGO	49 25% HV	33 40% VCGO	14 14%	28 35% O	26 26% HV
Not Sure	26 1% B	-	5 1% D	-	-	-	-	-	2 1%	-	2 3% OS	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Decline to Answer	3 B	-	-	-	-	-	-	-	-	-	-	-	-	2 1% A	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. *small base

Q765_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

5. .cn

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	375 68%	380 69%	375 68%	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	114 21%	126 23%	114 21%	126 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	261 48%	254 46%	261 48%	254 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	170 31%	171 31%	170 31%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q765_6. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

6. .vn

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	52*	52*	52*	52*	
STRICT/SOME RESTRICTIONS (NET)	35 67%	43 83%	-	-	35 67%	43 83%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	16 31%	19 37%	-	-	16 31%	19 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	19 37%	24 46%	-	-	19 37%	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	17 33%	9 17%	-	-	17 33%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_7. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

7. .ph

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	**	**	**	**	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	63 83%	88 87%	-	-	-	-	63 83%	88 87%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	26 34%	34 34%	-	-	-	-	26 34%	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	37 49%	54 53%	-	-	-	-	37 49%	54 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	13 17%	13 13%	-	-	-	-	13 17%	13 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_8. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

8. .jp

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	176	176	**	**	**	**	**	**	176	176	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	121 69%	122 69%	-	-	-	-	-	-	121 69%	122 69%	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	37 21%	29 16%	-	-	-	-	-	-	37 21%	29 16%	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	84 48%	93 53%	-	-	-	-	-	-	84 48%	93 53%	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	53 30%	54 31%	-	-	-	-	-	-	53 30%	54 31%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q765_9. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

9. .kr

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	69*	101	**	**	**	**	**	**	**	**	69*	101	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	50 72%	67 66%	-	-	-	-	-	-	-	-	50 72%	67 66%	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	11 16%	21 21%	-	-	-	-	-	-	-	-	11 16%	21 21%	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 57%	46 46%	-	-	-	-	-	-	-	-	39 57%	46 46%	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	17 25%	34 34%	-	-	-	-	-	-	-	-	17 25%	34 34%	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 3%	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 99

10. .ru

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	73*	128	..*	..*	..*	..*	..*	..*	..*	..*	..*	73*	128	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
STRICT/SOME RESTRICTIONS (NET)	30 41%	75 59% A	-	-	-	-	-	-	-	-	-	30 41%	75 59% M	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	6 8%	23 18%	-	-	-	-	-	-	-	-	-	6 8%	23 18%	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	24 33%	52 41%	-	-	-	-	-	-	-	-	-	24 33%	52 41%	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	43 59% B	53 41%	-	-	-	-	-	-	-	-	-	43 59% N	53 41%	-	-	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 100

11..in

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia											Africa										
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	219 73%	246 75%	-	-	-	-	-	-	-	-	-	-	-	219 73%	246 75%	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	108 36%	106 32%	-	-	-	-	-	-	-	-	-	-	-	108 36%	106 32%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	111 37%	140 42%	-	-	-	-	-	-	-	-	-	-	-	111 37%	140 42%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	76 26%	84 25%	-	-	-	-	-	-	-	-	-	-	-	76 26%	84 25%	-	-	-	-	-	-	-	-
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Decline to Answer	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q765_12. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

12. .id

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	49*	100	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	49*	100	..*	..*	..*	..*	..*	..*
STRICT/SOME RESTRICTIONS (NET)	25 51%	53 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	25 51%	53 53%	-	-	-	-	-	-
Strict purchase restrictions should be required	10 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	10 20%	23 23%	-	-	-	-	-	-
Some purchase restrictions should be required	15 31%	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	15 31%	30 30%	-	-	-	-	-	-
No purchase restrictions should be required	24 49%	47 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	24 49%	47 47%	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_13. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 102

13. .ng

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	124 65%	147 74%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	124 65%	147 74%	-	-	-	-
Strict purchase restrictions should be required	47 25%	54 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47 25%	54 27%	-	-	-	-
Some purchase restrictions should be required	77 41%	93 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 41%	93 47%	-	-	-	-
No purchase restrictions should be required	66 35%	53 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66 35%	53 27%	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q765_14. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

14. .za

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	82*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
STRICT/SOME RESTRICTIONS (NET)	43 52%	78 77% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 52%	78 77% U	-	-
Strict purchase restrictions should be required	16 20%	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 20%	27 27%	-	-
Some purchase restrictions should be required	27 33%	51 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27 33%	51 50% U	-	-
No purchase restrictions should be required	39 48% B	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 48% V	23 23%	-	-
Sigma	82 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_15. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 104

15. .eg

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	80*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	80*	100
STRICT/SOME RESTRICTIONS (NET)	55 69%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55 69%	78 78%
Strict purchase restrictions should be required	16 20%	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 20%	26 26%
Some purchase restrictions should be required	39 49%	52 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 49%	52 52%
No purchase restrictions should be required	24 30%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 30%	22 22%
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 105

16. .co

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	35 55%	74 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	10 16%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	25 39%	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	29 45%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 106

17. .ar

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	68*	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	29 43%	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	13 19% B	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	16 24%	39 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	39 57%	56 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 107

18. .br

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	137	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	73 53%	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	20 15%	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	53 39%	71 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	63 46%	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	137 100%	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q765_19. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 108

19. .it

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	26**	50*
STRICT/SOME RESTRICTIONS (NET)	9 35%	28 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	2 8%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	7 27%	20 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	16 62%	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	26 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_20. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 109

20. .tr

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	45*	50*	
STRICT/SOME RESTRICTIONS (NET)	29 64%	32 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	9 20%	14 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	20 44%	18 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	15 33%	18 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_21. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

21. .es

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	38*	50*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
STRICT/SOME RESTRICTIONS (NET)	17 45%	27 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	1 3%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	16 42%	23 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	19 50%	23 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	38 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_22. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 111

22. .pl

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	53*	53*	
STRICT/SOME RESTRICTIONS (NET)	20 38%	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	2 4%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	18 34%	17 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	32 60%	29 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_23. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

23. .uk

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	74*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	41 55%	71 71% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	16 22%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	25 34%	50 50% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	32 43%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	74 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_24. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

24. .fr

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	75*	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	33 44%	66 62% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	9 12%	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	24 32%	47 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	38 51%	40 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	4 5% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	75 100%	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 114

25. .de

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	108	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	57	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	18	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	50	62	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108	125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q765_26. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

26. .us

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	51 80%	177 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	20 31%	75 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	31 48%	102 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	9 14%	78 31% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	4 6% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 116

27. .ca

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	80*	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	54 68%	73 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	15 19%	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	39 49%	43 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	25 31%	32 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	80 100%	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 117

28. .mx

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	63*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	29 46%	63 63% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	10 16%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	19 30%	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	33 52%	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	63 100%	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q765_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs?

19 Aug 2016
Table 118

29. .eu

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	484	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	316 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	73 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	243 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	168 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	484 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF YES

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
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)	-	2551 76% JX	-	418 76% X	-	42 81% X	-	87 86% BDJLNPRX	-	122 69%	-	70 69%	-	89 70%	-	243 74%	-	68 68%	-	159 80% JNRX	-	86 85% BDJLNPRX	-	65 65%
Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)	-	2481 74% N	-	444 81% BJNT	-	46 88% BJLNTX	-	84 83% BJNT	-	121 69%	-	75 74% N	-	77 60%	-	282 85% BJLNRTX	-	76 76% N	-	145 73% N	-	79 78% N	-	74 74% N
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)	-	2426 72% JLN	-	420 76% BJLN	-	38 73% N	-	86 85% BDJLNX	-	113 64%	-	60 59%	-	71 55%	-	254 77% JLN	-	76 76% JLN	-	153 77% JLN	-	79 78% JLN	-	73 73% LN
Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)	-	2362 71% LN	-	412 75% BLNX	-	35 67%	-	86 85% BDFJLNPTX	-	124 70%	-	61 60%	-	77 60%	-	235 71% LN	-	79 79% LNX	-	139 70%	-	79 78% LNX	-	63 63%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q767_1. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

1. 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																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Yes	-	2481 74% N	-	444 81% BJNT	-	46 88% BJLNTX	-	84 83% BJNT	-	121 69%	-	75 74% N	-	77 60%	-	282 85% BJLNRTX	-	76 76% N	-	145 73% N	-	79 78% N	-	74 74% N
No	-	868 26% DFHP	-	107 19%	-	6 12%	-	17 17%	-	55 31% DFHP	-	26 26% FP	-	51 40% BDHLRPTVX	-	48 15%	-	24 24% P	-	55 28% DFHP	-	22 22%	-	26 26% FP
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q767_2. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Yes	-	2551 76% JX	-	418 76% X	-	42 81% X	-	87 86% BDJLNPRX	-	122 69%	-	70 69%	-	89 70%	-	243 74%	-	68 68%	-	159 80% JNRX	-	86 85% BDJLNPRX	-	65 65%
No	-	798 24% HV	-	133 24% HV	-	10 19%	-	14 14%	-	54 31% BHTV	-	31 31% HV	-	39 30% HTV	-	87 26% HV	-	32 32% HTV	-	41 21%	-	15 15%	-	35 35% BDFHTV
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q767_3. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

3. Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Yes	-	2362	-	412	-	35	-	86	-	124	-	61	-	77	-	235	-	79	-	139	-	79	-	63
		71% LN		75% BLNX		67%		85% BDFJLNPTX		70%		60%		60%		71% LN		79% LN		70%		78% LN		63%
No	-	987	-	139	-	17	-	15	-	52	-	40	-	51	-	95	-	21	-	61	-	22	-	37
		29% DH		25% H		33% H		15%		30% H		40% BDHPRV		40% BDHPRV		29% H		21% H		31% H		22% DHRV		37%
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q767_4. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced?

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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Yes	-	2426 72% JLN	-	420 76% BJLN	-	38 73% N	-	86 85% BDJLN	-	113 64%	-	60 59%	-	71 55%	-	254 77% JLN	-	76 76% JLN	-	153 77% JLN	-	79 78% JLN	-	73 73% LN
No	-	923 28% DH	-	131 24% H	-	14 27%	-	15 15%	-	63 36% BDHPRTV	-	41 41% BDHPRTV	-	57 45% BDHPRTV	-	76 23%	-	24 24%	-	47 24%	-	22 22%	-	27 27% H
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
More trustworthy	1602 62%	2308 69%	351 64%	413 75%	40 77%	48 92%	64 84%	78 77%	91 52%	93 53%	35 51%	47 47%	41 56%	80 63%	213 71%	230 70%	34 69%	76 76%	129 68%	154 77%	48 59%	77 76%	40 50%	60 60%
Doesn't make a difference	637 25%	666 20%	147 27%	94 17%	4 8%	2 4%	6 8%	10 10%	59 34%	56 32%	24 35%	41 41%	19 28%	27 21%	51 17%	62 19%	11 22%	15 15%	42 22%	26 13%	18 22%	18 18%	24 30%	26 26%
Less trustworthy	133 5%	154 5%	11 2%	15 3%	2 4%	1 2%	4 5%	5 5%	9 5%	5 3%	4 6%	7 7%	7 10%	7 5%	14 5%	29 9%	2 4%	6 6%	5 3%	3 2%	5 6%	-	12 15%	10 10%
Not sure	215 8%	221 7%	39 7%	29 5%	6 12%	1 2%	2 3%	8 8%	17 10%	22 13%	6 9%	6 6%	6 8%	14 11%	19 6%	9 3%	2 4%	3 3%	14 7%	17 9%	11 13%	6 6%	4 5%	4 4%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
RESEARCH (NET)	551 21% IM	878 26% AJN	371 37% AEGIKMOOSUW	228 41% BFJLNPTX	11 21% M	13 25% J	18 24% IM	36 36% BJNP	20 11% J	22 13% J	14 20% M	31 31% JN	6 8% M	24 19% M	60 20% IM	80 24% J	10 20% J	35 35% BJNP	42 22% IM	59 30% JN	19 23% IM	35 35% JNP	20 25% IM	29 29% J
Researching online/Internet searches	233 9% A	366 11% A	47 9% AEGIKMOOSUW	49 9% BFJLNPTX	7 13% M	3 6% J	13 17% ACIM	19 19% BDFJNP	14 8% J	16 9% J	5 7% DNP	17 17% JPT	4 5% M	8 6% M	32 11% IM	29 9% J	3 6% J	13 13% JPT	24 13% IO	32 16% BDJNP	11 13% BDFJNP	23 23% BDFJNP	8 10% BDFJNP	18 18% BDFJNP
Check registration/If it's registered	129 5% IO	194 6% JPT	106 19% AEGIKMOOSUW	101 18% BFJLNPTX	1 2% M	3 6% J	3 4% IO	7 7% JPT	- - J	1 1% J	2 3% IO	7 7% JPT	1 1% M	4 3% M	1 - J	6 2% J	- - J	7 7% JPT	5 3% IO	3 2% J	2 2% I	7 7% JPT	2 3% JPT	7 7% JPT
If it's verified/Can be verified	45 2% AJ	103 3% AJ	8 1% CBJN	29 5% CBJN	- - M	1 2% J	2 3% I	5 5% J	- - J	- - ACIMO	5 7% JN	6 6% JN	- - M	1 1% M	7 2% I	11 3% J	2 4% I	6 6% JN	5 3% I	11 6% BJN	2 2% I	1 1% I	1 1% I	2 2% I
Using specific sites that classify/provide information on sites (i.e., whois.org)	70 3% J	102 3% J	34 6% AGIMO	40 7% BHJLPTX	1 2% M	2 4% L	- - J	2 2% J	1 1% J	1 1% J	1 1% J	- - M	- - M	4 3% M	11 3% J	1 2% J	3 3% TAGIMO	13 7% TAGIMO	4 2% J	4 2% J	3 4% JL	4 4% JL	2 3% JL	1 1% JL
Sites credibility/Being legitimate/trustworthy	95 4% BIS	84 3% J	26 5% IS	17 3% J	1 2% M	1 2% J	2 3% J	2 2% J	1 1% J	- - M	2 3% JX	4 4% JX	1 1% M	3 2% J	19 6% AIS	18 5% BJTX	1 2% J	5 5% JX	2 1% J	3 2% J	3 4% J	1 1% J	6 8% XIS	- - M
Attempt to contact the site/Call/Email/Visit their location	- - AD	38 1% AD	- - M	- - M	- - M	- - M	- - M	3 3% DJ	- - M	- - M	- - M	- - M	- - M	4 3% BDJ	- - OD	6 2% OD	- - D	1 1% D	- - SBDJLVX	8 4% SBDJLVX	- - M	- - M	- - M	- - M
Other research mentions	44 2% BH	57 2% BH	9 2% BH	10 2% BH	2 4% BH	3 6% BH	1 1% BH	- - M	4 2% M	5 3% M	- - M	1 1% M	- - M	- - M	2 2% M	8 3% ACKMU	8 2% ACKMU	3 6% ACKMU	2 2% ACKMU	4 2% ACKMU	5 3% ACKMU	- - M	1 1% M	1 1% M
APPEARANCE/CONTENT (NET)	745 29% BCO	628 19% D	115 21% D	62 11% D	21 40% CMO	14 27% DN	19 25% DN	24 24% DN	49 28% JO	32 18% D	18 26% D	17 17% D	17 23% N	16 13% N	59 20% P	53 16% D	20 41% CMO	29 29% BDJLNPVX	89 47% TACGKMOUW	51 26% BDNP	25 30% VO	17 17% VO	23 29% X	16 16% X
Content/Information on site	386 15% BO	262 8% D	75 14% D	34 6% D	11 21% GO	9 17% BDJLNPVX	6 8% D	9 9% D	28 16% JO	13 7% D	6 9% D	3 3% D	11 15% D	10 8% D	29 10% P	17 5% D	9 18% D	10 10% L	40 21% TACGKO	25 13% BDLPX	10 12% D	7 7% D	13 16% X	5 5% X
Look for contact information/Ability to contact site	71 3% C	84 3% DJ	4 1% D	3 1% D	1 2% M	- - M	2 3% BDJL	6 6% BDJL	3 2% D	- - LACIM	5 7% D	- - D	- - D	2 2% D	10 3% C	11 3% DJ	2 4% C	4 4% DJL	4 9% TACIMO	7 4% DJ	7 9% ACIMO	8 8% BDFJLN	3 4% C	2 2% D
Initial appearance/layout/design	92 4% BC	81 2% D	4 1% D	4 1% D	2 4% C	- - M	1 1% D	5 5% D	6 3% C	6 3% D	1 1% D	2 2% D	2 3% D	3 2% D	11 4% C	7 2% D	1 2% D	4 4% D	4 2% D	4 2% D	5 6% C	2 2% D	2 3% D	2 2% D
Owner/Registered owner of site	33 1% AD	76 2% AD	3 1% AD	2 1% AD	1 2% M	1 2% M	- - M	1 1% M	1 1% D	5 3% D	1 1% D	1 1% D	- - M	1 1% M	5 2% D	11 3% D	4 8% ACGIMOSUW	6 6% BDN	3 2% BDN	7 4% D	- - M	3 3% D	- - M	3 3% D

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
From the services/What is offered	25 1% C	47 1%	1	4 1%	-	2 4%	2 3%	1 1%	-	1 1%	1 1%	4 4%	-	-	1 1%	4 1%	1 2%	1 1%	5 3%	10 5%	1 1%	-	3 4%	2 2%
Finding something wrong/suspicious/illegal	110 4%	47 1%	24 4%	20 2%	2 2%	-	8 11%	5 5%	9 5%	5 3%	3 4%	4 4%	3 4%	-	4 1%	4 1%	2 4%	1 1%	21 11%	2 1%	3 4%	-	5 6%	1 1%
Look for "About Us" section	20 1% C	37 1% D	-	-	-	-	-	-	-	-	-	-	-	1 1% D	1 1%	-	1 1% D	-	2 1% D	-	-	-	-	-
Accuracy of information	14 1%	27 1%	1	4 1%	-	2 4%	2 3%	-	-	2 1%	1 1%	2 2%	-	-	-	-	-	3 3%	2 1%	3 2%	1 1%	-	-	-
Correct spelling/grammar	20 1% C	22 1%	-	2*	1 2%	2 2%	-	-	-	1 1%	-	-	-	-	-	4 1%	-	-	3 2%	3 2%	1 1% C	4 4% BDHJLNRX	-	-
Site requesting payments	18 1%	12*	2*	1	-	-	2 3%	1 1%	1 1%	1 1%	-	3 3%	1 1%	-	2 1%	1*	2 1%	1 1%	2 1%	-	-	-	-	2 2% BDT
Information/Personal information requested	29 1% B	5*	4 1% D	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	2 1%	2 1% B	-	-	4 2% T	-	1 1%	-	-	-
Other appearance/content mentions	47 2%	64 2%	9 2%	6 1%	4 8%	-	-	3 3%	4 2%	2 1%	2 3%	1 1%	-	2 2%	2 1%	6 2%	4 8%	2 2%	5 3%	3 2%	1 1%	1 1%	1 1%	1 1%
DOMAIN/NAME/EXTENSION (NET)	356 14% I	612 18% AJN	62 11% CJN	89 16% CJN	10 19% I	16 31% BDJLNV	15 20% CI	24 24% JLN	14 8%	16 9%	9 13%	13 13%	7 10%	11 9%	42 14% I	66 20% JN	7 14% OBDJLNPTVX	33 33% CI	32 17% CI	40 20% JN	9 11%	15 15%	12 15% JN	19 19% JN
Domain/Domain name/Name	149 6%	350 10% A	53 10% AIOS	78 14% CBJNX	6 12% IO	12 23% BJLNPVX	3 4% GJX	14 14% GJX	4 2%	11 6%	5 7%	8 8%	3 4%	9 7%	12 4% O	34 10% O	6 12% IO	23 23% BDJLNPTVX	9 5% SJX	25 13% SJX	4 5%	10 10%	6 8% I	5 5% I
By it's extension	46 2% C	120 4% ADJ	4 1%	10 2%	2 4% C	2 4% C	1 1% J	4 4% J	1 1%	1 1%	-	4 4% J	1 1%	1 1%	7 2% C	19 6% OBDJNT	5 5% J	2 1% D	4 2% D	1 1%	2 2%	2 2% C	3 4% D	6 6% D
If it has "https"/Make sure the "S" is in the "https" link	89 3% C	96 3% D	-	-	1 2% C	1 2% D	7 9% ACIKMQ	6 6% DJLN	2 1% C	1 1%	-	-	1 1% C	1 1% D	17 6% ACIK	13 4% DJL	-	2 2% D	9 5% CI	6 3% D	4 5% C	2 2% D	2 3% C	3 3% D
Web address (Unspec.)	58 2% B	40 1%	7 1%	3 1%	3 6% DHP	2 4% DHP	2 3% DHP	-	4 2%	3 2%	3 4%	2 2%	3 4%	1 1%	7 2% D	2 1% D	1 2% D	3 3% D	5 3% D	2 1% D	2 2% D	2 2% D	1 1% D	-
Through URL	24 1% C	32 1% D	-	-	1 2% C	-	3 4% HACIO	-	-	2 1% D	-	-	-	-	2 1% D	3 1% D	-	2 2% DT	4 2% TC	-	-	-	-	4 4% BDHJLNPTV
SSL/SSL certificate	9	18 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	1	1	-	2 2% D	3 2% AC	3 2% D	-	1 1% D	-	1 1% D

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																							
	Asia																	Africa						
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Other domain/name/extension mentions	25 1%	24 1%	3 1%	2	1 2%	-	1 1%	2 2%	3 2%	-	2 3%	-	-	-	2 1%	5 2%	-	3 3%	4 2%	3 2%	-	1 1%	-	3 3%
SAFETY PROTOCOLS (NET)	374 14%	404 12%	61 11%	50 9%	5 10%	3 6%	8 11%	8 8%	18 10%	11 6%	3 4%	4 4%	5 7%	6 5%	40 13%	40 12%	2 4%	4 4%	41 22%	42 21%	20 24%	10 10%	17 21%	10 10%
INTERNET SAFETY (SUB-NET)	109 4%	145 4%	18 3%	16 3%	1 2%	-	-	1 1%	2 1%	2 1%	1 1%	4 4%	2 3%	3 2%	19 6%	15 5%	1 2%	3 3%	14 7%	13 7%	6 7%	5 5%	1 1%	2 2%
Security certificate	57 2%	81 2%	9 2%	9 2%	1 2%	-	-	1 1%	-	-	-	3 3%	1 1%	2 2%	7 2%	7 2%	1 2%	2 2%	4 2%	7 4%	5 6%	2 2%	-	1 1%
Security (Unspec.)	35 1%	42 1%	8 1%	7 1%	-	-	-	-	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	5 2%	5 2%	-	-	8 4%	4 2%	-	1 1%	1 1%	-
Other internet safety mentions	22 1%	25 1%	1	-	-	-	-	-	1 1%	-	-	-	-	-	8 3%	4 1%	-	1 1%	2 1%	3 2%	2 2%	2 2%	-	1 1%
HARDWARE/SOFTWARE (SUB-NET)	111 4%	93 3%	22 4%	18 3%	1 2%	-	2 3%	3 3%	11 6%	6 3%	1 1%	-	1 1%	3 2%	4 1%	7 2%	-	1 1%	13 7%	5 3%	7 9%	3 3%	5 6%	3 3%
Use of anti-virus software/virus protection	46 2%	58 2%	8 1%	10 2%	-	-	2 3%	2 2%	3 2%	2 1%	-	-	1 1%	1 1%	1 1%	5 2%	-	1 1%	2 1%	3 2%	5 6%	1 1%	1 1%	3 3%
Use of protection software/filter/program	21 1%	31 1%	6 1%	8 1%	-	-	-	1 1%	5 3%	4 2%	-	-	-	1 1%	1 1%	1 1%	-	-	-	1 1%	-	2 2%	3 4%	-
Malware/Spyware/Spam software	38 1%	6	8 1%	-	1 2%	-	-	-	2 1%	-	1 1%	-	-	1 1%	1 1%	-	-	-	9 5%	1 1%	2 2%	-	2 3%	-
Other hardware/software mentions	7 B	2	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	2 1%	-	-	-	-	-
SYMBOLS/LOGOS (SUB-NET)	61 2%	90 3%	7 1%	2	-	-	1 1%	4 4%	2 1%	1 1%	-	-	1 1%	1 1%	7 2%	10 3%	1 2%	-	7 4%	10 5%	2 2%	1 1%	2 3%	2 2%
Padlock symbol	31 1%	48 1%	-	-	-	-	1 1%	3 3%	1 1%	1 1%	-	-	1 1%	-	2 1%	4 1%	1 2%	-	5 3%	7 4%	2 2%	1 1%	-	-
Security logos/symbols (Unspec.)	24 1%	19 1%	7 1%	1	-	-	-	1 1%	-	-	-	-	-	-	5 2%	3 1%	-	-	2 1%	1 1%	-	-	1 1%	1 1%
Other symbols/logos mentions	7	24 1%	-	1	-	-	-	-	1 1%	-	-	-	-	1 1%	3 1%	-	-	-	2 1%	-	-	-	1 1%	1 1%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia																	Africa						
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
SITE SECURITY (SUB-NET)	69 3%	65 2%	5 1%	11 2%	1 2%	2 4%	4 5%	1 1%	1 1%	1 1%	-	-	1 1%	11 4%	6 2%	-	-	8 4%	14 7%	3 4%	-	9 11%	3 3%	
Terms and conditions	26 1%	40 1%	2	3 1%	-	-	2 3%	1 1%	-	1 1%	1 1%	-	-	-	5 2%	5 2%	-	-	3 2%	12 6%	1 1%	-	-	-
Trademarks/Copyright	10	20 1%	1	8 1%	1 2%	2 4%	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	3 4%	2 2%
Other site security mentions	35 1%	5	2	-	-	-	1 1%	-	-	-	-	-	-	6 2%	1 1%	-	-	4 2%	2 1%	2 2%	-	7 9%	1 1%	
ALERTS/FLAGS/POP-UPS (SUB-NET)	50 2%	42 1%	9 2%	5 1%	2 4%	1 2%	2 3%	-	2 1%	1 1%	-	-	2 3%	1 1%	3 1%	3 1%	-	-	2 1%	5 3%	4 5%	1 1%	2 3%	-
Browser flags/Alerts if site is unsafe	21 1%	27 1%	2	2	2 4%	1 2%	1 1%	-	1 1%	-	-	-	1 1%	1 1%	1	3 1%	-	-	1 1%	4 2%	-	1 1%	2 3%	-
If site has pop-ups/unwanted offers	20 1%	9	4 1%	-	-	-	1 1%	-	1 1%	1 1%	-	-	-	-	1	-	-	-	1 1%	-	2 2%	-	-	-
Warnings/Warning tabs	5	2	3 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-
Other alerts/flags/pop-up mentions	6	4	1	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-
PUBLIC AWARENESS/RECOMMENDATIONS (NET)	223 9%	286 9%	30 5%	17 3%	6 12%	4 8%	13 17%	23 23%	8 5%	8 5%	9 13%	11 11%	6 8%	19 15%	29 10%	29 9%	5 10%	4 4%	14 7%	18 9%	16 20%	17 17%	8 10%	12 12%
Reviews/Comments/Complaints/Compliments	139 5%	156 5%	11 2%	5 1%	3 6%	-	8 11%	13 13%	5 3%	2 1%	6 9%	3 3%	5 7%	14 11%	18 6%	24 7%	3 6%	1 1%	10 5%	16 8%	12 15%	10 10%	4 5%	4 4%
How well known site is/Reputation	47 2%	75 2%	15 3%	3 1%	-	4 8%	2 3%	6 6%	2 1%	2 1%	3 4%	7 7%	-	1 1%	6 2%	3 1%	-	1 1%	3 2%	2 1%	2 2%	7 7%	5 6%	2 2%
Family/Friends referral/recommendations	23 1%	25 1%	2	4 1%	1 2%	-	2 3%	1 1%	1 1%	2 1%	-	1 1%	1 1%	2 2%	2 1%	-	-	1 1%	1 1%	2 1%	2 2%	2 2%	-	-
Through forums/blogs/articles	13 1%	17 1%	1	-	2 4%	-	1 1%	2 2%	-	1 1%	-	-	1 1%	-	1 1%	2 1%	1 2%	2 2%	-	-	1 1%	-	-	2 2%
Other public awareness/recommendations mentions	11	31 1%	1	5 1%	-	-	-	2 2%	1 1%	2 1%	-	-	-	3 2%	4 1%	2 1%	1 2%	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 125

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
USAGE (NET)	190 7%	258 8%	22 4%	44 8%	5 10%	7 13%	7 9%	9 9%	4 2%	9 5%	5 7%	10 10%	-	13 10%	36 12%	21 6%	5 10%	13 13%	33 17%	14 7%	5 6%	9 9%	4 5%	4 4%
By trying it out/visiting it	57 2%	144 4%	13 2%	31 6%	1 2%	3 6%	2 3%	2 2%	1 1%	7 4%	2 3%	7 7%	-	9 7%	15 5%	14 4%	-	4 4%	5 3%	5 3%	1 1%	4 4%	1 1%	2 2%
Problems with links/broken links	19 1%	37 1%	4 1%	4 1%	-	-	-	2 2%	-	1 1%	-	-	-	1 1%	2 1%	-	-	2 1%	1 1%	-	2 2%	-	1 1%	
Through site usage/Activity through users	55 2%	30 1%	1	1	3 6%	3 6%	4 5%	4 4%	-	1 1%	2 2%	-	1 1%	8 3%	3 1%	5 10%	4 4%	20 11%	3 2%	1 1%	1 1%	2 3%	-	
Prior use/experience with it	38 1%	23 1%	4 1%	4 1%	1 2%	-	-	-	3 2%	-	1 1%	-	2 2%	7 2%	1 1%	-	1 1%	2 1%	1 1%	3 4%	2 2%	1 1%	1 1%	
Other usage mentions	26 1%	28 1%	-	5 1%	-	1 2%	1 1%	1 1%	-	-	1 1%	1 1%	-	-	4 1%	3 1%	-	4 4%	8 4%	4 2%	-	-	-	-
MISCELLANEOUS (NET)	280 11%	309 9%	47 9%	42 8%	4 8%	3 6%	3 4%	4 4%	25 14%	30 17%	7 10%	10 10%	27 37%	25 20%	15 5%	22 7%	3 4%	4 4%	18 9%	18 9%	13 16%	9 9%	5 6%	3 3%
Don't/Cannot determine if a website is legitimate	72 3%	149 4%	11 2%	23 4%	-	1 2%	-	-	5 3%	9 5%	1 1%	6 6%	11 15%	19 15%	3 1%	3 1%	-	1 1%	3 2%	9 5%	6 7%	5 5%	1 1%	2 2%
Common sense/Gut feeling	66 3%	53 2%	9 2%	5 1%	1 2%	-	-	-	9 5%	12 7%	4 6%	2 2%	14 19%	4 3%	3 1%	-	-	4 2%	1 1%	2 2%	-	-	-	-
Quality/Reliability of site	20 1%	46 1%	2 1%	4 1%	1 2%	2 4%	-	1 1%	2 1%	2 1%	-	-	1 1%	1 1%	1 1%	12 4%	-	-	1 1%	3 2%	-	1 1%	-	1 1%
Through ads/advertisement	35 1%	23 1%	3 1%	2	-	-	3 4%	3 3%	1 1%	4 2%	-	-	-	1 1%	3 1%	2 1%	-	1 1%	1 1%	1 1%	2 2%	2 2%	1 1%	-
Other mentions	90 3%	41 1%	22 4%	8 1%	2 4%	-	-	-	8 5%	3 2%	2 3%	2 2%	1 1%	-	5 2%	5 2%	3 6%	2 2%	9 5%	4 2%	3 4%	1 1%	3 4%	-
EXCLUSIVE (NET)	458 18%	679 20%	88 16%	100 18%	8 15%	6 12%	9 12%	6 6%	50 28%	65 37%	10 14%	17 17%	11 15%	29 23%	71 24%	80 24%	5 10%	6 6%	11 6%	18 9%	13 11%	13 13%	10 13%	23 23%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	53 2%	66 2%	22 4%	10 2%	-	-	-	-	6 3%	13 7%	1 1%	-	-	2 2%	12 4%	20 6%	1 2%	-	1 1%	2 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Don't know	244	409	38	61	5	5	8	4	27	41	6	14	9	16	20	19	3	6	9	16	8	10	9	15
	CS	AHP	7%	11%	10%	10%	11%	4%	15%	23%	9%	14%	12%	13%	7%	6%	6%	5%	8%	10%	10%	11%	15%	
Declined to answer	161	204	28	29	3	1	1	2	17	11	3	3	2	11	39	41	1	-	1	-	1	3	1	7
	S	RT	5%	5%	6%	2%	1%	2%	10%	6%	4%	3%	3%	9%	13%	12%	2%	-	1%	-	1%	3%	1%	7%
	S	RT	S	RT	S	S	T	T	CGSUW	RT	S	T	HRT	ACGRKMGQSUW	BDHJLURTY						T	RT	RT	RT
Sigma	3461	4388	673	665	76	68	103	147	193	201	80	121	82	153	384	430	61	142	319	293	129	140	108	121
	134%	131%	123%	121%	146%	131%	136%	146%	110%	114%	116%	120%	112%	120%	129%	130%	124%	142%	168%	147%	157%	139%	135%	121%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Qualified Respondents

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

19 Aug 2016
Table 126

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Yes	1247 48% GIK	1713 51% A.JL	289 53% AGIK	344 62% CBHLTV	31 60% GIK	33 63% JL	27 36% GIK	48 48% JL	46 26% JL	42 24% JL	22 32% JL	32 32% JL	34 47% I	68 53% JL	183 61% ACGIKM	215 65% BHLNTV	29 59% GIK	56 56% JL	104 55% GIK	105 53% JL	44 54% GIK	50 50% JL	52 65% ACGIKM	70 70% BHLNRTV
No	1319 51% COW	1636 49% DPX	255 47% DOW	207 38% DOW	21 40% DOW	19 37% ACEOQSUV	49 64% ACEOQSUV	53 52% DPX	130 74% ACEMOQSUV	134 76% BDHWRITX	47 68% ACEOQSUV	69 68% BDHWRITX	39 53% OW	60 47% PX	113 38% PX	115 35% PX	19 39% PX	44 44% X	86 45% X	95 48% DPX	38 46% DPX	51 50% DPX	27 34% DPX	30 30% DPX
Not Sure	22 1% B	-	4 1% D	-	-	-	-	-	-	-	-	-	-	-	2 1% B	-	1 2% B	-	-	-	-	-	1 1% B	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
Weighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
ONLINE ACTIVITY (NET)	678 54% IO	1021 60% AJLP	159 55% IO	234 68% CBJLP	23 74% ACIO	21 64% JLP	23 85% JLP	31 85% JLP	2 4%	4 10%	8 36% J	11 34% J	22 65% IO	48 71% JLP	82 45% I	78 36% J	19 66% BOPHLNPTVX	48 86% IO	61 59% IO	65 62% JLP	23 52% I	33 66% JLP	34 65% IO	46 66% JLP
SPECIFIC SITE SEARCH (SUB-NET)	277 22% I	450 26% AJLP	53 18% I	88 26% CJL	8 26% JL	21 21% JL	30 30% JL	14 29% JL	-	1 2%	1 5%	-	3 9% I	16 24% JL	39 21% I	40 19% JL	7 24% BDJLPV	22 36% ACIMO	34 33% JLP	32 30% JLP	12 27% IM	10 20% JL	15 29% IM	24 34% JLP
Google	114 9% CI	180 11% DJ	6 2%	10 3% ACIMO	7 23% DJLN	6 18% DJLN	6 22% BDJLNP	10 21% BDJLNP	-	-	-	-	-	3 4%	17 9% CI	18 8% D	3 10% BDJLNPV	15 27% ACIMO	20 19% BDJLNP	18 17% BDJLNP	4 9% CI	5 10% DJ	6 12% CIM	16 23% BDJLNP
Whois search	100 8% CI	149 9% DJ	6 2%	6 2%	1 3%	-	1 4%	3 6%	-	-	-	-	1 3%	8 12% DFJL	14 6% C	13 6% D	4 14% D	5 9% D	15 14% ACI	10 10% DJ	7 16% CI	6 12% DFJL	6 12% CI	9 16% D
Baidu search	39 3% O	63 4% PT	39 13% AEIMOSUW	63 18% BPHLNPTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denic	-	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Go Daddy	2 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	1 1%	-	-	-	1 2% AC	-
DNS records	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% ACO	1 2% BDP	-	-
Other specific site search mentions	36 3% C	72 4% C	3 1% C	15 4% C	1 3% C	1 3% C	1 4% C	2 4% C	-	1 2% C	1 5% C	-	2 6% C	5 7% C	8 4% C	9 4% C	-	5 9% V	3 3% V	6 6% V	-	-	4 8% AC	2 3% C
GENERAL ONLINE ACTIVITY (SUB-NET)	282 23% IO	422 25% JP	84 29% AIOSU	107 31% BJP	13 42% AIOSU	12 36% JP	14 52% JP	17 35% JP	1 2%	1 2%	6 27% JP	7 22% JP	12 35% IOSU	27 40% BJP	22 12% I	21 10% I	8 28% BJPV	24 43% I	17 16% I	29 28% JP	6 14% I	12 24% JP	14 27% IO	21 30% JP
Internet search/Search engine (Unspec.)	230 18% IO	331 19% JP	63 22% IO	80 23% BJP	10 32% AIOSU	12 36% BJP	13 48% BJP	15 31% BJP	-	1 2%	6 27% JP	5 16% J	11 32% AIOSU	27 40% BDJLPTV	20 11% I	13 6% I	8 28% I	18 32% BJP	16 15% I	23 22% JP	6 14% I	10 20% JP	13 25% IO	19 27% JP
Online/Internet tools (Unspec.)	18 1%	30 2%	13 4% AOS	20 6% BNPX	3 10% AIOSUW	-	-	-	-	-	-	-	-	-	1 *	-	-	1 2%	-	2 2%	-	1 2%	-	-
Wikipedia/Web Encyclopedia	5	21 1% A	1	2 1%	-	-	-	-	-	-	-	-	2 6% BDN	1 3% AO	-	4 2%	-	3 5% BD	-	2 2%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
Email	20 2% C	18 1%	1	1	-	-	1 4%	1 2%	1 2%	-	-	-	-	-	1 1%	1	-	2 4% DP	1 1%	-	-	-	1 2%	-
Other general online activity mentions	11 1%	27 2%	7 2%	7 2%	-	-	-	1 2%	-	-	-	-	-	-	1 1%	2 1%	-	1 2%	-	2 2%	-	-	-	1 1%
SOURCE OF SEARCH (SUB-NET)	172 14% CI	232 14% X	28 10% CHX	55 16% CHX	2 6%	3 9%	3 11%	2 4%	1 2%	2 5%	1 5%	5 16%	9 26% ACEI	8 12%	25 14% I	22 10%	5 17%	9 16%	19 18% CI	16 15%	6 14% I BDHJNFX	13 26% XI	9 17% XI	4 6%
Domain/IP Address Search	64 5%	63 4%	17 6% BPX	25 7% BPX	1 3%	1 3%	1 4%	-	-	1 2%	1 5%	2 6% X	1 3%	1 1%	12 7%	6 3%	1 3%	5 9% BHPX	10 10% AI	5 5%	1 2%	2 4%	4 8% X	-
Check website itself	39 3%	57 3% D	6 2%	5 1%	1 3%	1 3%	-	-	1 2%	-	-	1 3%	1 3%	2 3%	7 4%	4 2%	1 3%	1 2%	4 4%	3 3%	1 2% BDHJPR	6 12% T	-	2 3%
HTML/Source Code	24 2% C	41 2%	-	4 1%	-	1 3%	-	-	-	-	-	1 3%	-	-	1 1%	3 1%	-	3 5% D	1 1%	3 3%	1 2% C	2 4%	-	-
Social media/blogs	12 1%	19 1%	-	2 1%	-	-	2 7%	2 4% BD	-	-	-	-	1 3% C	-	2 1%	5 2%	-	-	1 1%	1 1%	-	-	1 2% C	1 1%
Using specific sites that classify/provide information on sites	18 1%	18 1%	4 1%	6 2%	-	-	-	-	-	-	-	-	4 12% ACIOS	3 4% BT	-	3 1%	1 3%	-	2 2%	-	1 2% O	1 2%	3 6% XACO	-
Hosting options	4 *	2 *	-	-	-	-	-	-	-	-	-	-	1 3% ACO	1 1% BD	-	-	1 3%	-	-	1 1% B	1 2% ACO	-	1 2% C	-
Online forums	10 1% B	1	1	-	-	-	1 4%	-	-	-	-	-	1 3%	-	1 1%	-	1 3%	-	-	-	-	-	-	-
Other source of search mentions	8 1%	44 3% A	1 *	19 6% CBP	-	-	-	-	-	1 2%	-	1 3%	-	1 1%	2 1%	3 1%	-	-	1 1%	3 3%	1 2%	2 4%	-	1 1%
SITE ATTRIBUTES/TRAD EMARKS (NET)	291 23% C	408 24% DN	16 6%	23 7%	7 23% C	7 21% D	2 7%	12 25% D	16 35% C BDHJLNFX	22 52% D	7 32%	7 22% D	9 26% C	8 12%	42 23% C OBDNX	70 33% D	9 31%	12 21% D	35 34% AC BDNX	37 35% D	20 45% ACEO BDHJLNFX	24 48% D	14 27% C	13 19% D
Site contact information	49 4% C	96 6% AD	2 1%	-	1 3%	3 9% D	1 4%	5 10% D	-	1 2%	-	1 3%	-	3 4% D	6 3% C	9 4% D	1 3%	3 3% D	11 11% ACIO	12 11% BDP	2 5% C	3 6% D ACIMO	7 13% D	3 4% D
Owner of site/Who programmed/developed the website	63 5% C	91 5% D	1	-	1 3%	-	2 7%	4 8% D	5 11% C	2 5% D	2 9%	-	2 6% C	4 6% D	10 5% C OBDFLX	24 11% D	5 17%	4 7% D	8 8% C	5 5% D	5 11% C BDFLX	6 12% D	1 2% D	1 1% D
Company details/information	62 5% C	86 5% D	3 1%	1	3 10% CU	2 6% D	-	1 2%	1 2%	1 2%	2 9%	1 3% D	2 6% C	3 2% D	7 4% C	15 7% D	1 3%	3 5% D	4 4% BD	10 10% D	-	4 8% D	1 2% D	2 3% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
Sites credibility/being legitimate/trustworthy	28 2%	68 4%	3 1%	6 2%	-	-	-	3 6%	6 13%	15 36%	-	1 3%	-	1 1%	5 3%	14 7%	1 3%	2 2%	4 4%	5 5%	2 5%	2 4%	1 2%	3 4%
Check registration/if it's registered/certificate	25 2%	46 3%	4 1%	9 3%	1 3%	-	-	-	-	-	-	3 9%	1 3%	1 1%	2 1%	4 2%	-	1 1%	2 2%	1 2%	14 14%	2 4%	1 1%	-
Through the footer/Bottom of page	44 4%	40 2%	-	-	1 3%	-	-	-	-	-	1 5%	-	2 6%	-	7 4%	6 3%	-	1 2%	7 7%	7 7%	7 16%	4 8%	1 2%	-
Website's administrator	11 1%	18 1%	2 1%	2 1%	1 3%	1 3%	-	1 2%	-	-	-	1 3%	-	-	1 1%	4 2%	-	1 2%	-	1 1%	1 2%	1 2%	-	1 1%
Trademarks/Copyright	8 1%	11 1%	-	-	-	-	-	-	-	-	1 5%	1 3%	-	1 1%	1 1%	4 2%	-	-	3 3%	-	1 2%	1 2%	-	-
Security/Security certificate	8 1%	10 1%	2 1%	1*	-	-	-	-	1 2%	-	-	-	-	1 1%	1 1%	3 1%	-	1 2%	1 1%	1 1%	1 2%	-	-	-
Site's legal conditions	4*	6*	-	-	-	-	-	-	-	3 7%	-	1 3%	1 3%	-	-	-	-	-	-	-	-	-	-	-
Age/History of website	-	5	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-
Credits for the page/website	4*	2*	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	1 1%	-	-	-	-	-
Privacy information link	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site attributes/trademarks mentions	29 2%	24 1%	2 1%	4 1%	-	1 3%	-	1 2%	4 9%	1 2%	1 5%	-	1 3%	-	4 2%	7 3%	1 3%	-	-	3 3%	3 7%	-	1 2%	3 4%
RESEARCH (NET)	23 2%	29 2%	5 2%	1*	1 3%	-	-	3 6%	1 2%	1 2%	-	-	-	1 1%	3 2%	4 2%	-	1 2%	3 3%	5 5%	1 2%	3 6%	-	-
Research (Unspec.)	23 2%	17 1%	5 2%	1*	1 3%	-	-	3 6%	1 2%	-	-	-	-	1 1%	3 2%	1*	-	-	3 3%	2 2%	1 2%	2 4%	-	-
Other research mentions	-	12 1%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	3 1%	-	1 2%	-	3 3%	-	1 2%	-	-
OFFLINE ACTIVITY (NET)	18 1%	17 1%	5 2%	5 1%	-	-	-	-	-	-	-	1 3%	-	1 1%	1 1%	1*	1 3%	1 2%	-	1 1%	-	-	2 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
Telephone	10 1%	11 1%	1	5 1%	-	-	-	-	-	-	-	-	-	1 3%	-	1 1%	1 3%	-	-	-	-	-	-	-
Other offline activity mentions	8 1%	7	4 1% D	-	-	-	-	-	-	-	-	-	-	1 1% D	-	-	1 2% D	-	1 1%	-	-	-	2 4% AOS	-
MISCELLANEOUS (NET)	185 15%	288 17% RV	63 22% AS	58 17% V	3 10%	6 18% V	3 11%	9 19% V	16 35% AEMOSUW	12 29% BRTV	6 27% BDPFRRTVX	15 47%	3 9%	13 19% V	29 16% OBDRTV	55 26% OBDRTV	5 17%	4 7%	11 11%	15 14%	4 9%	2 4%	6 12%	13 19% V
Information (Unspec.)	14 1%	61 4% AD	4 1%	6 2%	-	2 6%	1 4%	2 4%	-	-	1 5%	12 38% BDPFRRTVX	2 6% AOS	4 6% D	1 1%	4 2%	1 3%	2 2%	-	4 4% S	1 2%	-	1 2%	5 7% DP
Reviews/Comments/Complaints/Compliments	13 1%	43 3% AD	2 1%	3 1%	-	1 3%	-	2 4%	1 2% O	1 2%	1 5% O	1 3%	-	6 9% BDPRV	-	2 1%	-	-	4 4% ACO	6 6% BDP	1 2% O	-	-	3 4% D
Curiosity/I just wanted to know	8 1%	31 2% A	1 *	7 2%	-	1 3%	-	-	6 13% ACEMOSUW	2 5%	-	-	-	1 1%	-	11 5% OBD	-	13 2% ACO	15 7% BDNRTX	2 2%	-	-	-	-
Good/Positive response mentions	31 2%	31 2%	4 1%	3 1%	-	-	-	-	3 7% C	-	1 5%	1 3%	-	-	13 7% ACSW	15 7% BDNRTX	-	-	1 1%	-	-	1 2%	-	-
Use of software/filter/program	20 2%	20 1%	13 4% AOS	14 4% BP	-	2 6% BNP	-	-	-	-	-	-	-	-	2 1%	1 *	-	1 2%	-	1 1%	-	-	2 4% S	1 1%
Records/Record information	17 1% B	11 1% AOS	16 6% AOS	9 3% B	-	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-
Tools/Development tools (Unspec.)	6 *	10 1%	4 1% A	6 2% B	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	1 1%	-	-	-	-	-	-
Friend/Family Help	13 1% B	7 *	2 1%	-	3 10% ACOS	-	-	1 2% D	1 2% O	-	-	-	-	-	2 1%	1 3%	-	1 1%	-	1 2% O	-	1 2%	1 1% D	1 1% D
Various means/ways	5	7	-	-	-	-	-	-	2 4% ACS	2 5% BDT	-	1 3% BD	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-
Other	61 5%	75 4%	18 6%	11 3%	-	1 3%	2 7%	4 8%	3 7%	7 17% BDUNRTV	3 14%	-	1 3%	2 3%	12 7% BDT	17 8% BDT	3 10%	1 2%	4 4%	2 2%	1 2%	1 2%	2 4%	4 6%
EXCLUSIVE (NET)	163 13% BS	161 9% HRT	49 17% AESUW	49 14% BHLNRTVX	1 3%	2 6%	1 4%	-	13 28% AEMSUW	5 12% HLRT	2 9%	-	3 9%	3 4%	38 21% AESUW	33 15% BHLNRTVX	-	-	2 2%	1 1%	2 5%	2 4%	3 6%	3 4%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 127

Base: Tried To Identify

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	1247	1713	289	344	31*	33*	27**	48*	46*	42*	22**	32*	34*	68*	183	215	29**	56*	104	105	44*	50*	52*	70*
None	43 3% B	31 2%	17 6% A	12 3% B	-	1 3%	-	-	7 15% ACEMOSUW	3 7% BNRT	-	-	-	-	8 4%	8 4% B	-	-	2 2%	1 1%	1 2%	-	1 2%	1 1%
Don't know	25 2%	45 3%	4 1%	14 4% CT	-	1 3%	-	-	3 7% ACS	1 2%	-	-	1 3%	-	3 2%	7 3%	-	-	-	-	1 2%	1 2%	-	1 1%
Declined to answer	95 8% BS	85 5% T	28 10% SU	23 7% RT	1 3%	-	1 4%	-	3 7% S	1 2%	2 9%	-	2 6% S	3 4% T	27 15% PASUW	18 8% BHRTX	-	-	-	-	-	1 2%	2 4% S	1 1%
Sigma	1483 119%	2159 126%	310 107%	402 117%	37 119%	38 115%	33 122%	61 127%	49 107%	45 107%	23 105%	37 116%	39 115%	84 124%	204 111%	272 127%	35 121%	81 145%	131 126%	147 140%	54 123%	72 144%	66 127%	80 114%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
CONSUMER DEMAND (NET)	1016 39%	1040 31%	235 43%	183 33%	30 58%	21 40%	27 36%	28 28%	56 32%	37 21%	23 33%	27 27%	22 30%	39 30%	86 29%	77 23%	24 49%	41 41%	96 51%	73 37%	43 52%	34 34%	29 36%	21 21%
Create new/additional domains/websites	210 8%	280 8%	21 4%	46 8%	5 10%	2 4%	8 11%	16 16%	9 5%	8 5%	5 7%	10 10%	3 4%	15 12%	32 11%	30 9%	2 4%	11 11%	19 10%	17 9%	13 16%	8 8%	11 14%	8 8%
Availability/Ran out/Shortage of names/domains	294 11%	256 8%	75 14%	54 10%	4 8%	-	4 5%	3 3%	32 18%	16 9%	7 10%	6 6%	5 7%	12 9%	16 5%	11 3%	4 8%	6 6%	14 7%	10 5%	14 17%	10 10%	9 11%	3 3%
It's needed/Growing demand	237 9%	254 8%	101 18%	60 11%	10 19%	6 12%	4 5%	3 3%	15 9%	11 6%	3 4%	8 8%	4 5%	6 5%	9 3%	8 2%	7 14%	13 13%	14 7%	12 6%	4 5%	6 6%	1 1%	1 1%
Provide/Offer new/variety/choices/options	194 7%	208 6%	26 5%	10 2%	9 17%	6 12%	7 9%	6 6%	5 3%	3 2%	4 6%	6 6%	9 12%	6 5%	13 4%	23 7%	5 10%	8 8%	25 13%	28 14%	8 10%	6 6%	3 4%	10 10%
To customize/add personality/meet specific needs	144 6%	155 5%	19 4%	30 5%	1 2%	8 15%	6 8%	3 3%	1 1%	3 2%	2 3%	2 2%	2 3%	3 2%	15 5%	15 5%	7 14%	7 7%	33 17%	17 9%	5 6%	7 7%	6 8%	2 2%
Other consumer demand mentions	37 1%	14 *	5 1%	2 *	1 2%	-	-	1 1%	1 1%	2 1%	3 4%	-	1 1%	-	7 2%	3 1%	-	-	6 3%	-	2 2%	-	3 4%	1 1%
PROVIDE STRUCTURE (NET)	372 14%	657 20%	51 9%	100 18%	8 15%	18 35%	17 22%	19 19%	27 15%	19 11%	16 23%	31 31%	9 12%	20 16%	50 17%	70 21%	7 14%	22 22%	24 13%	40 20%	14 17%	20 20%	11 14%	11 11%
To identify/differentiate between businesses/sites	191 7%	286 9%	23 4%	48 9%	6 12%	9 12%	10 12%	10 10%	9 5%	8 5%	6 9%	5 5%	6 8%	5 4%	27 9%	28 8%	1 2%	9 9%	14 7%	25 13%	7 9%	6 6%	4 5%	4 4%
Too many/Large volume of sites/domains	85 3%	151 5%	5 1%	24 4%	1 2%	3 6%	2 3%	-	17 10%	7 4%	5 7%	19 19%	-	6 5%	7 2%	2 1%	3 6%	5 5%	11 6%	9 5%	4 5%	6 6%	5 6%	5 5%
To organize/categorize the internet	52 2%	140 4%	14 3%	22 4%	-	1 2%	5 7%	3 3%	2 1%	4 2%	2 3%	8 8%	-	4 3%	6 2%	23 7%	1 2%	7 7%	ACM	HP	-	2 2%	4 4%	-
Reduce redundancy/sites with the same name	19 1%	67 2%	3 1%	5 1%	2 2%	7 13%	1 1%	4 4%	1 1%	1 1%	1 1%	3 3%	-	3 2%	3 1%	12 4%	-	-	-	2 1%	1 1%	2 2%	-	2 2%
To differentiate different locations/countries	-	33 1%	-	6 1%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	4 1%	-	-	-	3 2%	-	2 2%	-	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 - UV - WX - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Other provide structure mentions	40 2%	36 1%	8 1%	4 1%	1 2%	1 2%	-	2 2%	-	-	2 3%	-	3 4% IS	2 2%	9 3% AI	7 2%	2 4% IS	1 1%	1 1%	3 2%	-	2 2%	2 3%	1 1%
IMPROVE CREDIBILITY (NET)	107 4%	289 9% AF	15 3%	45 8% CF	4 8% FM	-	6 8% CM	18 18% BDFNPT	8 5%	19 11% IF	4 6% M	12 12% F	-	9 7% M	14 5%	31 9% OF	2 4%	11 11% F	9 5%	14 7%	3 4%	13 13% UF	6 8% CM	10 10% F
Improve security/Make it safer	66 3%	182 5% A	12 2%	27 5% C	1 2%	-	4 5% MU	15 15% GDFJLNPRTX	6 3%	5 5%	1 1%	6 6%	-	3 2%	7 2% O	22 7% O	2 4%	5 5%	6 3%	7 4%	-	8 8% UF	3 4%	6 6%
More legitimate/credible	-	38 1% A	-	5 1% C	-	-	-	1 1%	-	9 5% IBDPT	-	1 1%	-	3 2%	-	3 1%	-	1 1%	-	1 1%	-	1 1%	-	1 1%
More reliable/trustworthy	17 1%	33 1%	2 *	5 1%	-	-	-	1 1%	-	3 2%	1 1% BDNPT	6 6%	-	1 1%	3 1%	3 1%	-	1 1%	3 2%	-	1 1%	1 1%	2 3% ACI	2 2% T
Improve reputation/More known	16 1% B	6 *	1 *	-	3 6% ACGIMOSUW	-	-	-	1 1%	-	1 1%	-	-	-	4 1% PC	-	-	1 1% D	-	2 1% BD	-	-	-	2 2% BDP
Other improve credibility mentions	13 1%	43 1% A	3 1%	11 2% C	-	-	2 3% AOS	1 1%	1 1%	-	1 1% O	1 1%	-	2 2%	-	4 1%	-	3 3% J	-	6 2% SBJ	2 2% AOS	3 3% J	1 1%	-
IMPROVE BUSINESS (NET)	188 7% CI	227 7% J	22 4%	32 6% J	3 6%	1 2%	11 14% ACIW	8 8% J	3 2%	3 2%	5 7% I	7 7% J	13 18% NACIUW	10 8% J	23 8% CI	23 7% J	4 8% I	4 4%	23 12% ACIW	24 12% BDFJPR	5 6% J	11 11% J	3 4% J	9 9% J
To advertise/market/attract new customers	47 2% C	58 2% C	2 *	7 1% C	1 2%	1 2%	2 3% C	2 2%	2 1%	1 1%	-	-	3 4% NC	-	10 3% AC	8 2% ACIK	3 6% ACIK	2 2%	3 2%	3 2%	1 1% BDJLNPT	7 7% J	1 1% JLN	4 4% JLN
Economic interests/Make money/Profits	47 2% O	52 2%	6 1%	10 2% C	1 2%	-	2 3% O	2 2%	1 1%	-	-	1 1% ACIKOOSUW	6 8% BJPRTX	5 4%	1 1%	2 1% AC	1 1%	-	2 1%	1 1%	-	1 1%	1 1%	-
Competition/To compete	49 2%	48 1%	6 1%	5 1% C	1 2%	-	3 4% IO	1 1%	-	1 1%	2 3% I	1 1%	2 3% I	2 2%	2 1% BD	9 3% BD	1 2%	-	13 7% TACIO	4 2% IO	3 4% IO	2 2% J	2 3% I	3 3% J
For business purposes (Unspec.)	45 2%	45 1%	8 1%	8 1% C	1 2%	-	3 4% I	1 1%	-	-	2 3% I	4 4% BJV	2 3% I	3 3% J	10 3% AI	6 2% AI	-	1 1%	5 3% I	6 3% BJ	2 2% I	-	-	2 2%
Industry demand/New business types/development	-	30 1% A	-	6 1% C	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	10 5% SBDJNFX	-	1 1%	-	-
Other improve business mentions	15 1%	9 *	4 1%	1 *	-	-	1 1%	1 1%	-	-	1 1%	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	2 2% BDT	-	-
INNOVATION/DEVELOPMENT (NET)	137 5% IU	208 6% JN	47 9% AIU	53 10% BJLN	2 2%	6 12% JLN	3 4%	9 9% JN	1 1%	3 2%	3 4% I	3 3%	3 3%	1 1%	17 6% IU	24 7% JN	8 16% AEGIKMOW	21 21% BDJLNPTV	19 10% AIU	19 10% JLN	-	4 4% JLN	4 5% IU	11 11% BJLN

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 128

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Progress/Improved development/Make it better	24 1%	103 3% A	5 1% CBJNP	35 6%	1 2%	4 8% JNP	-	8 8% GBJNP	-	2 1%	-	2 2%	-	1 1%	3 1%	5 2%	-	8 8% QBJNP	4 2%	6 3%	-	2 2%	3 4% ACI	10 10% BJLNPTV
Innovation	60 2%	62 2%	19 3%	15 3%	-	-	1 1%	-	1 1%	-	-	-	-	-	5 2%	9 3%	5 10% ACEGHMOWUW	8 8% BDFHJLNPTVX	14 7% ACEIKMOWUW	9 5% BHJLNV	-	-	-	1 1%
Good/Improved technology	29 1%	27 1%	14 3% AI	6 1%	-	-	-	-	-	-	-	-	1 1%	-	5 2%	5 2%	3 6% AGIKU	4 4% BDHJLNX	3 2% BJ	4 3% BJ	-	2 2%	1 1%	-
Good/Improve quality	20 1%	18 1%	5 1%	2	-	2 4% BDHJNTV	2 3% S	-	1 1%	-	2 3% AS	1 1%	-	-	4 1%	4 1%	-	1 1%	-	-	-	-	-	-
Other innovation/development mentions	8	4	4 1% D	-	-	-	-	1 1% BD	-	-	1 1% O	-	1 1% O	-	1	-	-	-	1 1%	-	-	-	1 1%	-
ACCESSIBILITY (NET)	112 4%	189 6% A	20 4%	28 5%	2 4%	5 10%	6 8%	8 8%	7 4%	6 3%	2 3%	6 6%	7 10% AC	11 9%	12 4%	27 8% OBJ	3 6%	6 6%	7 4%	18 9% SBDJ	7 9% C	8 8%	5 6%	9 9%
Easy/Easy to use/access the web	51 2% C	104 3% AJ	3 1%	11 2% C	1 2%	2 4%	2 3%	3 3%	6 3% C	1 1%	-	1 1%	2 3% C	2 2%	5 2% ODJ	16 5% C	2 4% C	5 5% J	6 3% C	14 7% BDJLN	2 2%	5 5% J	4 5% C	8 8% BDJLN
Improve search function/Making searching easier	28 1% C	31 1%	1	3 1%	-	3 6% BDJLPRT	4 5% ACIS	3 3% BD	-	2 1%	-	-	1 1%	2 2%	5 2% C	5 2% C	1 2% C	-	1 1%	1 1%	5 6% ACIKOS	2 2%	1 1%	1 1%
Convenience	25 1%	27 1%	14 3% AIS	7 1%	4 4% AIOS	2 2%	-	-	-	1 1%	1 1% BHJRTVX	4 4% AIOS	3 4% BDHJLPRTVX	7 5%	2 1% C	4 1%	-	-	-	1 1%	-	-	-	-
Allowing for more flexibility	-	11 A	-	1	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	1 1%	-	2 1%	-	-	-	-
Other accessibility mentions	9	27 1% A	2	9 2% CB	-	-	-	3 3% B	1 1%	2 1%	1 1% O	1 1%	1 1% O	-	2 1%	-	-	-	-	1 1%	-	2 2%	-	-
IMPROVE EFFICIENCY (NET)	101 4%	107 3% J	14 3%	16 3% J	2 4%	2 4% J	5 7% M	2 2%	4 2% J	-	1 1%	1 1%	-	7 5% MJ	12 4% J	11 3% J	1 2%	2 2%	14 7% ACIM	15 8% BDJLP	5 6% M	6 6% J	5 6% M	4 4% J
Lack of space/To create more space	48 2% C	49 1% D	3 1%	1	-	-	-	-	1 1%	-	-	-	-	5 4% BDHJLPRT	4 1%	3 1%	1 2%	-	11 6% ACGIKMO	11 6% BDHJLPRT	4 5% ACIO	1 1%	4 5% ACIO	1 1%
For use/To use/Usability	8	31 1% A	1	11 2% CBT	-	1 2%	-	-	-	-	-	-	-	1 1%	4 1% AC	5 2%	-	-	-	-	-	3 3% BJT	-	2 2% T
Other improve efficiency mentions	46 2% B	28 1%	10 2%	4 1%	2 4%	1 2% ACIMOS	5 7%	2 2%	3 2%	-	1 1%	1 1%	-	1 1%	4 1%	3 1%	-	2 2%	3 2%	4 2%	1 1%	2 2%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

19 Aug 2016
Table 128

Base: All Qualified Respondents

	Country																								
	Asia											Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2015 Japan (w/o client sample)	2015 South Korea (w/o client sample)	2015 Russia (w/o client sample)	2015 India (w/o client sample)	2015 Indonesia (w/o client sample)	2015 Nigeria (w/o client sample)	2015 South Africa (w/o client sample)	2015 Egypt (w/o client sample)	2016 China	2016 Vietnam	2016 Philippines	2016 Japan	2016 South Korea	2016 Russia	2016 India	2016 Indonesia	2016 Nigeria	2016 South Africa	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Weighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
MISCELLANEOUS (NET)	163 6%	171 5%	40 7%	38 7%	-	4 8%	4 5%	1 1%	6 3%	5 3%	5 7%	2 2%	4 5%	8 6%	24 8%	34 10%	3 6%	5 5%	19 10%	11 6%	8 10%	5 5%	5 6%	4 4%	
Information/More information	44 2%	40 1%	3 1%	6 1%	-	2 4%	3 4%	-	1 1%	1 1%	-	1 1%	1 1%	4 3%	8 3%	4 1%	2 4%	3 3%	6 3%	1 1%	3 4%	2 2%	-	2 2%	
To be unique/different	34 1%	26 1%	11 2%	8 1%	-	1 2%	1 1%	1 1%	2 1%	1 1%	-	1 1%	1 1%	-	3 1%	3 1%	1 2%	-	4 2%	3 2%	1 1%	-	1 1%	-	
Keep up with the market/trend	11 *	17 1%	5 1%	12 2%	-	-	-	-	-	-	-	-	-	-	2 1%	3 1%	-	-	1 1%	1 1%	1 1%	-	-	-	
Cheaper/More affordable	13 1%	14 *	3 1%	1 *	-	1 2%	-	-	-	-	1 1%	-	-	1 1%	2 1%	1 *	-	-	4 2%	1 1%	1 1%	-	2 3%	1 1%	
Other mentions	62 2%	77 2%	18 3%	12 2%	-	1 2%	-	-	3 2%	3 2%	4 6%	-	2 3%	3 3%	10 3%	23 7%	-	2 2%	4 2%	5 3%	2 2%	3 3%	2 3%	2 2%	
EXCLUSIVE (NET)	714 28%	986 29%	153 28%	150 27%	8 15%	8 15%	11 14%	20 20%	74 42%	92 52%	12 17%	25 25%	21 29%	36 28%	95 32%	97 29%	8 16%	7 7%	28 15%	36 18%	14 17%	19 19%	25 31%	33 33%	
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	64 2%	58 2%	19 3%	9 2%	1 2%	-	-	-	13 7%	11 6%	-	-	-	-	16 5%	13 4%	-	-	2 1%	1 1%	1 1%	1 1%	1 1%	3 3%	
Don't know	464 18%	749 22%	87 16%	111 20%	5 10%	6 12%	10 13%	19 19%	53 30%	75 43%	9 13%	22 22%	18 25%	28 22%	37 12%	51 15%	5 10%	7 7%	23 12%	33 17%	13 16%	16 16%	21 26%	28 28%	
Declined to answer	186 7%	179 5%	47 9%	30 5%	2 4%	2 4%	1 1%	1 1%	8 5%	6 3%	3 4%	3 3%	3 4%	8 6%	42 14%	33 10%	3 6%	-	3 2%	2 1%	-	2 2%	3 4%	2 2%	
Sigma	3052 118%	4106 123%	618 113%	690 125%	61 117%	68 131%	92 121%	118 117%	195 111%	193 110%	72 104%	126 125%	80 110%	145 113%	343 115%	420 127%	61 124%	123 123%	260 137%	267 134%	103 126%	128 127%	99 124%	121 121%	

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Qualified Respondents

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.news	-	1253 37% AJ	-	252 46% CBJL	-	27 52% EBJL	-	44 44% GJL	-	45 26% I	-	29 29% K	-	57 45% MJL	-	130 39% OJ	-	59 59% QBDHJLNPV	-	108 54% SBDJLPLV	-	36 36% U	-	47 47% WBJL
.email	1011 39% IU	1227 37% J	250 46% AIKSU	243 44% BHJLTV	30 58% AGIKSU	28 54% BHJLRTV	26 34% I	31 31% I	39 22% I	41 23% I	21 30% I	28 28% I	34 47% IU	56 44% HJL	148 50% AGIKSU	140 42% BHJL	24 49% IKSU	34 34% I	64 34% IU	69 35% I	17 21% I	33 33% I	35 44% IU	49 49% BHJLRTV
.online	-	1142 34% AJL	-	186 34% CJL	-	24 46% EHJL	-	27 27% GJ	-	29 16% I	-	23 23% K	-	53 41% MHJL	-	142 43% OBDHJLV	-	36 36% QJL	-	89 45% SBDHJLV	-	31 31% UJ	-	45 45% WBDHJLV
.link	945 37% BIU	1118 33% I	212 39% I	228 41% BJLPTV	26 50% AIU	25 48% BJLPTV	29 38% IU	42 42% J	45 26% I	47 27% I	32 46% LIU	30 30% I	25 34% I	45 35% PAIU	127 43% I	112 34% I	21 43% IU	46 46% BJLPTV	75 39% IU	62 31% I	19 23% I	29 29% I	37 46% IU	50 50% BHJLPTV
.website	-	886 26% AJ	-	143 26% CJ	-	21 40% EBDJLNTV	-	27 27% GJ	-	28 16% I	-	24 24% K	-	25 20% M	-	107 32% OBDJNTV	-	27 27% QJ	-	44 22% S	-	22 22% U	-	34 34% WJNT
.site	-	862 26% ADJN	-	123 22% CN	-	21 40% EBDJN	-	30 30% GJN	-	28 16% I	-	28 28% KJN	-	16 13% M	-	107 32% OBDJN	-	39 39% QBDJN	-	57 29% SJN	-	28 28% UJN	-	28 28% WJN
.space	-	700 21% AJLVX	-	152 28% CBFJLVPX	-	6 12% E	-	20 20% GJ	-	15 9% I	-	11 11% K	-	27 21% MJL	-	66 20% OJL	-	22 22% QJL	-	57 29% SBFJLVPX	-	12 12% U	-	13 13% W
.club	606 23% BISU	676 20% JV	206 38% AGIMOSUW	197 36% BHJLRTVX	15 29% ISU	13 25% JV	13 17% I	22 22% JV	20 11% I	18 10% AGISUW	23 33% JV	23 23% I	18 25% IU	38 30% BJTVX	77 26% ISU	71 22% JV	16 33% GISUW	24 24% JV	31 16% I	37 19% JV	7 9% I	9 9% I	13 16% I	18 18% I
.guru	455 18% BI	511 15% FJLX	85 16% I	79 14% FJLX	11 21% FI	2 1% I	15 20% I	18 18% FJLX	10 6% I	6 3% I	12 6% I	6 6% I	14 19% I	18 14% FJL	95 32% ACGIKMUW	108 33% BDFHJLNX	14 29% ACIKW	25 25% BDFJLNX	53 28% ACIKUW	54 27% BDFJLNX	13 16% I	23 23% I	11 14% I	7 7% I
.photography	420 16% IS	491 15% J	101 18% IS	96 17% BJLX	9 17% I	10 19% JX	11 14% I	14 14% J	13 7% I	9 5% I	9 13% I	9 9% I	12 16% I	28 22% BJLTVX	84 28% PACGIMSUW	65 20% BJLVX	13 27% AISU	26 26% BDHJLTVX	19 10% I	27 14% J	10 12% I	10 10% I	12 15% I	8 8% I
.pics	-	485 14% AJL	-	107 19% CBJLNR	-	12 23% EJLNR	-	12 12% G	-	13 7% I	-	7 7% K	-	14 11% M	-	79 24% OBDHJLNTX	-	8 8% Q	-	28 14% SJ	-	19 19% UJLR	-	14 14% W
.top	-	466 14% ATV	-	186 34% CBJLNR	-	16 31% EBHJLPTVX	-	14 14% GTV	-	23 13% ITV	-	12 12% KT	-	24 19% MPTV	-	37 11% OT	-	19 19% QPTV	-	10 5% S	-	5 5% U	-	14 14% WTV
.xyz	343 13% U	443 13% L	114 21% AGMOOSUW	95 17% BL	13 25% AGMOOSUW	7 13% I	7 9% L	15 15% L	38 22% AGOOSUW	32 18% BL	8 12% I	6 6% I	8 11% I	16 13% I	42 14% U	63 19% BL	2 4% QBLNVX	25 25% I	19 10% SL	35 18% SL	3 4% I	11 11% I	7 9% I	13 13% I
.realtor	262 10% BIUW	258 8% FJLX	80 15% AISUW	63 11% BFJLTX	5 10% F	-	5 7% FJLX	8 8% FJLX	7 4% I	4 2% I	6 9% L	1 1% I	7 10% I	11 9% FJLX	51 17% AGISUW	43 13% BFJLTX	4 8% I	6 6% I	16 8% I	12 6% LX	2 2% UFJLX	10 10% I	2 3% I	1 1% I

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

Base: All Qualified Respondents

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.wang	123 5%	110 3%	123 22%	110 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BIOSUW		JNPT	AEGIKMOGSLW	BPHLNPRITX																				
Foshan	-	82 2%	-	82 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AJPT																								
.tokyo	-	70 2%	-	-	-	-	-	-	70 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ADPT																								
.delhi	-	59 2%	-	-	-	-	-	-	-	-	-	-	-	-	59 18%	-	-	-	-	-	-	-	-	-
AD																								
.xn-55qx5d (Chinese for company)	115 4%	47 1%	115 21%	47 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BIOS		P	DAEGIKMOGSLW	BPHLNPRITX																				
.xn-ses554g (Chinese for network address)	114 4%	37 1%	114 21%	37 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BIOS			DAEGIKMOGSLW	BHNLNPRITX																				
.berlin	27 1%	32 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
C																								
.seoul	-	28 1%	-	-	-	-	-	-	-	-	28 28%	-	-	-	-	-	-	-	-	-	-	-	-	-
AD																								
.paris	-	28 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AD																								
.cairo	-	26 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 26%
AD																								
.bogota	-	26 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AD																								
.nyc	10	23 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	21 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A																								
.capetown	-	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 20%	-	-
A																								
.london	59 2%	20 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BCIOS																								

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

Base: All Qualified Respondents

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.jakarta	-	19 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	-	-	-	-	-	-
.toronto	-	18 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	18 1%	-	-	-	-	-	-	-	-	-	-	-	18 14%	-	-	-	-	-	-	-	-	-	-
.abuja	-	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 9%	-	-	-	-	-
.manilla	-	16 *	-	-	-	-	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	13 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	10 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	9 *	-	-	-	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	8	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am not aware of any of these	877 34%	809 24%	118 22%	72 13%	7 13%	4 8%	31 41%	16 16%	90 51%	55 31%	22 32%	31 31%	21 29%	30 23%	77 26%	54 16%	8 16%	13 13%	79 42%	46 23%	47 57%	31 31%	24 30%	12 12%
Not Sure	13 1%	-	6 1%	-	-	-	-	-	2 1%	-	-	-	-	-	1 *	-	1 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: All Qualified Respondents

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOTAL AWARENESS (NET)	1698 66% ISU	2540 76% AJ	424 77% AGISU	479 87% CBJLNTV	45 87% AGIKMOSUW	48 92% BJLNTV	45 59% U	85 84% GBJLV	84 48% I	121 69% I	47 68% IU	70 69% IU	52 71% IU	98 77% IU	220 74% AGISU	276 84% OBJLV	40 82% AGISU	87 87% BJLNTV	111 58% IU	154 77% S	35 43% U	70 69% U	56 70% IU	88 88% WBJLNTV
AWARENESS OF GLOBAL (NET)	1650 64% IU	2487 74% AJ	396 72% AGISU	467 85% CBJLNTV	45 87% ACGKMOUW	48 92% BJLNTV	45 59% U	85 84% GBJLV	84 48% I	107 61% I	47 68% IU	68 67% IU	52 71% IU	98 77% J	220 74% AGISU	275 83% OBJLV	40 82% AGISU	87 87% BJLNTV	111 58% IU	154 77% SJ	35 43% U	69 68% U	56 70% IU	88 88% WBJLNTV
TOTAL ADDED AWARENESS (NET)	-	2228 67% A	-	427 77% CBJLNTV	-	43 83% EBJLV	-	78 77% GBJLV	-	106 60% I	-	59 58% K	-	88 69% M	-	242 73% OBJLV	-	76 76% QBJLV	-	140 70% S	-	63 62% U	-	77 77% WBJLV
AWARENESS OF GLOBAL ADDED (NET)	-	2152 64% AJL	-	417 76% CBJLV	-	43 83% EBJLNV	-	76 75% GBJLV	-	82 47% I	-	53 52% K	-	87 68% M	-	236 72% OBJLV	-	75 75% QBJLV	-	140 70% S	-	60 59% U	-	72 72% WJL
TOTAL CONSISTENT AWARENESS (NET)	1698 66% ISU	2147 64% JLV	424 77% AGISU	426 77% BJLPTV	45 87% AGIKMOSUW	43 83% BJLTV	45 59% U	72 71% JLV	84 48% I	81 46% I	47 68% IU	54 53% IU	52 71% IU	91 71% JLV	220 74% AGISU	235 71% BJLV	40 82% AGISU	81 81% BJLTV	111 58% IU	129 65% JV	35 43% U	52 51% IU	56 70% IU	79 79% BJLTV
AWARENESS OF GLOBAL CONSISTENT (NET)	1650 64% IU	2107 63% JLV	396 72% AGISU	407 74% BJLTV	45 87% ACGKMOUW	43 83% BJLTV	45 59% U	72 71% JLV	84 48% I	81 46% I	47 68% IU	54 53% IU	52 71% IU	91 71% JLV	220 74% AGISU	235 71% BJLV	40 82% AGISU	81 81% BJLTV	111 58% IU	129 65% JV	35 43% U	52 51% IU	56 70% IU	79 79% BJLTV
AWARENESS OF GEO-SPECIFIC (NET)	312 12% EGIKMOSUW	677 20% AT	223 41% DAEGKMOUW	175 32% BFHNPRTV	-	9 17% E	-	16 16% G	-	70 40% I	-	28 28% KHNPT	-	18 14% M	-	59 18% OT	-	19 19% QT	-	17 9% S	-	20 20% UT	-	26 26% WNT
AWARENESS OF GEO-SPECIFIC ADDED (NET)	-	509 15% AT	-	82 15% CT	-	9 17% E	-	16 16% G	-	70 40% I	-	28 28% KBDHNPT	-	18 14% M	-	59 18% OT	-	19 19% QT	-	17 9% S	-	20 20% UT	-	26 26% WBDNT
AWARENESS OF GEO-SPECIFIC CONSISTENT (NET)	312 12% EGIKMOSUW	216 6% HJLNPRTVX	223 41% DAEGKMOUW	141 26% BFHNPRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	5388 208%	12111 362%	1524 278%	2498 453%	116 223%	224 431%	137 180%	356 352%	264 150%	463 263%	129 187%	296 293%	139 190%	476 372%	702 236%	1383 419%	103 210%	428 428%	356 187%	752 376%	118 144%	329 326%	141 176%	379 379%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Base: Heard Of New gTLDs

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2540	**	479	**	48*	**	85*	**	121	**	70*	**	98*	**	276	**	87*	**	154	**	70*	**	88*
.email	-	387 15% JT	-	80 17% HJT	-	11 23% HJT	-	7 8%	-	7 6%	-	9 13%	-	15 15% J	-	57 21% BHJRT	-	9 10%	-	13 8%	-	12 17% J	-	16 18% JT
.photography	-	64 3%	-	12 3%	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	19 7% BDJUNTX	-	1 1%	-	1 1%	-	2 3%	-	-
.link	-	154 6% JNT	-	42 9% BJNT	-	2	-	5 6%	-	2 2%	-	3 4%	-	1 1%	-	19 7% JNT	-	9 10% JNT	-	3 2%	-	4 6%	-	12 14% BFJLNPT
.guru	-	72 3%	-	22 5% BNX	-	1 2%	-	2 2%	-	1 1%	-	-	-	-	-	17 6% BJLNTX	-	5 6% JLNX	-	3 2%	-	3 4% N	-	-
.realtor	-	31 1%	-	13 3% B	-	-	-	-	-	1 1%	-	-	-	-	-	5 2%	-	1 1%	-	1 1%	-	-	-	-
.club	-	98 4% T	-	38 8% BHT	-	2 4% T	-	1 1%	-	4 3% T	-	3 4% T	-	3 3% T	-	14 5% T	-	3 3% T	-	-	-	2 3% T	-	4 5% T
.xyz	-	70 3%	-	14 3%	-	2 4%	-	5 6% JL	-	1 1%	-	-	-	1 1%	-	13 5% B	-	4 5%	-	4 3%	-	2 3%	-	1 1%
.top	-	79 3% T	-	43 9% BHJNPT	-	1 2%	-	2 2%	-	2 2%	-	2 3% T	-	2 2%	-	7 3% T	-	1 1%	-	-	-	2 3% T	-	4 5% T
.pics	-	72 3%	-	25 5% BNT	-	-	-	1 1%	-	2 2%	-	-	-	-	-	15 5% BLNT	-	1 1%	-	2 1%	-	3 4% N	-	2 2%
.online	-	227 9% J	-	47 10% J	-	3 6%	-	4 5%	-	3 2%	-	5 7%	-	4 4%	-	49 18% BDJUNTX	-	6 7%	-	10 6%	-	4 6%	-	13 15% HJNT
.space	-	97 4%	-	30 6% BJNT	-	-	-	1 1%	-	2 2%	-	1 1%	-	1 1%	-	14 5% BJN	-	2 2%	-	3 2%	-	2 3%	-	1 1%
.website	-	169 7%	-	32 7%	-	4 8%	-	6 7%	-	4 3%	-	5 7%	-	2 2%	-	27 10% BJN	-	5 6%	-	10 6%	-	5 7%	-	4 5%
.news	-	157 6%	-	59 12% BFHNT	-	1 2%	-	3 4%	-	8 7%	-	5 7%	-	4 4%	-	28 10% BT	-	7 8%	-	4 3%	-	4 6%	-	6 7%
.site	-	126 5%	-	22 5%	-	2 4%	-	2 2%	-	3 2%	-	2 3%	-	1 1%	-	23 8% BDJNT	-	7 8% NT	-	3 2%	-	3 4%	-	5 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2540	**	479	**	48*	**	85*	**	121	**	70*	**	98*	**	276	**	87*	**	154	**	70*	**	88*
.toronto	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	23 1%	-	23 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	1*	-	-	-	1 2% BDP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	1*	-	-	-	-	-	1 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	11*	-	-	-	-	-	-	11 9% BDHJNRTVX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	3*	-	-	-	-	-	-	-	-	-	3 4% BDJNPT	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	4*	-	-	-	-	-	-	-	-	-	-	-	4 4% BDJPT	-	-	-	-	-	-	-	-	-	-
.delhi	-	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	17 6% BDHJNRTVX	-	-	-	-	-	-	-	-	-
.jakarta	-	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3% BDJPT	-	-	-	-	-	-	-

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

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

Base: Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..**	2540	..**	479	..**	48*	..**	85*	..**	121	..**	70*	..**	98*	..**	276	..**	87*	..**	154	..**	70*	..**	88*
.abuja	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 19% B	-	-	-	-
.capetown	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 19% BDP	-	-
.cairo	-	8*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 9% BDPFLNPRTV
.bogota	-	4*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	-	29 1%	-	29 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	-	4*	-	4 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	-	7*	-	7 1% BP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have_not registered a new gTLD domain	-	1643 65% DP	-	255 53%	-	28 58%	-	64 75% BDFPRX	-	96 79% BDFPRX	-	48 69% DP	-	73 74% BDFPX	-	143 52%	-	53 61%	-	126 82% BDFLPRX	-	52 74% DP	-	53 60%
None of these, but I have registered a different new gTLD	-	32 1% D	-	-	-	1 2% D	-	1 1% D	-	-	-	-	-	1 1% D	-	4 1% D	-	1 1% D	-	2 1% D	-	2 3% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-.**	2540	-.**	479	-.**	48*	-.**	85*	-.**	121	-.**	70*	-.**	98*	-.**	276	-.**	87*	-.**	154	-.**	70*	-.**	88*
TOTAL REGISTERED (NET)	-	897	-	224	-	20	-	21	-	25	-	22	-	25	-	133	-	34	-	28	-	18	-	35
		35%		47%		42%		25%		21%		31%		26%		48%		39%		18%		26%		40%
		HJNT		BHJLNTV		HJNT										BHJLNTV		HJNT						HJNT
REGISTERED GLOBAL (NET)	-	840	-	214	-	19	-	20	-	19	-	22	-	23	-	128	-	31	-	26	-	16	-	35
		33%		45%		40%		24%		16%		31%		23%		46%		36%		17%		23%		40%
		JNT		BHJLNTV		JNT										BHJLNTV		JNT						HJNTV
REGISTERED GEO-SPECIFIC (NET)	-	578	-	170	-	10	-	9	-	18	-	13	-	12	-	90	-	23	-	18	-	10	-	26
		23%		35%		21%		11%		15%		19%		12%		33%		26%		12%		14%		30%
		HJNT		BHJLNTV												BHJLNTV		HJNT						HJNTV
Sigma	-	3611	-	797	-	58	-	106	-	148	-	87	-	113	-	471	-	118	-	186	-	103	-	129
		142%		166%		121%		125%		122%		124%		115%		171%		136%		121%		147%		147%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Registered New gTLDs And Registered More Than One

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	693	-**	178	-**	14**	-**	19**	-**	16**	-**	15**	-**	22**	-**	98*	-**	25**	-**	21**	-**	15**	-**	32*
1	-	358 52%	-	116 65% BPX	-	13 93%	-	5 26%	-	12 75%	-	7 47%	-	12 55%	-	47 48%	-	13 52%	-	14 67%	-	7 47%	-	12 38%
2 - 3	-	238 34% D	-	50 28%	-	1 7%	-	9 47%	-	3 19%	-	6 40%	-	8 36%	-	36 37%	-	10 40%	-	5 24%	-	4 27%	-	13 41%
4 - 5	-	39 6% D	-	5 3%	-	-	-	-	-	1 6%	-	2 13%	-	1 5%	-	5 5%	-	2 8%	-	-	-	2 13%	-	1 3%
6 or more	-	58 8% D	-	7 4%	-	-	-	5 26%	-	-	-	-	-	1 5%	-	10 10% D	-	-	-	2 10%	-	2 13%	-	6 19% BD
MEAN	-	4.2 D	-	1.7	-	1.1	-	5.3	-	1.6	-	2.1	-	1.8	-	4.8 D	-	1.8	-	4.1	-	12.2	-	5.9 D
STD. DEV.	-	17.01	-	1.67	-	0.27	-	6.72	-	1.03	-	1.39	-	1.33	-	14.57	-	1.08	-	8.77	-	38.19	-	12.57
STD. ERR.	-	0.65	-	0.13	-	0.07	-	1.54	-	0.26	-	0.36	-	0.28	-	1.47	-	0.22	-	1.91	-	9.86	-	2.22
MEDIAN	-	1	-	1	-	1	-	2	-	1	-	2	-	1	-	2	-	1	-	1	-	2	-	3
Sigma	-	693 100%	-	178 100%	-	14 100%	-	19 100%	-	16 100%	-	15 100%	-	22 100%	-	98 100%	-	25 100%	-	21 100%	-	15 100%	-	32 100%

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 - A/C/E/G/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Registered New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	896	-**	223	-**	20**	-**	21**	-**	25**	-**	22**	-**	25**	-**	133	-**	34*	-**	28**	-**	18**	-**	35*
To protect my existing domain(s) and ensure no one else got a domain similar to one I already have registered	-	534 60%	-	142 64%	-	12 60%	-	14 67%	-	16 64%	-	10 45%	-	13 52%	-	75 56%	-	17 50%	-	18 64%	-	9 50%	-	19 54%
Because they will appeal to new Internet users or new types of customers-they will be effective and provide benefits	-	305 34%	-	76 34%	-	8 40%	-	5 24%	-	7 28%	-	12 55%	-	8 32%	-	53 40%	-	15 44%	-	7 25%	-	6 33%	-	11 31%
Because the name I wanted was not available using one of the older gTLDs	-	57 6% D	-	5 2%	-	-	-	2 10%	-	2 8%	-	-	-	4 16%	-	5 4%	-	2 6%	-	3 11%	-	3 17%	-	5 14% DP
Sigma	-	896 100%	-	223 100%	-	20 100%	-	21 100%	-	25 100%	-	22 100%	-	25 100%	-	133 100%	-	34 100%	-	28 100%	-	18 100%	-	35 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q813_1. Please indicate how each of the following statements apply to your registration of new gTLDs?
1. I gave up a legacy gTLD registration when I registered the new gTLD

Base: Registered New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	897	**	224	**	20**	**	21**	**	25**	**	22**	**	25**	**	133	**	34*	**	28**	**	18**	**	35*
TOP 2 BOX (NET)	-	570	-	173	-	14	-	17	-	13	-	16	-	12	-	89	-	26	-	15	-	13	-	19
	-	64%	-	77% BPX	-	70%	-	81%	-	52%	-	73%	-	48%	-	67%	-	76%	-	54%	-	72%	-	54%
Applies to ALL of my new gTLD registrations	-	166	-	41	-	1	-	4	-	1	-	1	-	5	-	42	-	11	-	6	-	4	-	3
	-	19%	-	18%	-	5%	-	19%	-	4%	-	5%	-	20%	-	32% BDX	-	32% BX	-	21%	-	22%	-	9%
Applies to SOME of my new gTLD registrations	-	404	-	132	-	13	-	13	-	12	-	15	-	7	-	47	-	15	-	9	-	9	-	16
	-	45% P	-	59% BP	-	65%	-	62%	-	48%	-	68%	-	28%	-	35%	-	44%	-	32%	-	50%	-	46%
DOES NOT apply to any of my new gTLD registrations	-	327	-	51	-	6	-	4	-	12	-	6	-	13	-	44	-	8	-	13	-	5	-	16
	-	36% D	-	23%	-	30%	-	19%	-	48%	-	27%	-	52%	-	33% D	-	24%	-	46%	-	28%	-	46% D
Sigma	-	897	-	224	-	20	-	21	-	25	-	22	-	25	-	133	-	34	-	28	-	18	-	35
	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q813_2. Please indicate how each of the following statements apply to your registration of new gTLDs?
2. I kept an existing gTLD registration(s) similar to the new gTLD

Base: Registered New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	897	**	224	**	20**	**	21**	**	25**	**	22**	**	25**	**	133	**	34*	**	28**	**	18**	**	35*
TOP 2 BOX (NET)	-	755 84%	-	204 91% BX	-	16 80%	-	19 90%	-	17 68%	-	19 86%	-	20 80%	-	115 86%	-	30 88%	-	18 64%	-	14 78%	-	27 77%
Applies to ALL of my new gTLD registrations	-	271 30%	-	91 41% BPX	-	4 20%	-	8 38%	-	4 16%	-	4 18%	-	5 20%	-	40 30%	-	9 26%	-	8 29%	-	8 44%	-	7 20%
Applies to SOME of my new gTLD registrations	-	484 54%	-	113 50%	-	12 60%	-	11 52%	-	13 52%	-	15 68%	-	15 60%	-	75 56%	-	21 62%	-	10 36%	-	6 33%	-	20 57%
DOES NOT apply to any of my new gTLD registrations	-	142 16% D	-	20 9%	-	4 20%	-	2 10%	-	8 32%	-	3 14%	-	5 20%	-	18 14%	-	4 12%	-	10 36%	-	4 22%	-	8 23% D
Sigma	-	897 100%	-	224 100%	-	20 100%	-	21 100%	-	25 100%	-	22 100%	-	25 100%	-	133 100%	-	34 100%	-	28 100%	-	18 100%	-	35 100%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q813_3. Please indicate how each of the following statements apply to your registration of new gTLDs?

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Table 135

3. This was a completely new registration, no prior domain was registered for this use

Base: Registered New gTLDs

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	897	**	224	**	20**	**	21**	**	25**	**	22**	**	25**	**	133	**	34*	**	28**	**	18**	**	35*
TOP 2 BOX (NET)	-	733 82%	-	193 86% B	-	16 80%	-	19 90%	-	14 56%	-	19 86%	-	20 80%	-	116 87%	-	26 76%	-	16 57%	-	14 78%	-	31 89%
Applies to ALL of my new gTLD registrations	-	312 35%	-	82 37%	-	2 10%	-	7 33%	-	3 12%	-	6 27%	-	7 28%	-	57 43% B	-	11 32%	-	6 21%	-	8 44%	-	14 40%
Applies to SOME of my new gTLD registrations	-	421 47%	-	111 50%	-	14 70%	-	12 57%	-	11 44%	-	13 59%	-	13 52%	-	59 44%	-	15 44%	-	10 36%	-	6 33%	-	17 49%
DOES NOT apply to any of my new gTLD registrations	-	164 18% D	-	31 14%	-	4 20%	-	2 10%	-	11 44%	-	3 14%	-	5 20%	-	17 13%	-	8 24%	-	12 43%	-	4 22%	-	4 11%
Sigma	-	897 100%	-	224 100%	-	20 100%	-	21 100%	-	25 100%	-	22 100%	-	25 100%	-	133 100%	-	34 100%	-	28 100%	-	18 100%	-	35 100%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Not Registered New gTLDs

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1643	**	255	**	28**	**	64*	**	96*	**	48*	**	73*	**	143	**	53*	**	126	**	52*	**	53*
YES (NET)	-	694 42%	-	163 64%	-	14 50%	-	37 58%	-	30 31%	-	23 48%	-	34 47%	-	78 55%	-	34 64%	-	29 23%	-	8 15%	-	22 42%
Yes, I considered switching and may do so	-	415 25%	-	116 45%	-	10 36%	-	28 44%	-	11 11%	-	16 33%	-	15 21%	-	37 26%	-	24 45%	-	16 13%	-	4 8%	-	14 26%
Yes, I considered switching but decided not to	-	279 17%	-	47 18%	-	4 14%	-	9 14%	-	19 20%	-	7 15%	-	19 26%	-	41 29%	-	10 19%	-	13 10%	-	4 8%	-	8 15%
No, have not considered	-	949 58%	-	92 36%	-	14 50%	-	27 42%	-	66 69%	-	25 52%	-	39 53%	-	65 45%	-	19 36%	-	97 77%	-	44 85%	-	31 58%
Sigma	-	1643 100%	-	255 100%	-	28 100%	-	64 100%	-	96 100%	-	48 100%	-	73 100%	-	143 100%	-	53 100%	-	126 100%	-	52 100%	-	53 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q828. Why have you considered switching?

Base: Has Not Registered New gTLDs And Considered Switching

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	694	-**	163	-**	14**	-**	37*	-**	30*	-**	23**	-**	34*	-**	78*	-**	34*	-**	29**	-**	8**	-**	22**
The new gTLDs are modern	-	324 47% N	-	71 44%	-	9 64%	-	20 54% N	-	14 47%	-	5 22%	-	9 26%	-	46 59% BDN	-	14 41%	-	16 55%	-	4 50%	-	13 59%
New gTLDs better target specific groups of people/communities	-	299 43% J	-	72 44%	-	9 64%	-	22 59% BJ	-	4 13%	-	9 39%	-	13 38%	-	32 41% J	-	22 65% BDJNJP	-	16 55%	-	4 50%	-	10 45%
The new gTLDs are better focused on specific topics versus general uses	-	293 42% DJ	-	57 35%	-	8 57%	-	22 59% BDJ	-	5 17%	-	7 30%	-	15 44% J	-	35 45% J	-	24 71% BDJNJP	-	12 41%	-	2 25%	-	2 9%
The new gTLDs will be more effective	-	267 38%	-	61 37%	-	7 50%	-	16 43%	-	8 27%	-	7 30%	-	8 24%	-	35 45% N	-	16 47% N	-	9 31%	-	3 38%	-	13 59%
The new gTLDs are a good value/priced well	-	258 37%	-	74 45% BJ	-	4 29%	-	14 38%	-	7 23%	-	8 35%	-	11 32%	-	32 41% J	-	16 47%	-	5 17%	-	2 25%	-	11 50%
The new gTLDs allow more flexibility to use my language in their names	-	232 33% J	-	51 31%	-	7 50%	-	19 51% BDJ	-	5 17%	-	4 17%	-	14 41% J	-	32 41% J	-	19 56% BDJ	-	7 24%	-	2 25%	-	7 32%
The new gTLDs allow a greater range of characters/symbols in their names	-	223 32%	-	56 34%	-	2 14%	-	22 59% BDJNPR	-	7 23%	-	5 22%	-	11 32%	-	29 37%	-	12 35%	-	8 28%	-	3 38%	-	7 32%
Something else	-	4 1%	-	-	-	-	-	1 3% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sigma	-	1900 274%	-	442 271%	-	46 329%	-	136 368%	-	50 167%	-	45 196%	-	81 238%	-	241 309%	-	123 362%	-	73 252%	-	20 250%	-	63 286%

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

Q829. Why did you decide not to switch?

Base: Has Not Registered New gTLDs And Considered Switching But Did Not

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	279	**	47*	**	4**	**	9**	**	19**	**	7**	**	19**	**	41*	**	10**	**	13**	**	4**	**	8**
Waiting until new gTLDs get more popular	-	147 53% D	-	16 34%	-	3 75%	-	6 67%	-	9 47%	-	3 43%	-	11 58%	-	21 51%	-	5 50%	-	8 62%	-	2 50%	-	5 63%
New gTLDs did not seem relevant to my needs	-	79 28%	-	16 34%	-	-	-	2 22%	-	8 42%	-	2 29%	-	3 16%	-	14 34%	-	3 30%	-	2 15%	-	2 50%	-	1 13%
Cost to switch to new gTLDs was too high	-	76 27%	-	15 32%	-	1 25%	-	5 56%	-	3 16%	-	3 43%	-	3 16%	-	15 37%	-	2 20%	-	1 8%	-	1 25%	-	4 50%
New gTLDs will not be as effective as hoped	-	61 22%	-	16 34% B	-	-	-	1 11%	-	2 11%	-	1 14%	-	2 11%	-	12 29%	-	4 40%	-	3 23%	-	1 25%	-	3 38%
Something else	-	7 3%	-	-	-	-	-	-	-	-	-	-	-	2 11%	-	-	-	-	-	-	-	-	-	-
Sigma	-	370 133%	-	63 134%	-	4 100%	-	14 156%	-	22 116%	-	9 129%	-	21 111%	-	62 151%	-	14 140%	-	14 108%	-	6 150%	-	13 163%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Has Not Registered New gTLDs And Has Not Considered Switching

Q831. Why have you not considered switching?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	949	-**	92*	-**	14**	-**	27**	-**	66*	-**	25**	-**	39*	-**	65*	-**	19**	-**	97*	-**	44*	-**	31*
We are satisfied with the performance of our domains on existing gTLDs	-	482 51% DJ	-	31 34%	-	7 50%	-	13 48%	-	23 35%	-	10 40%	-	31 79% BDJTVX	-	43 66% BDJ	-	12 63%	-	52 54% DJ	-	25 57% DJ	-	14 45%
Just not a high enough business priority for us at this time	-	360 38%	-	54 59% BJNPTV	-	5 36%	-	10 37%	-	24 36%	-	6 24%	-	11 28%	-	23 35%	-	10 53%	-	30 31%	-	17 39%	-	14 45%
New gTLDs are too new and need to be proven	-	210 22% V	-	25 27% V	-	5 36%	-	9 33%	-	15 23% V	-	6 24%	-	9 23% V	-	22 34% BV	-	5 26%	-	31 32% BV	-	3 7%	-	11 35% V
Cost to switch to new gTLDs is too high	-	111 12%	-	16 17% T	-	1 7%	-	6 22%	-	12 18% T	-	2 8%	-	3 8%	-	5 8%	-	-	-	7 7%	-	6 14%	-	5 16%
New gTLDs will not be as effective as hoped	-	86 9% T	-	16 17% BTV	-	-	-	6 22%	-	6 9%	-	5 20%	-	2 5%	-	9 14% TV	-	4 21%	-	3 3%	-	1 2%	-	3 10%
Something else	-	71 7%	-	3 3%	-	1 7%	-	-	-	5 8%	-	3 12%	-	-	-	1 2%	-	1 5%	-	7 7%	-	4 9%	-	2 6%
Sigma	-	1320 139%	-	145 158%	-	19 136%	-	44 163%	-	85 129%	-	32 128%	-	56 144%	-	103 158%	-	32 168%	-	130 134%	-	56 127%	-	49 158%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
.email	1331 51% IU	842 69% AJ AGIKMSUW	379 69% CBJT	195 80% ISU	32 62% ISU	17 61% ISU	37 49% IU	23 74% G	48 27% IU	21 51% IU	30 43% IU	19 68% IU	37 51% IU	41 73% MJ AGIKMSUW	211 71% OBJRT	117 84% AGIKSU	33 67% AGIKSU	23 68% AGIKSU	87 46% S	44 64% S	33 40% S	26 79% UJ	43 54% UJ	36 73% WJ
.photography	1098 42% IU	289 59% A AEIKSUW	313 57% CB	67 70% CB	17 33% CB	6 60% CB	36 47% IU	12 86% IU	39 22% IU	5 56% IU	25 36% IU	4 44% IU	34 47% IU	14 50% ACEGIKMSUW	196 66% AEIKSU	43 66% AEIKSU	28 57% AEIKSU	19 73% AEIKSU	68 36% S	14 52% S	23 28% S	4 40% S	35 44% IU	4 50% IU
.link	1267 49% IU	686 61% A AEGIKMSU	352 64% CBJN	166 73% CBJN	24 46% IU	13 52% IU	34 45% IU	30 71% GN	47 27% IU	24 51% IU	34 49% IU	18 60% IU	34 47% IU	22 49% AEGIKMSU	203 68% JN AGIMSU	78 70% AGIMSU	32 65% AGIMSU	27 59% S	89 47% S	41 66% S	29 35% S	17 59% S	49 61% AGISU	34 68% AGISU
.guru	964 37% IU	303 59% A AEGIKSUW	287 52% CBT	60 76% CBT	16 31% CBT	1 100% CBT	22 29% IU	14 78% IU	31 18% IU	3 50% IU	19 28% IU	4 67% IU	31 42% IU	9 50% AEGIKMSUW	194 65% BT	78 72% GIKU	24 49% GIKU	16 64% S	67 35% S	28 52% S	23 28% S	13 57% S	30 38% IU	2 29% IU
.realtor	864 33% ISU	145 56% A AEGIKMSUW	294 54% CBP	55 87% CBP	11 21% CBP	- - CBP	25 33% U	6 75% U	38 22% U	2 50% U	19 28% U	1 100% U	26 36% IU	6 55% AEGIKMSUW	151 51% EISU	24 56% EISU	21 43% EISU	5 83% S	47 25% S	7 58% S	14 17% S	3 30% S	25 31% U	- - U
.club	1097 42% ISU	423 63% AT AEGIKMSUW	363 66% CBNT	156 79% CBNT	18 35% CBNT	9 69% CBNT	25 33% IU	10 45% IU	44 25% IU	7 39% IU	27 39% IU	15 65% ISU	35 48% ISU	22 58% AEGIKSU	167 56% OBT	52 73% AEGIKMSUW	33 67% AEGIKMSUW	16 67% S	59 31% S	16 43% S	21 26% S	5 56% S	39 49% GISU	12 67% GISU
.xyz	867 34% EISU	228 51% AT AEGIKMSUW	309 56% BJT	59 62% BJT	9 17% BJT	5 71% BJT	24 32% SU	7 47% SU	38 22% IU	13 41% IU	20 29% SU	2 33% SU	26 36% EISU	6 38% AEGIKMSUW	158 53% T	39 62% ESU	17 35% ESU	12 48% S	32 17% S	11 31% S	10 12% S	2 18% S	24 30% SU	8 62% SU
.top	-	297 64% B	-	142 76% B	-	8 50% B	-	6 43% B	-	14 61% B	-	4 33% B	-	17 71% B	-	27 73% B	-	13 68% B	-	6 60% B	-	1 20% B	-	9 64% B
.pics	-	313 65% B	-	83 78% B	-	7 58% B	-	9 75% B	-	5 38% B	-	4 57% B	-	8 57% B	-	61 77% B	-	6 75% B	-	15 54% B	-	8 42% B	-	9 64% B
.online	-	805 70% BTX	-	153 82% BTX	-	14 58% BTX	-	19 70% BTX	-	16 55% BTX	-	10 43% BTX	-	42 79% BTX	-	120 85% BTX	-	28 78% BTX	-	58 65% BTX	-	24 77% BTX	-	29 64% BTX
.space	-	417 60% BT	-	119 78% BT	-	-	-	13 65% BT	-	6 40% BT	-	8 73% BT	-	13 48% BT	-	49 74% BT	-	12 55% BT	-	30 53% BT	-	5 42% BT	-	4 31% BT
.website	-	594 67% BTX	-	110 77% BTX	-	15 71% BTX	-	16 59% BTX	-	13 46% BTX	-	15 63% BTX	-	15 60% BTX	-	87 81% BTX	-	16 59% BTX	-	27 61% BTX	-	18 82% BTX	-	20 59% BTX
.news	-	717 57% JV	-	186 74% BJNTV	-	18 67% BJNTV	-	29 66% JV	-	19 42% JV	-	16 55% JV	-	28 49% V	-	89 68% BJNTV	-	45 76% BJNTV	-	53 49% V	-	9 25% V	-	30 64% JV
.site	-	573 66% T	-	96 78% BHT	-	15 71% BHT	-	17 57% BHT	-	19 68% BHT	-	18 64% BHT	-	12 75% BHT	-	82 77% BHT	-	27 69% BHT	-	31 54% BHT	-	15 54% BHT	-	18 64% BHT

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
.toronto	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	12 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	53 65%	-	53 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	6 67%	-	-	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	12 75%	-	-	-	-	-	-	-	12 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	31 44%	-	-	-	-	-	-	-	31 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	15 54%	-	-	-	-	-	-	-	-	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	12 67%	-	-	-	-	-	-	-	-	-	-	12 67%	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	44 75%	-	-	-	-	-	-	-	-	-	-	-	-	44 75%	-	-	-	-	-	-	-	-	-
.jakarta	-	12 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 63%	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
.abuja	-	9 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 53%	-	-	-	-	-
.capetown	-	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 50%	-	-	-
.cairo	-	20 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 77%
.bogota	-	13 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	2 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	9 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	29 27%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	19 18%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	100 24%	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	11 17%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	313 57%	82 75% A	313 57%	82 75% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	326 59%	30 81% A	326 59%	30 81% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	330 60%	40 85% A	330 60%	40 85% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONSIDERED ALL (NET)	1739 67% I	1957 77% AJL AGIKMSU	452 82% AGIKMSU	430 90% CBJLNTV	41 79% IKU	44 92% BJLTV	53 70% I	68 80% JL	65 37% I	73 60% I	40 58% I	44 63% I	50 68% I	81 83% MJL AGIKMSUW	256 86% AGIKMSUW	242 88% BJLTV	42 86% AGIKMSU	73 84% JL	134 71% I	114 74% J	49 60% I	51 73% I	60 75% IKU	76 86% BJLTV
CONSIDERED CONSISTENT (NET)	1739 67% I	1537 72% AJ AGIKMSU	452 82% AGIKMSU	369 87% BFJLNTVX	41 79% IKU	31 72% I	53 70% I	56 78% J	65 37% I	45 56% I	50 58% I	35 65% I	50 68% I	66 73% J AGIKMSUW	256 86% AGIKMSUW	196 83% BJLNTV	42 86% AGIKMSU	59 73% J	134 71% I	91 71% J	49 60% I	36 69% I	60 75% IKU	61 77% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
SUMMARY TABLE OF TOP 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
CONSIDERED ADDED (NET)	-	1646	-	372	-	36	-	56	-	60	-	34	-	66	-	202	-	61	-	96	-	41	-	62
	-	74% JL	-	87% BHJLNTV	-	84% JLV	-	72% J	-	57%	-	58%	-	75% JL	-	83% BHJLTV	-	80% JLV	-	69%	-	65%	-	81% JLV
CONSIDERED GLOBAL (NET)	1721	1910	442	419	41	44	53	66	65	61	40	44	50	81	256	240	42	72	134	114	49	49	60	76
	66% I	77% AJL	81% AGIKMSU	90% CBHJLNTV	79% IKU	92% BHJLTV	70% I	78% J	37% I	57% I	65% I	65% I	68% I	83% MJL	86% AGIKMSUW	87% BHJLTV	86% AGIKMSU	83% JL	71% I	74% J	60% I	71% I	75% IKU	86% BJLTV
CONSIDERED GLOBAL CONSISTENT (NET)	1721	1513	442	351	41	31	53	56	65	45	40	35	50	66	256	196	42	59	134	91	49	36	60	61
	66% I	72% AJ	81% AGIKMSU	86% CBFJLNTVX	79% IKU	72% I	70% I	78% J	37% I	56% I	65% I	65% I	68% I	73% J	86% AGIKMSUW	83% BJLNTV	86% AGIKMSU	73% J	71% I	71% J	60% I	69% I	75% IKU	77% J
CONSIDERED GLOBAL ADDED (NET)	-	1586	-	364	-	36	-	54	-	46	-	32	-	66	-	195	-	60	-	96	-	38	-	56
	-	74% JL	-	87% BHJLNTVX	-	84% JLV	-	71% I	-	56% I	-	60% I	-	76% J	-	83% BHJLTV	-	80% JLV	-	69% I	-	63% I	-	78% JL
CONSIDERED GEO-SPECIFIC (NET)	499	399	378	136	-	6	-	12	-	31	-	15	-	12	-	44	-	12	-	9	-	10	-	20
	48% I	59% AJ	69% A	78% CBJ	-	67% I	-	75% I	-	44% I	-	54% I	-	67% I	-	75% BJ	-	63% I	-	53% I	-	50% I	-	77% I
CONSIDERED GEO-SPECIFIC CONSISTENT (NET)	499	131	378	112	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	48% I	61% A	69% A	79% CB	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CONSIDERED GEO-SPECIFIC ADDED (NET)	-	297	-	53	-	6	-	12	-	31	-	15	-	12	-	44	-	12	-	9	-	10	-	20
	-	58% J	-	65% J	-	67% I	-	75% I	-	44% I	-	54% I	-	67% I	-	75% BJ	-	63% I	-	53% I	-	50% I	-	77% I

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
.email	970 37% BCO	297 24% DP	123 22% D	34 14%	16 31%	7 25%	22 29%	4 13%	102 58% BDHPRVX	18 44%	30 43% COQ	8 29%	24 33% CO	14 25% DP	62 21% P	17 12%	12 24%	7 21%	70 37% CO	20 29% DP	43 52% VACGMOQS	4 12%	33 41% XCO	9 18%
.photography	1143 44% BCGO	158 32% D	176 32% O	22 23%	23 44% O	3 30%	21 28%	1 7%	110 63% ACEGMOQSW	4 44%	35 51% CGO	4 44%	28 38% O	13 46%	69 23%	17 26%	16 33%	6 23%	91 48% CGO	7 26% ACEGMOQSW	51 62% ACEGMOQSW	4 40%	37 46% CGO	4 50%
.link	994 38% BCOQ	338 30% D	140 26% CO	46 20%	20 38% CO	8 32%	23 30%	10 24%	104 59% BDHPTX	21 45%	26 38% COQ	10 33%	28 38% COQ	22 49% BDHPTX	64 21%	30 27%	10 20%	14 30%	72 38% COQ	15 24% ACEGMOQSW	48 59% ACEGMOQSW	10 34%	25 31% CO	12 24%
.guru	1262 49% BCGO	156 31% DP	206 38% DO	13 16%	26 50% O	-	28 37% O	4 22%	118 67% ACEGMOQSW	2 33%	42 61% ACGMOS	1 17%	30 41% O	6 33%	67 22% O	22 20%	21 43% O	5 20%	87 46% TCO	14 26% ACGMOQS	52 63% ACGMOQS	9 39%	40 50% CO	5 71%
.realtor	1339 52% BCGO	99 38% D	194 35% D	6 10%	31 60% CGO	-	29 38%	2 25%	110 63% ACGMOQ	2 50%	41 59% CGO	-	34 47% O	5 45%	100 34% D	11 26% D	22 45%	1 17%	103 54% CGO	5 42% ACGMOQSW	61 74% ACGMOQSW	7 70%	45 56% CGO	1 100%
.club	1139 44% BCOQ	205 30% D	132 24% COQ	35 18%	26 50% COQ	1 8%	31 41% CO	9 41%	106 60% ACGMOQSW	11 61%	32 46% COQ	8 35%	29 40% C	15 39% D	85 29%	16 23%	13 27%	6 25%	92 48% COQ	14 38% D	54 66% ACGMOQSW	3 33%	34 43% CO	5 28%
.xyz	1336 52% BCGO	171 39% D	183 33% CGO	26 27%	32 62% CGO	2 29%	28 37%	8 53%	111 63% ACGO	18 56% BDP	40 58% CGO	3 50%	37 51% CO	9 56%	96 32% CO	19 30%	26 53% CO	7 28%	115 61% ACGO	19 54% BDP	64 78% ACEGMOQSW	7 64%	47 59% CGO	2 15%
.top	-	133 29% D	-	33 18%	-	6 38%	-	8 57%	-	9 39%	-	6 50%	-	5 21%	-	8 22%	-	5 26%	-	3 30%	-	2 40%	-	4 29%
.pics	-	136 28% DP	-	17 16%	-	3 25%	-	2 17%	-	7 54%	-	2 29%	-	5 36%	-	15 19%	-	2 25%	-	9 32%	-	9 47%	-	4 29%
.online	-	253 22% DP	-	25 13%	-	7 29%	-	5 19%	-	12 41%	-	9 39%	-	10 19%	-	16 11%	-	6 17%	-	19 21% P	-	4 13%	-	11 24% P
.space	-	215 31% D	-	25 16%	-	6 100%	-	6 30%	-	8 53%	-	3 27%	-	13 48%	-	16 24%	-	5 23%	-	12 21%	-	5 42%	-	8 62%
.website	-	216 24% DP	-	25 17%	-	6 29%	-	9 33%	-	11 39%	-	7 29%	-	7 28%	-	14 13%	-	7 26%	-	11 25%	-	4 18%	-	9 26%
.news	-	439 35% DPR	-	52 21%	-	6 22%	-	11 25%	-	22 49% BDHPR	-	10 34%	-	27 47% BDHPR	-	34 26%	-	8 14%	-	41 38% DR	-	22 61% BDHPRTX	-	14 30% R
.site	-	222 26% DP	-	21 17%	-	5 24%	-	10 33% D	-	8 29%	-	8 29%	-	4 25%	-	19 18%	-	8 21%	-	20 35% DP	-	9 32%	-	7 25%

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

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

19 Aug 2016
Table 141

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
.toronto	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	12 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	25 30%	-	25 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	3 33%	-	-	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	4 25%	-	-	-	-	-	4 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	35 50%	-	-	-	-	-	-	35 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	11 39%	-	-	-	-	-	-	-	11 39%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	6 33%	-	-	-	-	-	-	-	-	-	-	6 33%	-	-	-	-	-	-	-	-	-	-
.delhi	-	13 22%	-	-	-	-	-	-	-	-	-	-	-	-	13 22%	-	-	-	-	-	-	-	-
.jakarta	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 32%	-	-	-	-	-	-

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

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

SUMMARY TABLE OF BOTTOM 2 BOX

Base: Has Heard Of New gTLDs (Variable Bases)

	2015 Total Registrants	Country																					
		Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
.abuja	-	7 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 41%	-	-	-	-
.capetown	-	8 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 40%	-	-
.cairo	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 19%
.bogota	-	10 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	8 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	10 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	67 62%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	75 69%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	244 58%	14 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	50 78%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	176 32% B	23 21%	176 32% D	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	176 32% B	5 14%	176 32% D	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	168 31% B	7 15%	168 31% D	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_1. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 142

1. .email

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	1227	548	243	52*	28**	76*	31*	176	41*	69*	28**	73*	56*	298	140	49*	34*	190	69*	82*	33*	80*	49*
TOP 2 BOX (NET)	1331 51% IU	842 69% AJ	379 69% AGIKMSUW	195 80% CBJT	32 62% ISU	17 61% ISU	37 49% I	23 74% G	48 27% I	21 51% I	30 43% I	19 68% I	37 51% I	41 73% MJ	211 84% AGIKMSUW	117 84% OBJRT	33 67% AGIKSU	23 68% I	87 46% I	44 64% S	33 40% I	26 79% UJ	43 54% I	36 73% WJ
Very likely	650 25% IU	454 37% AJ	190 35% AGIKMSUW	97 40% J	21 40% AGIKMSUW	7 25% I	17 22% I	12 39% J	14 8% I	3 7% I	11 16% I	6 21% I	16 22% I	24 43% MJ	128 54% ACGKMSUW	76 24% OBDJX	12 24% I	15 44% J	41 22% I	28 41% SJ	13 16% I	16 48% UJ	16 20% I	16 33% J
Somewhat likely	681 26% I	388 32% A	189 34% AIOS	98 40% BPT	11 21% I	10 36% I	20 26% I	11 35% I	34 19% I	18 44% IT	19 28% I	13 46% I	21 29% I	17 30% I	83 28% I	41 29% AEIOSU	21 43% I	8 24% I	46 24% I	16 23% I	20 24% I	10 30% I	27 34% I	20 41% I
BOTTOM 2 BOX (NET)	970 37% BCOQ	297 24% DP	123 22% D	34 14% D	16 31% I	7 25% I	22 29% I	4 13% ACEGMOOSUW	102 58% BDHPRVX	18 44% COQ	30 43% COQ	8 29% I	24 33% CO	14 25% DP	62 21% P	17 12% I	12 24% I	7 21% I	70 37% CO	20 29% DP	43 52% VACEGMOOSUW	4 12% I	33 41% XCOQ	9 18% I
Somewhat unlikely	418 16% BOS	147 12% P	74 14% I	25 10% I	4 8% I	3 11% I	11 14% I	1 3% ACEGMOOSUW	53 30% HPV	8 20% ACEGMOOSUW	20 29% ACEGMOOSUW	7 25% I	9 12% I	7 13% I	32 11% I	8 6% I	9 18% I	5 15% I	21 11% I	9 13% I	9 11% I	1 3% I	13 16% I	4 8% I
Very unlikely	552 21% BCOQ	150 12% DP	49 9% D	9 4% D	12 23% COQ	4 14% I	11 14% I	3 10% ACEGMOOSUW	49 28% ACGKOOQ	10 24% BDPR	10 14% I	1 4% I	15 21% COQ	7 13% D	30 10% I	9 6% I	3 6% I	2 6% I	49 26% CGOQ	11 16% DP	34 41% VACEGMOOSUW	3 9% I	20 25% XCOQ	5 10% I
Not sure	285 11% BC	88 7% I	46 8% I	14 6% I	4 8% I	4 14% I	17 22% ACEOQUW	4 13% N	26 15% COW	2 5% I	9 13% I	1 4% I	12 16% NCOW	1 2% I	24 8% I	6 4% I	4 8% I	4 12% N	33 17% TACOUW	5 7% I	6 7% I	3 9% I	4 5% I	4 8% I
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	1227 100%	548 100%	243 100%	52 100%	28 100%	76 100%	31 100%	176 100%	41 100%	69 100%	28 100%	73 100%	56 100%	298 100%	140 100%	49 100%	34 100%	190 100%	69 100%	82 100%	33 100%	80 100%	49 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_2. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 143

2. .photography

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	491	548	96*	52*	10**	76*	14**	176	9**	69*	9**	73*	28**	298	65*	49*	26**	190	27**	82*	10**	80*	8**
TOP 2 BOX (NET)	1098 42% IU	289 59% A	313 57% AEIKSUW	67 70% CB	17 33%	6 60%	36 47% IU	12 86%	39 22%	5 56%	25 36% I	4 44%	34 47% IU	14 50%	196 66%	43 66%	28 57% AEIKSU	19 73%	68 36% I	14 52%	23 28%	4 40%	35 44% IU	4 50%
Very likely	417 16% IS	136 28% A	114 21% AIS	23 24%	7 13%	1 10%	11 14% I	8 57%	10 6%	3 33%	9 13%	1 11%	14 19% I	8 29%	92 31% ACEGKMSUW	18 28% AEGIKSUW	16 33%	8 31%	21 11%	8 30%	10 12%	3 30%	11 14% I	3 38%
Somewhat likely	681 26% IU	153 31% A	199 36% AEIKSU	44 46% B	10 19%	5 50%	25 33% IU	4 29%	29 16%	2 22%	16 23%	3 33%	20 27%	6 21%	104 35% AEISU	25 38%	12 24%	11 42%	47 25%	6 22%	13 16%	1 10%	24 30% IU	1 13%
BOTTOM 2 BOX (NET)	1143 44% BCGO	158 32% D	176 32% O	22 23%	23 44% O	3 30%	21 28%	1 7%	110 63% ACEGMOOSUW	4 44%	35 51% CGO	4 44%	28 38% O	13 46%	69 23%	17 26%	16 33%	6 23%	91 48% CGO	7 26%	51 62% ACEGMOOSUW	4 40%	37 46% CGO	4 50%
Somewhat unlikely	522 20% BGO	80 16%	115 21% GO	18 19%	8 15%	2 20%	7 9%	1 7%	60 34% ACEGMO	2 22%	23 33% ACEGMO	3 33%	11 15%	6 21%	36 12%	11 17%	13 27% GO	4 15%	31 16%	3 11%	11 13%	2 20%	18 23% GO	2 25%
Very unlikely	621 24% BCOQ	78 16% D	61 11% D	4 4%	15 29% COQ	1 10%	14 18%	-	50 28% COQ	2 22%	12 17%	1 11%	17 23% COQ	7 25%	33 11%	6 9%	3 6%	2 8% ACGKQ	60 32% ACEGMOOSUW	4 15%	40 49% ACEGMOOSUW	2 20%	19 24% COQ	2 25%
Not sure	345 13% BC	44 9%	59 11%	7 7% ACOUW	12 23%	1 10%	19 25% ACOQUW	1 7%	27 15%	-	9 13%	1 11%	11 15%	1 4%	32 11%	5 8%	5 10%	1 4%	31 16% C	6 22%	8 10%	2 20%	8 10%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	491 100%	548 100%	96 100%	52 100%	10 100%	76 100%	14 100%	176 100%	9 100%	69 100%	9 100%	73 100%	28 100%	298 100%	65 100%	49 100%	26 100%	190 100%	27 100%	82 100%	10 100%	80 100%	8 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_3. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 144

3. .link

Base: Has Heard Of New gTLDs

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	1118	548	228	52*	25**	76*	42*	176	47*	69*	30*	73*	45*	298	112	49*	46*	190	62*	82*	29**	80*	50*
TOP 2 BOX (NET)	1267 49% IU	686 61% A	352 64% AEGIKMSU	166 73% CBJN	24 46% 	13 52% 	34 45% 	30 71% GN	47 27% 	24 51% 	34 49% 	18 60% 	34 47% 	22 49% AEGIKMSU	203 68% JN	78 70% AGIMSU	32 65% 	27 59% 	89 47% S	41 66% 	29 35% 	17 59% 	49 61% AGISU	34 68%
Very likely	507 20% IU	297 27% AJ	155 28% AGIMSUW	79 35% BJL	10 19% 	3 12% 	10 13% 	11 26% 	11 6% 	6 13% 	12 17% 	5 17% 	10 14% 	10 22% AGIKMSUW	89 30% BJL	40 36% IU	12 24% 	11 24% 	39 21% J	19 31% 	9 11% 	6 21% 	13 16% 	13 26%
Somewhat likely	760 29% 	389 35% A	197 36% AISU	87 38% 	14 27% 	10 40% 	24 32% 	19 45% 	36 20% 	18 38% 	22 32% 	13 43% 	24 33% 	12 27% AISU	114 38% IS	38 34% 	20 41% 	16 35% 	50 26% 	22 35% 	20 24% 	11 38% AEISU	36 45% 	21 42%
BOTTOM 2 BOX (NET)	994 38% BCOQ	338 30% D	140 26% 	46 20% CO	20 38% CO	8 32% 	23 30% 	10 24% ACEGKMOOSW	104 59% BDHPTX	21 45% COQ	26 38% COQ	10 33% COQ	28 38% BDHPTX	22 49% BDHPTX	64 21% 	30 27% 	10 20% 	14 30% COQ	72 38% COQ	15 24% ACEGKMOOSW	48 59% 	10 34% 	25 31% 	12 24%
Somewhat unlikely	430 17% O	187 17% O	92 17% O	36 16% O	9 17% 	6 24% 	13 17% 	8 19% ACGMOOSUW	54 31% 	10 21% 	16 23% OW	9 30% PT	12 16% 	7 16% 	30 10% 	14 13% 	8 16% 	10 22% 	27 14% 	6 10% 	10 12% 	8 28% 	8 10% 	6 12%
Very unlikely	564 22% BCOQ	151 14% D	48 9% D	10 4% D	11 21% CQ	2 8% 	10 13% 	2 5% ACGKOO	50 28% BDHL	11 23% BDHL	10 14% 	1 3% 	16 22% COQ	15 33% BDHLPRTX	34 11% 	16 14% D	2 4% 	4 9% 	45 24% COQ	9 15% D	38 46% ACEGKMOOSW	2 7% 	17 21% COQ	6 12% D
Not sure	325 13% B	94 8% P	56 10% 	16 7% 	8 15% 	4 16% HACIOUW	19 25% 	2 5% 	25 14% 	2 4% 	9 13% 	2 7% 	11 15% N	1 2% 	30 10% P	4 4% 	7 14% 	5 11% 	29 15% U	6 10% 	5 6% 	2 7% 	6 8% 	4 8%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	1118 100%	548 100%	228 100%	52 100%	25 100%	76 100%	42 100%	176 100%	47 100%	69 100%	30 100%	73 100%	45 100%	298 100%	112 100%	49 100%	46 100%	190 100%	62 100%	82 100%	29 100%	80 100%	50 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_4. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 145

4. .guru

Base: Has Heard Of New gTLDs

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	511	548	79*	52*	1**	76*	18**	176	6**	69*	6**	73*	18**	298	108	49*	25**	190	54*	82*	23**	80*	7**
TOP 2 BOX (NET)	964 37% I	303 59% A	287 52% AEGIKSUW	60 76% CBT	16 31% I	1 100% I	22 29% I	14 78% I	31 18% I	3 100% I	19 28% I	4 67% I	31 42% I	9 50% I	194 65% ACEGKMSUW	78 72% BT	24 49% GIKU	16 64% I	67 35% I	28 52% S	23 28% I	13 57% I	30 38% I	2 29% I
Very likely	371 14% GIW	144 28% A	117 21% AEGIKMSUW	28 35% C	5 10% I	1 100% I	7 7% I	4 22% I	8 5% I	2 33% I	6 9% I	1 17% I	6 8% I	7 39% I	91 31% ACEGKMSUW	38 35% GIW	10 20% I	7 28% I	26 14% IW	16 30% S	7 9% I	7 30% I	4 5% I	1 14% I
Somewhat likely	593 23% I	159 31% A	170 31% AIKSU	32 41% I	11 21% I	- I	17 22% I	10 56% I	23 13% I	1 17% I	13 19% I	3 50% I	25 34% AIKSU	2 11% I	103 35% AGIKSU	40 37% I	14 29% I	9 36% I	41 22% I	12 22% I	16 20% I	6 26% I	26 33% AI	1 14% I
BOTTOM 2 BOX (NET)	1262 49% BCGO	156 31% DP	206 38% DO	13 16% I	26 50% O	- I	28 37% O	4 22% ACEGMOQSUW	118 67% ACEGMOQSUW	2 33% ACGMOS	42 61% I	1 17% I	30 41% O	6 33% I	67 22% I	22 20% I	21 43% O	5 20% I	87 46% TCO	14 26% ACGMOQS	52 63% I	9 39% I	40 50% CO	5 71% I
Somewhat unlikely	551 21% BMOU	74 14% T	138 25% AMOSU	12 15% I	9 17% I	- I	13 17% I	4 22% ACEGMOQSUW	61 35% ACEGMOQSUW	1 17% ACEGMOQSUW	29 42% ACEGMOQSUW	1 17% I	7 10% I	2 11% I	31 10% I	10 9% GMOU	16 33% I	4 16% I	33 17% TO	3 6% I	8 10% I	4 17% I	18 23% MOU	2 29% I
Very unlikely	711 27% BCOQ	82 16% D	68 12% D	1 1% COQ	17 33% I	- I	15 20% I	- I	57 32% CGKOQ	1 17% I	13 19% I	- I	23 32% COQ	4 22% I	36 12% I	12 11% D	5 10% I	1 4% COQ	54 28% COQ	11 20% D	44 54% ACEGKMOQSUW	5 22% I	22 28% COQ	3 43% I
Not sure	360 14% BC	52 10% I	55 10% I	6 8% I	10 19% C	- I	26 34% ACEGKMOQSUW	- I	27 15% I	1 17% I	8 12% I	1 17% I	12 16% I	3 17% I	36 12% I	8 7% I	4 8% I	4 16% ACOU	36 19% ACOU	12 22% BDP	7 9% I	1 4% I	10 13% I	- I
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	511 100%	548 100%	79 100%	52 100%	1 100%	76 100%	18 100%	176 100%	6 100%	69 100%	6 100%	73 100%	18 100%	298 100%	108 100%	49 100%	25 100%	190 100%	54 100%	82 100%	23 100%	80 100%	7 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_5. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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Table 146

5. .realtor

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	258	548	63*	52*	-**	76*	8**	176	4**	69*	1**	73*	11**	298	43*	49*	6**	190	12**	82*	10**	80*	1**
TOP 2 BOX (NET)	864 33% ISU	145 56% A	294 54% AEGIKMSUW CBP	55 87% CBP	11 21%	-	25 33% U	6 75%	38 22%	2 50%	19 28% 100%	1 100%	26 36% IU	6 55%	151 51% AEGIKMSUW	24 56% EISU	21 43% EISU	5 83%	47 25%	7 58%	14 17%	3 30%	25 31% U	-
Very likely	309 12% IS	58 22% A	119 22% AEGIKMSUW CB	22 35% CB	4 8%	-	5 7%	1 13%	8 5%	1 25%	5 7%	-	6 8%	2 18%	62 21% AEGIKMSUW	11 26% AEGIKMSUW	8 16% IS	1 17%	9 5%	2 17%	5 6%	1 10%	5 6%	-
Somewhat likely	555 21% U	87 34% A	175 32% AEIKSU CBP	33 52% CBP	7 13%	-	20 26% U	5 63%	30 17%	1 25%	14 20% 100%	1 100%	20 27% U	4 36%	89 30% AEISU	13 30% AEISU	13 27% U	4 67%	38 20%	5 42%	9 11%	2 20%	20 25% U	-
BOTTOM 2 BOX (NET)	1339 52% BCGO	99 38% D	194 35% D	6 10% CGO	31 60% CGO	-	29 38%	2 25%	110 63% ACGMOQ	2 50%	41 59% CGO	-	34 47% O	5 45%	100 34% AEISU	11 26% D	22 45% ACGMOSU	1 17%	103 54% CGO	5 42% ACGMOOSW	61 74% ACGMOOSW	7 70% CGO	45 56% CGO	1 100% CGO
Somewhat unlikely	573 22% BU	28 11%	118 22% D	5 8% D	12 23%	-	12 16%	2 25%	57 32% ACGMOSU	1 25% ACGMOSU	24 35% ACGMOSU	-	11 15%	2 18%	55 18% ACGMOSU	4 9% ACGMOSU	17 35% ACGMOSU	1 17%	32 17%	1 8%	10 12% ACGMOOSW	2 20% CGO	21 26% U	-
Very unlikely	766 30% COQ	71 28% D	76 14% D	1 2% COQ	19 37% COQ	-	17 22%	-	53 30% COQ	1 25% C	17 25% C	-	23 32% COQ	3 27%	45 15% COQ	7 16% D	5 10% ACGMOSU	-	71 37% ACGQO	4 33% ACGQO	51 62% ACGMOOSW	5 50% CGO	24 30% COQ	1 100% COQ
Not sure	383 15% BC	14 5%	60 11%	2 3%	10 19%	-	22 29% ACIKOQUW	-	28 16%	-	9 13%	-	13 18%	-	46 15% BD	8 19% BD	6 12% BD	-	40 21% ACU	-	7 9% ACU	-	10 13% ACU	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	258 100%	548 100%	63 100%	52 100%	-	76 100%	8 100%	176 100%	4 100%	69 100%	1 100%	73 100%	11 100%	298 100%	43 100%	49 100%	6 100%	190 100%	12 100%	82 100%	10 100%	80 100%	1 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_6. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 147

6. .club

Base: Has Heard Of New gTLDs

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	676	548	197	52*	13**	76*	22**	176	18**	69*	23**	73*	38*	298	71*	49*	24**	190	37*	82*	9**	80*	18**
TOP 2 BOX (NET)	1097 42% ISU	423 63% AT	363 66% AEGIKMSUW	156 79% CBNT	18 35%	9 69%	25 33%	10 45%	44 25%	7 39%	27 39%	15 65%	35 48% ISU	22 58%	167 56% AEGIKSU	52 73% OBT	33 67% AEGIKMSUW	16 67%	59 31%	16 43%	21 26%	5 56%	39 49% GISU	12 67%
Very likely	444 17% GISU	208 31% A	157 29% AGIKMSUW	80 41% CBT	9 17% I	2 15%	6 8%	3 14%	9 5%	2 11%	8 12%	6 26%	12 16% I	12 32% AGIKMSUW	88 30% GISU	26 37% GISU	13 27% GISU	9 38%	18 9%	7 19%	6 7%	2 22%	12 15% I	4 22%
Somewhat likely	653 25% A	215 32% A	206 38% AEGIOSU	76 39% B	9 17%	7 54%	19 25%	7 32%	35 20%	5 28%	19 28%	9 39%	23 32% I	10 26% I	79 27% AEIOSU	26 37% AEIOSU	20 41% AEIOSU	7 29%	41 22%	9 24%	15 18%	3 33%	27 34% EISU	8 44%
BOTTOM 2 BOX (NET)	1139 44% BCOQ	205 30% D	132 24% D	35 18% COQ	26 50% COQ	1 8%	31 41% CO	9 41% ACGMOGSW	106 60% ACGMOGSW	11 61% COQ	32 46% COQ	8 35% COQ	29 40% C	15 39% D	85 29% D	16 23% D	13 27% D	6 25% COQ	92 48% COQ	14 38% D	54 66% ACGKMOGSW	3 33% COQ	34 43% CO	5 28% CO
Somewhat unlikely	494 19% BCU	102 15% D	77 14% D	22 11% U	12 23% U	-	13 17% COQ	6 27% ACGMOSUW	57 32% ACGMOSUW	5 28% ACMOSU	20 29% ACMOSU	4 17% ACMOSU	11 15% COQ	8 21% D	50 17% D	8 11% D	10 20% D	3 13% ACKOQ	27 14% ACKOQ	7 19% D	8 10% D	2 22% D	15 19% COQ	3 17% COQ
Very unlikely	645 25% BCOQ	103 15% D	55 10% D	13 7% COQ	14 27% COQ	1 8%	18 24% COQ	3 14% ACGMOGSW	49 60% COQ	6 33% COQ	12 17% COQ	4 17% COQ	18 25% COQ	7 18% D	35 12% D	8 11% D	3 6% D	3 13% ACKOQ	65 34% ACKOQ	7 19% D	46 56% ACGKMOGSW	1 11% COQ	19 24% COQ	2 11% COQ
Not sure	350 14% BC	48 7% D	53 10% D	6 3% D	8 15% D	3 23% ACIMOQUW	20 26% ACIMOQUW	3 14% ACIMOQUW	26 15% ACIMOQUW	-	10 14% ACIMOQUW	-	9 12% ACIMOQUW	1 3% PC	45 15% PC	3 4% PC	3 6% PC	2 8% ACQUW	39 21% ACQUW	7 19% BDNP	7 9% BDNP	1 11% BDNP	7 9% BDNP	1 6% BDNP
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	676 100%	548 100%	197 100%	52 100%	13 100%	76 100%	22 100%	176 100%	18 100%	69 100%	23 100%	73 100%	38 100%	298 100%	71 100%	49 100%	24 100%	190 100%	37 100%	82 100%	9 100%	80 100%	18 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_7. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 148

7. .xyz

Base: Has Heard Of New gTLDs

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	443	548	95*	52*	7**	76*	15**	176	32*	69*	6**	73*	16**	298	63*	49*	25**	190	35*	82*	11**	80*	13**
TOP 2 BOX (NET)	867 34% EISU	228 51% AT	309 56% AEGIKMSUW BJT	59 62% BJT	9 17%	5 71%	24 32% SU	7 47%	38 22%	13 41% I	20 29% SU	2 33%	26 36% EISU	6 38%	158 53% AEGIKMSUW	39 62% T	17 35% ESU	12 48%	32 17%	11 31% S	10 12%	2 18%	24 30% SU	8 62%
Very likely	338 13% GISU	96 22% AJ	125 23% AEGIKMSUW J	26 27% J	4 8%	1 14%	4 5% ESU	2 13%	10 6% S	2 6% S	8 12% S	1 17%	7 10%	2 13%	77 26% AEGIKMSUW BJT	23 37% GISU	8 16% GISU	4 16%	8 4%	4 11%	4 5%	1 9%	7 9%	2 15%
Somewhat likely	529 20% ESU	132 30% A	184 34% AEGIKMSUW	33 35%	5 10%	4 57%	20 26% ESU	5 33%	28 16% I	11 34% I	12 17% I	1 17%	19 26% ESU	4 25%	81 27% AEISU	16 25%	9 18%	8 32%	24 13%	7 20%	6 7%	1 9%	17 21% U	6 46%
BOTTOM 2 BOX (NET)	1336 52% BCGO	171 39% D	183 33% CGO	26 27%	32 62% CGO	2 29%	28 37%	8 53%	111 63% ACGO	18 56% BDP	40 58% CGO	3 50%	37 51% CO	9 56%	96 32% AEISU	19 30%	26 53% CO	7 28%	115 61% ACGO	19 54% BDP	64 78% ACGKMSUW BDP	7 64%	47 59% CGO	2 15%
Somewhat unlikely	560 22% O	80 18%	117 21%	18 19%	12 23%	1 14%	10 13%	6 40%	56 32% ACGMOSU	8 25% ACGMOU	22 32% ACGMOU	2 33%	10 14%	2 13%	47 16% ACGMOSU	8 13% ACGMOSU	19 39% ACGMOSU	4 16%	42 22%	6 17%	12 15%	5 45%	24 30% GMOU	-
Very unlikely	776 30% BCOQ	91 21% D	66 12% CGO	8 8%	20 38% COQ	1 14%	18 24% C	2 13%	55 31% COQ	10 31% D	18 26% C	1 17%	27 37% COQ	7 44%	49 16% ACGMOSU	11 17%	7 14%	3 12% ACGOQ	73 38% BDP	13 37% ACGKMSUW BDP	52 63% ACGKMSUW	2 18%	23 29% CO	2 15%
Not sure	383 15% BC	44 10%	56 10%	10 11%	11 21% C	-	24 32% ACIKMOUW	-	27 15%	1 3%	9 13%	1 17%	10 14%	1 6%	43 14% ACOUW	5 8%	6 12%	6 24%	43 23% ACOUW	5 14%	8 10%	2 18%	9 11%	3 23%
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	443 100%	548 100%	95 100%	52 100%	7 100%	76 100%	15 100%	176 100%	32 100%	69 100%	6 100%	73 100%	16 100%	298 100%	63 100%	49 100%	25 100%	190 100%	35 100%	82 100%	11 100%	80 100%	13 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_16. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 149

16. .top

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	466	**	186	**	16**	**	14**	**	23**	**	12**	**	24**	**	37*	**	19**	**	10**	**	5**	**	14**
TOP 2 BOX (NET)	-	297 64%	-	142 76% B	-	8 50%	-	6 43%	-	14 61%	-	4 33%	-	17 71%	-	27 73%	-	13 68%	-	6 60%	-	1 20%	-	9 64%
Very likely	-	148 32%	-	72 39% B	-	4 25%	-	3 21%	-	5 22%	-	1 8%	-	11 46%	-	14 38%	-	7 37%	-	-	-	1 20%	-	4 29%
Somewhat likely	-	149 32%	-	70 38% B	-	4 25%	-	3 21%	-	9 39%	-	3 25%	-	6 25%	-	13 35%	-	6 32%	-	6 60%	-	-	-	5 36%
BOTTOM 2 BOX (NET)	-	133 29% D	-	33 18%	-	6 38%	-	8 57%	-	9 39%	-	6 50%	-	5 21%	-	8 22%	-	5 26%	-	3 30%	-	2 40%	-	4 29%
Somewhat unlikely	-	77 17%	-	27 15%	-	2 13%	-	6 43%	-	2 9%	-	3 25%	-	3 13%	-	4 11%	-	4 21%	-	1 10%	-	2 40%	-	2 14%
Very unlikely	-	56 12% D	-	6 3%	-	4 25%	-	2 14%	-	7 30%	-	3 25%	-	2 8%	-	4 11% D	-	1 5%	-	2 20%	-	-	-	2 14%
Not sure	-	36 8%	-	11 6%	-	2 13%	-	-	-	-	-	2 17%	-	2 8%	-	2 5%	-	1 5%	-	1 10%	-	2 40%	-	1 7%
Sigma	-	466 100%	-	186 100%	-	16 100%	-	14 100%	-	23 100%	-	12 100%	-	24 100%	-	37 100%	-	19 100%	-	10 100%	-	5 100%	-	14 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_17. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
17. .pics

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	485	**	107	**	12**	**	12**	**	13**	**	7**	**	14**	**	79*	**	8**	**	28**	**	19**	**	14**
TOP 2 BOX (NET)	-	313 65%	-	83 78% B	-	7 58%	-	9 75%	-	5 38%	-	4 57%	-	8 57%	-	61 77% B	-	6 75%	-	15 54%	-	8 42%	-	9 64%
Very likely	-	134 28%	-	34 32%	-	2 17%	-	2 17%	-	2 15%	-	2 29%	-	3 21%	-	32 41% B	-	3 38%	-	7 25%	-	5 26%	-	4 29%
Somewhat likely	-	179 37%	-	49 46% B	-	5 42%	-	7 58%	-	3 23%	-	2 29%	-	5 36%	-	29 37%	-	3 38%	-	8 29%	-	3 16%	-	5 36%
BOTTOM 2 BOX (NET)	-	136 28% DP	-	17 16%	-	3 25%	-	2 17%	-	7 54%	-	2 29%	-	5 36%	-	15 19%	-	2 25%	-	9 32%	-	9 47%	-	4 29%
Somewhat unlikely	-	77 16%	-	15 14%	-	3 25%	-	2 17%	-	1 8%	-	2 29%	-	1 7%	-	8 10%	-	2 25%	-	4 14%	-	5 26%	-	2 14%
Very unlikely	-	59 12% D	-	2 2%	-	-	-	-	-	6 46%	-	-	-	4 29%	-	7 9% D	-	-	-	5 18%	-	4 21%	-	2 14%
Not sure	-	36 7%	-	7 7%	-	2 17%	-	1 8%	-	1 8%	-	1 14%	-	1 7%	-	3 4%	-	-	-	4 14%	-	2 11%	-	1 7%
Sigma	-	485 100%	-	107 100%	-	12 100%	-	12 100%	-	13 100%	-	7 100%	-	14 100%	-	79 100%	-	8 100%	-	28 100%	-	19 100%	-	14 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_18. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
18. .online

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1142	**	186	**	24**	**	27**	**	29**	**	23**	**	53*	**	142	**	36*	**	89*	**	31*	**	45*
TOP 2 BOX (NET)	-	805 70%	-	153 82% BTX	-	14 58%	-	19 70%	-	16 55%	-	10 43%	-	42 79%	-	120 85% BTX	-	28 78%	-	58 65%	-	24 77%	-	29 64%
Very likely	-	418 37%	-	68 37%	-	6 25%	-	10 37%	-	2 7%	-	4 17%	-	19 36%	-	78 55% BDNT	-	16 44%	-	32 36%	-	14 45%	-	18 40%
Somewhat likely	-	387 34%	-	85 46% BPTX	-	8 33%	-	9 33%	-	14 48%	-	6 26%	-	23 43%	-	42 30%	-	12 33%	-	26 29%	-	10 32%	-	11 24%
BOTTOM 2 BOX (NET)	-	253 22% DP	-	25 13%	-	7 29%	-	5 19%	-	12 41%	-	9 39%	-	10 19%	-	16 11%	-	6 17%	-	19 21% P	-	4 13%	-	11 24% P
Somewhat unlikely	-	138 12%	-	17 9%	-	5 21%	-	2 7%	-	10 34%	-	6 26%	-	5 9%	-	12 8%	-	4 11%	-	7 8%	-	1 3%	-	7 16%
Very unlikely	-	115 10% DP	-	8 4%	-	2 8%	-	3 11%	-	2 7%	-	3 13%	-	5 9%	-	4 3%	-	2 6%	-	12 13% DP	-	3 10%	-	4 9%
Not sure	-	84 7%	-	8 4%	-	3 13%	-	3 11%	-	1 3%	-	4 17%	-	1 2%	-	6 4%	-	2 6%	-	12 13% BDNP	-	3 10%	-	5 11%
Sigma	-	1142 100%	-	186 100%	-	24 100%	-	27 100%	-	29 100%	-	23 100%	-	53 100%	-	142 100%	-	36 100%	-	89 100%	-	31 100%	-	45 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_19. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
19. .space

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	700	**	152	**	6**	**	20**	**	15**	**	11**	**	27**	**	66*	**	22**	**	57*	**	12**	**	13**
TOP 2 BOX (NET)	-	417 60%	-	119 78% BT	-	-	-	13 65%	-	6 40%	-	8 73%	-	13 48%	-	49 74% BT	-	12 55%	-	30 53%	-	5 42%	-	4 31%
Very likely	-	190 27%	-	57 38% BT	-	-	-	6 30%	-	2 13%	-	3 27%	-	4 15%	-	26 39% B	-	5 23%	-	13 23%	-	4 33%	-	3 23%
Somewhat likely	-	227 32%	-	62 41% B	-	-	-	7 35%	-	4 27%	-	5 45%	-	9 33%	-	23 35%	-	7 32%	-	17 30%	-	1 8%	-	1 8%
BOTTOM 2 BOX (NET)	-	215 31% D	-	25 16%	-	6 100%	-	6 30%	-	8 53%	-	3 27%	-	13 48%	-	16 24%	-	5 23%	-	12 21%	-	5 42%	-	8 62%
Somewhat unlikely	-	106 15%	-	19 13%	-	3 50%	-	5 25%	-	4 27%	-	2 18%	-	3 11%	-	6 9%	-	2 9%	-	6 11%	-	3 25%	-	3 23%
Very unlikely	-	109 16% D	-	6 4%	-	3 50%	-	1 5%	-	4 27%	-	1 9%	-	10 37%	-	10 15% D	-	3 14%	-	6 11%	-	2 17%	-	5 38%
Not sure	-	68 10% DP	-	8 5%	-	-	-	1 5%	-	1 7%	-	-	-	1 4%	-	1 2%	-	5 23%	-	15 26% BDP	-	2 17%	-	1 8%
Sigma	-	700 100%	-	152 100%	-	6 100%	-	20 100%	-	15 100%	-	11 100%	-	27 100%	-	66 100%	-	22 100%	-	57 100%	-	12 100%	-	13 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_20. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
20. .website

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	886	**	143	**	21**	**	27**	**	28**	**	24**	**	25**	**	107	**	27**	**	44*	**	22**	**	34*
TOP 2 BOX (NET)	-	594 67%	-	110 77% BTX	-	15 71%	-	16 59%	-	13 46%	-	15 63%	-	15 60%	-	87 81% BTX	-	16 59%	-	27 61%	-	18 82%	-	20 59%
Very likely	-	318 36%	-	55 38%	-	8 38%	-	9 33%	-	4 14%	-	7 29%	-	7 28%	-	51 48% BX	-	4 15%	-	15 34%	-	12 55%	-	8 24%
Somewhat likely	-	276 31%	-	55 38% B	-	7 33%	-	7 26%	-	9 32%	-	8 33%	-	8 32%	-	36 34%	-	12 44%	-	12 27%	-	6 27%	-	12 35%
BOTTOM 2 BOX (NET)	-	216 24% DP	-	25 17%	-	6 29%	-	9 33%	-	11 39%	-	7 29%	-	7 28%	-	14 13%	-	7 26%	-	11 25%	-	4 18%	-	9 26%
Somewhat unlikely	-	109 12%	-	18 13%	-	5 24%	-	5 19%	-	6 21%	-	6 25%	-	3 12%	-	9 8%	-	6 22%	-	4 9%	-	-	-	4 12%
Very unlikely	-	107 12% DP	-	7 5%	-	1 5%	-	4 15%	-	5 18%	-	1 4%	-	4 16%	-	5 5%	-	1 4%	-	7 16% DP	-	4 18%	-	5 15% DP
Not sure	-	76 9%	-	8 6%	-	-	-	2 7%	-	4 14%	-	2 8%	-	3 12%	-	6 6%	-	4 15%	-	6 14%	-	-	-	5 15%
Sigma	-	886 100%	-	143 100%	-	21 100%	-	27 100%	-	28 100%	-	24 100%	-	25 100%	-	107 100%	-	27 100%	-	44 100%	-	22 100%	-	34 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_21. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

21. .news

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1253	**	252	**	27**	**	44*	**	45*	**	29**	**	57*	**	130	**	59*	**	108	**	36*	**	47*
TOP 2 BOX (NET)	-	717 57% JV	-	186 74% BJNTV	-	18 67%	-	29 66% JV	-	19 42%	-	16 55%	-	28 49% V	-	89 68% BJNTV	-	45 76% BJNTV	-	53 49% V	-	9 25%	-	30 64% JV
Very likely	-	346 28% J	-	94 37% BJNTVX	-	9 33%	-	12 27% J	-	3 7%	-	9 31%	-	11 19%	-	50 38% BJNTVX	-	23 39% BJNVX	-	28 26% J	-	6 17%	-	8 17%
Somewhat likely	-	371 30% V	-	92 37% BTV	-	9 33%	-	17 39% V	-	16 36% V	-	7 24%	-	17 30% V	-	39 30% V	-	22 37% V	-	25 23% V	-	3 8%	-	22 47% BPTV
BOTTOM 2 BOX (NET)	-	439 35% DPR	-	52 21% DPR	-	6 22%	-	11 25% BDHPR	-	22 49% BDHPR	-	10 34%	-	27 47% BDHPR	-	34 26% BDHPR	-	8 14% DR	-	41 38% DR	-	22 61% BDHPRTX	-	14 30% R
Somewhat unlikely	-	217 17%	-	44 17%	-	2 7%	-	7 16% BDPRT	-	15 33% BDPRT	-	7 24%	-	12 21%	-	15 12%	-	6 10%	-	18 17%	-	10 28% PR	-	11 23%
Very unlikely	-	222 18% DRX	-	8 3% DRX	-	4 15%	-	4 9% DR	-	7 16% DR	-	3 10%	-	15 26% DHRX	-	19 15% DR	-	2 3% DRX	-	23 21% DRX	-	12 33% BDHPRX	-	3 6%
Not sure	-	97 8%	-	14 6%	-	3 11%	-	4 9%	-	4 9%	-	3 10%	-	2 4%	-	7 5%	-	6 10% BDP	-	14 13% BDP	-	5 14%	-	3 6%
Sigma	-	1253 100%	-	252 100%	-	27 100%	-	44 100%	-	45 100%	-	29 100%	-	57 100%	-	130 100%	-	59 100%	-	108 100%	-	36 100%	-	47 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_22. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
22. .site

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	862	**	123	**	21**	**	30*	**	28**	**	28**	**	16**	**	107	**	39*	**	57*	**	28**	**	28**
TOP 2 BOX (NET)	-	573	-	96	-	15	-	17	-	19	-	18	-	12	-	82	-	27	-	31	-	15	-	18
	-	66%	-	78%	-	71%	-	57%	-	68%	-	64%	-	75%	-	77%	-	69%	-	54%	-	54%	-	64%
				BHT												BHT								
Very likely	-	280	-	43	-	6	-	7	-	5	-	6	-	6	-	39	-	13	-	18	-	7	-	8
	-	32%	-	35%	-	29%	-	23%	-	18%	-	21%	-	38%	-	36%	-	33%	-	32%	-	25%	-	29%
Somewhat likely	-	293	-	53	-	9	-	10	-	14	-	12	-	6	-	43	-	14	-	13	-	8	-	10
	-	34%	-	43%	-	43%	-	33%	-	50%	-	43%	-	38%	-	40%	-	36%	-	23%	-	29%	-	36%
				BT												T								
BOTTOM 2 BOX (NET)	-	222	-	21	-	5	-	10	-	8	-	8	-	4	-	19	-	8	-	20	-	9	-	7
	-	26%	-	17%	-	24%	-	33%	-	29%	-	29%	-	25%	-	18%	-	21%	-	35%	-	32%	-	25%
				DP				D												DP				
Somewhat unlikely	-	128	-	18	-	4	-	7	-	5	-	6	-	2	-	6	-	7	-	10	-	8	-	6
	-	15%	-	15%	-	19%	-	23%	-	18%	-	21%	-	13%	-	6%	-	18%	-	18%	-	29%	-	21%
				P				P										P		P				
Very unlikely	-	94	-	3	-	1	-	3	-	3	-	2	-	2	-	13	-	1	-	10	-	1	-	1
	-	11%	-	2%	-	5%	-	10%	-	11%	-	7%	-	13%	-	12%	-	3%	-	18%	-	4%	-	4%
				D				D								D				DR				
Not sure	-	67	-	6	-	1	-	3	-	1	-	2	-	-	-	6	-	4	-	6	-	4	-	3
	-	8%	-	5%	-	5%	-	10%	-	4%	-	7%	-	-	-	6%	-	10%	-	11%	-	14%	-	11%
Sigma	-	862	-	123	-	21	-	30	-	28	-	28	-	16	-	107	-	39	-	57	-	28	-	28
	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_23. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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23. .toronto

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	18**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	9 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	6 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	18 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_24. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
24. .guadalajara

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	7**
TOP 2 BOX (NET)	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	3 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	2 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	7 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_25. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
25. .roma

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	8**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	2 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	2 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	4 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	8 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_26. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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26. .istanbul

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	13**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	12 92%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	7 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	5 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	13 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_27. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
27. .madrid

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	5**
TOP 2 BOX (NET)	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	3 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	2 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	5 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_28. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
28. .warszawa

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	9**	
TOP 2 BOX (NET)	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_29. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
29. .paris

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																						
	Asia										Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	28**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	7 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	8 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	12 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	5 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	7 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	28 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_30. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 163

30. Foshan

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	82*	..	82*
TOP 2 BOX (NET)	-	53 65%	-	53 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	32 39%	-	32 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	21 26%	-	21 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	25 30%	-	25 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	16 20%	-	16 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	9 11%	-	9 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 5%	-	4 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	82 100%	-	82 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_31. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 164

31. .hanoi

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	9**	9**
TOP 2 BOX (NET)	-	6 67%	-	-	-	6 67%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	2 22%	-	-	-	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	4 44%	-	-	-	4 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	3 33%	-	-	-	3 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 22%	-	-	-	2 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 11%	-	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	9 100%	-	-	-	9 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_32. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 165

32. .manilla

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	16**	**	**	**	**	**	16**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	12 75%	-	-	-	-	-	12 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 38%	-	-	-	-	-	6 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 38%	-	-	-	-	-	6 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	4 25%	-	-	-	-	-	4 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 19%	-	-	-	-	-	3 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	1 6%	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	16 100%	-	-	-	-	-	16 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_33. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 166

33. .tokyo

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	70*	70*	
TOP 2 BOX (NET)	-	31 44%	-	-	-	-	-	-	31 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	9 13%	-	-	-	-	-	-	9 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	22 31%	-	-	-	-	-	-	22 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	35 50%	-	-	-	-	-	-	35 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	16 23%	-	-	-	-	-	-	16 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	19 27%	-	-	-	-	-	-	19 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	4 6%	-	-	-	-	-	-	4 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	70 100%	-	-	-	-	-	-	70 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_34. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 167

34. .seoul

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	28**	**	**	**	**	**	**	**	**	28**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	15 54%	-	-	-	-	-	-	-	-	15 54%	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 21%	-	-	-	-	-	-	-	-	6 21%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	9 32%	-	-	-	-	-	-	-	-	9 32%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	11 39%	-	-	-	-	-	-	-	-	11 39%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	6 21%	-	-	-	-	-	-	-	-	6 21%	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	5 18%	-	-	-	-	-	-	-	-	5 18%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 7%	-	-	-	-	-	-	-	-	2 7%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	28 100%	-	-	-	-	-	-	-	-	28 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_35. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
35. .MOCKBa

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	18**	**	**	**	**	**	**	**	**	**	**	18**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	12 67%	-	-	-	-	-	-	-	-	-	-	12 67%	-	-	-	-	-	-	-	-	-	-
Very likely	-	8 44%	-	-	-	-	-	-	-	-	-	-	8 44%	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	4 22%	-	-	-	-	-	-	-	-	-	-	4 22%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 33%	-	-	-	-	-	-	-	-	-	-	6 33%	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	2 11%	-	-	-	-	-	-	-	-	-	-	2 11%	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	4 22%	-	-	-	-	-	-	-	-	-	-	4 22%	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	18 100%	-	-	-	-	-	-	-	-	-	-	18 100%	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_36. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
36. .delhi

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..**	59*	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	59*	..**	..**	..**	..**	..**	..**	..**	..**
TOP 2 BOX (NET)	-	44 75%	-	-	-	-	-	-	-	-	-	-	-	-	44 75%	-	-	-	-	-	-	-	-
Very likely	-	25 42%	-	-	-	-	-	-	-	-	-	-	-	-	25 42%	-	-	-	-	-	-	-	-
Somewhat likely	-	19 32%	-	-	-	-	-	-	-	-	-	-	-	-	19 32%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	13 22%	-	-	-	-	-	-	-	-	-	-	-	-	13 22%	-	-	-	-	-	-	-	-
Somewhat unlikely	-	5 8%	-	-	-	-	-	-	-	-	-	-	-	-	5 8%	-	-	-	-	-	-	-	-
Very unlikely	-	8 14%	-	-	-	-	-	-	-	-	-	-	-	-	8 14%	-	-	-	-	-	-	-	-
Not sure	-	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-
Sigma	-	59 100%	-	-	-	-	-	-	-	-	-	-	-	-	59 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_37. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 170

37. .jakarta

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	19**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	12 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12 63%	-	-	-	-	-	-
Very likely	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 32%	-	-	-	-	-	-
Somewhat likely	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 32%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	6 32%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 32%	-	-	-	-	-	-
Somewhat unlikely	-	5 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 26%	-	-	-	-	-	-
Very unlikely	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Not sure	-	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-
Sigma	-	19 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 100%	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_38. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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38. .abuja

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	17**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17**	**	**	**	**
TOP 2 BOX (NET)	-	9 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 53%	-	-	-	-
Very likely	-	5 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 29%	-	-	-	-
Somewhat likely	-	4 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 24%	-	-	-	-
BOTTOM 2 BOX (NET)	-	7 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 41%	-	-	-	-
Somewhat unlikely	-	2 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 12%	-	-	-	-
Very unlikely	-	5 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 29%	-	-	-	-
Not sure	-	1 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-	-
Sigma	-	17 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_39. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
39. .capetown

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	20**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20**	**	**
TOP 2 BOX (NET)	-	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 50%	-	-
Very likely	-	4 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 20%	-	-
Somewhat likely	-	6 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 30%	-	-
BOTTOM 2 BOX (NET)	-	8 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 40%	-	-
Somewhat unlikely	-	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 15%	-	-
Very unlikely	-	5 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 25%	-	-
Not sure	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 10%	-	-
Sigma	-	20 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_40. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
40. .cairo

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	26**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26**
TOP 2 BOX (NET)	-	20 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 77%
Very likely	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 23%
Somewhat likely	-	14 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 54%
BOTTOM 2 BOX (NET)	-	5 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 19%
Somewhat unlikely	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 8%
Very unlikely	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 12%
Not sure	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 4%
Sigma	-	26 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_41. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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Table 174

41. .bogota

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	26**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	13 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	6 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	7 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	7 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	3 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	26 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_42. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
42. .cordoba

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	10**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	2 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	8 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	7 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	10 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_43. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
43. .rio

Base: Has Heard Of New gTLDs

2015 Total Registrants	Country																						
	Asia										Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	21**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	9 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	-	3 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	-	6 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	10 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	-	7 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	-	3 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	21 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_8. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
8. .berlin

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	108	32*	
TOP 2 BOX (NET)	29 27%	8 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	15 14%	5 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	14 13%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	67 62%	21 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	20 19%	6 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	47 44%	15 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	12 11%	3 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	32 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_9. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

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Table 178

9. .ovh

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	108	6**
TOP 2 BOX (NET)	19 18%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	11 10%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	8 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	75 69%	3 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	21 19%	1 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	54 50%	2 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	14 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	6 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_10. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

19 Aug 2016
Table 179

10. .london

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	419	20**
TOP 2 BOX (NET)	100 24%	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	39 9%	1 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	61 15%	2 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	244 58%	14 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	90 21%	4 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	154 37%	10 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	74 18%	3 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	419 100%	20 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_11. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?

11. .nyc

Base: Has Heard Of New gTLDs

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	64*	23**	
TOP 2 BOX (NET)	11 17%	8 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	8 13%	2 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	3 5%	6 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	50 78%	15 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	6 9%	5 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	44 69%	10 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	3 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	23 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_12. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
12. .wang

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	110	548	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	313 57%	82 75% A	313 57%	82 75% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	138 25%	38 35% A	138 25%	38 35% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	175 32%	44 40%	175 32%	44 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	176 32% B	23 21%	176 32% D	23 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	111 20%	18 16%	111 20%	18 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	65 12% B	5 5%	65 12% D	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	59 11% B	5 5%	59 11% D	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	110 100%	548 100%	110 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q820_13. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
13. .xn-ses554g (Chinese for network address)

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	37*	548	37*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	326 59%	30 81% A	326 59%	30 81% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	153 28%	13 35%	153 28%	13 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	173 32%	17 46%	173 32%	17 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	176 32% B	5 14%	176 32% D	5 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	112 20%	3 8%	112 20%	3 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	64 12%	2 5%	64 12%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	46 8%	2 5%	46 8%	2 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	37 100%	548 100%	37 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q820_14. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs?
14. .xn-55qx5d (Chinese for company)

Base: Has Heard Of New gTLDs

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	47*	548	47*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	330 60%	40 85% A	330 60%	40 85% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely	138 25%	18 38%	138 25%	18 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat likely	192 35%	22 47%	192 35%	22 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	168 31% B	7 15%	168 31% D	7 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat unlikely	96 18% B	3 6%	96 18% D	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very unlikely	72 13%	4 9%	72 13%	4 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	50 9% B	-	50 9% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	47 100%	548 100%	47 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
One that seems most relevant to my needs	-	1094 33% ALNX	-	172 31% CLNX	-	13 25% E	-	45 45% GBDFJLNXP	-	46 26% IN	-	21 21% K	-	21 16% M	-	104 32% OLNX	-	32 32% QNX	-	102 51% SBOFJLNPRX	-	40 40% UJLNX	-	19 19% W
Reasonable price	804 31% BC	774 23% PT	146 27% D	112 20% H	16 31% T	10 19% H	23 30% T	28 28% JACKOU	70 40% T	45 26% T	15 22% T	26 26% T	28 38% CK	37 29% DPRT	91 31% P	62 19% H	13 27% H	17 17% H	59 31% T	33 17% H	21 26% H	24 24% H	23 29% BDFPRT	36 36% H
Has a well-known extension	1246 48% BO	722 22% H	268 49% DO	116 21% H	32 62% FIO	18 35% BDHJLTX	43 57% HIO	12 12% G	74 42% J	34 19% T	40 58% LIO	16 16% S	32 44% N	38 30% BDHJLTX	119 40% P	77 23% H	30 61% RIO	31 31% BDHJLTX	104 55% TIO	40 20% VO	45 55% VO	23 23% H	45 56% XIO	18 18% H
One that is close to the one I wanted and is available to register	-	514 15% AT	-	92 17% CT	-	8 15% E	-	12 12% G	-	36 20% ITV	-	29 29% S	-	20 16% M	-	49 15% O	-	14 14% Q	-	19 10% S	-	11 11% U	-	15 15% W
Has a new extension	296 11% BS	227 7% T	97 18% DAEISUW	59 11% BHTV	3 6% H	3 6% H	9 12% HS	3 3% S	15 9% S	12 7% S	9 13% S	8 8% S	7 10% S	11 9% T	67 22% PAEGIMOSUW	38 12% BHTV	4 8% R	6 6% R	6 3% R	6 3% R	4 5% R	3 3% R	5 6% R	11 11% HTV
All of my other preferred gTLDs are unavailable	202 8% BCG	-	29 5% D	-	1 2% D	-	1 1% D	-	16 9% JG	-	4 6% L	-	6 8% NG	-	19 6% P	-	2 4% R	-	16 8% TG	-	11 13% VCEGO	-	6 8% X	-
Other	22 1% D	18 1% D	2 * D	-	-	-	-	1 1% D	1 1% D	3 2% BDP	1 1% D	1 1% D	-	1 1% D	1 * D	-	-	-	5 3% TACO	-	1 1% D	-	-	1 1% D
Not Sure	17 1% B	-	6 1% D	-	-	-	-	-	-	-	-	-	-	-	1 * D	-	-	-	-	-	-	-	-	1 1% D
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	1751 68% IK	2270 81% J AGIKMSUW BFJLNPTVX	446 81% AGIKMSUW BFJLNPTVX	453 82% IKUW	41 79% J	35 67% J	49 64% I	73 72% J	73 41% I	86 49% J	36 52% I	61 60% J	47 64% I	85 66% J	242 81% PAGIKMSUW	244 74% BJLT AGIKMUW	41 84% AGIKMUW	78 78% BJLT	134 71% IK	127 64% J	49 60% I	70 69% J	49 61% I	67 67% J
.photography	1516 59% BIK	1857 55% AEIKW BFJLNPTVX	355 65% AEIKW BFJLNPTVX	355 64% BFJLNPTVX	26 50% I	23 44% I	44 58% IK BFJLNPTVX	69 68% BIK	62 35% I	69 39% J	28 41% I	38 38% I	39 53% I	64 50% P PACIKMSUW	216 72% BFJLNPTVX	207 63% AGIKMSUW	41 84% AGIKMUW	75 75% BFJLNPTVX	123 65% IKW	112 56% JL	52 63% IK	60 59% JL	41 51% I	50 50% I
.link	1617 62% IK	2024 60% JN AGIKMSUW BFJLNPTVX	409 75% AGIKMSUW BFJLNPTVX	428 60% BFJLNPTVX	34 65% I	31 60% I	48 63% I	66 65% JN	68 39% I	89 51% J	33 48% I	57 56% I	42 58% I	63 49% I	213 71% AIKMU BJNV	221 67% AIKMU	39 80% AIKMU BFJLNPTVX	82 82% IK	126 66% N	121 61% I	48 59% I	56 55% I	53 66% IK	62 62% I
.guru	1261 49% BEIKW	1433 43% FJN AEGIKMSUW BFJLNPTVX	346 63% AEGIKMSUW BFJLNPTVX	321 58% BFJLNPTVX	18 35% I	11 21% I	37 49% IK FJLN	52 51% FJLN	51 29% I	57 32% J	22 32% I	35 35% I	30 41% I	39 30% I	204 68% PAEIKMSUW	176 53% BFJLNPTVX	39 80% AEGIKMSUW	72 72% BFJLNPTVX	108 57% TAEIKMUW	92 46% FJN	35 43% I	44 44% FN	30 38% I	43 43% F
.realtor	1215 47% EIKW	1560 47% FJLN AEIKW BFJLNPTVX	328 60% AEIKW BFJLNPTVX	331 60% BFJLNPTVX	12 23% I	8 15% I	38 50% EIKW FJLN	52 51% FJLN	55 31% I	59 34% F	19 28% I	27 27% I	29 40% I	47 37% F	191 64% PAEIKMSUW	175 53% BFJLNPTVX	32 65% AEIKW BFJLNPTVX	60 60% AEIKW BFJLNPTVX	105 55% AEIKW FJLN	104 52% FJLN	44 54% EIKW BFJLN	60 59% BFJLN	26 33% I	36 36% F
.club	1411 55% I	1752 52% FJL AEGIKMSUW BFJLNPTVX	409 75% AEGIKMSUW BFJLNPTVX	419 76% BFJLNPTVX	23 44% I	17 33% I	37 49% I	53 52% FJ	55 31% I	65 37% J	30 43% I	42 42% I	37 51% I	63 49% FJ	204 65% AEGIKMSUW	176 62% BFJLNPTVX	39 86% AEGIKMSUW	73 73% BFJLNPTVX	102 54% I	97 49% FJ	40 49% I	51 50% FJ	40 50% I	46 46% I
.xyz	1079 42% BIKU	1284 38% FLN AEGIKMSUW BFJLNPTVX	349 64% AEGIKMSUW BFJLNPTVX	341 62% BFJLNPTVX	17 33% I	9 17% I	27 36% I	37 37% F	49 28% I	59 34% F	19 28% I	29 29% I	25 34% I	37 29% I	163 55% AEGIKMSUW	163 49% BFJLNPTVX	28 57% AEGIKMSUW	58 58% BFJLNPTVX	69 36% I	73 37% F	23 28% I	31 31% I	26 33% I	39 39% F
.top	-	1578 47% JT	-	401 73% BFJLNPTVX	-	18 35% I	-	47 47% I	-	70 40% I	-	42 42% I	-	58 45% I	-	184 56% BFJLNPTVX	-	73 73% BFJLNPTVX	-	80 40% I	-	44 44% I	-	45 45% I
.pics	-	1649 49% FJLN	-	371 67% BFJLNPTVX	-	18 35% I	-	44 44% I	-	69 39% I	-	38 38% I	-	46 36% I	-	192 58% BFHJLN	-	74 74% BFHJLNPTVX	-	102 51% FJLN	-	54 53% FJLN	-	51 51% N
.online	-	2175 65% JL	-	422 77% BFJL	-	33 63% JL	-	71 70% JL	-	83 47% I	-	47 47% I	-	89 70% JL	-	238 72% BJL	-	80 80% BFJL	-	146 73% BJL	-	69 68% JL	-	68 68% JL
.space	-	1743 52% FJN	-	381 69% BFJLNPTVX	-	17 33% I	-	57 56% FJN	-	61 35% I	-	43 43% I	-	54 42% I	-	205 62% BFJLNPTVX	-	71 71% BFJLNPTVX	-	103 52% FJ	-	51 50% FJ	-	48 48% J
.website	-	2059 61% JLN	-	382 69% BJLNT	-	31 60% I	-	68 67% JLN	-	83 47% I	-	51 50% I	-	66 52% I	-	231 70% BJLNT	-	81 81% BFJLNPTVX	-	117 59% J	-	63 62% J	-	61 61% J
.news	-	2403 72% JLN	-	451 82% BFJLNPTVX	-	36 69% I	-	83 82% BFJLNPTVX	-	101 57% I	-	62 61% I	-	82 64% I	-	255 77% BJLN	-	92 92% BFJLNPTVX	-	157 79% BJLN	-	79 78% JLN	-	69 69% I
.site	-	1971 59% JN	-	391 71% BFJLNPTVX	-	28 54% I	-	71 70% BFJLNPTVX	-	83 47% I	-	51 50% I	-	53 41% I	-	216 65% BJLN	-	80 80% BFJLNPTVX	-	122 61% JN	-	60 59% N	-	56 56% N

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.toronto	-	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	38 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	33 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	54 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	351 64%	-	351 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	27 52%	-	-	-	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	57 56%	-	-	-	-	-	57 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	111 63%	-	-	-	-	-	-	-	111 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	63 62%	-	-	-	-	-	-	-	-	-	63 62%	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	77 60%	-	-	-	-	-	-	-	-	-	-	-	77 60%	-	-	-	-	-	-	-	-	-	-
.delhi	-	194 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	194 59%	-	-	-	-	-	-	-	-

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

Q825. Please rate the following gTLDs by how trustworthy you feel they are.

SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.jakarta	-	79 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79 79%	-	-	-	-	-	-
.abuja	-	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 53%	-	-	-	-
.capetown	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 76%	-	-
.cairo	-	61 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 61%
.bogota	-	71 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	28 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	89 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	70 65%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	29 27%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	213 51%	67 67% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	38 59%	118 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	356 65%	333 60%	356 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses54g (Chinese for network address)	378 69% B	295 54%	378 69% D	295 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	369 67% B	312 57%	369 67% D	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q825. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOTAL TRUSTWORTHY (NET)	2112	3016	510	530	48	49	59	95	93	135	46	86	59	113	276	313	46	98	162	185	63	94	67	92
	82% IK	90% AJ	93% AGIKMSUW	96% CBLJNT	92% AGIKU	94% J	78% I	94% GJL	53% I	77% I	67% K	85% K	81% I	88% J	93% AGIKMSUW	95% BJLN	94% AGIKMU	98% BJLN	85% IK	93% SJJ	77% I	93% UJ	84% IK	92% J
TOTAL TRUSTWORTHY CONSISTENT (NET)	2112	2872	510	522	48	45	59	94	93	117	46	74	59	105	276	302	46	95	162	178	63	85	67	84
	82% IK	86% AJL	93% AGIKMSUW	95% BFLJNVTX	92% AGIKU	87% J	79% I	93% GJLN	53% I	66% I	67% I	73% I	81% I	82% J	93% AGIKMSUW	92% BJLN	94% AGIKMU	95% BJLN	85% IK	89% JL	77% I	84% J	84% IK	84% J
TOTAL TRUSTWORTHY ADDED (NET)	-	2940	-	523	-	46	-	94	-	129	-	83	-	110	-	310	-	98	-	180	-	92	-	91
	-	88% AJ	-	95% CBLJNT	-	88% EJ	-	93% GJL	-	73% I	-	82% K	-	86% MJ	-	94% OBJLN	-	98% QBFJLNTVX	-	90% SJ	-	91% UJ	-	91% WJ
TRUSTWORTHY GLOBAL (NET)	2090	2993	502	528	48	48	59	95	93	128	46	85	59	112	276	312	46	98	162	184	63	92	67	91
	81% IK	89% AJ	92% AGIKMSUW	96% CBLJNTX	92% AGIKU	92% J	78% I	94% GJLN	53% I	73% I	67% I	84% KJ	81% I	88% J	93% AGIKMSUW	95% BJLN	94% AGIKMU	98% BJLNTVX	85% IK	92% SJJ	77% I	91% UJ	84% IK	91% J
TRUSTWORTHY GLOBAL CONSISTENT (NET)	2090	2853	502	520	48	45	59	94	93	117	46	74	59	105	276	302	46	95	162	178	63	85	67	84
	81% IK	85% AJL	92% AGIKMSUW	94% BFLJNVTX	92% AGIKU	87% J	78% I	93% GJLN	53% I	66% I	67% I	73% I	81% I	82% J	93% AGIKMSUW	92% BJLN	94% AGIKMU	95% BJLN	85% IK	89% JL	77% I	84% J	84% IK	84% J
TRUSTWORTHY GLOBAL ADDED (NET)	-	2901	-	521	-	45	-	94	-	118	-	80	-	107	-	307	-	98	-	179	-	88	-	87
	-	87% AJL	-	95% CBLJNTX	-	87% EJ	-	93% GJLN	-	67% I	-	79% KJ	-	84% MJ	-	93% OBJLN	-	98% QBFJLNTVX	-	90% SJJ	-	87% UJ	-	87% WJ
TRUSTWORTHY GEO-SPECIFIC (NET)	702	2042	439	438	-	27	-	57	-	111	-	63	-	77	-	194	-	79	-	106	-	77	-	61
	27% EGIKMOGSUW	61% AT	80% AEGIKMOGSUW	79% BFLJLNPTX	-	52% E	-	56% G	-	63% IT	-	62% K	-	60% M	-	59% O	-	79% QBFHJLNPTX	-	53% S	-	76% UBFHJLNPTX	-	61% W
TRUSTWORTHY GEO-SPECIFIC CONSISTENT (NET)	702	663	439	398	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	27% BEGIKMOGSUW	20% FHJLNPRVTX	80% DAEGIKMOGSUW	72% BFLJLNPTX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TRUSTWORTHY GEO-SPECIFIC ADDED (NET)	-	1690	-	351	-	27	-	57	-	111	-	63	-	77	-	194	-	79	-	106	-	77	-	61
	-	50% A	-	64% CBT	-	52% E	-	56% G	-	63% IBT	-	62% KB	-	60% MB	-	59% OB	-	79% QBFHJLNPTX	-	53% S	-	76% UBFHJLNPTX	-	61% WB

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																									
	Asia											Africa														
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)			
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	176	176	69*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	778 30% COQ	1079 32% DPR	93 17%	98 18%	10 19%	17 33% D	24 32% COQ	28 28% D	97 55% ACEGMOGSUW	90 51% BDHPRTVX	31 45% ACEOOS	40 40% DPR	25 34% COQ	43 34% D	51 17%	86 26% OD	7 14%	22 22%	54 28% COQ	73 37% DPR	29 35% CEOQ	31 31% D	29 36% CEOQ	33 33% D		
.photography	1000 39% COQ	1492 45% ADHPR	181 33% Q	196 36% R	23 44% OO	29 56% DHPR	29 38% OO	32 32% D	107 61% ACEGMOGSUW	107 61% BDHPRTVX	39 57% ACGOOSU	63 62% DHPRTV	33 45% COQ	64 50% DHPR	77 26% OR	123 37% OD	7 14%	25 25%	65 34% OO	88 44% SDHR	26 32% Q	41 41% R	37 46% COQ	50 50% DHPR		
.link	910 35% COQ	1325 40% ADPR	131 24%	123 22%	16 31%	21 40% DR	25 33% DR	35 35% D	104 59% ACEGMOGSUW	87 49% BDHPRTV	34 44% ACGOOSU	44 44% DR	30 41% COQ	65 51% BDHPRTV	78 26% OR	109 33% DR	9 18%	18 18%	62 33% C	79 40% DR	30 37% DPR	45 45% DPR	26 33% DR	38 38% DR		
.guru	1252 48% COQ	1916 57% ADPR	193 35% Q	230 42% CR	31 60% COQS	41 79% EBDHPRTVX	36 47% COQ	49 49% D	118 67% ACEGMOGSUW	119 68% BDHPRTV	45 65% ACGOOSU	66 65% DHPR	42 58% COQS	89 70% BDHPRTV	88 30% OR	154 47% OR	9 18%	28 28%	80 42% OO	108 54% SDR	43 52% COQ	57 56% DR	47 59% COQS	57 57% DR		
.realtor	1298 50% COQ	1789 53% ADPRV	210 38% Q	220 40% R	37 71% ACGOOSU	44 85% BDHPRTVX	35 46% O	49 49% D	114 65% ACEGMOGSUW	117 66% BDHPRTV	48 70% ACGOOSU	74 73% BDHPRTV	43 59% COQS	81 63% BDHPRTV	100 34% OD	155 47% OD	15 31%	40 40%	83 44% O	96 48% D	34 41% D	41 41% ACGOOSU	51 64% BDHPRTV	64 64% BDHPRTV		
.club	1105 43% COQ	1597 48% ADPR	131 24%	132 24%	27 52% COQ	35 67% BDHPRTV	36 47% COQ	48 48% D	115 65% ACEGMOGSUW	111 63% BDHPRTV	37 54% COQ	59 58% BDPR	35 48% COQ	65 51% DPR	98 33% CQ	124 38% D	6 12%	27 27%	86 45% Q	103 52% DPR	38 46% COQ	50 50% DPR	37 46% COQ	54 54% DPR		
.xyz	1437 56% COQ	2065 62% ADPR	191 35%	210 38%	32 62% COQ	43 83% EBDHPRTVX	46 61% COQ	64 63% DPR	121 69% ACQ	117 66% DPR	48 70% ACQ	72 71% BDPR	48 66% COQ	91 71% BDPR	127 43% C	167 51% OD	19 39%	42 42%	119 63% ACQ	127 64% DPR	55 67% ACQ	70 69% DPR	51 64% COQ	61 61% DR		
.top	-	1771 53% DPR	-	150 27%	-	34 65% DPR	-	54 53% DR	-	106 60% BDPR	-	59 58% DPR	-	70 55% DPR	-	146 44% DR	-	27 27%	-	120 60% BDPR	-	57 56% DPR	-	55 55% DR		
.pics	-	1700 51% DPR	-	180 33%	-	34 65% BDPRTV	-	57 56% DPR	-	107 61% BDPRTV	-	63 62% BDPRTV	-	82 64% BDHPRTVX	-	138 42% DR	-	26 26%	-	98 49% DR	-	47 47% DR	-	49 49% DR		
.online	-	1174 35% DPRT	-	129 23%	-	19 37% DR	-	30 30%	-	93 53% BDHPRTVX	-	54 53% BDHPRTV	-	39 30% BDHPRTV	-	92 28% DR	-	20 20%	-	54 27% DPR	-	32 32% DPR	-	32 32% DPR		
.space	-	1606 48% DPR	-	170 31%	-	35 67% BDHPRTV	-	44 44% DR	-	115 65% BDHPRTVX	-	59 57% DPR	-	74 58% BDHPRTV	-	125 38% D	-	29 29%	-	97 49% DPR	-	50 50% DPR	-	52 52% DPR		
.website	-	1290 39% DPR	-	169 31% R	-	21 40% R	-	33 33% R	-	93 53% BDHPRTVX	-	50 50% BDHPRTV	-	62 48% BDHPRTV	-	99 30% R	-	19 19%	-	83 42% DPR	-	38 38% R	-	39 39% R		
.news	-	946 28% DHPRT	-	100 18% R	-	16 31% DR	-	18 18% R	-	75 43% BDHPRTV	-	39 39% BDHPRTV	-	46 36% BDHPRTV	-	75 23% R	-	8 8%	-	43 22% R	-	22 22% R	-	31 31% DHR		
.site	-	1378 41% DHPR	-	160 29%	-	24 46% DHR	-	30 30%	-	93 53% BDHPRT	-	50 50% DHPR	-	75 59% BDHPRTVX	-	114 35% R	-	20 20%	-	78 39% DR	-	41 41% DR	-	44 44% DHR		

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

Q825. Please rate the following gTLDs by how trustworthy you feel they are.
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.toronto	-	38 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.guadalajara	-	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	21 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.istanbul	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	20 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	52 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	200 36%	-	200 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	25 48%	-	-	-	25 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	44 44%	-	-	-	-	-	44 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	65 37%	-	-	-	-	-	-	65 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	38 38%	-	-	-	-	-	-	-	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	51 40%	-	-	-	-	-	-	-	-	-	-	-	51 40%	-	-	-	-	-	-	-	-	-	-
.delhi	-	136 41%	-	-	-	-	-	-	-	-	-	-	-	-	136 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825. 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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.jakarta	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 21%	-	-	-	-	-	-
.abuja	-	94 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 47%	-	-	-	-	-
.capetown	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%	-	-	-
.cairo	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 39%
.bogota	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	76 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	97 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	38 35%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	78 72%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	193 46% B	33 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	20 31%	137 54% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	182 33%	218 40% A	182 33%	218 40% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses54g (Chinese for network address)	162 30%	256 46% A	162 30%	256 46% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	172 31%	239 43% A	172 31%	239 43% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_1. Please rate the following gTLDs by how trustworthy you feel they are.
1. .email

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1751 68% IK	2270 68% J	446 81% AGIKMSUW	453 82% BFJLNTVX	41 79% IKUW	35 67% J	49 64% I	73 72% J	73 41% J	86 49% J	36 52% J	61 60% J	47 64% J	85 66% J	242 81% PAGIKMSUW	244 74% BJLT	41 84% AGIKMUW	78 78% BJLT	134 71% IK	127 64% J	49 60% I	70 69% J	49 61% I	67 67% J
Very trustworthy	603 23% IK	727 22% JL	175 32% AIKMSUW	156 28% BFJLTV	14 27% I	6 12% I	18 24% I	25 25% JL	10 6% I	8 5% I	9 13% I	11 11% J	14 19% I	35 27% FJLTV	115 39% AGIKMSUW	117 35% BDFHJLV	12 24% I	33 33% BFJLTV	39 21% I	33 17% J	12 15% I	14 14% J	16 20% I	31 31% BFJLTV
Somewhat trustworthy	1148 44% I	1543 46% PX	271 49% AI	297 54% BJNPX	27 52% I	29 56% NPX	31 41% I	48 48% I	63 36% I	78 44% I	27 39% I	50 50% P	33 45% I	50 39% I	127 43% AGIKMSUW	127 38% BDFHJLV	29 59% AGIKO	45 45% I	95 50% I	94 47% I	37 45% I	56 55% NPX	33 41% I	36 36% I
BOTTOM 2 BOX (NET)	778 30% COQ	1079 32% DPR	93 17% AI	98 18% BJNPX	10 19% I	17 33% D	24 32% COQ	28 28% D	97 55% ACEGMOQSUW	90 51% BDPNRVTX	31 45% ACEOQS	40 40% DPR	25 34% COQ	43 34% D	51 17% OD	86 26% OD	7 14% I	22 22% COQ	54 28% DPR	73 37% CEOQ	29 35% D	31 31% D	29 36% CEOQ	33 33% D
Not very trustworthy	577 22% COQ	771 23% DP	80 15% I	81 15% I	8 15% I	10 19% I	19 25% COQ	24 24% D	82 47% ACEGMOQSUW	71 40% BDPNRVTX	27 39% ACEMOQS	34 34% BDNPRV	17 23% OO	26 20% I	35 12% O	58 18% O	4 8% D	19 19% O	35 18% SDP	54 27% O	17 21% O	19 19% DHR	21 26% COQ	23 23% D
Not at all trustworthy	201 8% C	308 9% DR	13 2% D	17 3% I	2 4% I	7 13% DHR	5 7% C	4 4% I	15 9% C	19 11% DHR	4 6% I	6 6% I	8 11% C	17 13% DHR	16 5% C	28 8% D	3 6% I	3 3% I	19 10% C	19 10% DR	12 15% ACEO	12 12% DHR	8 10% C	10 10% DR
Not sure	58 2% B	-	9 2% D	-	1 2% I	-	3 4% H	-	6 3% J	-	2 3% I	-	1 1% I	-	5 2% F	-	1 2% I	-	2 1% I	-	4 5% V	-	2 3% I	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_2. Please rate the following gTLDs by how trustworthy you feel they are.
2. .photography

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1516 59% BIK	1857 55% JL	355 65% AEIKW	355 64% BFJLNTX	26 50% I	23 44% I	44 58% IK	69 68% BFJLNTX	62 35% I	69 39% I	28 41% I	38 38% I	39 53% I	64 50% I	216 72% PACEGKMW	207 63% BFJLNX	41 84% ACEGKMSUW	75 75% BDFJLNPTVX	123 65% IKW	112 56% JL	52 63% IK	60 59% JL	41 51% I	50 50% I
Very trustworthy	368 14% BIK	379 11% JL	98 18% AIKMS	88 16% BJLTVX	5 10% I	5 10% J	10 13% I	13 13% J	5 3% I	3 2% I	3 4% I	5 5% I	6 8% I	16 13% J	88 30% PACEGKMSUW	54 16% BJLTVX	14 29% AEGIKMSW	31 31% BDFJLNPTVX	20 11% I	18 9% J	14 17% VIK	7 7% J	8 10% I	7 7% J
Somewhat trustworthy	1148 44% I	1478 44% L	257 47% I	267 48% BJLN	21 40% I	18 35% I	34 45% BFJLN	56 55% I	57 32% I	66 38% I	25 36% I	33 33% I	33 45% I	48 38% I	128 43% I	153 46% L	27 55% IK	44 44% I	103 54% AIKO	94 47% I	38 46% I	53 52% FJLN	33 41% I	43 43% I
BOTTOM 2 BOX (NET)	1000 39% COQ	1492 45% ADHPR	181 33% OQ	196 36% R	23 44% OQ	29 56% DHPR	29 38% OQ	32 32% ACEGMOGSUW	107 61% BDHPRTV	107 61% ACGQOSU	39 57% BDHPRTV	63 62% I	33 45% COQ	64 50% DHPR	77 26% OR	123 37% OR	7 14% I	25 25% OQ	65 34% SDHR	88 44% Q	26 32% Q	41 41% R	37 46% COQ	50 50% DHPR
Not very trustworthy	741 29% OQU	1107 33% APR	147 27% OQ	166 30% OQ	15 29% Q	19 37% Q	21 28% Q	26 26% ACEGMOGSUW	88 50% BDHPRTV	86 49% ACGQOSU	31 45% BDHPRTV	51 50% I	25 34% OQU	37 29% I	59 20% I	82 25% I	5 10% I	22 22% Q	46 24% Q	61 31% I	14 17% U	32 32% U	24 30% Q	38 38% PR
Not at all trustworthy	259 10% CO	385 11% DR	34 6% D	30 5% I	8 15% CO	10 19% DHR	8 11% I	6 6% I	19 11% C	21 12% DR	8 12% DR	12 12% I	8 11% BDHJPRV	27 21% I	18 6% ODR	41 12% I	2 4% I	3 3% I	19 10% I	27 14% DHR	12 15% CO	9 9% I	13 16% COQ	12 12% DR
Not sure	71 3% B	-	12 2% D	-	3 6% S	-	3 4% H	-	7 4% J	-	2 3% I	-	1 1% I	-	5 2% F	-	1 2% I	-	2 1% I	-	4 5% V	-	2 3% I	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_3. Please rate the following gTLDs by how trustworthy you feel they are.

3. .link

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1617 62% IK	2024 60% JN	409 75% AGIKMSU	428 78% BFHJLNPTVX	34 65% I	31 60% I	48 63% I	66 65% JN	68 39% I	89 51% I	33 48% I	57 56% I	42 58% I	63 49% I	213 71% AIKMU	221 67% BJNV	39 80% AIKMU	82 82% BFHJLNPTVX	126 66% IK	121 61% N	48 59% I	56 55% I	53 66% IK	62 62% IK
Very trustworthy	449 17% IM	528 16% J	140 26% AIMS	135 25% BFHJLNTV	7 13% I	6 12% J	15 20% IM	15 15% J	6 3% I	6 3% I	11 16% I	11 11% J	5 7% I	17 13% J	78 26% AEIMS	76 23% BJLNTV	12 24% IM	28 28% BFHJLNTV	16 16% IM	25 13% J	14 17% I	10 10% J	13 16% I	23 23% BJLTV
Somewhat trustworthy	1168 45% IK	1496 45% N	269 49% AIK	293 53% BNPX	27 52% IK	25 48% I	33 43% I	51 50% N	62 35% I	83 47% I	22 32% I	46 46% I	37 51% NIK	46 36% I	135 45% IK	145 44% I	27 55% IK	54 54% NX	95 50% IK	96 48% N	34 41% I	46 46% I	40 50% IK	39 39% IK
BOTTOM 2 BOX (NET)	910 35% COQ	1325 40% ADPR	131 24% I	123 22% I	16 31% DR	21 40% DR	25 33% DR	35 35% DR	104 59% ACEGMOGSUW	87 49% BDHPR	34 49% ACEGQOSW	44 44% DR	30 41% COQ	65 51% BDHPR	78 26% DR	109 33% DR	9 18% C	18 18% C	62 33% DR	79 40% DR	30 37% CQ	45 45% DPR	26 33% DPR	38 38% DR
Not very trustworthy	673 26% CO	927 28% DR	112 20% D	96 17% I	16 31% DR	16 31% DR	22 29% R	25 25% JACEGMOGSUW	87 49% BDHPR	66 38% ACQOSUW	29 42% DPR	36 36% DPR	22 30% Q	40 31% DR	59 20% DR	79 24% DR	7 14% D	13 13% D	42 22% DR	57 29% DR	18 22% D	32 32% DR	15 19% DR	28 28% DR
Not at all trustworthy	237 9% CE	398 12% ADR	19 3% D	27 5% I	- - I	5 10% E	3 4% D	10 10% D	17 10% CE	21 12% D	5 7% I	8 8% I	8 11% CE	25 20% BDHLPRTX	19 6% D	30 9% D	2 4% I	5 5% I	20 11% CE	22 11% D	12 15% CEGO	13 13% D	11 14% CEGO	10 10% D
Not sure	60 2% B	- - I	8 1% D	- - I	2 4% I	- - I	3 4% H	- - I	4 2% J	- - I	2 3% I	- - I	1 1% I	- - I	7 2% F	- - I	1 2% I	- - I	2 1% I	- - I	4 5% VC	- - I	1 1% I	- - I
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_4. Please rate the following gTLDs by how trustworthy you feel they are.

4. .guru

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1261 49% BEIKW	1433 43% FJN	346 63% AEGIKMUW	321 58% BFJLNTVX	18 35% I	11 21% I	37 49% IK	52 51% FJLN	51 29% I	57 32% I	22 32% I	35 35% I	30 41% I	39 30% I	204 68% PAEGIKMSUW	176 53% BFJLN	39 80% ACEGIKMSUW	72 72% BDFHJLNPVX	108 57% TAEIKMUW	92 46% FJN	35 43% I	44 44% FN	30 38% F	43 43% F
Very trustworthy	314 12% BI	310 9% J	86 16% AIW	75 14% BFJLNT	4 8% I	1 2% I	9 12% I	7 7% J	4 2% I	2 1% I	5 7% I	6 6% J	6 8% I	7 5% J	80 27% PACEGIKMSUW	61 18% BFHJLNTVX	16 33% ACEGIKMSUW	23 23% BDFHJLNTVX	20 11% I	15 8% J	7 9% I	7 7% J	5 6% J	8 8% J
Somewhat trustworthy	947 37% BIK	1123 34% FN	260 47% AEIKMUW	246 45% BFJLNP	14 27% I	10 19% I	28 37% BFJLN	45 45% BFJLN	47 27% I	55 31% I	17 25% I	29 29% I	24 33% I	32 25% I	124 42% EIK	115 35% FN	23 47% EIK	49 49% BFJLNPX	88 46% AEIKMW	77 39% FN	28 34% I	37 37% F	25 31% F	35 35% F
BOTTOM 2 BOX (NET)	1252 48% COQ	1916 57% ADPR	193 35% Q	230 42% CR	31 60% COQS	41 79% EBDHPRTVX	36 47% COQ	49 49% R	118 67% ACGOQSU	119 68% BDHPRT	45 65% ACGOQS	66 65% DHPR	42 58% COQS	89 70% BDHPRTV	88 30% OR	154 47% OR	9 18% I	28 28% OQ	80 42% SDR	108 54% COQ	43 52% DR	57 56% DR	47 59% COQS	57 57% DR
Not very trustworthy	866 33% COQ	1251 37% AR	152 28% Q	196 36% CR	24 46% COQSU	29 56% BDHPRTV	30 39% COQU	38 38% R	93 53% ACMOQSUW	90 51% BDHPRTV	35 51% ACOQSU	49 49% BDPRTV	28 38% OQ	49 38% R	66 22% O	111 34% O	6 12% I	24 24% Q	55 29% R	72 36% R	20 24% DR	35 35% DR	29 36% OQ	39 39% R
Not at all trustworthy	386 15% CO	665 20% ADHPR	41 7% I	34 6% I	7 13% DHR	12 23% I	6 8% I	11 11% I	25 14% CO	29 16% DR	10 14% C	17 17% DR	14 19% CGOQ	40 31% BDHPRTV	22 7% ODR	43 13% I	3 6% I	4 4% CO	25 18% DR	36 28% ACGKIOS	23 22% DHPR	22 22% DR	18 23% CGOQ	18 18% DR
Not sure	74 3% BC	-	9 2% D	-	3 6% CS	-	3 4% H	-	7 4% J	-	2 3% I	-	1 1% I	-	6 2% P	-	1 2% I	-	2 1% I	-	4 5% V	-	3 4% I	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_5. Please rate the following gTLDs by how trustworthy you feel they are.
5. .realtor

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1215 47%	1560 47%	328 60%	331 60%	12 23%	8 15%	38 50%	52 51%	55 31%	59 34%	19 28%	27 27%	29 40%	47 37%	191 64%	175 53%	32 65%	60 60%	105 55%	104 52%	44 54%	60 59%	26 33%	36 36%
Very trustworthy	EIKW 300 12%	FJLN 322 10%	AEIKM 99 18%	BFJLN 77 14%	3 6%	-	10 13%	6 6%	6 3%	3 2%	3 4%	6 6%	3 4%	10 8%	66 22%	53 16%	7 14%	12 12%	12 6%	21 11%	9 11%	8 8%	6 8%	6 6%
Somewhat trustworthy	BIMS 915 35%	FJLN 1238 37%	AEIKM 229 42%	BFJLN 254 46%	9 17%	8 15%	28 37%	46 46%	49 28%	56 32%	16 21%	21 21%	26 36%	37 29%	125 42%	122 37%	25 51%	48 48%	93 49%	83 42%	35 43%	52 51%	20 25%	30 30%
BOTTOM 2 BOX (NET)	1298 50%	1789 53%	210 38%	220 40%	37 71%	44 85%	35 46%	49 49%	114 65%	117 66%	48 70%	74 73%	43 59%	81 63%	100 34%	155 47%	15 31%	40 40%	83 44%	96 48%	34 41%	41 41%	51 64%	64 64%
Not very trustworthy	COU 895 35%	ADPR 1252 37%	COU 163 30%	BDHN 181 33%	26 50%	31 60%	30 39%	41 41%	95 54%	91 52%	36 52%	61 60%	28 38%	45 35%	70 23%	102 31%	11 22%	35 35%	55 29%	70 35%	17 21%	30 30%	30 38%	45 45%
Not at all trustworthy	CGO 403 16%	DHR 537 16%	CGO 47 9%	DHR 39 7%	11 21%	13 25%	5 7%	8 8%	19 11%	26 15%	12 17%	13 13%	15 21%	36 28%	30 10%	53 16%	4 8%	5 5%	28 15%	26 13%	17 21%	11 11%	21 26%	19 19%
Not sure	B 74 3%	D	D 10 2%	S 3 6%	S 3 6%	H 3 4%	H 3 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%	J 7 4%
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_6. Please rate the following gTLDs by how trustworthy you feel they are.
6. .club

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1411 55% 	1752 52% FJL	409 75% AEGIKMSUW	419 76% BFJLNTVX	23 44% 	17 33% 	37 49% 	53 52% FJ	55 31% 	65 37% 	30 43% 	42 42% 	37 51% 	63 49% FJ	193 65% AEGIKMSUW	206 62% BFJLNTVX	42 86% AEGIKMSUW	73 73% BFJLNTVX	102 54% 	97 49% FJ	40 49% 	51 50% FJ	40 50% 	46 46%
Very trustworthy	363 14% BIS	399 12% FJTV	127 23% AGIKMSUW	109 20% BFJLTV	9 17% FIS	- 	8 11% 	7 7% 	4 3% 	5 7% 	7 7% 	7 10% 	19 15% FJTV	71 24% AGIKMSUW	61 18% BFJLTV	16 33% AGIKMSUW	23 23% BFJLTV	15 8% 	11 6% 	10 12% VI	3 3% 	6 8% 	12 12% FJTV	
Somewhat trustworthy	1048 40% EI	1353 40% AEGIKOU	282 51% BFJLNTVX	310 56% BFJLNTVX	14 27% 	17 33% 	29 38% 	46 46% 	48 27% 	60 34% 	25 36% 	35 35% 	30 41% 	44 34% 	122 41% EI	145 44% BFJLNTVX	26 53% EI	50 50% BFJLNTVX	87 46% EI	86 43% 	30 37% 	48 48% JN	34 43% 	34 34%
BOTTOM 2 BOX (NET)	1105 43% COQ	1597 48% ADPR	131 24% COQ	132 24% BDHNPRTV	27 52% COQ	35 67% BDHNPRTV	36 47% COQ	48 48% DR	115 65% ACGMOGSUW	111 63% BDHNPRTV	37 54% COQ	59 58% BDPR	35 48% COQ	65 51% DPR	98 33% CQ	124 38% D	6 12% Q	27 45% COQ	86 52% DPR	103 46% COQ	38 46% DPR	50 50% DPR	37 46% COQ	54 54% DPR
Not very trustworthy	812 31% COQ	1133 34% ADPR	111 20% COQ	114 21% DPR	21 40% COQU	23 44% DPR	33 43% ACOQSU	39 39% DPR	97 55% ACGMOGSUW	91 52% BDHNPRTV	29 42% COQU	45 45% BDPR	22 30% Q	42 33% DR	77 26% Q	87 26% D	5 10% Q	20 20% DPR	58 31% CQ	77 39% DPR	19 23% DPR	35 35% DR	27 34% CQ	37 37% DPR
Not at all trustworthy	293 11% CGOQ	464 14% ADR	20 4% C	18 3% DHJPR	6 12% C	12 23% DHJPR	3 4% 	9 9% D	18 10% C	20 11% D	8 12% C	14 14% D	13 18% CGOQ	23 18% DR	21 7% C	37 11% D	1 2% 	7 7% CGOQ	28 15% D	26 13% D	19 23% ACGIOQ	15 15% D	10 13% CQ	17 17% DR
Not sure	71 3% BC	- 	8 1% D	- 	2 4% 	- 	3 4% H	- 	6 3% J	- 	2 3% 	- 	1 1% 	- 	7 2% F	- 	1 2% 	- 	2 1% 	- 	4 5% VC	- 	3 4% 	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_7. Please rate the following gTLDs by how trustworthy you feel they are.

7. .xyz

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1079 42%	1284 38%	349 64%	341 62%	17 33%	9 17%	27 36%	37 37%	49 28%	59 34%	19 28%	29 29%	25 34%	37 29%	163 55%	163 49%	28 57%	58 58%	69 36%	73 37%	23 28%	31 31%	26 33%	39 39%
Very trustworthy	263 10%	296 9%	101 18%	96 17%	4 8%	1 2%	5 7%	7 7%	4 2%	3 2%	2 3%	5 5%	3 4%	6 5%	62 21%	50 15%	7 14%	16 16%	5 3%	11 6%	3 4%	5 5%	6 8%	7 7%
Somewhat trustworthy	816 32%	988 30%	248 45%	245 44%	13 25%	8 15%	22 29%	30 30%	45 26%	56 32%	17 25%	24 24%	22 30%	31 24%	101 34%	113 34%	21 43%	42 42%	64 34%	62 31%	20 24%	26 26%	20 25%	32 32%
BOTTOM 2 BOX (NET)	1437 56%	2065 62%	191 35%	210 38%	32 62%	43 83%	46 61%	64 63%	121 69%	117 66%	48 70%	72 71%	48 66%	91 71%	127 43%	167 51%	19 39%	42 42%	119 63%	127 64%	55 67%	70 69%	51 64%	61 61%
Not very trustworthy	936 36%	1183 35%	153 28%	174 32%	18 35%	27 52%	37 49%	47 47%	93 53%	76 43%	37 54%	44 44%	29 40%	33 26%	80 27%	86 26%	14 29%	30 30%	75 39%	63 32%	23 28%	39 39%	31 39%	38 38%
Not at all trustworthy	501 19%	882 26%	38 7%	36 7%	14 27%	16 31%	9 12%	17 17%	28 18%	41 23%	11 16%	28 28%	19 26%	58 45%	47 16%	81 25%	5 10%	12 12%	44 23%	64 32%	32 39%	31 31%	20 25%	23 23%
Not sure	71 3%	-	8 1%	-	3 6%	-	3 4%	-	6 3%	-	2 3%	-	-	-	8 3%	-	2 4%	-	2 1%	-	4 5%	-	3 4%	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q825_16. Please rate the following gTLDs by how trustworthy you feel they are.
16. .top

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1578 47% JT	-	401 73%	-	18 35%	-	47 47%	-	70 40%	-	42 42%	-	58 45%	-	184 56%	-	73 73%	-	80 40%	-	44 44%	-	45 45%
Very trustworthy	-	355 11% JTV	-	124 23% BFJLNPVTX	-	4 8% J	-	7 7% J	-	3 2%	-	6 6%	-	10 8% J	-	51 15% BHJLNTV	-	20 20% BHJLNTV	-	13 7% J	-	4 4%	-	11 11% J
Somewhat trustworthy	-	1223 37% BFJLNPVTX	-	277 50% BFJLNPVTX	-	14 27%	-	40 40%	-	67 38%	-	36 36%	-	48 38%	-	133 40% BFJLNPVTX	-	53 53% BFJLNPVTX	-	67 34%	-	40 40%	-	34 34%
BOTTOM 2 BOX (NET)	-	1771 53% DPR	-	150 27% DPR	-	34 65% DPR	-	54 53% DR	-	106 60% BDPR	-	59 58% DPR	-	70 55% DPR	-	146 44% DR	-	27 27% BDPR	-	120 60% BDPR	-	57 56% DPR	-	55 55% DR
Not very trustworthy	-	1196 36% DNPR	-	130 24% DNPR	-	30 58% BDNPRVTX	-	42 42% DNPR	-	81 46% BDNPRV	-	45 45% DNPR	-	34 27%	-	92 28% DR	-	22 22% DNPR	-	78 39% DNPR	-	34 34% D	-	39 39% DNPR
Not at all trustworthy	-	575 17% DR	-	20 4% DR	-	4 8% D	-	12 12% D	-	25 14% DR	-	14 14% DR	-	36 28% BDPHLPRTX	-	54 16% DR	-	5 5% DFR	-	42 21% DFR	-	23 23% DFHR	-	16 16% DR
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_17. Please rate the following gTLDs by how trustworthy you feel they are.
17. .pics

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1649 49%	-	371 67%	-	18 35%	-	44 44%	-	69 39%	-	38 38%	-	46 36%	-	192 58%	-	74 74%	-	102 51%	-	54 53%	-	51 51%
Very trustworthy	-	333 10%	-	93 17%	-	1 2%	-	8 8%	-	2 1%	-	6 6%	-	11 9%	-	57 17%	-	16 16%	-	16 8%	-	6 6%	-	10 10%
Somewhat trustworthy	-	1316 39%	-	278 50%	-	17 33%	-	36 36%	-	67 38%	-	32 32%	-	35 27%	-	135 41%	-	58 58%	-	86 43%	-	48 48%	-	41 41%
BOTTOM 2 BOX (NET)	-	1700 51%	-	180 33%	-	34 65%	-	57 56%	-	107 61%	-	63 62%	-	82 64%	-	138 42%	-	26 26%	-	98 49%	-	47 47%	-	49 49%
Not very trustworthy	-	1200 36%	-	155 28%	-	25 48%	-	50 50%	-	83 47%	-	48 48%	-	46 36%	-	93 28%	-	22 22%	-	70 35%	-	30 30%	-	38 38%
Not at all trustworthy	-	500 15%	-	25 5%	-	9 17%	-	7 7%	-	24 14%	-	15 15%	-	36 28%	-	45 14%	-	4 4%	-	28 14%	-	17 17%	-	11 11%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_18. Please rate the following gTLDs by how trustworthy you feel they are.
18. .online

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2175	-	422	-	33	-	71	-	83	-	47	-	89	-	238	-	80	-	146	-	69	-	68
	-	65% JL	-	77% BFJL	-	63% JL	-	70% JL	-	47% JL	-	47% JL	-	70% JL	-	72% BJL	-	80% BFJL	-	73% BJL	-	68% JL	-	68% JL
Very trustworthy	-	625	-	118	-	5	-	20	-	5	-	8	-	25	-	102	-	31	-	50	-	13	-	25
	-	19% JL	-	21% FJLV	-	10% J	-	20% JL	-	3% JL	-	8% JL	-	20% JL	-	31% BDFJLNV	-	31% BDFJLNV	-	25% BFJLV	-	13% J	-	25% FJLV
Somewhat trustworthy	-	1550	-	304	-	28	-	51	-	78	-	39	-	64	-	136	-	49	-	96	-	56	-	43
	-	46% BJLPX	-	55% BJLPX	-	54% BJLPX	-	50% BJLPX	-	44% BJLPX	-	39% BJLPX	-	50% BJLPX	-	41% BJLPX	-	49% BJLPX	-	48% BJLPX	-	55% LP	-	43% LP
BOTTOM 2 BOX (NET)	-	1174	-	129	-	19	-	30	-	93	-	54	-	39	-	92	-	20	-	54	-	32	-	32
	-	35% DPRT	-	23% DPRT	-	37% DR	-	30% BDHPRTVX	-	53% BDHPRTVX	-	53% BDHPRTVX	-	30% BDHPRTVX	-	28% BDHPRTVX	-	20% BDHPRTVX	-	27% BDHPRTVX	-	32% BDHPRTVX	-	32% BDHPRTVX
Not very trustworthy	-	832	-	112	-	15	-	23	-	66	-	44	-	24	-	63	-	17	-	33	-	22	-	23
	-	25% DPT	-	20% DPT	-	29% T	-	23% BDHPRTVX	-	38% BDHPRTVX	-	44% BDHPRTVX	-	19% BDHPRTVX	-	19% BDHPRTVX	-	17% BDHPRTVX	-	17% BDHPRTVX	-	22% BDHPRTVX	-	23% BDHPRTVX
Not at all trustworthy	-	342	-	17	-	4	-	7	-	27	-	10	-	15	-	29	-	3	-	21	-	10	-	9
	-	10% DR	-	3% DR	-	8% DR	-	7% BDHPR	-	15% BDHPR	-	10% DR	-	12% DR	-	9% D	-	3% DR	-	11% DR	-	10% DR	-	9% D
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_19. Please rate the following gTLDs by how trustworthy you feel they are.

19. .space

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1743	-	381	-	17	-	57	-	61	-	43	-	54	-	205	-	71	-	103	-	51	-	48
	-	52%	-	69%	-	33%	-	56%	-	35%	-	43%	-	42%	-	62%	-	71%	-	52%	-	50%	-	48%
		FJN		BFJLNPTVX				FJN								BFJLNPTVX		BFJLNPTVX		FJ		FJ		J
Very trustworthy	-	377	-	102	-	2	-	7	-	2	-	6	-	12	-	52	-	20	-	21	-	4	-	8
	-	11%	-	19%	-	4%	-	7%	-	1%	-	6%	-	9%	-	16%	-	20%	-	11%	-	4%	-	8%
		JV		BFJLNPTVX				J						J		BFJLJLV		BFJLNPTVX		J				J
Somewhat trustworthy	-	1366	-	279	-	15	-	50	-	59	-	37	-	42	-	153	-	51	-	82	-	47	-	40
	-	41%	-	51%	-	29%	-	50%	-	34%	-	37%	-	33%	-	46%	-	51%	-	41%	-	47%	-	40%
		J		BFJLJNT				FJN								BFJLN		BFJLN				FJN		
BOTTOM 2 BOX (NET)	-	1606	-	170	-	35	-	44	-	115	-	58	-	74	-	125	-	29	-	97	-	50	-	52
	-	48%	-	31%	-	67%	-	44%	-	65%	-	57%	-	58%	-	38%	-	29%	-	49%	-	50%	-	52%
		DPR				BDHPRTV		DR		BDHPRTVX		DPR		BDHPR		D		DPR		DPR		DPR		DPR
Not very trustworthy	-	1143	-	147	-	24	-	38	-	90	-	43	-	45	-	79	-	22	-	68	-	37	-	36
	-	34%	-	27%	-	46%	-	38%	-	51%	-	43%	-	35%	-	24%	-	22%	-	34%	-	37%	-	36%
		DPR				DPR		DPR		BDHPRTVX		DPR		PR				PR		PR		DPR		PR
Not at all trustworthy	-	463	-	23	-	11	-	6	-	25	-	15	-	29	-	46	-	7	-	29	-	13	-	16
	-	14%	-	4%	-	21%	-	6%	-	14%	-	15%	-	23%	-	14%	-	7%	-	15%	-	13%	-	16%
		DHR				DHR				DH		DH		BDHPR		DH				DH		D		DHR
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_20. Please rate the following gTLDs by how trustworthy you feel they are.
20. .website

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indon- esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2059 61% JLN	-	382 69% BJLNT	-	31 60%	-	68 67% JLN	-	83 47%	-	51 50%	-	66 52%	-	231 70% BJLNT	-	81 81% BDFHJLNPTVX	-	117 59% J	-	63 62% J	-	61 61% J
Very trustworthy	-	572 17% JL	-	115 21% BJLN	-	6 12% J	-	20 20% JL	-	6 3%	-	7 7%	-	15 12% J	-	83 25% BFJLNT	-	28 28% BFJLNT	-	32 16% JL	-	17 17% JL	-	17 17% JL
Somewhat trustworthy	-	1487 44%	-	267 48% B	-	25 48%	-	48 48%	-	77 44%	-	44 44%	-	51 40%	-	148 45% N	-	53 53% N	-	85 43%	-	46 46%	-	44 44%
BOTTOM 2 BOX (NET)	-	1290 39% DPR	-	169 31% R	-	21 40% R	-	33 33% R	-	93 53% BDHPRTVX	-	50 50% BDHPR	-	62 48% BDHPR	-	99 30% R	-	19 19% DPR	-	83 42% DPR	-	38 38% R	-	39 39% R
Not very trustworthy	-	903 27% PR	-	143 26% PR	-	15 29% R	-	25 25% BDHPRTVX	-	73 41% BDHPRTVX	-	40 40% BDHPRV	-	34 27% R	-	63 19% DR	-	15 15% DR	-	57 29% PR	-	24 24% DR	-	28 28% R
Not at all trustworthy	-	387 12% DR	-	26 5% D	-	6 12% D	-	8 8% DR	-	20 11% DR	-	10 10% D	-	28 22% BDHJLPRTVX	-	36 11% DR	-	4 4% DR	-	26 13% DR	-	14 14% DR	-	11 11% D
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_21. Please rate the following gTLDs by how trustworthy you feel they are.
21. .news

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2403 72% JLN	-	451 82% BFJLNX	-	36 69%	-	83 82% BJLNX	-	101 57%	-	62 61%	-	82 64%	-	255 77% BJLN	-	92 92% BDFHJLNPTVX	-	157 79% BJLN	-	79 78% JLN	-	69 69%
Very trustworthy	-	753 22% JL	-	167 30% BFJLN	-	8 15% J	-	32 32% BFJL	-	7 4%	-	13 13% J	-	27 21% J	-	107 32% BFJLN	-	49 49% BDFHJLNPTVX	-	56 28% JL	-	25 25% JL	-	23 23% J
Somewhat trustworthy	-	1650 49%	-	284 52%	-	28 54%	-	51 50%	-	94 53%	-	49 49%	-	55 43%	-	148 45%	-	43 43%	-	101 51%	-	54 53%	-	46 46%
BOTTOM 2 BOX (NET)	-	946 28% DHPRT	-	100 18% R	-	16 31% DR	-	18 18% R	-	75 43% BDHPRTV	-	39 39% BDHPRTV	-	46 36% BDHPRTV	-	75 23% R	-	8 8% R	-	43 22% R	-	22 22% R	-	31 31% DHR
Not very trustworthy	-	696 21% DPR	-	85 15% R	-	11 21% R	-	15 15% BDHPRTV	-	55 31% BDHPRTV	-	33 33% BDHPRTV	-	33 26% DHPR	-	54 16% R	-	7 7% R	-	34 17% R	-	16 16% DR	-	24 24% DR
Not at all trustworthy	-	250 7% DR	-	15 3% DR	-	5 10% DR	-	3 3% BDHRT	-	20 11% BDHRT	-	6 6% DHRT	-	13 10% DHRT	-	21 6% DR	-	1 1% DR	-	9 5% DR	-	6 6% DR	-	7 7% DR
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_22. Please rate the following gTLDs by how trustworthy you feel they are.
22. .site

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1971	-	391	-	28	-	71	-	83	-	51	-	53	-	216	-	80	-	122	-	60	-	56
	-	59% JN	-	71% BFJLNTVX	-	54% BFJLN	-	70% BFJLN	-	47% JN	-	50% JN	-	41% JN	-	65% BFJLNPTVX	-	80% JN	-	61% JN	-	59% N	-	56% N
Very trustworthy	-	496	-	105	-	7	-	18	-	6	-	8	-	12	-	80	-	23	-	31	-	8	-	16
	-	15% JLV	-	19% BJLNV	-	13% J	-	18% JLV	-	3% JLV	-	8% JLV	-	9% J	-	24% BJLNTV	-	23% BJLNV	-	16% J	-	8% J	-	16% J
Somewhat trustworthy	-	1475	-	286	-	21	-	53	-	77	-	43	-	41	-	136	-	57	-	91	-	52	-	40
	-	44% N	-	52% BNPX	-	40% NP	-	52% NP	-	44% N	-	43% N	-	32% N	-	41% BJLNPX	-	57% N	-	46% N	-	51% N	-	40% N
BOTTOM 2 BOX (NET)	-	1378	-	160	-	24	-	30	-	93	-	50	-	75	-	114	-	20	-	78	-	41	-	44
	-	41% DHPR	-	29% DHR	-	46% DHR	-	30% BDHPR	-	53% BDHPR	-	50% DHPR	-	59% BDHPRTVX	-	35% R	-	20% R	-	39% DR	-	41% DR	-	44% DHR
Not very trustworthy	-	971	-	136	-	19	-	25	-	69	-	38	-	41	-	77	-	14	-	60	-	24	-	28
	-	29% DPR	-	25% R	-	37% PR	-	25% DPRV	-	39% DPRV	-	38% DPRV	-	32% R	-	23% R	-	14% R	-	30% R	-	24% R	-	28% R
Not at all trustworthy	-	407	-	24	-	5	-	5	-	24	-	12	-	34	-	37	-	6	-	18	-	17	-	16
	-	12% DH	-	4% DH	-	10% DH	-	5% DH	-	14% DH	-	12% D	-	27% BDHJLPRT	-	11% D	-	6% D	-	9% D	-	17% DHRT	-	16% DHR
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_23. Please rate the following gTLDs by how trustworthy you feel they are.

19 Aug 2016
Table 201

23. .toronto

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	67 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	19 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	48 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	38 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	25 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	13 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_24. Please rate the following gTLDs by how trustworthy you feel they are.
24. .guadalajara

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	37 37%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_25. Please rate the following gTLDs by how trustworthy you feel they are.
25. .roma

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	50*	
TOP 2 BOX (NET)	-	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	27 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	21 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_26. Please rate the following gTLDs by how trustworthy you feel they are.
26. .istanbul

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	50*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	38 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	9 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_27. Please rate the following gTLDs by how trustworthy you feel they are.
27. .madrid

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	50*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	7 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	15 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_28. Please rate the following gTLDs by how trustworthy you feel they are.
28. .warszawa

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	53*	
TOP 2 BOX (NET)	-	33 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	30 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	20 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_29. Please rate the following gTLDs by how trustworthy you feel they are.
29. .paris

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	54 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	9 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	45 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	52 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	37 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	15 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_30. Please rate the following gTLDs by how trustworthy you feel they are.
30. Foshan

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	551	**	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	351 64%	-	351 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	88 16%	-	88 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	263 48%	-	263 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	200 36%	-	200 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	159 29%	-	159 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	41 7%	-	41 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	551 100%	-	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_31. Please rate the following gTLDs by how trustworthy you feel they are.

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Table 209

31. .hanoi

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	52*	52*	
TOP 2 BOX (NET)	-	27 52%	-	-	-	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	5 10%	-	-	-	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	22 42%	-	-	-	22 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	25 48%	-	-	-	25 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	16 31%	-	-	-	16 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 17%	-	-	-	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	52 100%	-	-	-	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_32. Please rate the following gTLDs by how trustworthy you feel they are.
32. .manilla

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	57 56%	-	-	-	-	-	57 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	8 8%	-	-	-	-	-	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	49 49%	-	-	-	-	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	44 44%	-	-	-	-	-	44 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	34 34%	-	-	-	-	-	34 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	10 10%	-	-	-	-	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_33. Please rate the following gTLDs by how trustworthy you feel they are.
33. .tokyo

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	176	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	111 63%	-	-	-	-	-	-	-	111 63%	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	15 9%	-	-	-	-	-	-	-	15 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	96 55%	-	-	-	-	-	-	-	96 55%	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	65 37%	-	-	-	-	-	-	-	65 37%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	52 30%	-	-	-	-	-	-	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	13 7%	-	-	-	-	-	-	-	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-	-	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_34. Please rate the following gTLDs by how trustworthy you feel they are.
34. .seoul

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	63 62%	-	-	-	-	-	-	-	-	63 62%	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	17 17%	-	-	-	-	-	-	-	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	46 46%	-	-	-	-	-	-	-	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	38 38%	-	-	-	-	-	-	-	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	9 9%	-	-	-	-	-	-	-	-	9 9%	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_35. Please rate the following gTLDs by how trustworthy you feel they are.
35. .MOCKBa

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	128	**	**	**	**	**	**	**	**	**	**	128	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	77 60%	-	-	-	-	-	-	-	-	-	-	77 60%	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	21 16%	-	-	-	-	-	-	-	-	-	-	21 16%	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	56 44%	-	-	-	-	-	-	-	-	-	-	56 44%	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	51 40%	-	-	-	-	-	-	-	-	-	-	51 40%	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	28 22%	-	-	-	-	-	-	-	-	-	-	28 22%	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	23 18%	-	-	-	-	-	-	-	-	-	-	23 18%	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	-	128 100%	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_36. Please rate the following gTLDs by how trustworthy you feel they are.
36. .delhi

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia											Africa										
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	330	**	**	**	**	**	**	**	**	**	**	**	**	330	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	194 59%	-	-	-	-	-	-	-	-	-	-	-	-	194 59%	-	-	-	-	-	-	-	-
Very trustworthy	-	62 19%	-	-	-	-	-	-	-	-	-	-	-	-	62 19%	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	132 40%	-	-	-	-	-	-	-	-	-	-	-	-	132 40%	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	136 41%	-	-	-	-	-	-	-	-	-	-	-	-	136 41%	-	-	-	-	-	-	-	-
Not very trustworthy	-	86 26%	-	-	-	-	-	-	-	-	-	-	-	-	86 26%	-	-	-	-	-	-	-	-
Not at all trustworthy	-	50 15%	-	-	-	-	-	-	-	-	-	-	-	-	50 15%	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_37. Please rate the following gTLDs by how trustworthy you feel they are.
37. .jakarta

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**
TOP 2 BOX (NET)	-	79 79%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	79 79%	-	-	-	-	-	-
Very trustworthy	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20 20%	-	-	-	-	-	-
Somewhat trustworthy	-	59 59%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	59 59%	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 21%	-	-	-	-	-	-
Not very trustworthy	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15 15%	-	-	-	-	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_38. Please rate the following gTLDs by how trustworthy you feel they are.

19 Aug 2016
Table 216

38. .abuja

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	200	**	**	**	**
TOP 2 BOX (NET)	-	106 53%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	106 53%	-	-	-	-
Very trustworthy	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 9%	-	-	-	-
Somewhat trustworthy	-	89 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	89 45%	-	-	-	-
BOTTOM 2 BOX (NET)	-	94 47%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	94 47%	-	-	-	-
Not very trustworthy	-	60 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	60 30%	-	-	-	-
Not at all trustworthy	-	34 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	34 17%	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_39. Please rate the following gTLDs by how trustworthy you feel they are.
39. .capetown

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	101	**	**
TOP 2 BOX (NET)	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 76%	-	-
Very trustworthy	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16 16%	-	-
Somewhat trustworthy	-	61 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 60%	-	-
BOTTOM 2 BOX (NET)	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%	-	-
Not very trustworthy	-	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 18%	-	-
Not at all trustworthy	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 6%	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_40. Please rate the following gTLDs by how trustworthy you feel they are.
40. .cairo

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100
TOP 2 BOX (NET)	-	61 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61 61%
Very trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%
Somewhat trustworthy	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 51%
BOTTOM 2 BOX (NET)	-	39 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39 39%
Not very trustworthy	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 29%
Not at all trustworthy	-	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 10%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_41. Please rate the following gTLDs by how trustworthy you feel they are.

19 Aug 2016
Table 219

41. .bogota

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	71 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	24 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	47 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	37 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_42. Please rate the following gTLDs by how trustworthy you feel they are.
42. .cordoba

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	28 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	21 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	76 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_43. Please rate the following gTLDs by how trustworthy you feel they are.
43. .rio

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	-	89 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	-	27 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	-	62 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	-	97 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	-	61 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	-	36 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_8. Please rate the following gTLDs by how trustworthy you feel they are.
8. .berlin

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	108	125	
TOP 2 BOX (NET)	70 65%	75 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	16 15%	20 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	54 50%	55 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	38 35%	50 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	22 20%	36 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	16 15%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_9. Please rate the following gTLDs by how trustworthy you feel they are.
9. .ovh

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	108	125	
TOP 2 BOX (NET)	29 27%	31 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	4 4%	5 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	25 23%	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	78 72%	94 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	46 43%	51 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	32 30%	43 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_10. Please rate the following gTLDs by how trustworthy you feel they are.
10. .london

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	419	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	213 51%	67 67% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	41 10%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	172 41%	57 57% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	193 46% B	33 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	140 33% B	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	53 13%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	12 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	419 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_11. Please rate the following gTLDs by how trustworthy you feel they are.

11. .nyc

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	64*	255	
TOP 2 BOX (NET)	38 59%	118 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	11 17%	25 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	27 42%	93 36%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	20 31%	137 54% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	13 20%	86 34% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	7 11%	51 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	6 9% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q825_12. Please rate the following gTLDs by how trustworthy you feel they are.
12. .wang

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	356 65%	333 60%	356 65%	333 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	101 18%	88 16%	101 18%	88 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	255 47%	245 44%	255 47%	245 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	182 33%	218 40% A	182 33%	218 40% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	149 27%	184 33% A	149 27%	184 33% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	33 6%	34 6%	33 6%	34 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	10 2% B	-	10 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_13. Please rate the following gTLDs by how trustworthy you feel they are.
13. .xn-ses554g (Chinese for network address)

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	378 69% B	295 54%	378 69% D	295 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	122 22% B	67 12%	122 22% D	67 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	256 47%	228 41%	256 47%	228 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	162 30%	256 46% A	162 30%	256 46% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	134 24%	207 38% A	134 24%	207 38% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	28 5%	49 9% A	28 5%	49 9% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	8 1% B	-	8 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q825_14. Please rate the following gTLDs by how trustworthy you feel they are.
14. .xn-55qx5d (Chinese for company)

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOP 2 BOX (NET)	369 67% B	312 57%	369 67% D	312 57%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very trustworthy	127 23% B	59 11%	127 23% D	59 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat trustworthy	242 44%	253 46%	242 44%	253 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BOTTOM 2 BOX (NET)	172 31%	239 43% A	172 31% C	239 43% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very trustworthy	146 27%	191 35% A	146 27% C	191 35% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all trustworthy	26 5%	48 9% A	26 5% C	48 9% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	7 1% B	-	7 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: Registrants

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

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	1706	-**	296	-**	24**	-**	37*	-**	80*	-**	53*	-**	55*	-**	187	-**	47*	-**	74*	-**	49*	-**	47*
TOP 2 BOX (NET)	-	1057 62% J	-	233 79% BJLNTV	-	17 71% J	-	26 70% J	-	33 41% J	-	35 66% J	-	29 53% J	-	142 76% BJNTV	-	39 83% BJNTV	-	41 55% J	-	24 49% J	-	38 81% BJNTV
Very satisfied	-	409 24% J	-	98 33% BJLV	-	5 21% J	-	9 24% J	-	4 5% J	-	8 15% J	-	13 24% J	-	71 38% BJLTV	-	15 32% JL	-	17 23% J	-	8 16% J	-	14 30% J
Somewhat satisfied	-	648 38% D	-	135 46% BNT	-	12 50% D	-	17 46% D	-	29 36% D	-	27 51% BNT	-	16 29% D	-	71 38% J	-	24 51% NT	-	24 32% J	-	16 33% J	-	24 51% NT
BOTTOM 2 BOX (NET)	-	301 18% D	-	35 12% D	-	6 25% D	-	10 27% D	-	20 25% D	-	11 21% D	-	12 22% D	-	30 16% D	-	5 11% D	-	10 14% D	-	10 20% D	-	5 11% D
Somewhat dissatisfied	-	207 12% D	-	31 10% D	-	6 25% D	-	7 19% X	-	17 21% BDTX	-	8 15% D	-	8 15% D	-	23 12% D	-	4 9% D	-	7 9% D	-	8 16% D	-	2 4% D
Very dissatisfied	-	94 6% D	-	4 1% D	-	-	-	3 8% D	-	3 4% D	-	3 6% D	-	4 7% D	-	7 4% D	-	1 2% D	-	3 4% D	-	2 4% D	-	3 6% D
No experience with them	-	348 20% DHPRX	-	28 9% D	-	1 4% D	-	1 3% D	-	27 34% BDHLPRX	-	7 13% D	-	14 25% DHPRX	-	15 8% D	-	3 6% D	-	23 31% BDHLPRX	-	15 31% DHLPX	-	4 9% D
Sigma	-	1706 100%	-	296 100%	-	24 100%	-	37 100%	-	80 100%	-	53 100%	-	55 100%	-	187 100%	-	47 100%	-	74 100%	-	49 100%	-	47 100%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Innovative	1807 70% IM	2386 71% FJLN	447 82% AEGIKMUW	460 83% BFJLNTVX	34 65%	29 56%	51 67% I	75 74% FJL	92 52%	95 54%	47 68% LI	50 50%	43 59%	80 63%	238 80% AEGIKMUW	264 80% BFJLN	40 82% IMW	87 87% BFJLNTVX	152 80% AEGIKMW	149 75% FJLN	57 70% I	73 72% FJL	52 65% FJL	73 73% FJL
Cutting edge	1548 60%	1983 59% FL	374 68% AIW	371 67% BFJLPT	30 58%	21 40%	49 64% BFJLT	72 71% I	99 56%	103 59% F	42 61%	50 50%	45 62%	90 70% BFJLT	194 65% AW	200 61% FL	35 71% W	83 83% BFJLNTVX	115 61%	111 56%	50 61%	62 61% F	42 53% F	62 62% F
Extreme	1277 49% BEIM	1558 47% FJLN	356 65% AEGIKMSUW	386 70% BFJLNTVX	12 23%	9 17%	38 50% EM	59 58% BFJLNV	65 37%	61 35% F	27 39%	28 28%	23 32%	44 34% F	206 69% AEGIKMSUW	214 65% BFJLNTVX	24 49% E	49 49% FJLN	102 54% EIKM	97 49% FJLN	42 51% EIM	40 40% F	37 46% BFJLNV	58 58% F
Trustworthy	1500 58% IKM	2006 60% JN	392 72% AEGIKMSUW	407 74% BFJLNTVX	26 50%	27 52%	47 62% JN	63 62% JN	66 38%	74 42%	32 46%	53 52%	34 47%	63 49% F	224 75% AEGIKMSUW	241 73% AEGIKMSUW	39 80% BFJLNTVX	76 76% BFJLNTVX	106 56% JN	125 63% JN	45 55% JN	56 55% JN	44 55% JN	58 58% JN
Unconventional	1449 56% BEIU	1786 53% FPT	366 67% AEGIKMOSUW	338 61% BFJLNTVX	15 29%	14 27%	47 62% EIU	63 62% FJNPT	76 43%	82 47% F	32 46%	51 50%	38 52%	59 46% F	172 58% PEIU	159 48% F	33 60% EIKU	60 60% FJNPT	104 55% EI	90 45% F	36 44% F	51 50% F	45 56% F	73 73% F
Practical	1701 66% I	2349 70% AFHJ	416 76% AEGIKMW	437 79% BFJLNTX	29 56%	24 46%	52 68% I	61 80% I	90 51%	103 59%	44 64%	63 62%	43 59%	82 64% F	225 78% AEGIKMW	252 76% BFJLNTX	38 78% EIMW	78 78% FHJLNTX	133 70% IW	142 71% FJ	58 71% I	73 72% FJ	45 56% F	63 63% F
Technical	1674 65% I	2193 65% J	409 75% AEGIKMUW	430 78% BFJLNTVX	29 56%	29 56%	48 63% I	71 70% I	88 50%	93 53%	42 61%	59 59%	42 58%	78 61% I	237 80% AEGIKMSUW	252 76% BFJLNTVX	36 73% I	81 81% BFJLNTVX	130 68% I	121 61% I	49 60% I	61 60% I	45 56% I	65 65% I
Confusing	1106 43% BESU	1273 38% T	275 50% DAEGMSU	235 43% BFNTV	14 27%	13 25%	27 36% F	42 42% AEGMSU	90 51% FNTV	79 45% EMSU	34 49% FNTV	47 47% EMSU	24 33%	42 33% EMSU	136 46% FTV	137 42% EGMSU	27 55% I	41 41% I	67 35% I	61 31% I	23 28% I	30 30% I	41 51% EMSU	38 38% I
Overwhelming	1203 46% EIM	1500 45% JN	376 69% AEGIKMSUW	397 72% BFJLNTVX	16 31%	20 38%	33 43% JN	47 47% JN	63 36%	46 26% I	28 41%	38 38% J	21 29%	33 26% AEGIKMSUW	181 61% BFJLNTVX	199 60% I	24 49% M	47 47% JN	94 49% EIM	94 47% JN	34 41% JN	42 42% JN	49 60% EM	60 60% BFJLNTV
Useful	1800 70% IKW	2393 71% JLN	435 79% AEGIKMUW	449 81% BFJLNTX	35 67%	37 71%	48 63% I	65 64% I	91 52%	105 60% I	40 58%	62 61% I	47 64%	80 63% AEGIKMUW	244 82% BFJLNTX	252 76% BFJLNTVX	42 86% BFJLNTVX	86 86% IKW	142 75% IKW	140 70% J	57 70% I	75 74% J	45 56% I	62 62% I
For people like me	1430 55% I	1934 58% JL	380 69% AEGIKMSUW	397 72% BFJLNTVX	25 48%	32 62%	45 59% I	68 68% BFLNT	64 36%	68 39% I	34 49%	47 47% I	34 47%	64 50% J	217 73% AEGIKMSUW	249 75% BFJLNTVX	33 67% IMW	69 69% BFLNT	102 54% I	111 56% J	42 51% I	61 60% J	38 48% I	60 60% J
Interesting	1741 67% I	2306 69% JL	406 74% AIKMUW	432 78% BFJLNTX	33 63%	31 60%	52 68% I	71 70% JL	93 53%	94 53% I	41 59%	56 55% I	43 59%	82 64% AEGIKMUW	233 78% BFJLNTX	256 78% AEGIKMUW	41 84% BFJLNTX	83 83% AIKMUW	145 76% FJLN	150 75% FJLN	50 61% I	77 76% UFJLN	48 60% I	65 65% I
Exciting	1462 56% IKM	1821 54% JLN	400 73% AGIKMUW	402 73% BFJLNTVX	33 63%	27 52%	40 53% IM	56 55% JLN	67 38%	61 35% I	31 45%	35 35% I	24 33%	47 37% AGIKMUW	224 75% BFJLNTX	242 73% AGIKMUW	38 78% BFJLNTVX	78 78% AGIKM	128 66% BFLNT	132 66% BFLNT	45 55% IM	62 62% JLN	47 59% IM	58 58% JLN
Helpful	1743 67% I	2346 70% AJN	435 79% AEGIKMUW	455 83% BFJLNTVX	31 60%	34 65%	54 71% I	73 72% J	92 52%	101 57% I	42 62%	63 62% I	42 58%	79 62% AEGIKMUW	239 80% BFLNTX	255 77% AEGIKMW	40 82% BFJLNTVX	85 85% IMW	138 73% IMW	146 73% JN	55 67% I	73 72% J	47 59% I	65 65% I

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Informative	1769	2425	409	441	33	32	48	72	91	95	40	64	46	82	233	263	39	83	148	156	57	83	44	61
	68%	72%	75%	80%	63%	62%	63%	71%	52%	54%	58%	63%	63%	64%	78%	80%	80%	83%	78%	78%	70%	82%	55%	61%
	IW	AJLNX	AGIKMW	CBFHJLN				J						AEGIKMW	BFJLN		IKW	BFJLN	AEGIKMW	FJLN	I	UBFJLN		

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855. 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																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Innovative	723 28% COS	963 29% DPR	91	91	16 31% CO	23 44% BDHPRTVX	22 29% CO	26 26% DR	81 46% ACGOOSUW	81 46% BDHPRTVX	21 30% CO	51 50% KBDHPRTVX	29 40% ACOQS	48 38% BDPRT	54 18% CO	66 20% BDPRT	8 16% CO	13 13% DR	36 19% CO	51 26% CO	23 28% CO	28 28% DR	26 33% COQS	27 27% DR
Cutting edge	977 38% CO	1366 41% ADHNR	165 30% R	180 33% R	21 40% BDHJNPRVX	31 60% BDHJNPRVX	25 33% CO	29 29% CO	75 43% COQ	73 41% DHNR	26 38% BDHNPRT	51 50% BDHNPRT	27 37% R	38 30% R	94 32% ODR	130 39% ODR	13 27% CO	17 17% C	73 38% C	89 45% DHNR	28 34% CO	39 39% R	35 44% CO	38 38% R
Extreme	1248 48% CO	1791 53% ADHPX	183 33% ACGOOSUW	165 30% BDHJNPRVX	39 75% ACGOOSUW	43 83% BDHJNPRVX	35 46% CO	42 42% D	107 61% ACGOOSUW	115 65% BDHPRTVX	41 59% COS	73 72% BDHPRTVX	49 67% ACGOOSUW	84 66% BDHPRTVX	84 28% CO	116 35% CO	23 47% O	51 51% DP	86 45% CO	103 52% DP	38 46% CO	61 60% DHPX	41 51% CO	42 42% D
Trustworthy	1022 39% COQ	1343 40% DPR	145 26% COQ	144 26% COQ	24 46% COQ	25 48% DPR	27 36% DPR	38 42% DPR	106 60% ACGOOSUW	102 58% BDHPRTVX	36 52% ACGOQ	48 48% DPR	38 52% ACGOQ	65 51% BDHPRTVX	68 23% CO	89 27% CO	8 16% CO	24 24% COQ	82 43% DPR	75 38% DPR	34 41% COQ	45 45% DPR	42 43% COQ	42 42% DPR
Unconventional	1081 42% C	1563 47% ADX	172 31% CX	213 39% ACGMOOSW	36 69% BDHJNPRVX	38 73% BDHJNPRVX	27 36% CO	38 38% ACGOOSUW	97 55% DHRX	94 53% DHRX	36 52% CGQ	50 47% DX	34 54% C	69 54% DHRX	119 40% C	171 52% OBDHRX	15 31% C	40 44% C	84 55% SBDHRX	110 52% ACGOQ	43 52% ACGOQ	50 50% DX	32 40% DX	27 27% DX
Practical	833 32% CO	1000 30% DP	123 22% COQ	114 21% BDNPRVX	21 40% BDNPRVX	28 54% BDNPRVX	22 29% CO	40 40% BDPR	85 48% ACGOOSUW	73 41% BDPRTV	24 35% CO	38 40% DPR	29 40% COQ	46 36% DPR	66 22% CO	78 24% CO	10 20% CO	22 22% D	55 29% D	58 29% D	22 27% D	28 28% COQ	33 41% COQ	37 37% DPR
Technical	856 33% CO	1156 35% DPR	130 24% CO	121 22% CO	21 40% CO	23 44% DPR	25 33% O	30 30% ACGOQS	86 49% BDHPR	83 47% BDHPR	26 38% CO	41 41% DPR	30 41% COQ	50 39% DPR	56 19% CO	78 24% CO	11 22% CO	19 19% O	58 31% DPR	79 40% CO	31 38% DPR	40 40% DPR	32 40% COQ	35 35% DPR
Confusing	1423 53% CI	2076 62% AD	264 48% C	316 57% ACIKOQW	37 71% DHJLP	39 75% DHJLP	46 61% C	59 58% C	83 47% CIKOQW	97 55% DUL	34 49% CIKOQW	54 53% DUL	48 66% DUL	86 67% DUL	153 51% CO	193 58% CO	21 43% CO	59 59% ACIKOQW	121 64% BDJLP	139 70% ACIKOQW	56 68% DUL	71 70% DUL	37 46% W	62 62% W
Overwhelming	1326 51% CO	1849 55% ADPX	163 30% ACGOOSUW	154 28% ACGOOSUW	35 67% DPX	32 62% DPX	40 53% CO	54 53% DP	109 62% ACOSUW	130 74% BDHPRTVX	40 58% CO	63 62% DPX	51 70% ACGOOSUW	95 74% BDHPRTVX	109 37% C	131 40% D	23 47% C	53 53% DP	94 49% CO	106 53% DPX	46 56% CO	59 58% DPX	39 49% CO	40 40% D
Useful	738 29% COQ	956 29% DPR	104 19% COQ	102 19% COQ	16 31% COQ	15 29% R	26 34% COQ	36 42% DPR	82 47% ACGOOSUW	71 40% BDPRTV	28 39% ACGOQ	39 39% BDPR	25 35% COQ	48 38% BDPR	50 17% OR	78 24% OR	6 12% CO	14 14% O	46 24% O	60 30% DR	23 28% OQ	26 26% R	33 41% ACOQS	38 38% BDPR
For people like me	1091 42% CO	1415 42% DHPRT	155 28% CO	154 28% CO	25 48% CO	20 38% P	28 37% O	33 33% ACGOOSUW	106 60% BDHPRTVX	108 61% BDHPRTVX	34 49% COQ	54 53% BDHPRTVX	38 52% COQ	64 50% DHPRT	75 25% CO	81 25% CO	15 31% CO	31 31% CO	86 45% DHPRT	89 45% DHPRT	38 46% CO	40 40% DP	40 50% COQ	40 40% DPR
Interesting	788 30% COQS	1043 31% DPR	130 24% COQ	119 22% COQ	17 33% OQ	21 40% DPRTV	21 28% CO	30 30% R	80 45% ACGOOSUW	82 47% BDHPRTVX	27 37% COQS	45 45% BDHPRTVX	29 40% COQS	46 36% DPRTV	59 20% CO	74 22% CO	7 14% CO	17 17% CO	43 23% CO	50 25% COQS	29 35% COQS	24 24% COQS	30 38% COQS	35 35% DPR
Exciting	1069 41% COQS	1528 46% ADPRT	139 25% COQ	149 27% COQ	17 33% DPR	25 48% DPR	34 45% COQS	45 45% DPR	107 61% ACGOOSUW	115 65% BDHPRTVX	37 54% ACEOQS	66 65% BDHPRTVX	48 66% ACGOOSUW	81 63% BDHPRTVX	69 23% CO	88 27% CO	10 20% CO	22 22% O	60 32% O	68 34% R	34 41% COQ	38 40% DPR	31 39% COQ	42 42% DPR
Helpful	786 30% COQ	1003 30% DPR	104 19% COQ	96 17% COQ	18 35% DR	18 35% DR	20 26% CO	28 28% DR	81 46% ACGOOSUW	75 43% BDHPRTV	25 37% COQ	38 38% DPR	30 41% ACOQS	49 38% BDPRT	54 18% CO	75 23% CO	8 16% CO	15 15% CO	50 26% DR	54 27% DR	25 30% DR	28 28% DR	30 38% COQ	35 35% DPR

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

Q855. 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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Informative	761	924	129	110	16	20	25	29	83	81	28	37	26	46	60	67	9	17	40	44	22	18	33	39
	29%	28%	24%	20%	31%	38%	33%	29%	47%	46%	41%	37%	36%	36%	20%	20%	18%	17%	21%	22%	27%	18%	41%	39%
	COS	DPRV			DPRTV		OS	D	ACEGOQSU	BDPRTV	ACOQS	BDPRTV	COQS	BDPRTV								ACOQS	BDPRTV	

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

1. Innovative

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1807 70% IM	2386 71% FJLN	447 82% AEGIKMUW	460 83% BFJLNTYX	34 65% I	29 56% I	51 67% I	75 74% FJL	92 52% I	95 54% I	47 68% LI	50 50% I	43 59% I	80 63% AEGIKMUW	238 80% BFJLN	264 80% IMW	40 82% BFJLNTYX	87 87% AEGIKMW	152 80% FJLN	149 75% I	57 70% I	73 72% FJL	52 65% FJL	73 73% FJL
Describes very well	631 24% IK	812 24% JL	158 29% AIKW	173 31% BFJLNV	11 21% I	9 17% JL	18 24% I	29 29% JL	9 5% I	11 6% I	9 13% I	7 7% I	14 19% I	25 20% JL	113 38% ACEGIKMW	124 38% BFJLNV	21 43% ACEGIKMW	35 35% BFJLNV	61 32% AIKMW	64 32% BFJLNV	29 35% VAIKMW	18 18% JL	14 18% I	27 27% JL
Describes somewhat well	1176 45% U	1574 47% AMOU	289 53% AMOU	287 52% BPT	23 44% I	20 38% I	33 43% I	46 46% I	83 47% I	84 48% I	38 55% OU	43 43% OU	29 40% OU	55 43% OU	125 42% OU	140 42% OU	19 39% OU	52 52% OU	91 48% U	85 43% U	28 34% U	55 54% UP	38 48% UP	46 46% UP
BOTTOM 2 BOX (NET)	723 28% COS	963 29% DPR	91 17% DPR	91 17% BPT	16 31% CO	23 44% BDHPRTYX	22 29% CO	26 26% DR	81 46% ACGKQOSUW	81 46% BDHPRTYX	21 30% CO	51 50% KBDHPRTYX	29 40% ACOQS	48 38% BDPRT	54 18% CO	66 20% CO	8 16% CO	13 13% CO	36 19% DR	51 26% DR	23 28% CO	28 28% DR	26 33% COQS	27 27% DR
Does not describe very well	502 19% COS	690 21% DPR	65 12% DPR	75 14% BPT	10 19% DPRTX	16 31% COS	19 25% COS	21 21% ACEQOSUW	60 34% BDHPRTYX	71 40% BDHPRTYX	16 23% COS	38 38% KBDHPRTYX	18 25% COS	26 20% COS	40 13% CO	48 15% CO	6 12% CO	12 12% CO	24 13% DR	31 16% DR	16 20% CO	20 20% DR	14 18% COQS	16 16% DR
Does not describe at all	221 9% CO	273 8% DR	26 5% DPR	16 3% BPT	6 12% C	7 13% DPR	3 4% I	5 5% JCGO	21 12% JCGO	10 6% I	5 7% DJPR	13 13% ACGOS	11 15% BDHJPRV	22 17% I	14 5% I	18 5% I	2 4% I	1 1% I	12 6% DR	20 10% DR	7 9% I	8 8% DR	12 15% ACGOS	11 11% DR
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	10 2% D	-	1 2% I	-	3 4% H	-	3 2% I	-	1 1% I	-	-	-	6 2% P	-	1 2% I	-	2 1% I	-	2 2% I	-	2 3% I	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

2. Cutting edge

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1548 60%	1983 59% FL	374 68% AIW	371 67% BFJLPT	30 58%	21 40%	49 64%	72 71% BFJLT	99 56%	103 59% F	42 61%	50 50%	45 62%	90 70% BFJLT	194 65% AW	200 61% FL	35 71% W	83 83% BDFJLNPTVX	115 61%	111 56%	50 61% F	62 61% F	42 53% F	62 62% F
Describes very well	497 19% I	588 18% JL	133 24% AIKW	119 22% BJL	11 21% I	7 13%	18 24% IK	24 24% JL	9 5%	17 10%	7 10%	8 8%	13 18% I	32 25% BJLV	78 26% AIKW	76 23% BJLV	19 39% ACIKMSUW	25 25% BJLV	40 21% IK	35 18% JL	17 21% I	14 14% I	11 14% I	26 26% WBVLV
Describes somewhat well	1051 41%	1395 42% F	241 44% BFP	252 46% BFP	19 37%	14 27%	31 41%	48 48% F	90 51% AOQS	86 49% BFPTX	35 51%	42 42%	32 44%	58 45% F	116 39% F	124 38% F	16 33% QBDFLPTX	58 58% F	75 39%	76 38%	33 40%	48 48% F	31 39% F	36 36% F
BOTTOM 2 BOX (NET)	977 38% CO	1366 41% ADHNR	165 30% R	180 33% R	21 40% BDHJNPRVX	31 60%	25 33%	29 29% COQ	75 43% DHNR	73 41% DHNR	26 38%	51 50% BDHNR	27 37%	38 30% R	94 32% ODR	130 39% ODR	13 27% C	17 17% DHNR	73 38% C	89 45% DHNR	28 34% R	39 39% R	35 44% CO	38 38% R
Does not describe very well	696 27% C	978 29% ANR	129 24% NR	155 28% NR	15 29% BDHNRV	22 42%	21 28%	23 23% ACMOU	60 43% BDHNR	65 37% BDHNR	23 33%	36 36% HNR	14 19%	23 18% HNR	74 25% NR	103 31% NR	11 22% D	14 14% D	50 26% CO	58 29% DHJPR	16 20% CKO	26 26% DJR	22 28% CGKOQ	27 27% DJR
Does not describe at all	281 11% CO	388 12% DJPR	36 7% D	25 5% D	6 12% DHJPR	9 17%	4 5%	6 6% K	15 9% K	8 5% K	3 4%	15 15% K	13 18% CGIKOQ	15 12% DJR	20 7% D	27 8% D	2 4% D	3 3% D	23 12% CO	31 16% DHJPR	12 15% CKO	13 13% DJR	13 16% CGKOQ	11 11% DJR
Decline to Answer	4 0% B	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	1 0% AC	-	-	-	-	-	-	-	-	-	-
Not Sure	59 2% B	-	9 2% D	-	-	-	2 3% K	-	2 1% K	-	1 1% K	-	-	-	9 3% P	-	1 2% V	-	2 1% V	-	4 5% V	-	3 4% V	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

3. Extreme

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1277 49%	1558 47%	356 65%	386 70%	12 23%	9 17%	38 50%	59 58%	65 37%	61 35%	27 39%	28 28%	23 32%	44 34%	206 69%	214 65%	24 49%	49 49%	102 54%	97 49%	42 51%	40 40%	37 46%	58 58%
Describes very well	398 15%	458 14%	114 21%	112 20%	2 4%	2 4%	10 13%	12 12%	7 4%	13 7%	8 12%	6 6%	3 4%	8 6%	92 31%	85 26%	7 14%	13 13%	32 17%	30 15%	13 16%	12 12%	9 11%	22 22%
Describes somewhat well	879 34%	1100 33%	242 44%	274 50%	10 19%	7 13%	28 37%	47 47%	58 33%	48 27%	19 28%	22 22%	20 27%	36 28%	114 38%	129 39%	17 35%	36 36%	70 37%	67 34%	29 35%	28 28%	28 35%	36 36%
BOTTOM 2 BOX (NET)	1248 48%	1791 53%	183 33%	165 30%	39 75%	43 83%	35 46%	42 42%	107 61%	115 65%	41 59%	73 72%	49 67%	84 66%	84 28%	116 35%	23 47%	51 51%	86 45%	103 52%	38 46%	61 60%	41 51%	42 42%
Does not describe very well	793 31%	1170 35%	141 26%	143 26%	19 37%	23 44%	27 36%	32 32%	79 45%	101 57%	26 38%	51 50%	27 37%	40 31%	60 20%	82 25%	19 39%	38 38%	61 32%	68 34%	20 24%	40 40%	25 31%	26 26%
Does not describe at all	455 18%	621 19%	42 8%	22 4%	20 38%	20 38%	8 11%	10 10%	28 16%	14 8%	15 22%	22 22%	22 30%	44 34%	24 8%	34 10%	4 8%	13 13%	25 13%	35 18%	18 22%	21 21%	16 20%	16 16%
Decline to Answer	3 B	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Not Sure	60 2%	-	9 2%	-	-	-	3 4%	-	4 2%	-	1 1%	-	-	-	8 3%	-	2 4%	-	2 1%	-	2 2%	-	2 3%	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

19 Aug 2016
Table 235

4. Trustworthy

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1500 58% IKM	2006 60% JN	392 72% AEIKMSUW	407 74% BFHJLNTVX	26 50%	27 52%	47 62% I	63 62% JN	66 38%	74 42%	32 46%	53 52%	34 47%	63 49%	224 75%	241 73%	39 80%	76 76%	106 56% I	125 63% JN	45 55% I	56 55% J	44 55% I	58 58% J
Describes very well	503 19% BIKW	583 17% JLV	137 25% AEIKMW	145 26% BFHJLNTV	6 12%	7 13%	20 26% J HEIKMW	14 14% J	10 6% J	3 2%	7 10%	9 9%	8 11%	15 12% J	104 35% ACEIKMSUW	105 32% BFHJLNTVX	16 33% AEIKMSUW	29 29% BFHJLNTV	35 18% I	34 17% J	14 17% I	10 10% J	8 10% J	19 19% JL
Describes somewhat well	997 39% A	1423 42% A	255 47% AIS	262 48% BN	20 38%	20 38%	27 36%	49 49%	56 32%	71 40%	25 36%	44 44%	26 36%	48 38%	120 40%	136 41%	23 47%	47 47%	71 37%	91 46%	31 38%	46 46%	36 45% I	39 39% I
BOTTOM 2 BOX (NET)	1022 39% COQ	1343 40% DPR	145 26% COQ	144 26% DPR	24 46% COQ	25 48% DPR	27 36% OQ	38 38% DPR	106 60% ACGOOSUW	102 58% BDHPRTX	36 52% ACGOQ	48 48% DPR	38 52% ACGOQ	65 51% BDHPRT	68 23% P	89 27% P	8 16% P	24 24% COQ	82 43% DPR	75 38% DPR	34 41% COQ	45 45% DPR	34 43% COQ	42 42% DPR
Does not describe very well	699 27% COQ	982 29% ADP	111 20% COQ	126 23% COQ	19 37% COQ	15 29% COQ	20 26% P	30 30% ACGOOSUW	75 43% BDNPR	73 41% BDNPR	27 39% ACGOQ	38 38% DPR	28 38% ACGOQ	36 28% P	51 17% P	63 19% P	6 12% P	23 23% COQ	55 29% COQ	52 26% COQ	22 27% O	32 32% P	22 28% OQ	31 31% P
Does not describe at all	323 12% BCO	361 11% DR	34 6% D	18 3% D	5 10% BDHPR	10 19% BDHPR	7 9% BDHPR	8 8% DR	31 18% ACOQ	29 16% BDHPR	9 13% CO	10 10% DR	10 14% CO	29 23% BDHLPRTX	17 6% DR	26 8% DR	2 4% R	1 1% CO	27 14% DR	23 12% CO	12 15% CO	13 13% DR	12 15% CO	11 11% DR
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	63 2% B	-	11 2% D	-	1 2%	-	2 3%	-	4 2% J	-	1 1%	-	-	-	6 2% P	-	2 4% R	-	2 1% CO	-	3 4%	-	2 3%	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
5. Unconventional

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1449	1786	366	338	15	14	47	63	76	82	32	51	38	59	172	159	33	60	104	90	36	51	45	73
Describes very well	432	506	109	85	2	5	11	12	5	9	5	12	13	21	77	59	13	18	39	36	13	12	9	28
Describes somewhat well	1017	1280	257	253	13	9	36	51	71	73	27	39	25	38	95	100	20	42	65	54	23	39	36	45
BOTTOM 2 BOX (NET)	1081	1563	172	213	36	38	27	38	97	94	36	50	34	69	119	171	15	40	84	110	43	50	32	27
Does not describe very well	704	1045	128	164	20	23	19	29	79	75	27	35	17	39	74	117	11	32	54	73	25	38	17	17
Does not describe at all	377	518	44	49	16	15	8	9	18	19	9	15	17	30	45	54	4	8	30	37	18	12	15	10
Decline to Answer	4	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Not Sure	54	-	10	-	-	-	2	-	3	-	1	-	-	-	7	-	1	2	2	-	3	-	3	-
Sigma	2588	3349	548	551	52	52	76	101	176	176	69	101	73	128	298	330	49	100	190	200	82	101	80	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

6. Practical

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1701 66% I	2349 70% AFHJ	416 76% AEIKMW	437 79% BFHJLNTX	29 56% I	24 46% I	52 68% I	61 60% I	90 51% I	103 59% I	44 64% I	63 62% I	43 59% I	82 64% F	225 76% AEIKMW	252 76% BFHJLNX	38 78% EIMW	78 78% FHJLNX	133 70% IW	142 71% FJ	58 71% I	73 72% FJ	45 56% F	63 63% F
Describes very well	563 22% IM	690 21% FJ	139 25% AIKM	135 25% BFJL	7 13% I	5 10% I	13 17% I	17 17% J	8 5% I	7 4% I	10 14% I	14 14% J	7 10% I	24 19% J	108 36% ACEGKMSW	105 32% BDHJLNVX	18 37% AEGIKMW	35 35% BDHJLNVX	50 26% IKM	59 30% BFHJLNV	26 32% VAEGIKM	17 17% J	15 19% I	19 19% J
Describes somewhat well	1138 44% AT	1659 50% AT	277 51% AOW	302 55% BFHJLNTX	22 42% I	19 37% I	39 51% I	44 44% I	82 47% FPT	96 55% FPT	34 49% I	49 49% I	36 49% I	58 45% I	117 39% I	147 45% I	20 41% I	43 43% I	83 44% I	83 42% I	32 39% UFT	56 55% UFT	30 38% I	44 44% I
BOTTOM 2 BOX (NET)	833 32% CO	1000 30% DP	123 22% CO	114 21% BDNPRVTX	21 40% COQ	28 54% BDNPRVTX	22 29% BDPR	40 40% ACGOQSU	85 48% BDPRTV	73 41% BDPRTV	24 35% CO	38 38% DPR	29 40% COQ	46 36% DPR	66 22% I	78 24% I	10 20% I	22 22% I	55 29% D	58 29% D	22 27% I	28 28% I	33 41% COQ	37 37% DPR
Does not describe very well	598 23% CO	727 22% D	96 18% CO	89 16% BDNPRVTX	16 31% COU	20 38% BDNPRVTX	18 24% BDPRTV	31 31% ACGMOQSU	66 38% BDPRTV	57 32% BDPRTV	17 25% BDPRTV	31 31% BDPRTV	16 22% BDPRTV	30 23% DPR	46 15% I	61 18% I	9 18% I	18 18% I	41 22% I	39 20% I	13 16% I	18 18% I	25 31% COU	22 22% I
Does not describe at all	235 9% C	273 8% DP	27 5% C	25 5% D	5 10% DPR	8 15% DPR	4 5% I	9 9% I	19 11% C	16 9% D	7 10% I	7 7% I	13 18% ACGOQS	16 13% DPR	20 7% I	17 5% I	1 2% I	4 4% I	14 7% I	19 10% D	9 11% C	10 10% D	8 10% BDPR	15 15% BDPR
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	51 2% B	-	9 2% D	-	1 2% I	-	2 3% I	-	1 1% I	-	1 1% I	-	-	-	7 2% P	-	1 2% I	-	2 1% I	-	2 2% I	-	2 3% I	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

7. Technical

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1674 65% I	2193 65% J	409 75% AEGIKMUW	430 78% BFJLNTVX	29 56%	29 56%	48 63%	71 70% J	88 50%	93 53%	42 61%	60 59%	42 58%	78 61%	237 80%	252 76%	36 73% I	81 81% BFJLNTVX	130 68% I	121 61%	49 60%	61 60%	45 56%	65 65%
Describes very well	543 21% EIKW	650 19% JL	143 26% AEIKW	134 24% BJLNV	5 10%	7 13%	15 20% IK	25 25% JLV	10 6%	11 6%	4 6%	11 11%	13 18% IK	19 15% J	100 34% ACEGKMSW	96 29% BFJLNTVX	18 37% AEGIKMSW	22 22% JL	43 23% EIKW	52 26% BJLNV	22 27% VEIKW	12 12%	9 11% J	17 17% J
Describes somewhat well	1131 44% U	1543 46% T	266 49% AU	296 54% BT	24 46%	22 42%	33 43%	46 44% JLV	78 44%	82 47%	38 55% U	49 49%	29 40%	59 46% T	137 46% U	156 47% T	18 37% QB	59 46% JPT	87 46% TU	69 35%	27 33%	49 49% UT	36 45% T	48 48% T
BOTTOM 2 BOX (NET)	856 33% CO	1156 35% DPR	130 24%	121 22%	21 40% CO	23 44% DPR	25 33% O	30 30% ACGOQS	86 49% BDHPR	83 47%	26 38% CO	41 41% DPR	30 41% COQ	50 39% DPR	56 19%	78 24%	11 22% O	19 19% DPR	58 31% O	79 40% DPR	31 38% CO	40 40% DPR	32 40% COQ	35 35% DPR
Does not describe very well	601 23% CO	857 26% ADPR	102 19% O	102 19% O	17 33% COQ	17 33% DPR	17 22% O	24 24% ACGMOQSU	66 38% BDHNR	65 37%	20 29% COQ	34 34% DPR	13 18%	30 23%	38 13% O	59 18% O	6 12% O	16 16% DPR	39 21% O	57 29% DPR	20 24% O	29 29% DPR	24 30% COQ	26 26% D
Does not describe at all	255 10% CO	299 9% DPR	28 5%	19 3%	4 8% DR	6 12% DR	8 11% H	6 6% CO	20 11% DR	18 10%	6 9% COQ	7 7% DPR	17 23% ACEGKOSW	20 16% BDHLPR	18 6% O	19 6% O	5 10% O	3 3% C	19 10% DPR	22 11% DPR	11 13% CO	11 11% DR	8 10% O	9 9% D
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	9 2% D	-	1 2%	-	3 4% H	-	2 1%	-	1 1%	-	-	-	5 2% P	-	2 4% R	-	2 1%	-	2 2%	-	3 4%	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

8. Confusing

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1106 43% BESU	1273 38% T DAEGMSU	275 50% BFNTV	235 43% BFNTV	14 27% T	13 25% T	27 36% T	42 42% F AEGMSU	90 51% FNTV	79 45% FNTV	34 49% EMSU	47 47% FNTV	24 33% T	42 33% T	136 46% EMSU	137 42% FTV	27 55% EGMSU	41 41% T	67 35% T	61 31% T	23 28% T	30 30% T	41 51% EMSU	38 38% T
Describes very well	345 13% BE	350 10% DAEM	99 18% DAEM	67 12% TV	2 4% T	3 6% T	7 9% T	8 8% BFHJ	21 12% T	15 9% T	6 9% BFHJ	18 18% T	6 8% T	12 9% T	54 18% AEM	43 13% T	10 20% E	10 10% T	24 13% T	22 11% T	8 10% T	10 10% T	11 14% T	10 10% T
Describes somewhat well	761 29% SU	923 28% T	176 32% SU	168 30% TV	12 23% T	10 19% T	20 26% T	34 34% TV AEMOSU	69 39% BFNTV	64 36% AEMOSU	28 41% T	29 29% T	18 25% T	30 23% T	82 28% T	94 28% T	17 35% U	31 31% T	43 23% T	39 20% T	15 18% T	20 20% T	30 38% SU	28 28% T
BOTTOM 2 BOX (NET)	1423 55% CI	2076 62% AD	264 48% C	316 57% ACIKOQW	37 71% DHJLP	39 75% DHJLP	46 61% C	59 58% C	83 47% C	97 55% C	34 49% C	54 53% C	48 66% CIKOQW	86 67% DJL	153 51% T	193 58% T	21 43% T	59 59% ACIKOQW	121 64% BDJLX	139 70% ACIKOQW	56 68% DJL	71 70% DJL	37 46% W	62 62% W
Does not describe very well	847 33% O	1220 36% ANP	177 32% OW	193 35% OW	21 40% BDNP	26 50% ACMOSW	38 50% BDNPT	50 50% BDNPT	68 39% OW	80 45% BDNP	28 41% OW	41 41% N	24 33% N	34 27% T	78 26% T	102 31% T	16 33% T	37 37% OW	69 36% OW	74 37% T	30 37% T	42 42% NP	19 24% WNP	42 42% WNP
Does not describe at all	576 22% CGIKQ	856 26% AHJL	87 16% I	123 22% CHJL	16 31% CGIKQ	13 25% HJ	8 11% T	9 9% T	15 9% T	17 10% T	6 9% T	13 13% ACGIKQ	24 33% BDHJLPRX	52 41% CGIKQ	75 25% HJL	91 28% T	5 10% T	22 22% HJ	52 27% CGIKQ	65 33% BDHJLX	26 32% ACGIKQ	29 29% HJL	18 23% GIK	20 20% HJ
Decline to Answer	6 B	-	-	-	1 2% AC	-	-	-	-	-	-	-	1 C	-	1 T	-	-	-	-	-	-	-	1 C	-
Not Sure	53 2% B	-	9 2% D	-	-	-	3 4% H	-	3 2% T	-	1 1% T	-	-	-	8 3% P	-	1 2% T	-	2 1% T	-	3 4% T	-	1 1% T	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

9. Overwhelming

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1203 46% EIM	1500 45% JN	376 69% AEGIKMOOSUW BFHLNRTVX	397 72% BFHLNRTVX	16 31% AC	20 38% AC	33 43% AC	47 47% JN	63 36% AC	46 26% AC	28 41% AC	38 38% J	21 29% AC	33 26% AEGIKMSUJ	181 60% BFHLNRTV	199 60% M	24 49% JN	47 47% EIM	94 49% JN	94 47% JN	34 41% JN	42 42% JN	39 49% EM	60 60% BFJLNTV
Describes very well	373 14% IM	432 13% JLN	134 24% AEGIKMSUW BFHLNRTV	133 24% BFHLNRTV	6 12% AC	5 10% J	7 9% AC	10 10% J	10 6% J	3 2% AC	5 7% AC	5 5% AC	4 5% AC	8 6% AEGIKMSUW BHJLNT	72 24% BFHLNRTV	62 19% I	8 16% I	13 13% JL	29 15% IM	24 12% J	11 13% I	11 11% J	8 10% JLN	19 19% JLN
Describes somewhat well	830 32% E	1068 32% JN	242 44% AEIMOSU BFHLNRTV	264 48% BFHLNRTV	10 19% AC	15 29% AC	26 34% AC	37 37% JN	53 30% AC	43 24% AC	23 33% AC	33 33% N	17 23% AC	25 20% EM	109 37% BJN	137 42% BJN	16 33% N	34 34% E	65 35% JN	70 35% JN	23 28% AC	31 31% AC	31 39% EM	41 41% BJN
BOTTOM 2 BOX (NET)	1326 51% CO	1849 55% ADPX	163 30% ACOQSW	154 28% ACOQSW	35 67% DPX	32 62% DPX	40 53% CO	54 53% DP	109 62% ACOSW	130 74% ACOSW	40 58% CO	63 62% DPX	51 70% ACOQSW	95 74% ACOQSW	109 37% C	131 40% D	23 47% C	53 49% CO	94 49% DPX	106 53% DPX	46 56% CO	59 58% DPX	39 49% CO	40 40% D
Does not describe very well	815 31% CO	1136 34% ADPX	119 22% ACOQSW	127 23% ACOQSW	24 46% ACOSUW	17 33% ACOSUW	35 46% BDPX	44 44% ACOSUW	79 45% ACOSUW	96 55% ACOSUW	27 39% CO	43 43% DPX	30 41% CO	43 34% D	77 26% D	92 28% D	16 33% DX	36 36% DX	55 29% C	69 35% DX	23 28% DX	33 33% D	21 26% D	22 22% D
Does not describe at all	511 20% CGO	713 21% DHP	44 8% D	27 5% CGO	11 21% CGO	15 29% DHP	5 7% AC	10 10% D	30 17% CGO	34 19% DHP	13 19% CG	20 20% DHP	21 29% CGIO	52 41% BDHLNRTVX	32 11% D	39 12% D	7 14% D	17 17% D	39 21% CGO	37 19% DP	23 28% CGIO	26 26% DHP	18 23% CGO	18 18% D
Decline to Answer	4 B	-	-	-	1 2% AC	-	-	-	-	-	-	-	1 AC	-	1	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	9 2% D	-	-	-	3 4% H	-	4 2% J	-	1 1% AC	-	-	-	7 2% P	-	2 4% R	-	2 1% AC	-	2 2% AC	-	2 3% AC	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
10. Useful

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1800 70% IKW	2393 71% JLNK	435 79% AEGIKMUW	449 81% BHJLNTX	35 67% I	37 71% I	48 63% I	65 64% I	91 52% I	105 60% I	40 58% I	62 61% I	47 64% I	80 63% I	244 82% AEGIKMUW	252 76% BHJLNK	42 86% AEGIKMUW	86 86% BFHJLNPTVX	142 75% IKW	140 70% J	57 70% I	75 74% J	45 56% I	62 62% J
Describes very well	601 23% IKW	747 22% JL	133 24% IKW	155 28% BHJLNV	10 19% I	11 21% J	16 21% I	18 18% J	6 3% I	10 6% I	7 10% I	11 11% I	14 19% I	23 18% J	118 40% ACEGKMSW	123 37% BDHJLNK	19 39% ACEGKMW	30 30% HJLNV	54 28% IKW	67 34% BHJLNK	28 34% VAIKMW	16 16% J	10 13% I	21 21% J
Describes somewhat well	1199 46% U	1646 49% APT	302 55% AGOSU	294 53% BPTX	25 48% I	26 50% I	32 42% I	47 47% I	85 48% I	95 54% PTX	33 48% PT	51 50% PT	33 45% I	57 45% I	126 42% I	129 39% I	23 47% PTX	56 56% PTX	88 46% I	73 37% I	29 35% UNPTX	59 58% I	35 44% I	41 41% I
BOTTOM 2 BOX (NET)	738 29% COQ	956 29% DPR	104 19% I	102 19% I	16 31% COQ	15 29% R	26 34% COQ	36 36% DPR	82 47% ACEOQSU	71 40% BDPRTV	28 41% ACOQS	39 39% BDPR	25 34% COQ	48 38% BDPR	50 17% OR	78 24% OR	6 12% I	14 14% I	46 24% O	60 30% DR	23 28% OQ	26 26% R	33 41% ACOQS	38 38% BDPR
Does not describe very well	499 19% COQ	726 22% ADR	78 14% I	83 15% I	11 21% Q	12 23% I	19 25% COQ	31 31% BDPR	60 34% ACOQSU	53 30% BDPRV	23 33% ACOQSU	33 33% BDPRV	16 22% OQ	32 25% DR	35 12% O	61 18% O	3 6% I	13 13% I	29 15% SDR	49 25% I	14 17% I	19 19% I	22 28% COQS	26 26% DR
Does not describe at all	239 9% BCO	230 7% DR	26 5% I	19 3% I	5 10% I	3 6% I	7 9% I	5 5% I	22 13% CO	18 10% DPR	5 7% I	6 6% I	9 12% CO	16 13% BDPRT	15 5% I	17 5% I	3 6% I	1 1% I	17 9% C	11 6% I	9 11% C	7 7% R	11 14% CO	12 12% BDPRT
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	47 2% B	-	9 2% D	-	-	-	2 3% I	-	3 2% I	-	1 1% I	-	-	-	4 1% P	-	1 2% I	-	2 1% I	-	2 2% I	-	2 3% I	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?
11. For people like me

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1430 55% I	1934 58% JL	380 69% AEIKMSUW	397 72% BJLNTVX	25 48% J	32 62% J	45 59% I	68 67% BJLNT	64 36% I	68 39% I	34 49% I	47 47% I	34 47% I	64 50% J	217 73% AEGIKMSUW	249 75% BFLJNTVX	33 67% IMW	69 69% BJLNT	102 54% I	111 56% J	42 51% I	61 60% J	38 48% J	60 60% J
Describes very well	483 19% IW	566 17% JL	125 23% AIMW	110 20% BFJL	8 15% I	4 8% I	16 21% IW	15 15% J	7 4% I	8 5% I	11 16% I	8 8% I	8 11% I	18 14% J	97 33% ACEIKMSW	97 29% BDFHJLV	14 29% IMW	28 28% BFHJLN	44 23% IMW	44 22% BFJL	20 24% IMW	18 18% JL	5 6% WJL	20 20% WJL
Describes somewhat well	947 37% AT	1368 41% AT	255 47% AIKSU	287 52% BJLNRX	17 33% EJNT	28 54% EJNT	29 38% BJLNT	53 52% BJLNT	57 32% I	60 34% I	23 33% I	39 39% I	26 36% I	46 36% SU	120 40% SU	152 46% BJT	19 39% I	41 41% I	58 31% I	67 34% I	22 27% I	43 43% U	33 41% I	40 40% I
BOTTOM 2 BOX (NET)	1091 42% CO	1415 42% DHPR	155 28% CO	154 28% CO	25 48% CO	20 38% P	28 37% O	33 33% ACGOQSUW	106 60% BDHPR	108 61% BDHPR	34 49% COQ	54 53% BDHPR	38 52% COQ	64 50% DHPR	75 25% COQ	81 25% DHPR	15 31% COQ	31 31% DHPR	86 45% CO	89 45% DHPR	38 46% CO	40 40% DP	40 50% COQ	40 40% DP
Does not describe very well	715 28% CO	934 28% DP	120 22% P	133 24% P	17 33% O	12 23% O	23 30% O	24 24% ACGOQSUW	78 44% BDHPR	78 44% BDHPR	25 36% CO	35 35% DP	25 34% CO	34 27% P	50 17% P	55 17% P	13 27% P	26 26% CO	57 30% CO	55 28% P	19 23% P	28 28% P	19 24% P	28 28% P
Does not describe at all	376 15% CGOQ	481 14% DPR	35 6% C	21 4% C	8 15% C	8 15% DR	5 7% D	9 9% D	28 18% CGOQ	30 17% DPR	9 13% C	19 19% DHPR	13 18% CGOQ	30 23% BDHPRVX	25 8% D	26 8% D	2 4% D	5 5% COQ	29 15% DPR	34 17% VACGOQ	19 23% VACGOQ	12 12% D	21 26% XACGKQOS	12 12% D
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	64 2% B	-	13 2% D	-	1 2% D	-	3 4% H	-	6 3% J	-	1 1% J	-	-	-	6 2% P	-	1 2% P	-	2 1% P	-	2 2% P	-	2 3% P	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

12. Interesting

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1741 67% I	2306 69% JL	406 74% AIKMUW	432 78% BFJLNX	33 63% I	31 60% I	52 68% I	71 70% JL	93 53% JL	94 53% JL	41 59% JL	56 55% JL	43 59% JL	82 64% JL	233 78% AEIKMUW	256 78% BFJLNX	41 84% AEIKMUW	83 83% BFJLNX	145 76% AIKMUW	150 75% FJLN	50 61% UFJLN	77 76% UFJLN	48 60% I	65 65% JL
Describes very well	618 24% BIK	688 21% JL	152 28% AIKM	128 23% JL	9 17% I	9 17% JL	19 25% IK	24 24% JL	11 6% JL	11 6% JL	8 12% JL	6 6% JL	12 16% I	26 20% JL	127 43% PACEGKMSW	115 35% BDFJLNVX	22 45% ACEGKMSW	35 35% BDFJLNVX	54 28% IKM	58 29% BJLV	26 32% VIKMW	17 17% JL	14 18% I	22 22% JL
Describes somewhat well	1123 43% OU	1618 48% AP	254 46% OU	304 55% CBNPTX	24 46% U	22 42% U	33 43% U	47 47% OU	82 47% OU	83 47% OU	33 48% U	50 50% U	31 42% U	56 44% U	106 36% U	141 43% U	19 39% U	48 48% OU	91 48% OU	92 46% UBFNPTX	24 29% UBFNPTX	60 59% UBFNPTX	34 43% UBFNPTX	43 43% UBFNPTX
BOTTOM 2 BOX (NET)	788 30% COQS	1043 31% DPR	130 24% DPR	119 22% DPR	17 33% OQ	21 40% DPRTV	21 28% DPRTV	30 30% R	80 45% ACGOQS	82 47% BDHPRTV	27 39% COQS	45 45% BDHPRTV	29 40% COQS	46 36% DPRTV	59 20% COQS	74 22% COQS	7 14% COQS	17 17% COQS	43 23% COQS	50 25% COQS	29 35% COQS	24 24% COQS	30 38% COQS	35 35% DPR
Does not describe very well	564 22% OQS	757 23% DP	103 19% OQS	101 18% OQS	14 27% OQS	14 27% OQS	16 21% OQS	23 23% ACGOQS	59 34% BDHPRTV	64 36% BDHPRTV	21 30% COQS	36 36% BDHPRTV	19 26% OQS	22 17% OQS	41 14% OQS	57 17% OQS	5 10% OQS	17 17% OQS	26 14% OQS	35 18% OQS	20 24% OQS	17 17% OQS	19 24% OS	28 28% DPT
Does not describe at all	224 9% C	286 9% DPR	27 5% DPR	18 3% DPR	3 6% DPR	7 13% DPR	5 7% DPR	7 7% R	21 12% CO	18 10% DPR	6 9% DR	9 9% DR	10 14% CO	24 19% BDHPRTV	18 6% CO	17 5% R	2 4% R	- - C	17 9% C	15 8% DR	9 11% C	7 7% R	11 14% CO	7 7% R
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	56 2% B	-	12 2% D	-	1 2% D	-	3 4% H	-	3 2% H	-	1 1% H	-	-	-	6 2% P	-	1 2% P	-	2 1% P	-	3 4% P	-	2 3% P	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

13. Exciting

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1462 56% IKM	1821 54% JLN	400 73% AGIKMUW	402 73% BFJLNVX	33 63% IKM	27 52% JL	40 53% IM	56 55% JLN	67 38% JLN	61 35% JLN	31 45% JLN	35 35% JLN	24 33% JLN	47 37% AGIKMUW	224 75% BFJLNVX	242 73% AGIKMUW	38 78% BFJLNVX	78 78% AGIKM	128 67% AGIKM	132 66% BJLN	45 55% IM	63 62% JLN	47 59% IM	58 58% JLN
Describes very well	482 19% BIMW	537 16% JLN	123 22% AIKMW	131 24% BFJLNV	8 15% I	6 12% J	12 16% IM	16 16% JN	9 5% JLN	5 3% JLN	7 10% JLN	8 8% JLN	4 5% JLN	9 7% ACEGIKMW	106 36% BFJLNVX	105 32% ACEGIKMW	20 41% ACEGIKMW	25 25% BJLNV	54 28% AGIKMW	45 23% BJLNV	21 26% VIKMW	12 12% J	6 8% WJLN	18 18% WJLN
Describes somewhat well	980 38% LN	1284 38% AGIKMOSU	277 51% AGIKMOSU	271 49% BJLNP	25 48% IMU	21 40% IMU	28 37% IMU	40 40% IMU	58 33% IMU	56 32% IMU	24 35% IMU	27 27% IMU	20 27% IMU	38 30% IMU	118 40% JLN	137 42% JLN	18 37% BJLNP	53 39% BJLNP	74 39% JLN	87 44% JLN	24 29% UBJLN	51 50% AIKMU	41 51% AIKMU	40 40% L
BOTTOM 2 BOX (NET)	1069 41% COQS	1528 46% ADPRT	139 25% ADPRT	149 27% ADPRT	17 33% DPR	25 48% DPR	34 45% COQS	45 45% DPR	107 61% ACEGOOSUW	115 65% BDPRTVX	37 54% ACEOQS	66 65% BDPRTVX	48 66% ACEGOOSUW	81 63% BDPRTVX	69 23% COQS	88 27% COQS	10 20% COQS	22 22% O	60 32% O	68 34% R	34 41% COQ	38 38% DPR	31 39% COQ	42 42% DPR
Does not describe very well	711 27% COQS	1036 31% ADPRT	101 18% ADPRT	129 23% C	13 25% PR	18 35% ACOQSUW	30 39% DPR	37 37% DPR	79 45% ACEGOOSUW	91 52% BDPRTVX	27 39% ACOQSUW	44 44% BDPRTVX	26 36% COQS	38 30% PR	49 16% COQS	62 19% COQS	7 14% COQS	18 18% D	40 21% D	46 23% DR	18 22% CGOQS	26 26% DR	17 21% CGO	24 24% DPR
Does not describe at all	358 14% CGO	492 15% DHPRT	38 7% D	20 4% D	4 8% DR	7 13% DR	4 5% DPR	8 8% DPR	28 18% CGO	24 14% DPR	10 14% CO	22 22% BDPRTVX	22 30% COQS	43 34% D	20 7% D	26 8% D	3 6% D	4 4% D	20 11% D	22 11% DR	16 20% CGOQS	12 12% DR	14 18% CGO	18 18% DHPRT
Decline to Answer	4 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-
Not Sure	53 2% B	-	9 2% D	-	1 2% D	-	2 3% D	-	2 1% D	-	1 1% D	-	-	-	5 2% P	-	1 2% P	-	2 1% P	-	3 4% P	-	2 3% P	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2587	3349	548	551	52*	52*	76*	101	176	176	68*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1743 67% I	2346 70% AJN	435 79% AEIKMUW	455 83% BFHJLNTVX	31 60% I	34 65% I	54 71% I	73 72% J	92 52% I	101 57% I	42 62% I	63 62% I	42 58% I	79 62% I	239 80% AEIKMUW	255 77% BJLNX	40 82% AEIKMW	85 85% BFHJLNTVX	138 73% IMW	146 73% JN	55 67% I	73 72% J	47 59% I	65 65% I
Describes very well	595 23% BI	698 21% J	143 26% IKMW	144 26% BJLV	8 15% I	8 15% J	13 17% I	18 18% J	9 5% I	10 6% I	9 13% I	16 16% J	11 15% I	24 19% J	124 42% PACEGKMSUW	110 33% BDFHJLNV	24 49% RACEGKMSUW	31 31% BFHJLNV	49 26% IK	68 34% BDFHJLNV	22 27% IK	17 17% J	12 15% I	23 23% J
Describes somewhat well	1148 44% O	1648 49% APT	292 53% AOQU	311 56% BNPTX	23 44% I	26 50% I	41 54% OQ	55 54% T	83 47% I	91 52% T	33 49% I	47 47% I	31 42% I	55 43% I	115 39% I	145 44% I	16 33% QT	54 54% QT	89 47% I	78 39% I	33 40% UPT	56 55% UPT	35 44% I	42 42% I
BOTTOM 2 BOX (NET)	786 30% COQ	1003 30% DPR	104 19% I	96 17% I	18 35% COQ	18 35% DR	20 26% I	28 28% DR	81 46% ACGOQSU	75 43% BDHPRTV	25 37% COQ	38 38% DPR	30 41% ACOQS	49 38% BDPRT	54 18% I	75 23% I	8 16% I	15 15% CO	50 26% CO	54 27% DR	25 30% CO	28 28% DR	30 38% COQ	35 35% DPR
Does not describe very well	546 21% COS	749 22% DPR	79 14% I	83 15% I	11 21% I	10 19% I	16 21% I	22 22% I	63 36% ACEGMOQSUW	58 33% BDHPRTV	17 25% COS	34 34% BDPRTV	16 22% DPR	34 27% DPR	42 14% I	55 17% I	7 14% I	13 13% I	27 14% I	36 18% I	18 22% I	20 20% I	18 23% I	25 25% DR
Does not describe at all	240 9% BCO	254 8% DR	25 5% D	13 2% I	7 13% COQ	8 15% BDLPR	4 5% I	6 6% D	18 10% CO	17 10% DR	8 12% CO	4 4% ACOQ	14 19% DLPR	15 12% I	12 4% D	20 6% D	1 2% I	2 2% I	23 12% COQ	18 9% DR	7 9% I	8 8% D	12 15% CGOQ	10 10% DR
Decline to Answer	3 B	-	-	-	1 2% ACO	-	-	-	-	-	-	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	9 2% D	-	2 4% I	-	3 3% I	-	3 2% I	-	1 1% I	-	-	-	5 2% P	-	1 2% I	-	2 1% I	-	2 2% I	-	3 4% I	-
Sigma	2587 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	68 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q855_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club?

19 Aug 2016
Table 246

15. Informative

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1769 68% IW	2425 72% AJLNX	409 75% AGIKMW	441 80% CBFJLNX	33 63% I	32 62% J	48 63% K	72 71% J	91 52% I	95 54% J	40 58% K	64 63% L	46 63% M	82 64% N	233 78% O	263 80% P	39 80% Q	83 83% R	148 78% S	156 78% T	57 70% U	83 82% V	44 55% W	61 61% X
Describes very well	625 24% IKMW	793 24% JL	157 29% AIKMW	156 28% BFJLX	9 17% I	7 13% J	16 21% K	21 21% J	8 5% I	9 5% J	6 9% K	11 11% L	9 12% M	32 25% N	116 39% O	120 36% P	23 47% Q	37 37% R	58 31% S	71 36% T	30 37% U	27 27% V	8 10% W	18 18% X
Describes somewhat well	1144 44% U	1632 49% ANP	252 46% U	285 52% NPT	24 46% I	25 48% J	32 42% K	51 50% L	83 47% M	86 49% N	34 49% O	53 52% P	37 51% Q	50 39% R	117 39% S	143 43% T	16 33% U	46 46% V	90 47% W	85 43% X	27 33% Y	56 55% Z	36 45% AA	43 43% AB
BOTTOM 2 BOX (NET)	761 29% COS	924 28% DPRV	129 24% I	110 20% J	16 31% K	20 38% L	25 33% M	29 29% N	83 47% O	81 46% P	28 41% Q	37 37% R	26 36% S	46 20% T	67 20% U	9 18% V	17 17% W	40 21% X	44 22% Y	22 27% Z	18 18% AA	33 41% AB	39 41% AC	39 39% AD
Does not describe very well	538 21% OS	673 20% P	103 19% I	96 17% J	11 21% K	11 21% L	21 28% M	23 23% N	64 36% O	61 35% P	22 32% Q	28 28% R	15 21% S	31 24% T	45 15% U	47 14% V	8 16% W	14 14% X	28 15% Y	32 16% Z	15 18% AA	14 14% AB	21 26% AC	25 25% AD
Does not describe at all	223 9% CO	251 7% D	26 5% I	14 3% J	5 10% K	9 17% L	4 5% M	6 6% N	19 11% O	20 11% P	6 9% Q	9 9% R	11 15% S	15 12% T	15 5% U	20 6% V	1 2% W	3 3% X	12 6% Y	7 9% Z	4 4% AA	12 15% AB	14 14% AC	14 14% AD
Decline to Answer	3 0% B	-	-	-	1 2% CO	-	-	-	-	-	-	-	1 1% CO	-	-	-	-	-	-	-	-	-	-	-
Not Sure	55 2% B	-	10 2% D	-	2 4% I	-	3 4% H	-	2 1% I	-	1 1% J	-	-	-	5 2% P	-	1 2% Q	-	2 1% R	-	3 4% U	-	3 4% W	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	2877 86% J	-	512 93% BJLN	-	48 92% J	-	89 88%	-	140 80%	-	83 82%	-	112 88%	-	299 91% BJL	-	98 98% BHJLNPVX	-	194 97% BDHJLNPVX	-	92 91% J	-	89 89% J
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	2290 68% J	-	465 84% BHJLNV	-	40 77% J	-	76 75% JV	-	87 49%	-	66 65% J	-	92 72% J	-	274 83% BJLNV	-	90 90% BFHJLNVX	-	169 85% BJLNV	-	62 61%	-	79 79% BJLV
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	2002 60% JL	-	424 77% BJLNV	-	36 69% JL	-	70 69% BJLV	-	67 38%	-	44 44%	-	75 59% JL	-	247 75% BJLNV	-	71 71% BJLV	-	149 75% BJLNV	-	56 55% J	-	76 76% BJLNV
None of the above	-	399 12% DPRT	-	31 6%	-	4 8%	-	9 9% RT	-	31 18% BDHPRTV	-	16 16% DPRT	-	13 10% RT	-	21 6% T	-	2 2%	-	5 3%	-	8 8% T	-	10 10% RT

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

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1123 34% JL	-	214 39% BFJLN	-	12 23%	-	42 42% FJLN	-	36 20%	-	15 15%	-	34 27% L	-	140 42% BFJLN	-	54 54% BDFJLNPX	-	125 63% BDFJLNPVX	-	49 49% BFJLN	-	39 39% JLN
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	857 26% J	-	201 36% BFJLNV	-	10 19%	-	27 27% J	-	26 15%	-	18 18%	-	28 22%	-	127 38% BFHJLNV	-	41 41% BFHJLNV	-	85 43% BFHJLNV	-	18 18%	-	33 33% JLV
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	855 26% JL	-	195 35% BJLNX	-	15 29% JL	-	29 29% JL	-	28 16%	-	14 14%	-	29 23%	-	110 33% BJLNX	-	35 35% BJLNX	-	74 37% BJLNX	-	28 28% JL	-	21 21%
None of the above	-	900 27% DHPRTVX	-	113 21% HPRT	-	10 19% T	-	10 10%	-	101 57% BDHPRTVX	-	50 50% BDHPRTVX	-	40 31% DHPRTVX	-	44 13% T	-	9 9%	-	9 5%	-	18 18% T	-	15 15% T

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

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	722 22% J	-	152 28% BJLNV	-	12 23%	-	26 26% J	-	25 14%	-	16 16%	-	22 17%	-	100 30% BJLNVX	-	26 26% J	-	68 34% BJLNVX	-	18 18%	-	19 19%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	659 20% J	-	161 29% BFHJLNV	-	7 13%	-	16 16%	-	16 9%	-	14 14%	-	21 16%	-	109 33% BFHJLNTV	-	21 21% J	-	46 23% J	-	15 15%	-	25 25% JL
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	651 19% JL	-	161 29% BHJLNVX	-	9 17%	-	15 15%	-	14 8%	-	11 11%	-	19 15%	-	109 33% BFHJLNTVX	-	25 25% JLV	-	48 24% JLNV	-	14 14%	-	17 17% J
None of the above	-	1019 30% DHPRTVX	-	123 22% FT	-	13 25% T	-	20 20% T	-	111 63% BDHPRTVX	-	46 46% BDHPRTVX	-	45 35% DHPRTVX	-	52 16% T	-	16 16% T	-	9 5% T	-	21 21% T	-	17 17% T

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Social media accounts, such as Facebook, QZone, LinkedIn or Twitter	-	1409 42%	-	232 42%	-	20 38%	-	40 40%	-	67 38%	-	33 33%	-	73 57%	-	162 49%	-	49 49%	-	126 63%	-	59 58%	-	46 46%
Blogging or publishing account separate from social media account, such as Blogger, Instagram, Pinterest, Tumblr or WordPress	-	991 30%	-	197 36%	-	19 37%	-	30 30%	-	43 24%	-	27 27%	-	48 38%	-	118 36%	-	45 45%	-	73 37%	-	29 29%	-	33 33%
A web page created through a third party service of some form. Examples could be as part of online application like Google Apps, Office 365, review sites like TripAdvisor or Yelp, or online marketing services like HomeAway	-	616 18%	-	124 23%	-	13 25%	-	24 24%	-	22 13%	-	16 16%	-	25 20%	-	92 28%	-	18 18%	-	39 20%	-	13 13%	-	33 33%
None of the above	-	825 25%	-	105 19%	-	8 15%	-	18 18%	-	79 45%	-	39 39%	-	27 21%	-	41 12%	-	10 10%	-	8 4%	-	17 17%	-	13 13%

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

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

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Have	-	2877 86% J	-	512 93% BJLN	-	48 92% J	-	89 88%	-	140 80%	-	83 82%	-	112 88%	-	299 91% BJL	-	98 98% BHJLNPVX	-	194 97% BDHJLNPVX	-	92 91% J	-	89 89% J
Promote Personal	-	1409 42%	-	232 42%	-	20 38%	-	40 40%	-	67 38%	-	33 33%	-	73 57% BDFHJL	-	162 49% BDJL	-	49 49% L	-	126 63% BDFHJLPRX	-	59 58% BDFHJL	-	46 46%
Promote Business	-	1123 34% JL	-	214 39% BFJLN	-	12 23%	-	42 42% FJLN	-	36 20%	-	15 15%	-	34 27% L	-	140 42% BFJLN	-	54 54% BDFJLNPX	-	125 63% BDFHJLNPVX	-	49 49% BFJLN	-	39 39% JLN
Promote Organization	-	722 22% J	-	152 28% BJLNV	-	12 23%	-	26 26% J	-	25 14%	-	16 16%	-	22 17%	-	100 30% BJLNVX	-	26 26% J	-	68 34% BJLNVX	-	18 18%	-	19 19%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q890. Which of the following online identities do you have, and which do you use to promote a business or organization, or to promote a personal activity or interest?
SUMMARY TABLE OF BLOGGING OR PUBLISHING

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Have	-	2290 68% J	-	465 84% BHJLNV	-	40 77% J	-	76 75% JV	-	87 49%	-	66 65% J	-	92 72% J	-	274 83% BJLNV	-	90 90% BFHJLNVX	-	169 85% BJLNV	-	62 61%	-	79 79% BJLV
Promote Personal	-	991 30%	-	197 36% BJ	-	19 37%	-	30 30%	-	43 24%	-	27 27%	-	48 38% BJ	-	118 36% BJ	-	45 45% BHJLV	-	73 37% BJ	-	29 29%	-	33 33%
Promote Business	-	857 26% J	-	201 36% BFJLNV	-	10 19%	-	27 27% J	-	26 15%	-	18 18%	-	28 22%	-	127 38% BFHJLNV	-	41 41% BFHJLNV	-	85 43% BFHJLNV	-	18 18%	-	33 33% JLV
Promote Organization	-	651 19% JL	-	161 29% BHJLNVX	-	9 17%	-	15 15%	-	14 8%	-	11 11%	-	19 15%	-	109 33% BFHJLNVX	-	25 25% JLV	-	48 24% JLNV	-	14 14%	-	17 17% J

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Have	-	2002 60% JL	-	424 77% BJLNV	-	36 69% JL	-	70 69% BJLV	-	67 38% -	-	44 44% -	-	75 59% JL	-	247 75% BJLNV	-	71 71% BJLV	-	149 75% BJLNV	-	56 55% J	-	76 76% BJLNV
Promote Business	-	855 26% JL	-	195 35% BJLNX	-	15 29% JL	-	29 29% JL	-	28 16% -	-	14 14% -	-	29 23% -	-	110 33% BJLNX	-	35 35% BJLNX	-	74 37% BJLNX	-	28 28% JL	-	21 21% -
Promote Organization	-	659 20% J	-	161 29% BFHJLNV	-	7 13% -	-	16 16% -	-	16 9% -	-	14 14% -	-	21 16% -	-	109 33% BFHJLNRVT	-	21 21% J	-	46 23% J	-	15 15% -	-	25 25% JL
Promote Personal	-	616 18% J	-	124 23% BJV	-	13 25% J	-	24 24% JV	-	22 13% -	-	16 16% -	-	25 20% -	-	92 28% BJLRTV	-	18 18% -	-	39 20% -	-	13 13% -	-	33 33% BJLNRVT

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Alternate Online Identities

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2950	**	520	**	48*	**	92*	**	145	**	85*	**	115	**	309	**	98*	**	195	**	93*	**	90*
I have made a decision to not register additional domain names and use these other online identities instead	-	709 24% DT	-	99 19%	-	14 29% T	-	26 28% DT	-	37 26% T	-	22 26%	-	29 25%	-	82 27% DT	-	29 30% DT	-	32 16%	-	22 24%	-	20 22%
I have decided to not renew one or more domain names and use these other identities instead	-	508 17% FNT	-	97 19% FNT	-	3 6%	-	16 17% T	-	34 23% BFNT	-	23 27% BFNT	-	11 10%	-	83 27% BDFNRTX	-	15 15% T	-	15 8%	-	19 20% FNT	-	15 17% T
I am considering letting a domain registration lapse and use these other online identities instead	-	482 16% JTV	-	115 22% BHJTV	-	11 23% JTV	-	12 13% JV	-	8 6%	-	18 21% JTV	-	18 16% JV	-	57 18% JTV	-	19 19% JTV	-	20 10% V	-	2 2%	-	20 22% JTV
My decision to register domain names is unaffected by my other online identities	-	1251 42% LP	-	209 40% LP	-	20 42%	-	38 41% LP	-	66 46% LP	-	22 26%	-	57 50% LPR	-	87 28%	-	35 36%	-	128 66% BDFHJLNPRX	-	50 54% BDLPRX	-	35 39%
Sigma	-	2950 100%	-	520 100%	-	48 100%	-	92 100%	-	145 100%	-	85 100%	-	115 100%	-	309 100%	-	98 100%	-	195 100%	-	93 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: Has Alternate Online Identities

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	2950	-**	520	-**	48*	-**	92*	-**	145	-**	85*	-**	115	-**	309	-**	98*	-**	195	-**	93*	-**	90*
I will be less likely to register a new domain name	-	903 31% T	-	147 28% T	-	22 46% BDTV	-	31 34% T	-	46 32% T	-	32 38% T	-	43 37% T	-	99 32% T	-	34 35% T	-	38 19% T	-	25 27% T	-	27 30% T
I will be less likely to renew domain names I have already registered	-	690 23% N	-	118 23% N	-	10 21% N	-	15 16% BDHNTV	-	48 33% HNV	-	26 31% HNV	-	16 14% BDHNTV	-	101 33% BDHNTV	-	33 34% BDHNTV	-	40 21% BDHNTV	-	14 15% BDHNTV	-	31 34% BDHNTV
These other identities won't affect my decision to register a domain name-they serve different purposes	-	1357 46% JLPRX	-	255 49% FJLPRX	-	16 33% JLPR	-	46 50% JLPR	-	51 35% JLPR	-	27 32% JLPR	-	56 49% JLPR	-	109 35% JLPR	-	31 32% BDFJLPRX	-	117 60% BDFJLPRX	-	54 58% BFJLPRX	-	32 36% BDFJLPRX
Sigma	-	2950 100%	-	520 100%	-	48 100%	-	92 100%	-	145 100%	-	85 100%	-	115 100%	-	309 100%	-	98 100%	-	195 100%	-	93 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q897. What value do these alternative online identities provide over registering a domain name?

19 Aug 2016
Table 256

Base: Registration Decision Affected

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	1593	-**	265	-**	32*	-**	46*	-**	94*	-**	58*	-**	59*	-**	200	-**	67*	-**	78*	-**	39*	-**	58*
EASY (NET)	-	1276 80% J	-	222 84% J	-	31 97% BJLN	-	44 96% BDJLNV	-	56 60% J	-	43 74% J	-	43 73% J	-	174 87% BJLN	-	62 93% BJLN	-	70 90% BJLN	-	32 82% J	-	50 86% J
Easier to set up	-	749 47% JN	-	126 48% JN	-	21 66% BJN	-	31 67% BDJLN	-	30 32% J	-	26 45% J	-	19 32% J	-	118 59% BDJN	-	37 55% JN	-	51 65% BDJLN	-	19 49% J	-	30 52% JN
Easier to access them on mobile devices (for example, I can use an app)	-	702 44% JL	-	113 43% J	-	19 59% JL	-	29 63% BDJLN	-	18 19% J	-	17 29% J	-	23 39% J	-	98 49% JL	-	46 69% BDJLNPVX	-	47 60% BDJLN	-	19 49% J	-	27 47% J
Easier to communicate to interested people—they can "follow me" or I can invite my contacts	-	676 42% J	-	108 41% J	-	20 63% BDJP	-	32 70% BDJLNPFX	-	23 24% J	-	25 43% J	-	24 41% J	-	83 42% J	-	33 49% J	-	48 62% BDJLNP	-	21 54% J	-	28 48% J
Integrate more easily with other tools (e.g., show my Twitter feed)	-	562 35% JN	-	90 34% JN	-	18 56% BDJLN	-	23 50% BDJLN	-	19 20% J	-	14 24% J	-	12 20% J	-	79 40% JLN	-	34 51% BDJLN	-	34 44% JLN	-	13 33% J	-	22 38% JN
Lower cost	-	846 53% L	-	135 51% L	-	19 59% L	-	27 59% L	-	50 53% L	-	21 36% L	-	30 51% L	-	103 52% L	-	40 60% L	-	50 64% BDL	-	28 72% BDLNP	-	34 59% L
They are more credible	-	539 34% JN	-	107 40% BJN	-	14 44% JN	-	22 48% BJLNV	-	14 15% J	-	16 28% J	-	11 19% J	-	78 39% JN	-	28 42% JN	-	29 37% JN	-	10 26% J	-	23 40% JN
No registration process to go through	-	437 27% T	-	68 26% T	-	7 22% T	-	16 35% T	-	34 36% TX	-	17 29% T	-	14 24% T	-	67 34% BTX	-	15 22% T	-	11 14% T	-	11 28% T	-	11 19% T
Other	-	14 1% J	-	-	-	-	-	-	-	-	-	1 2% D	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	4525 284%	-	747 282%	-	118 369%	-	180 391%	-	188 200%	-	137 236%	-	133 225%	-	626 313%	-	233 348%	-	270 346%	-	121 310%	-	175 302%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

19 Aug 2016
Table 257

Base: Registration Decision Not Affected

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	-**	1357	-**	255	-**	16**	-**	46*	-**	51*	-**	27**	-**	56*	-**	109	-**	31*	-**	117	-**	54*	-**	32*
More likely to come up in search results	-	311 23% D	-	45 18%	-	3 19%	-	9 20%	-	12 24%	-	2 7%	-	15 27%	-	28 26%	-	12 39% BD	-	35 30% D	-	13 24%	-	9 28%
The gTLD or domain name communicates the topic better e.g. pet.photography	-	307 23% N	-	51 20%	-	3 19%	-	12 26% N	-	18 35% BDNX	-	11 41%	-	6 11%	-	24 22%	-	11 35% DNX	-	30 26% N	-	10 19%	-	4 13%
It's more legitimate	-	304 22% J	-	74 29% BJRT	-	5 31%	-	15 33% JRT	-	5 10%	-	4 15%	-	16 29% JR	-	23 21%	-	3 10%	-	19 16%	-	14 26% J	-	5 16%
I have more control over the design	-	210 15% N	-	31 12%	-	2 13%	-	5 11%	-	11 22% N	-	3 11%	-	3 5%	-	18 17% N	-	5 16%	-	20 17% N	-	12 22% N	-	7 22% N
It's expected by customers	-	205 15% R	-	53 21% BRT	-	3 19%	-	4 9%	-	5 10%	-	6 22%	-	16 29% BHJPRTV	-	16 15% R	-	-	-	11 9%	-	5 9%	-	6 19% R
Other	-	20 1%	-	1	-	-	-	1 2%	-	-	-	1 4%	-	-	-	-	-	-	-	2 2%	-	-	-	1 3%
Sigma	-	1357 100%	-	255 100%	-	16 100%	-	46 100%	-	51 100%	-	27 100%	-	56 100%	-	109 100%	-	31 100%	-	117 100%	-	54 100%	-	32 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF STRICT/SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	1697 66% M	2246 67% N	360 66% M	387 70% N	40 77% M	44 85% BDJLNRT	56 74% M	84 83% BDJLNRTX	121 69% M	117 66% N	49 71% M	65 64% M	38 52% M	67 52% M	233 78% ACIMSUW	254 77% BDJLNRT	32 65% M	61 61% M	124 65% M	129 65% N	53 65% M	73 72% N	49 61% M	71 71% N
.photography	1708 66% MSW	2255 67% M	365 67% MW	368 67% M	40 77% MSW	39 75% M	57 75% MSW	76 75% JNT	123 70% MSW	110 63% M	43 62% M	69 68% M	39 53% M	80 63% M	234 79% PACIMSUW	234 71% T	31 63% M	66 66% M	113 59% M	124 62% M	53 65% M	73 72% M	41 51% M	67 67% W
.link	1674 65% M	2098 63% N	382 70% AMSW	376 68% BJN	41 79% AMSW	40 77% BJNT	59 78% AMSW	79 78% BDJLNRTV	124 70% JMS	104 59% M	47 68% M	65 64% M	35 48% M	67 52% M	234 79% ACIMSUW	243 74% BJNTV	32 65% M	66 66% N	113 59% M	123 62% M	55 67% M	62 61% M	47 59% M	68 68% N
.guru	1649 64% BS	2033 61% M	345 63% S	352 64% M	37 71% MSW	30 58% ACKMSUW	62 82% BDFJNTX	75 74% JMSW	123 70% M	101 57% M	46 69% M	69 68% M	39 53% M	72 56% M	229 77% PACMSUW	226 68% BJNT	34 69% M	66 66% M	104 55% M	118 59% M	53 65% M	63 62% M	43 54% M	59 59% M
.realtor	1717 66% MSW	2308 69% ADJ	366 67% MW	356 65% M	38 73% MW	36 69% ACKMSW	61 80% BDJLPRX	83 82% JKMSW	128 73% M	102 58% M	41 59% M	62 61% M	40 55% M	94 73% MJ	236 79% PACMSW	236 72% DJ	35 71% W	70 70% J	112 59% M	144 72% SJ	57 70% W	84 83% UBDFJLNPRX	41 51% M	64 64% M
.club	1716 66% MSW	2215 66% M	391 71% AMSW	388 70% BNRT	40 77% MSW	32 62% AKMSW	61 80% BFJLNRT	78 77% M	121 69% MSW	111 63% M	45 65% M	63 62% M	39 53% M	76 59% M	227 76% AMSW	237 72% BJNRT	34 69% M	59 59% M	109 57% M	122 61% M	56 68% M	66 65% M	44 55% M	71 71% W
.xyz	1574 61% BMSW	1863 56% M	353 64% MSW	344 62% BNTV	36 69% MSW	31 60% ACKMSUW	58 76% BJNRTV	71 70% JAMSUW	124 70% M	99 56% M	41 59% M	61 60% M	36 49% M	67 52% M	223 75% PACMSUW	201 61% BT	33 67% S	53 53% M	93 49% M	100 50% M	45 55% M	51 50% M	40 50% M	59 59% M
.bank	-	2709 81% J	-	435 79% M	-	43 83% M	-	91 90% BDJNPR	-	129 73% M	-	84 83% M	-	97 76% M	-	257 78% M	-	79 79% M	-	172 86% DJNP	-	93 92% BDJNPR	-	83 83% M
.pharmacy	-	2602 78% DJ	-	378 69% M	-	37 71% M	-	89 88% BDFJLNPRX	-	120 68% M	-	76 75% M	-	99 77% M	-	258 78% DJ	-	75 75% M	-	169 85% BDFJRX	-	92 91% BDFJLNPRX	-	71 71% M
.builder	-	2402 72% D	-	370 67% M	-	37 71% M	-	84 83% BDJLNPRX	-	115 65% M	-	69 68% M	-	87 68% M	-	241 73% M	-	70 70% M	-	148 74% M	-	88 87% BDFJLNPRX	-	68 68% M
.toronto	-	82 78% M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	71 71% M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	33 66% M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.istanbul	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	38 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	77 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	380 69%	-	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	37 71%	-	-	-	37 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	78 77%	-	-	-	-	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	124 70%	-	-	-	-	-	-	124 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	77 76%	-	-	-	-	-	-	-	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	89 70%	-	-	-	-	-	-	-	-	-	-	89 70%	-	-	-	-	-	-	-	-	-	-	-
.delhi	-	234 71%	-	-	-	-	-	-	-	-	-	-	-	-	234 71%	-	-	-	-	-	-	-	-	-
.jakarta	-	72 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72 72%	-	-	-	-	-	-	-
.abuja	-	123 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123 62%	-	-	-	-	-
.capetown	-	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 75%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
.cairo	-	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 75%
.bogota	-	86 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	68 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	76 70%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	59 55%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	274 65%	78 78% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	51 80%	193 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	357 65%	337 61%	357 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	369 67%	349 63%	369 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	374 68%	352 64%	374 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	2073 80% M	3027 90% AJNR	478 87% AIMSUW	508 92% CJNR	44 85% M	50 96% EJNR	66 87% MSW	96 95% JNR	136 77% M	148 84% M	57 83% M	90 89% M	44 60% M	108 84% AIKMOSUW	272 91% AJNR	309 94% BJNR	39 80% M	84 84% M	143 75% M	180 90% S	62 76% M	97 96% UBJNR	58 73% WJNR	93 93% WJNR	
TOTAL RESTRICTIONS CONSISTENT (NET)	2073 80% M	2929 87% AJN	478 87% AIMSUW	496 90% BJLNR	44 85% M	50 96% EJLNR	66 87% MSW	94 93% JLNR	136 77% M	137 78% M	57 83% M	84 83% M	44 60% M	103 80% AIKMOSUW	272 91% AJNR	303 92% BJLNR	39 80% M	82 82% M	143 75% M	178 89% S	62 76% M	94 93% UJLNR	58 73% WJNR	89 89% WJNR	
TOTAL RESTRICTIONS ADDED (NET)	-	2977 89% AJ	-	498 90% CJNR	-	49 94% EJ	-	96 95% GBJNR	-	145 82% I	-	89 88% K	-	107 84% M	-	303 92% OJNR	-	83 83% Q	-	177 89% S	-	96 95% UBJNR	-	93 93% WJNR	

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Base: All Qualified Respondents

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	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
RESTRICTIONS GLOBAL (NET)	2063	3014	473	502	44	50	66	96	136	147	57	89	44	108	272	309	39	84	143	180	62	97	58	93
	80%	90%	86%	91%	85%	96%	87%	95%	77%	84%	83%	88%	60%	84%	91%	94%	80%	84%	75%	90%	76%	96%	73%	93%
	M	AJNR	AIMSUW	CJNR	M	EJNR	MSW	JNR	M		M			M	ACIKMOSUW	BJNR	M		M	S	M	UBJLNR		WJNR
RESTRICTIONS GLOBAL CONSISTENT (NET)	2063	2922	473	492	44	50	66	94	136	137	57	84	44	103	272	303	39	82	143	178	62	94	58	89
	80%	87%	86%	89%	85%	96%	87%	93%	77%	78%	83%	83%	60%	80%	91%	92%	80%	82%	75%	89%	76%	93%	73%	89%
	M	AJN	AIMSUW	JNR	M	EJLNR	MSW	JLNR	M		M			M	ACIKMOSUW	BJLNR	M		M	SJN	M	UJLNR		WJ
RESTRICTIONS GLOBAL ADDED (NET)	-	2935	-	486	-	48	-	95	-	140	-	87	-	105	-	295	-	82	-	177	-	96	-	93
	-	88%	-	88%	-	92%	-	94%	-	80%	-	86%	-	82%	-	89%	-	82%	-	89%	-	95%	-	93%
	-	AJ	-	CJ	-	EJ	-	GBJNR	-	I	-	K	-	M	-	OJNR	-	Q	-	SJ	-	UBDJLNR	-	WJNR
RESTRICTIONS GEO-SPECIFIC (NET)	773	2455	445	460	-	37	-	78	-	124	-	77	-	89	-	234	-	72	-	123	-	76	-	75
	30%	73%	81%	83%	-	71%	-	77%	-	70%	-	76%	-	70%	-	71%	-	72%	-	62%	-	75%	-	75%
	EGIKMOQSUW	AT	AEGIKMOQSUW	#FJNPRTYX	-	E	-	GT	-	I	-	KT	-	M	-	OT	-	Q	-	S	-	UT	-	WT
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	773	804	445	428	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	30%	24%	81%	78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BEIKMOQSUW	FHJLNPRTYX	AEGIKMOQSUW	#HJLNPRTYX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1999	-	380	-	37	-	78	-	124	-	77	-	89	-	234	-	72	-	123	-	76	-	75
	-	60%	-	69%	-	71%	-	77%	-	70%	-	76%	-	70%	-	71%	-	72%	-	62%	-	75%	-	75%
	-	A	-	CB	-	E	-	GBT	-	IB	-	KBT	-	MB	-	OBT	-	QB	-	S	-	UBT	-	WBT

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	566 22% IM	748 22% N	118 22% IM	132 24% JN	10 19% M	10 19% ACEIKMS	28 37% BDJLNT	34 34% BDJLNT	24 14% ACEIKMSU	29 16% BDJLNT	9 13% ACEIKMSU	20 20% BDJLNT	5 7% ACEIKMSU	16 13% ACEIKMSU	106 36% BDJLNT	108 33% BDJLNT	11 22% M	22 22% IKM	47 25% IKM	46 23% N	19 23% M	28 28% JN	21 26% IKM	27 27% JN
.photography	516 20% IMW	618 18% DJL	98 18% M	85 15% M	10 19% M	12 23% JL	23 30% ACIKMSW	22 22% JL	24 14% ACIKMSW	19 11% ACIKMSW	8 12% ACIKMSW	11 11% ACIKMSW	5 7% M	27 21% M	108 36% DJL	74 22% DJL	10 20% M	21 21% J	34 18% M	39 20% J	24 29% ACIKMSW	28 28% BDJL	8 10% WBDJL	26 26% WBDJL
.link	502 19% BMS	542 16% L	105 19% M	104 19% JL	10 19% M	15 29% BJLNT	24 32% ACIMS	21 21% JL	28 16% ACIKMSW	21 12% ACIKMSW	14 20% LM	6 6% ACIKMSW	5 7% ACIKMSW	15 12% ACIKMSW	96 32% BDJLNT	84 25% BDJLNT	10 20% M	17 17% L	26 14% L	31 16% L	17 21% M	18 18% L	15 19% M	24 24% BJL
.guru	497 19% BC	531 16% BC	89 16% BC	91 17% BC	13 25% ACIKMSW	10 19% ACIKMSW	23 30% ACIKMSW	22 22% JL	24 14% ACIKMSW	19 11% ACIKMSW	8 12% ACIKMSW	11 11% ACIKMSW	10 14% ACIKMSW	18 14% ACIKMSW	95 32% BDJLNT	58 18% BDJLNT	11 22% BDJLNT	27 27% BDJLNT	28 15% BDJLNT	37 19% J	18 22% J	19 19% J	11 14% BJL	23 23% BJL
.realtor	504 19% IK	745 22% ADJL	101 18% K	81 15% IKMSW	14 27% IKMSW	10 19% IKMSW	21 28% BDFJLR	35 35% BDFJLR	22 13% MDJL	18 10% MDJL	6 9% MDJL	14 14% MDJL	9 12% MDJL	35 27% ACIKMSW	90 30% DJL	85 26% DJL	9 18% J	19 19% J	27 14% SBDJL	58 29% ACIKMSW	27 33% BDFJLR	36 36% BDFJLR	10 13% DJ	24 24% DJ
.club	491 19% IMS	590 18% MS	106 19% MS	113 21% L	12 23% M	14 27% JLN	26 34% ACIKMSW	22 22% L	23 13% ACIKMSW	25 14% ACIKMSW	10 14% ACIKMSW	11 11% ACIKMSW	5 7% ACIKMSW	18 14% ACIKMSW	99 33% BDJLNT	77 23% BDJLNT	9 18% M	18 18% M	24 13% IMS	33 17% IMS	21 26% IMS	20 20% IMS	12 15% WBJLNT	29 29% WBJLNT
.xyz	472 18% BIMS	485 14% MS	101 18% MS	84 15% IMS	14 27% IMS	7 13% ACIKMSW	24 32% BDJLNTV	23 23% BDJLNTV	22 13% ACIKMSW	22 13% ACIKMSW	9 13% ACIKMSW	10 10% ACIKMSW	4 5% ACIKMSW	16 13% ACIKMSW	89 30% BDJLNTV	59 18% BDJLNTV	10 20% M	14 14% M	21 11% VIMS	24 12% VIMS	21 26% VIMS	11 11% VIMS	11 14% BJLTV	22 22% BJLTV
.bank	-	1432 43% DJX	-	187 34% -	-	20 38% -	-	55 54% BDJLFX	-	60 34% -	-	36 36% -	-	53 41% X	-	132 40% X	-	43 43% X	-	113 57% BDFJLNPX	-	63 62% BDFJLNPX	-	25 25% -
.pharmacy	-	1250 37% DJLX	-	110 20% -	-	18 35% D	-	49 49% BDJLNPX	-	40 23% -	-	26 26% -	-	41 32% D	-	121 37% DJLX	-	40 40% DJLX	-	109 55% BDFJLNPX	-	61 61% BDFJLNPX	-	24 24% -
.builder	-	732 22% DJ	-	102 19% J	-	12 23% J	-	25 25% J	-	20 11% -	-	17 17% -	-	23 18% -	-	79 24% J	-	19 19% -	-	50 25% J	-	34 34% BDJLNR	-	25 25% J
.toronto	-	30 29% -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	20 20% -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	7 14% -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.istanbul	-	11 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	14 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	118 21%	-	118 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	13 25%	-	-	-	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	23 23%	-	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	34 19%	-	-	-	-	-	-	34 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	27 27%	-	-	-	-	-	-	-	-	27 27%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	32 25%	-	-	-	-	-	-	-	-	-	-	-	32 25%	-	-	-	-	-	-	-	-	-	-
.delhi	-	79 24%	-	-	-	-	-	-	-	-	-	-	-	-	79 24%	-	-	-	-	-	-	-	-	-
.jakarta	-	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 26%	-	-	-	-	-	-	-
.abuja	-	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 22%	-	-	-	-	-
.capetown	-	31 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 31%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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SUMMARY TABLE OF STRICT RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.cairo	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%
.bogota	-	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	31 29%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	17 16%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	85 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	21 33%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	101 18%	86 16%	101 18%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	122 22%	103 19%	122 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	121 22%	97 18%	121 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1091 42% IMS	2114 63% AJN	283 52% AIKMQSUW	357 65% CJN	24 46% IM	33 63% J	36 47% IM	71 70% GJN	39 22% I	82 47% I	26 38% IM	59 58% K	12 16% M	68 53% ACEGKMQSUW	190 64% BJLNRX	234 71% IM	18 37% IM	58 58% Q	66 35% IM	139 70% SJNI	32 39% IM	78 77% UBDJLNRX	30 38% IM	59 59% WJ
TOTAL RESTRICTIONS CONSISTENT (NET)	1091 42% IMS	1644 49% AJLN	283 52% AIKMQSUW	297 54% BJLN	24 46% IM	28 54% JL	36 47% IM	59 58% JLNR	39 22% I	54 31% I	26 38% IM	36 36% KJ	12 16% M	50 39% ACEGKMQSUW	190 64% BJLNRX	206 62% IM	18 37% IM	44 44% J	66 35% IM	105 53% SJNI	32 39% IM	58 57% UJLN	30 38% IM	58 58% WJLNR
TOTAL RESTRICTIONS ADDED (NET)	-	1860 56% AJ	-	302 55% CJ	-	28 54% EJ	-	63 62% GJN	-	66 38% I	-	53 52% KJ	-	62 48% M	-	194 59% OJN	-	51 51% QJ	-	131 66% SBDJLNRX	-	75 74% UBDJLNRX	-	49 49% W

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

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Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
RESTRICTIONS GLOBAL (NET)	1038 40% IM	2068 62% AJN	245 45% AIMS	335 61% CJN	24 46% IM	33 63% J	36 47% IM	71 70% GJLNR	39 22% I	82 47% I	26 38% IM	55 54% K	12 16% IM	65 51% M	190 64% ACEGKMOSUW	231 70% BDJLNRX	18 37% IM	56 56% Q	66 35% IM	138 69% SBDJLNR	32 39% IM	77 76% UBDJLNRX	30 38% IM	59 59% WJ
RESTRICTIONS GLOBAL CONSISTENT (NET)	1038 40% IM	1596 48% AJLN	245 45% AIMS	268 49% JL	24 46% IM	28 54% JL	36 47% IM	59 58% BJLNR	39 22% I	54 31% I	26 38% IM	36 36% K	12 16% IM	50 39% M	190 64% ACEGKMOSUW	206 62% BDJLNR	18 37% IM	44 44% J	66 35% IM	105 53% SJLN	32 39% IM	58 57% UBJLN	30 38% IM	58 58% WBJLNR
RESTRICTIONS GLOBAL ADDED (NET)	-	1766 53% ADJ	-	267 48% CJ	-	28 54% EJ	-	62 61% GDJLNX	-	64 36% I	-	46 46% K	-	57 45% M	-	182 55% OJN	-	48 48% Q	-	127 64% SBDJLNRX	-	73 72% UBDJLNRX	-	45 45% W
RESTRICTIONS GEO-SPECIFIC (NET)	304 12% EGHMOOSUW	873 26% AJ	189 34% AEGKMOOSUW	219 40% BFJLNPRTX	-	13 25% E	-	23 23% G	-	34 19% I	-	27 27% K	-	32 25% M	-	79 24% O	-	26 26% Q	-	43 22% S	-	31 31% UJ	-	24 24% W
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	304 12% BEHGMOSUW	299 9% FHJLNPRTVX	189 34% AEGKMOOSUW	175 32% BFJLNPRTX	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	648 19% A	-	118 21% C	-	13 25% E	-	23 23% G	-	34 19% I	-	27 27% K	-	32 25% M	-	79 24% OB	-	26 26% Q	-	43 22% S	-	31 31% UBDJ	-	24 24% W

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Base: All Qualified Respondents

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	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	1131 44%	1498 45%	242 44%	255 46%	30 58%	34 65%	28 37%	50 50%	97 55%	88 50%	40 58%	45 45%	33 45%	51 40%	127 43%	146 44%	21 43%	39 39%	77 41%	83 42%	34 41%	45 45%	28 35%	44 44%
.photography	1192 46% U	1637 49% A	267 49% U	283 51% NT	30 58% OSU	27 52%	34 45%	54 53%	99 56%	91 52%	35 51%	58 57%	34 47%	53 41%	126 42%	160 48%	21 43%	45 45%	79 42%	85 43%	29 35%	45 45%	33 41%	41 41%
.link	1172 45%	1556 46%	277 51% A	272 49% NT	31 60% AMW	25 48%	35 46%	58 57% BN	96 55% AW	83 47%	33 48%	59 58% BNTVX	30 41%	52 41%	138 46%	159 48%	22 45%	49 49%	87 46%	92 46%	38 46%	44 44%	32 40%	44 44%
.guru	1152 45%	1502 45%	256 47% X	261 47% X	24 46%	20 38%	39 51%	53 48% TX	99 56% ACMOSUW	82 47%	38 51% S	58 58% BFNRTX	29 42%	54 42%	134 45% BRTX	168 51% BRTX	23 47%	39 39%	76 40%	81 41%	35 43%	44 44%	32 40%	36 36%
.realtor	1213 47%	1563 47%	265 48% U	275 50%	24 46%	26 50%	40 53% U	48 48% JACMOSUW	106 60% U	84 48%	35 51%	48 48%	31 42%	59 46%	146 49% U	151 46%	26 53%	51 51%	85 45%	86 43%	30 37%	48 48%	31 39%	40 40%
.club	1225 47%	1625 49% F	285 52% AOW	275 50% F	28 54%	18 35%	35 46%	56 55% FR	98 56% AOSUW	86 49%	35 51%	52 51% F	34 47%	58 45%	128 43%	160 48%	25 51%	41 41%	85 45%	89 45%	35 43%	46 46%	32 40%	42 42%
.xyz	1102 43% U	1378 41%	252 46% U	260 47% BT	22 42%	24 46%	34 45% U	48 48% JACMOSUW	102 58% U	77 44%	32 46% U	51 50% T	32 44%	51 40%	134 45% U	142 43%	23 47% U	39 39%	72 38%	76 38%	24 29%	40 40%	29 36%	37 37%
.bank	-	1277 38% T	-	248 45% BNPTV	-	23 44% T	-	36 36%	-	69 39% T	-	48 48% BNTV	-	44 34%	-	125 38%	-	36 36%	-	59 30%	-	30 30%	-	58 58% BDLNPRTV
.pharmacy	-	1352 40% TV	-	268 49% BPRTV	-	19 37%	-	40 40%	-	80 45% TV	-	50 50% RTV	-	45 45% TV	-	137 42% TV	-	35 35%	-	60 30%	-	30 30%	-	47 47% TV
.builder	-	1670 50%	-	268 49%	-	25 48%	-	59 58% X	-	95 54%	-	52 51%	-	64 50%	-	162 49%	-	51 51%	-	98 49%	-	54 53%	-	43 43%
.toronto	-	52 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.istanbul	-	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	24 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	262 48%	-	262 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	24 46%	-	-	-	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	55 54%	-	-	-	-	-	55 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	90 51%	-	-	-	-	-	-	90 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	50 50%	-	-	-	-	-	-	-	-	50 50%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	57 45%	-	-	-	-	-	-	-	-	-	-	-	57 45%	-	-	-	-	-	-	-	-	-	-
.delhi	-	155 47%	-	-	-	-	-	-	-	-	-	-	-	-	155 47%	-	-	-	-	-	-	-	-	-
.jakarta	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 46%	-	-	-	-	-	-	-
.abuja	-	80 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 40%	-	-	-	-	-
.capetown	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 45%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.cairo	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 51%
.bogota	-	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	76 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	45 42%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	42 39%	49 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	189 45%	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	30 47%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	256 47%	251 46%	256 47%	251 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	247 45%	246 45%	247 45%	246 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	253 46%	255 46%	253 46%	255 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1818 70% MUW	2788 83% AJNR	448 82% AGIMQSUW	492 89% CBHJNRT	39 75% MU	47 90% EJNR	49 64% G	82 81% G	117 66% I	134 76% I	54 78% MUW	86 85% G	40 55% G	97 76% M	230 77% AGIMSUW	291 88% OBJNR	34 69% G	75 75% G	128 67% S	167 84% S	47 57% UJNR	90 89% UJNR	48 60% G	85 85% W
TOTAL RESTRICTIONS CONSISTENT (NET)	1818 70% MUW	2675 80% AJN	448 82% AGIMQSUW	480 87% CBHJNRTX	39 75% MU	47 90% EJNRX	49 64% G	80 79% G	117 66% I	126 72% I	54 78% MUW	80 79% G	40 55% G	91 71% M	230 77% AGIMSUW	281 85% OBJNRX	34 69% G	73 73% G	128 67% S	160 80% S	47 57% UJNR	86 85% UJNR	48 60% G	76 76% W
TOTAL RESTRICTIONS ADDED (NET)	-	2413 72% A	-	451 82% CBHJNRTV	-	42 81% ENR	-	73 72% G	-	124 70% I	-	76 75% K	-	84 66% M	-	260 79% OBJNR	-	64 64% Q	-	141 71% S	-	74 73% U	-	81 81% WBNR

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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SUMMARY TABLE OF SOME RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
RESTRICTIONS GLOBAL (NET)	1804	2760	439	483	39	47	49	82	117	131	54	84	40	96	230	291	34	75	128	166	47	89	48	83
	70%	82%	80%	88%	75%	90%	64%	81%	66%	74%	78%	83%	55%	75%	77%	88%	69%	75%	128	83%	57%	88%	60%	83%
	MU	AJNR	AGIMSUV	CBJNR	MU	EJNR		G		MUW		MU		M	AGIMSUV	OBNR				SJ		UJNR		W
RESTRICTIONS GLOBAL CONSISTENT (NET)	1804	2665	439	474	39	47	49	80	117	126	54	80	40	91	230	281	34	73	128	160	47	86	48	76
	70%	80%	80%	86%	75%	90%	64%	79%	66%	72%	78%	79%	55%	71%	77%	85%	69%	73%	80%	80%	57%	85%	60%	76%
	MU	AJN	AGIMSUV	CBJNR	MU	EJNRX		G		MUW		M		M	AGIMSUV	OBNRX				S		UJNR		W
RESTRICTIONS GLOBAL ADDED (NET)	-	2201	-	407	-	39	-	69	-	113	-	71	-	75	-	233	-	58	-	118	-	63	-	74
	-	66%	-	74%	-	75%	-	68%	-	64%	-	70%	-	59%	-	71%	-	58%	-	59%	-	62%	-	74%
	-	AT		CBJNR		ENRT		G		I		K		M		OBNRT		Q		S		U		WNRT
RESTRICTIONS GEO-SPECIFIC (NET)	613	1768	382	418	-	24	-	55	-	90	-	50	-	57	-	155	-	46	-	80	-	45	-	51
	24%	53%	70%	76%	-	46%	-	54%	-	51%	-	50%	-	45%	-	47%	-	46%	-	40%	-	45%	-	51%
	EGKMOQSLW	APT	AEGKMOQSLW	CBJNR		E		GT		IT		K		M		O		Q		S		U		W
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	613	641	382	380	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	24%	19%	70%	69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BEGKMOQSLW	FHJLNPRTVX	AEGKMOQSLW	WHLNPRTVX																				
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	1351	-	262	-	24	-	55	-	90	-	50	-	57	-	155	-	46	-	80	-	45	-	51
	-	40%	-	48%	-	46%	-	54%	-	51%	-	50%	-	45%	-	47%	-	46%	-	40%	-	45%	-	51%
	-	A		CB		E		GBT		IBT		K		M		OB		Q		S		U		WB

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.email	837 32% EO	1103 33% FHP	177 32% O	164 30% FHP	10 19%	8 15%	17 22%	17 17%	52 30% O	59 34% FHP	19 28%	36 36% FHP	35 48% ACEGIKOS	61 48% BDFHPTVX	60 20%	76 23%	16 33%	39 39% FHP	65 34% EO	71 36% FHP	29 35% EO	28 28%	28 35% O	29 29% H
.photography	828 32% GO	1094 33% GO	171 31% O	183 33% H	11 21%	13 25%	16 21%	25 25%	51 29% O	66 38% H	25 36% GO	32 36% GO	34 40% ACEGIO	48 38% H	58 19%	96 29% O	17 35% O	34 34% ACEGIO	76 40% ACEGIO	76 38% HP	29 35% GO	28 28% GO	36 45% ACEGIO	33 33% H
.link	857 33% CEGO	1251 37% ADFHP	155 28% O	175 32% H	10 19%	12 23%	14 18%	22 22%	50 28% O	72 41% IDFHP	21 30% O	36 36% H	38 52% ACEGKOOJ	61 48% BDFHPTX	58 19%	87 26% O	16 33% O	34 34% ACEGIO	76 40% ACEGIO	77 39% FHP	27 33% GO	39 39% HP	31 39% EGO	32 32% H
.guru	879 34% GO	1316 39% AHP	191 35% GO	199 36% H	14 27%	22 42% H	11 14%	26 26%	50 28% G	75 43% IHP	22 32% G	32 32% G	34 47% AEGIOQ	56 44% HP	63 21%	104 32% O	14 29%	34 34% ACEGIOQ	85 45% ACEGIOQ	82 41% HP	29 35% GO	38 38% GO	34 43% GIO	41 41% H
.realtor	814 31% GO	1041 31% HV	171 31% GO	195 35% BHPV	13 25%	16 31% V	12 16%	18 18%	46 26% IBHNPRTV	74 42% G	27 39% GIO	39 39% HV	33 45% NACEGIOQ	34 27% DHP	56 19%	94 28% OHV	13 27%	30 30% HV	77 41% TACEGIO	56 28% V	25 30% VGO	17 17% ACEGIOQ	36 45% HV	36 36% H
.club	820 32% CGO	1134 34% DHP	148 27% G	163 30% G	11 21%	20 38% H	12 16%	23 23%	53 30% GO	65 37% HP	23 33% GO	38 38% H	34 47% ACEGIOQ	52 41% DHP	65 22%	93 28% DHP	14 29%	41 41% DHP	80 42% ACEGIOQ	78 39% DHP	26 32% G	35 35% CEGO	33 41% CEGO	29 29% H
.xyz	951 37% GIO	1486 44% ADHP	183 33% GO	207 38% G	15 29%	21 40%	15 20%	30 30%	50 28% IH	77 44% GO	26 38% GO	40 40% ACEGIOQ	37 51% DH	61 48% DHP	68 23%	129 39% O	15 31%	47 47% H	96 51% ACEGIOQ	100 50% DHP	37 45% CGIO	50 50% DH	37 46% CEGIO	41 41% H
.bank	-	640 19% HV	-	116 21% HTV	-	9 17%	-	10 10%	-	47 27% BHTV	-	17 17%	-	31 24% HTV	-	73 22% HTV	-	21 21% HV	-	28 14% DHP	-	8 8% H	-	17 17% H
.pharmacy	-	747 22% HTV	-	173 31% BHPTV	-	15 29% HTV	-	12 12%	-	56 32% BHPTV	-	25 25% HV	-	29 23% HV	-	72 22% HV	-	25 25% HTV	-	31 16% DHP	-	9 9% H	-	29 29% HTV
.builder	-	947 28% HV	-	181 33% BHV	-	15 29% V	-	17 17%	-	61 35% HV	-	32 32% HV	-	41 32% HV	-	89 27% HV	-	30 30% HV	-	52 26% V	-	13 13% H	-	32 32% HV
.toronto	-	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
quadalajara	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.roma	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.istanbul	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.madrid	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.warszawa	-	18 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.paris	-	29 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Foshan	-	171 31%	-	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.hanoi	-	15 29%	-	-	-	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.manilla	-	23 23%	-	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.tokyo	-	52 30%	-	-	-	-	-	-	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.seoul	-	24 24%	-	-	-	-	-	-	-	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
.MOCKBa	-	39 30%	-	-	-	-	-	-	-	-	-	-	-	39 30%	-	-	-	-	-	-	-	-	-	-
.delhi	-	96 29%	-	-	-	-	-	-	-	-	-	-	-	-	96 29%	-	-	-	-	-	-	-	-	-
.jakarta	-	28 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 28%	-	-	-	-	-	-	-
.abuja	-	77 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 39%	-	-	-	-	-
.capetown	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 25%	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs?

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
.cairo	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 25%
.bogota	-	39 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cordoba	-	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.rio	-	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.berlin	30 28%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ovh	46 43%	61 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.london	132 32%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.nyc	7 11%	62 24% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.wang	182 33%	214 39%	182 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-ses554g (Chinese for network address)	168 31%	202 37% A	168 31%	202 37% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.xn-55qx5d (Chinese for company)	164 30%	199 36% A	164 30%	199 36% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL RESTRICTIONS (NET)	1386 54% GIO	2244 67% AH AEGIOQU	348 64% CBHJ	391 71% CBHJ	21 40%	36 69% EH	24 32%	51 50% G	66 38%	107 61% I	36 52% GI	67 66% H	43 59% EGIO	87 68% H	128 43%	223 68% OH	21 43%	66 66% QH	115 61% AEGIOQ	139 70% H	42 51% GI	65 64% H	51 64% EGIOQ	66 66% H
TOTAL RESTRICTIONS CONSISTENT (NET)	1386 54% GIO	2176 65% AHJ AEGIOQU	348 64% CBHJ	382 69% CBHJ	21 40%	36 69% EH	24 32%	47 47% G	66 38%	102 58% I	36 52% GI	66 65% H	43 59% EGIO	87 68% H	128 43%	204 62% OH	21 43%	64 64% QH	115 61% AEGIOQ	137 69% HJ	42 51% GI	64 63% H	51 64% EGIOQ	62 62% H
TOTAL RESTRICTIONS ADDED (NET)	-	1467 44% AHV	-	295 54% CBHNRV	-	24 46% EV	-	33 33% G	-	81 46% IHV	-	47 47% KHV	-	56 44% MV	-	164 50% OBHV	-	40 40% Q	-	92 46% SHV	-	30 30% U	-	55 55% WBHRV

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

SUMMARY TABLE OF NO RESTRICTIONS

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
RESTRICTIONS GLOBAL (NET)	1369	2212	331	374	21	36	24	50	66	104	36	67	43	87	128	222	21	66	115	139	42	65	51	66
	53%	66%	60%	68%	40%	69%	32%	50%	38%	59%	52%	66%	59%	68%	43%	67%	43%	66%	61%	70%	51%	64%	64%	66%
	GIO	AHJ AEGIOQ	CHJ			EH		G	I		GI	H	EGIO	H	OH		QH AEGIOQ		HJ		GI	H AEGIOQ	H	
RESTRICTIONS GLOBAL CONSISTENT (NET)	1369	2152	331	361	21	36	24	47	66	102	36	66	43	87	128	204	21	64	115	137	42	64	51	62
	53%	64%	60%	66%	40%	69%	32%	47%	38%	58%	52%	65%	59%	68%	43%	62%	43%	64%	61%	69%	51%	63%	64%	62%
	GIO	AH AEGIOQ	H			EH		G	I		GI	H	EGIO	H	OH		QH AEGIOQ		HJ		GI	H AEGIOQ	H	
RESTRICTIONS GLOBAL ADDED (NET)	-	1227	-	254	-	22	-	23	-	72	-	41	-	48	-	135	-	36	-	56	-	17	-	50
	-	37%	-	46%	-	42%	-	23%	-	41%	-	41%	-	38%	-	41%	-	36%	-	28%	-	17%	-	50%
		AHTV		CBHTV		EHTV		G		IHTV		KHTV		MHV		OHTV		QHV		SV		U		WBHRTV
RESTRICTIONS GEO-SPECIFIC (NET)	427	1174	265	325	-	15	-	23	-	52	-	24	-	39	-	96	-	28	-	77	-	25	-	25
	16%	35%	48%	59%	-	29%	-	23%	-	30%	-	24%	-	30%	-	29%	-	28%	-	39%	-	25%	-	25%
	EGHKMOQSLW	AHLPVX	AEGKMOQSLW	CBHJLW		E		G		I		K		M		O		Q		SHLPVX		U		W
RESTRICTIONS GEO-SPECIFIC CONSISTENT (NET)	427	452	265	302	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	16%	13%	48%	55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	EGHKMOQSLW	FHJLNPRTVX	AEGKMOQSLW	CBHJLW																				
RESTRICTIONS GEO-SPECIFIC ADDED (NET)	-	870	-	171	-	15	-	23	-	52	-	24	-	39	-	96	-	28	-	77	-	25	-	25
	-	26%	-	31%	-	29%	-	23%	-	30%	-	24%	-	30%	-	29%	-	28%	-	39%	-	25%	-	25%
		A		CB		E		G		I		K		M		O		Q		SBHLPVX		U		W

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

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1697 66% M	2246 67% N	360 66% M	387 70% N	40 77% M	44 85% BDJLNRT	56 74% M	84 83% BDJLNRTX	121 69% M	117 66% N	49 71% M	65 64% M	38 52% M	67 52% ACIMSUW	233 78% BDJLNRT	254 77% BDJLNRT	32 65% M	61 61% M	124 65% N	129 65% N	53 65% N	73 72% N	49 61% M	71 71% N
Strict purchase restrictions should be required	566 22% IM	748 22% N	118 22% IM	132 24% JN	10 19% M	10 19% M	28 37% ACEIKMS	34 34% BDJLNT	24 14% M	29 16% M	9 13% M	20 20% M	5 7% M	16 13% ACEIKMSU	106 36% BDJLNRT	108 33% BDJLNRT	11 22% M	22 22% M	47 25% IKM	46 23% N	19 23% M	28 28% JN	21 26% IKM	27 27% JN
Some purchase restrictions should be required	1131 44% M	1498 45% N	242 44% M	255 46% JN	30 58% AGOSW	34 65% BDLNPRVTX	28 37% M	50 50% ACGOSUW	97 55% M	88 50% M	40 58% ACGOSUW	45 45% M	33 45% M	51 40% M	127 43% M	146 44% M	21 43% M	39 39% M	77 41% M	83 42% M	34 41% M	45 45% M	28 35% M	44 44% M
No purchase restrictions should be required	837 32% EO	1103 33% FHP	177 32% O	164 30% FHP	10 19% M	8 15% M	17 22% M	17 17% M	52 30% O	59 34% FHP	19 28% M	36 36% FHP	35 48% ACEGIKOS	61 48% BDHFJPTVX	60 20% M	76 23% M	16 33% M	39 39% FHP	65 34% EO	71 36% FHP	29 35% EO	28 28% M	28 35% O	29 29% H
Not Sure	48 2% B	-	11 2% D	-	1 2% M	-	2 3% M	-	3 2% M	-	1 1% M	-	-	-	4 1% P	-	1 2% M	-	1 1% M	-	-	-	3 4% S	-
Decline to Answer	6 B	-	-	-	1 2% AC	-	1 1% C	-	-	-	-	-	-	-	1 M	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. *small base

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1708 66% MSW	2255 67% MSW	365 67% MW	368 67% MW	40 77% MSW	39 75% MSW	57 75% MSW	76 75% JNT	123 70% MSW	110 63% MSW	43 62% JNT	69 68% MSW	39 53% MSW	80 63% PACHKMSUW	234 79% T	234 71% T	31 63% T	66 66% T	113 59% T	124 62% T	53 65% T	73 72% T	41 51% W	67 67% W
Strict purchase restrictions should be required	516 20% IMW	618 18% DJL	98 18% M	85 15% M	10 19% M	12 23% JL	23 30% ACIKMSW	22 22% JL	24 14% JL	19 11% JL	8 12% JL	11 11% JL	5 7% JL	27 21% MJJL	108 36% PACHKMSUW	74 22% DJL	10 20% M	21 21% J	34 18% M	39 20% J	24 29% ACIKMSW	28 28% BDJL	8 10% WBDJL	26 26% WBDJL
Some purchase restrictions should be required	1192 46% U	1637 49% A	267 49% U	283 51% NT	30 58% OSU	27 52% JL	34 45% JL	54 53% AOSUW	99 56% AOSUW	91 52% AOSUW	35 51% NTX	58 57% NTX	34 47% NTX	53 41% ACEGIO	126 42% ACEGIO	160 48% ACEGIO	21 43% ACEGIO	45 45% ACEGIO	79 42% ACEGIO	85 43% HP	29 35% GO	45 45% GO	33 41% ACEGIO	41 41% ACEGIO
No purchase restrictions should be required	828 32% GO	1094 33% GO	171 31% O	183 33% O	11 21% O	13 25% O	16 21% O	25 25% O	51 29% O	66 38% H	25 36% GO	32 32% ACEGIO	34 47% ACEGIO	48 38% H	58 19% O	96 29% O	17 35% O	34 34% ACEGIO	76 40% ACEGIO	76 38% HP	29 35% GO	28 28% GO	36 45% ACEGIO	33 33% ACEGIO
Not Sure	48 2% B	-	12 2% D	-	-	-	2 3% ACO	-	2 1% ACO	-	1 1% ACO	-	-	-	6 2% P	-	1 2% P	-	1 1% P	-	-	-	3 4% S	-
Decline to Answer	4 0% B	-	-	-	1 2% ACO	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1674 65% M	2098 63% N	382 70% AMSW	376 68% BJN	41 79% AMSW	40 77% BJNT	59 78% AMSW	79 78% BDJLNTV	124 70% JMS	104 59%	47 68% M	65 64%	35 48%	67 52% ACIMQSUW	234 79% BJNTV	243 74%	32 65%	66 66% N	113 59%	123 62%	55 67% M	62 61%	47 59%	68 68% N
Strict purchase restrictions should be required	502 19% BMS	542 16% L	105 19% M	104 19% JL	10 19% M	15 29% BJLNT	24 32% ACIMS	21 21% JL	28 16%	21 12%	14 20% LM	6 6%	5 7%	15 12% ACIMSUW	96 32% BDJLNT	84 25%	10 20% M	17 17% L	26 14%	31 16% L	17 21% M	18 18% L	15 19% M	24 24% BJLN
Some purchase restrictions should be required	1172 45%	1556 46%	277 51% A	272 49%	31 60% AMW	25 48%	35 46%	58 57% BN	96 55% AW	83 47%	33 48%	59 58% BNTVX	30 41%	52 41%	138 46%	159 48%	22 45%	49 49%	87 46%	92 46%	38 46%	44 44%	32 40%	44 44%
No purchase restrictions should be required	857 33% CEGO	1251 37% ADFHP	155 28% O	175 32% H	10 19%	12 23%	14 18%	22 22%	50 28% O	72 41% IDFHP	21 30% O	36 36% H	38 52% ACEGIKOOJ	61 48% BDFHPRX	58 19% O	87 26% O	16 33% O	34 34% ACEGIO	76 40% ACEGIO	77 39% FHP	27 33% GO	39 39% HP	31 39% EGO	32 32%
Not Sure	52 2% B	-	11 2% D	-	-	-	2 3%	-	2 1%	-	1 1%	-	-	-	5 2% P	-	1 2%	-	1 1%	-	-	-	2 3%	-
Decline to Answer	5 - B	-	-	-	1 2% AC	-	1 1% AC	-	-	-	-	-	-	-	1 - P	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. *small base

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1649 64% BS	2033 61%	345 63% S	352 64%	37 71% MSW	30 58%	62 82%	75 74% BDFJNTX	123 70% JMSW	101 57%	46 67%	69 68%	39 53%	72 56%	229 77% PACMSUW	226 68% BJNT	34 69%	66 66%	104 55%	118 59%	53 65%	63 62%	43 54%	59 59%
Strict purchase restrictions should be required	497 19% BC	531 16%	89 16%	91 17%	13 25%	10 19%	23 30% ACIKMSW	22 22% JL	24 14%	19 11%	8 12%	11 11%	10 14%	18 14% PACIKMSW	95 32% J	58 18% BDJLNP	11 22%	27 15% J	28 19% J	37 19% J	18 22%	19 19%	11 14% BJL	23 23% BJL
Some purchase restrictions should be required	1152 45%	1502 45%	256 47%	261 47% X	24 46%	20 38%	39 51% TX	53 52% ACMOSUW	99 56% S	82 47% BFNRXT	38 55% S	58 57% BFNRXT	29 40%	54 42% HP	134 45% BRTX	168 51% O	23 47%	39 39%	76 40%	81 41%	35 43%	44 44%	32 40% GIO	36 36% H
No purchase restrictions should be required	879 34% GO	1316 39% AHP	191 35% GO	199 36% H	14 27%	22 42% H	11 14%	26 26%	50 28% G	75 43% IHP	22 32% G	32 32% G	34 47% AEGIOQ	56 44% HP	63 21% O	104 32% O	14 29%	34 34% ACEGIOQ	85 45% HP	82 41% HP	29 35% GO	38 38%	34 43% GIO	41 41% H
Not Sure	55 2% B	-	12 2% D	-	-	-	2 3%	-	3 2%	-	1 1%	-	-	-	6 2% P	-	1 2%	-	1 1%	-	-	-	3 4% S	-
Decline to Answer	5 B	-	-	-	1 2% ACO	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q865_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?

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5. .realtor

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1717 66% MSW	2308 69% ADJ	366 67% MW	356 65% MW	38 73% MW	36 69% ACKMSW	61 80% BDJLPRX	83 82% JKMSW	128 73% JKMSW	102 58% JKMSW	41 59% JKMSW	62 61% JKMSW	40 55% JKMSW	94 73% MJ	236 79% PACKMSW	236 72% DJ	35 71% W	70 70% J	112 59% SJ	144 72% W	57 70% UBDFJLPRTX	84 83% UBDFJLPRTX	41 51% UBDFJLPRTX	64 64% UBDFJLPRTX
Strict purchase restrictions should be required	504 19% IK	745 22% ADJL	101 18% K	81 15% IKMSW	14 27% IKMSW	10 19% IKMSW	21 28% BDFJLR	35 35% BDFJLR	22 13% BDFJLR	18 10% BDFJLR	6 9% BDFJLR	14 14% BDFJLR	9 12% MDJL	35 27% ACIKMSW	90 30% DJL	85 26% DJL	9 18% J	19 19% SBDJL	27 14% SBDJL	58 29% ACIKMSW	27 33% BDFJLR	36 36% BDFJLR	10 13% DJ	24 24% DJ
Some purchase restrictions should be required	1213 47% U	1563 47% U	265 48% U	275 50% U	24 46% U	26 50% U	40 53% U	48 48% JACMOSUW	106 60% JACMOSUW	84 48% JACMOSUW	35 51% JACMOSUW	48 48% JACMOSUW	31 42% JACMOSUW	59 46% U	146 49% U	151 46% U	26 53% U	51 51% U	85 45% U	86 43% U	30 37% U	48 48% U	31 39% U	40 40% U
No purchase restrictions should be required	814 31% GO	1041 31% HV	171 31% GO	195 35% BHPV	13 25% BHPV	16 31% V	12 16% V	18 18% V	46 26% IBHNPRTV	74 42% IBHNPRTV	27 39% GIO	39 39% HV	33 45% NACEGIOQ	34 27% OHV	56 19% OHV	94 28% OHV	13 27% OHV	30 30% HV	77 41% TACEGIO	56 28% V	25 30% VGO	17 17% VGO	36 45% ACEGIOQ	36 36% HV
Not Sure	53 2% B	-	11 2% D	-	-	-	2 3% ACO	-	2 1% ACO	-	-	1 1% ACO	-	-	6 2% P	-	1 2% P	-	1 1% P	-	-	-	3 4% S	-
Decline to Answer	4 0% B	-	-	-	1 2% ACO	-	1 1% ACO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. *small base

Q865_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?

.club

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1716 66%	2215 66%	391 71%	388 70%	40 77%	32 62%	61 80%	78 77%	121 69%	111 63%	45 65%	63 62%	39 53%	76 59%	227 76%	237 72%	34 69%	59 59%	109 57%	122 61%	56 68%	66 65%	44 55%	71 71%
Strict purchase restrictions should be required	491 19%	590 18%	106 19%	113 21%	12 23%	14 27%	26 34%	22 22%	23 13%	25 14%	10 14%	11 11%	5 7%	18 14%	99 33%	77 23%	9 18%	18 13%	24 13%	33 17%	21 26%	20 20%	12 15%	29 29%
Some purchase restrictions should be required	1225 47%	1625 49%	285 52%	275 50%	28 54%	18 35%	35 46%	56 55%	98 56%	86 49%	35 51%	52 51%	34 47%	58 45%	128 43%	160 48%	25 51%	41 41%	85 45%	89 45%	35 43%	46 46%	32 40%	42 42%
No purchase restrictions should be required	820 32%	1134 34%	148 27%	163 30%	11 21%	20 38%	12 16%	23 23%	53 30%	65 37%	23 23%	38 38%	34 47%	52 41%	65 22%	93 28%	14 29%	41 41%	80 42%	78 39%	26 32%	35 35%	33 41%	29 29%
Not Sure	48 2%	-	9 2%	-	-	-	2 3%	-	2 1%	-	1 1%	-	-	-	6 2%	-	1 2%	-	1 1%	-	-	-	3 4%	-
Decline to Answer	4 0%	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
STRICT/SOME RESTRICTIONS (NET)	1574 61%	1863 56%	353 64%	344 62%	36 69%	31 60%	58 76%	71 70%	124 70%	99 56%	41 59%	61 60%	36 49%	67 52%	223 75%	201 61%	33 67%	53 53%	93 49%	100 50%	45 55%	51 50%	40 50%	59 59%
Strict purchase restrictions should be required	472 18%	485 14%	101 18%	84 15%	14 27%	7 13%	24 32%	23 23%	22 13%	22 13%	9 13%	10 10%	4 5%	16 13%	89 30%	59 18%	10 20%	14 14%	21 11%	24 12%	21 26%	11 11%	11 14%	22 22%
Some purchase restrictions should be required	1102 43%	1378 41%	252 46%	260 47%	22 42%	24 46%	34 45%	48 48%	102 58%	77 44%	32 46%	51 50%	32 44%	51 40%	134 45%	142 43%	23 47%	39 39%	72 38%	76 38%	24 29%	40 40%	29 36%	37 37%
No purchase restrictions should be required	951 37%	1486 44%	183 33%	207 38%	15 29%	21 40%	15 20%	30 30%	50 28%	77 44%	26 38%	40 40%	37 51%	61 48%	68 23%	129 39%	15 31%	47 47%	96 51%	100 50%	37 45%	50 50%	37 46%	41 41%
Not Sure	58 2%	-	12 2%	-	-	-	2 3%	-	2 1%	-	2 3%	-	-	-	6 2%	-	1 2%	-	1 1%	-	-	-	3 4%	-
Decline to Answer	5 0%	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	1 0%	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
STRICT/SOME RESTRICTIONS (NET)	-	2709 81% J	-	435 79%	-	43 83%	-	91 90% BDJNPR	-	129 73%	-	84 83%	-	97 76%	-	257 78%	-	79 79%	-	172 86% DJNP	-	93 92% BDJNPR	-	83 83%
Strict purchase restrictions should be required	-	1432 43% DJX	-	187 34%	-	20 38%	-	55 54% BDJLPX	-	60 34%	-	36 36%	-	53 41% X	-	132 40% X	-	43 43% X	-	113 57% BDFJLNPRX	-	63 62% BDFJLNPRX	-	25 25% BDFJLNPRX
Some purchase restrictions should be required	-	1277 38% T	-	248 45% BNPTV	-	23 44% T	-	36 36% T	-	69 39% T	-	48 48% BNTV	-	44 34%	-	125 38%	-	36 36%	-	59 30%	-	30 30%	-	58 58% BDJLNPRTV
No purchase restrictions should be required	-	640 19% HV	-	116 21% HTV	-	9 17%	-	10 10%	-	47 27% BHTV	-	17 17%	-	31 24% HTV	-	73 22% HTV	-	21 21% HV	-	28 14%	-	8 8%	-	17 17%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
STRICT/SOME RESTRICTIONS (NET)	-	2602	-	378	-	37	-	89	-	120	-	76	-	99	-	258	-	75	-	169	-	92	-	71
	-	78%	-	69%	-	71%	-	88%	-	68%	-	75%	-	77%	-	78%	-	75%	-	85%	-	91%	-	71%
								BDFJLNPRX												BDFJLRX		BDFJLNPRX		
Strict purchase restrictions should be required	-	1250	-	110	-	18	-	49	-	40	-	26	-	41	-	121	-	40	-	109	-	62	-	24
	-	37%	-	20%	-	35%	-	49%	-	23%	-	26%	-	32%	-	37%	-	40%	-	55%	-	61%	-	24%
								BDJLNPRX								DJLX		DJLX		BDFJLNPRX		BDFJLNPRX		
Some purchase restrictions should be required	-	1352	-	268	-	19	-	40	-	80	-	50	-	58	-	137	-	35	-	60	-	30	-	47
	-	40%	-	49%	-	37%	-	40%	-	45%	-	50%	-	45%	-	42%	-	35%	-	30%	-	30%	-	47%
								TV		TV		RTV		TV		TV		TV		TV		TV		TV
No purchase restrictions should be required	-	747	-	173	-	15	-	12	-	56	-	25	-	29	-	72	-	25	-	31	-	9	-	29
	-	22%	-	31%	-	29%	-	12%	-	32%	-	25%	-	23%	-	22%	-	25%	-	16%	-	9%	-	29%
										BHPTV		HV		HV		HV		HTV						HTV
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - UV - WX - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
STRICT/SOME RESTRICTIONS (NET)	-	2402	-	370	-	37	-	84	-	115	-	69	-	87	-	241	-	70	-	148	-	88	-	68
		72% D		67%		71%		83% BDJLNPRX		65%		68%		68%		73%		70%		74%		87% BDFJLNPRTX		68%
Strict purchase restrictions should be required	-	732	-	102	-	12	-	25	-	20	-	17	-	23	-	79	-	19	-	50	-	34	-	25
		22% DJ		19% J		23% J		25% J		11% J		17% J		18% J		24% J		19% J		25% J		34% BDJLNPR		25% J
Some purchase restrictions should be required	-	1670	-	268	-	25	-	59	-	95	-	52	-	64	-	162	-	51	-	98	-	54	-	43
		50%		49%		48%		58% X		54%		51%		50%		49%		51%		49%		53%		43%
No purchase restrictions should be required	-	947	-	181	-	15	-	17	-	61	-	32	-	41	-	89	-	30	-	52	-	13	-	32
		28% HV		33% BHV		29% V		17% HV		35% HV		32% HV		32% HV		27% HV		30% HV		26% V		13% HV		32% HV
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	82 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	30 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	52 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	105 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	71 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	20 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	50*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	7 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	26 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..*	50*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
STRICT/SOME RESTRICTIONS (NET)	-	33 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	22 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	17 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..*	50*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
STRICT/SOME RESTRICTIONS (NET)	-	38 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	14 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..*	53*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*
STRICT/SOME RESTRICTIONS (NET)	-	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	18 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	77 73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	55 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	29 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	106 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	551	**	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	380 69%	-	380 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	118 21%	-	118 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	262 48%	-	262 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	171 31%	-	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	551 100%	-	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	52*	**	**	**	52*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	37 71%	-	-	-	37 71%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	13 25%	-	-	-	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	24 46%	-	-	-	24 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	15 29%	-	-	-	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	52 100%	-	-	-	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	101	101
STRICT/SOME RESTRICTIONS (NET)	-	78 77%	-	-	-	-	78 77%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	23 23%	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	55 54%	-	-	-	-	55 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	23 23%	-	-	-	-	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	176	**	**	**	**	**	**	176	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	124 70%	-	-	-	-	-	-	124 70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	34 19%	-	-	-	-	-	-	34 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	90 51%	-	-	-	-	-	-	90 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	52 30%	-	-	-	-	-	-	52 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	176 100%	-	-	-	-	-	-	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	77 76%	-	-	-	-	-	-	-	-	77 76%	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	27 27%	-	-	-	-	-	-	-	-	27 27%	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	50 50%	-	-	-	-	-	-	-	-	50 50%	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	128	**	**	**	**	**	**	**	**	**	**	128	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	89 70%	-	-	-	-	-	-	-	-	-	-	89 70%	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	32 25%	-	-	-	-	-	-	-	-	-	-	32 25%	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	57 45%	-	-	-	-	-	-	-	-	-	-	57 45%	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	39 30%	-	-	-	-	-	-	-	-	-	-	39 30%	-	-	-	-	-	-	-	-	-	-
Sigma	-	128 100%	-	-	-	-	-	-	-	-	-	-	128 100%	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	330	**	**	**	**	**	**	**	**	**	**	**	**	330	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	234 71%	-	-	-	-	-	-	-	-	-	-	-	-	234 71%	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	79 24%	-	-	-	-	-	-	-	-	-	-	-	-	79 24%	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	155 47%	-	-	-	-	-	-	-	-	-	-	-	-	155 47%	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	96 29%	-	-	-	-	-	-	-	-	-	-	-	-	96 29%	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	72 72%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	72 72%	-	-	-	-	-	-
Strict purchase restrictions should be required	-	26 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 26%	-	-	-	-	-	-
Some purchase restrictions should be required	-	46 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	46 46%	-	-	-	-	-	-
No purchase restrictions should be required	-	28 28%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 28%	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	200	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	123 62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	123 62%	-	-	-	-
Strict purchase restrictions should be required	-	43 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43 22%	-	-	-	-
Some purchase restrictions should be required	-	80 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 40%	-	-	-	-
No purchase restrictions should be required	-	77 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	77 39%	-	-	-	-
Sigma	-	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	101	**	**
STRICT/SOME RESTRICTIONS (NET)	-	76 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76 75%	-	-
Strict purchase restrictions should be required	-	31 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31 31%	-	-
Some purchase restrictions should be required	-	45 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	45 45%	-	-
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 25%	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100
STRICT/SOME RESTRICTIONS (NET)	-	75 75%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	75 75%
Strict purchase restrictions should be required	-	24 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24 24%
Some purchase restrictions should be required	-	51 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	51 51%
No purchase restrictions should be required	-	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25 25%
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	86 69%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	26 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	60 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	39 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	68 65%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	22 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	46 44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	36 35%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	-	111 60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	-	35 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	-	76 41%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	-	75 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	108	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	76 70%	100 80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	31 29%	32 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	45 42%	68 54%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	30 28%	25 20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	108	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	59 55%	64 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	17 16%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	42 39%	49 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	46 43%	61 49%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	108 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	419	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	274 65%	78 78% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	85 20%	23 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	189 45%	55 55%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	132 32%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	11 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	419 100%	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	51 80%	193 76%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	21 33%	63 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	30 47%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	7 11%	62 24% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	6 9% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q865_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

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	357 65%	337 61%	357 65%	337 61%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	101 18%	86 16%	101 18%	86 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	256 47%	251 46%	256 47%	251 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	182 33%	214 39%	182 33%	214 39%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	9 2% B	-	9 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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)

Base: All Qualified Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	369 67%	349 63%	369 67%	349 63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	122 22%	103 19%	122 22%	103 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	247 45%	246 45%	247 45%	246 45%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	168 31%	202 37% A	168 31%	202 37% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	11 2% B	-	11 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q865_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)

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	548	551	548	551	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
STRICT/SOME RESTRICTIONS (NET)	374 68%	352 64%	374 68%	352 64%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strict purchase restrictions should be required	121 22%	97 18%	121 22%	97 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some purchase restrictions should be required	253 46%	255 46%	253 46%	255 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No purchase restrictions should be required	164 30%	199 36% A	164 30%	199 36% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	10 2% B	-	10 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2313 69%	-	459 83%	-	40 77%	-	85 84%	-	90 51%	-	65 64%	-	69 54%	-	270 82%	-	85 85%	-	160 80%	-	68 67%	-	86 86%
High level of trust	-	577 17%	-	137 25%	-	7 13%	-	29 29%	-	7 4%	-	5 5%	-	10 8%	-	93 28%	-	36 36%	-	47 24%	-	12 12%	-	22 22%
Moderate level of trust	-	1736 52%	-	322 58%	-	33 63%	-	56 55%	-	83 47%	-	60 59%	-	59 46%	-	177 54%	-	49 49%	-	113 57%	-	56 55%	-	64 64%
BOTTOM 2 BOX (NET)	-	1036 31%	-	92 17%	-	12 23%	-	16 16%	-	86 49%	-	36 36%	-	59 46%	-	60 18%	-	15 15%	-	40 20%	-	33 33%	-	14 14%
Low level of trust	-	774 23%	-	74 13%	-	10 19%	-	11 11%	-	72 41%	-	28 28%	-	45 35%	-	46 14%	-	10 10%	-	27 14%	-	25 25%	-	9 9%
Very low level of trust	-	262 8%	-	18 3%	-	2 4%	-	5 5%	-	14 8%	-	8 8%	-	14 11%	-	14 4%	-	5 5%	-	13 7%	-	8 8%	-	5 5%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q900. How would you describe the processing of registering a domain?

19 Aug 2016
Table 301

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1386	1754	274	275	26	16	32	35	45	38	29	33	42	71	191	190	30	60	109	111	40	59	45	46
Very easy	436	426	82	62	8	2	8	7	10	3	-	2	6	9	89	61	20	19	35	31	14	18	5	11
Somewhat easy	950	1328	192	213	18	14	24	28	35	35	29	31	36	62	102	129	10	41	74	80	26	41	40	35
BOTTOM 2 BOX (NET)	1183	1595	269	276	26	36	43	66	128	138	40	68	31	57	106	140	19	40	81	89	41	42	35	54
Somewhat difficult	1016	1381	245	259	23	34	35	55	108	107	38	61	28	48	82	113	17	35	77	85	31	34	29	49
Very difficult	167	214	24	17	3	2	8	11	20	31	2	7	3	9	24	27	2	5	4	4	10	8	6	5
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	18	-	5	-	-	-	1	-	3	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
Sigma	2588	3349	548	551	52	52	76	101	176	176	69	101	73	128	298	330	49	100	190	200	82	101	80	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q905. What, if anything, would you change about the domain name purchase process?

19 Aug 2016
Table 302

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Price	1418 55% C	1825 54% J	260 47% C	304 55% CJ	37 71% ACKO	35 67% JL	46 61% C	61 60% J	103 59% JC	68 39% J	34 49% J	51 50% J	41 56% J	75 59% J	167 56% C	180 55% J	38 78% ACIKMOU	64 64% J	129 68% ACKO	131 66% BDJLP	49 60% C	61 60% J	55 69% ACKO	69 89% BDJLP
Make it less complicated	1244 48% B	1502 45% J	326 59% AIMOW	331 60% BJNPTV	29 56% J	33 63% BJNPV	51 67% AIMOUW	67 66% BJNPTVX	88 50% J	81 46% J	39 57% W	58 57% BNP	34 47% J	54 42% J	136 46% J	151 46% J	33 67% AIMOW	59 59% BJNP	106 56% AOW	99 50% J	42 51% J	46 46% J	31 39% J	51 51% J
Make it quicker	1195 46% J	1470 44% J	321 59% AIMU	317 58% BJLNVX	29 56% M	32 62% BJLNV	40 53% M	59 58% BJLNV	73 41% J	65 37% J	36 52% M	39 39% J	26 36% J	55 43% J	155 52% AIM	176 53% BJLNV	32 65% AIMU	74 74% BDJLNPVTX	103 54% AIMU	103 52% BJLV	33 40% J	35 35% J	38 48% J	46 46% J
Make it easier to register in multiple TLDs	890 34% BIK	1033 31% J	210 38% AIKM	188 34% J	25 48% AIKM	23 44% BJLN	40 53% ACIKMW	46 46% BDJLNV	25 14% J	26 15% J	16 23% J	26 26% J	18 25% J	35 27% J	142 48% ACIKMW	153 46% BDJLNVX	20 41% IK	53 53% BDJLNVX	79 42% AIKM	74 37% J	31 38% J	29 29% J	26 33% J	32 32% J
Other	19 1% D	29 1% D	2 - D	- - D	2 4% ACIOS	- - CIOS	2 3% -	- - -	- 1% -	- - -	- - -	- - -	- - -	- - -	1 1% -	1 1% -	1 2% -	1 1% D	- - -	- - -	- - -	1 1% D	- - -	- - -
Nothing	189 7% CGO	258 8% DFHNPRTX	17 3% D	4 1% D	2 4% D	- - -	1 1% D	- - -	17 10% CGO	22 13% DFHNPRTX	3 4% DHR	6 6% CGO	6 8% CGO	4 3% D	8 3% D	8 2% D	2 4% R	- - -	9 5% D	5 3% D	5 6% DFHNPRTX	12 12% D	4 5% D	2 2% D
Not Sure	11 - B	- - D	5 1% D	- - D	- - -	- - -	1 1% -	- - -	1 1% -	- - -	- - -	- - -	- - -	- - -	2 1% -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Decline to Answer	1 - D	- - D	- - D	- - D	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Sigma	4967 192%	6117 183%	1141 208%	1144 208%	124 238%	123 237%	181 238%	233 231%	307 174%	263 149%	128 186%	180 178%	125 171%	223 174%	611 205%	669 203%	126 257%	251 251%	426 224%	412 206%	160 195%	184 182%	154 193%	200 200%

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

Q913. How strongly do you agree or disagree with the following statements about the registration process?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
It was easy to find a domain name and extension that worked for my needs	-	2002 60% FJLX	-	343 62% FJLX	-	18 35%	-	64 63% FJLX	-	55 31%	-	49 49% J	-	76 59% FJ	-	211 64% FJLX	-	72 72% BFJLNX	-	136 68% BFJLX	-	65 64% FJLX	-	48 48% J
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	1684 50% J	-	371 67% BJLNVX	-	28 54% J	-	68 67% BJLVX	-	42 24%	-	44 44% J	-	70 55% J	-	210 64% BJLVX	-	69 69% BJLNVX	-	124 62% BJLVX	-	42 42% J	-	50 50% J
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	1837 55% J	-	374 68% BJL	-	35 67% JL	-	59 58% J	-	60 34%	-	48 48% J	-	76 59% J	-	225 68% BJL	-	74 74% BHJLNTVX	-	122 61% JL	-	59 58% J	-	58 58% J
I did not feel like I had many alternatives that were available for registration	-	1331 40% JN	-	251 46% BJNRT	-	18 35%	-	41 41%	-	52 30%	-	36 36%	-	40 31%	-	160 48% BJLNR	-	32 32%	-	74 37%	-	49 49% JNR	-	41 41%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913. How strongly do you agree or disagree with the following statements about the registration process?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
It was easy to find a domain name and extension that worked for my needs	-	631 19% DR	-	64 12%	-	21 40% BDHLNPRTV	-	22 22% DR	-	59 34% BDHLPRTV	-	14 14%	-	32 25% DLR	-	62 19% DR	-	8 8%	-	36 18% DR	-	16 16%	-	37 37% BDHLPRTV
There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars	-	638 19% DPR	-	38 7%	-	9 17% D	-	17 17% DR	-	61 35% BDHLPRT	-	16 16% D	-	35 27% BDLPRT	-	40 12% D	-	7 7%	-	35 18% DR	-	24 24% DPR	-	27 27% BDPR
If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier	-	530 16% DPR	-	19 3%	-	8 15% DR	-	20 20% DPR	-	47 27% BDPRV	-	17 17% DPR	-	27 21% DPR	-	25 8% DR	-	2 2%	-	37 19% DPR	-	15 15% DPR	-	19 19% DPR
I did not feel like I had many alternatives that were available for registration	-	875 26% DL	-	84 15% L	-	22 42% BDJLPV	-	30 30% DL	-	40 23% DL	-	7 7%	-	53 41% BDJLPVX	-	78 24% DL	-	29 29% DL	-	61 31% DL	-	23 23% L	-	27 27% DL

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913_1. How strongly do you agree or disagree with the following statements about the registration process?
1. It was easy to find a domain name and extension that worked for my needs

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2002 60% FJLX	-	343 62% FJLX	-	18 35%	-	64 63% FJLX	-	55 31%	-	49 49% J	-	76 59% FJ	-	211 64% FJLX	-	72 72% BFJLNX	-	136 68% BFJLX	-	65 64% FJLX	-	48 48% J
Strongly agree	-	702 21% DJLX	-	95 17% JL	-	6 12% J	-	22 22% JLX	-	7 4%	-	4 4%	-	27 21% JLX	-	98 30% BDFJLX	-	42 42% BDFHLNPTVX	-	54 27% BDFJLX	-	24 24% JLX	-	10 10% J
Somewhat agree	-	1300 39% FJ	-	248 45% BFJPR	-	12 23%	-	42 42% FJ	-	48 27%	-	45 45% FJR	-	49 38% J	-	113 34% JLX	-	30 30%	-	82 41% FJ	-	41 41% FJ	-	38 38%
Neither agree nor disagree	-	716 21% T	-	144 26% BHNPTX	-	13 25%	-	15 15%	-	62 35% BDHLNPTVX	-	38 38% BDHLNPTVX	-	20 16%	-	57 17%	-	20 20%	-	28 14%	-	20 20%	-	15 15%
BOTTOM 2 BOX (NET)	-	631 19% DR	-	64 12% BDHLNPTV	-	21 40% BDHLNPTV	-	22 22% DR	-	59 34% BDHLNPTV	-	14 14% BDHLNPTV	-	32 25% DLR	-	62 19% DR	-	8 8%	-	36 18% DR	-	16 16% BDHLNPTV	-	37 37% BDHLNPTV
Somewhat disagree	-	407 12% DR	-	51 9% R	-	18 35% BDHLNPTV	-	14 14% R	-	40 23% BDLPRTV	-	12 12% R	-	22 17% DPR	-	34 10% R	-	3 3%	-	23 12% R	-	12 12% R	-	21 21% BDPRT
Strongly disagree	-	224 7% D	-	13 2% D	-	3 6%	-	8 8% D	-	19 11% BDLV	-	2 2%	-	10 8% D	-	28 8% DL	-	5 5%	-	13 7% D	-	4 4% BDLPRTV	-	16 16% BDLPRTV
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913_2. How strongly do you agree or disagree with the following statements about the registration process?

2. There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1684	-	371	-	28	-	68	-	42	-	44	-	70	-	210	-	69	-	124	-	42	-	50
	-	50%	-	67%	-	54%	-	67%	-	24%	-	44%	-	55%	-	64%	-	69%	-	62%	-	42%	-	50%
		J		BJLNVX		J		BJLVX		J		J		J		BJLNVX		BJLVX		BJLVX		J		J
Strongly agree	-	572	-	139	-	6	-	28	-	3	-	6	-	19	-	80	-	32	-	51	-	13	-	19
	-	17%	-	25%	-	12%	-	28%	-	2%	-	6%	-	15%	-	24%	-	32%	-	26%	-	13%	-	19%
		JL		BFJLNV		J		BFJLNV		J		JL		JL		BFJLNV		BFJLNVX		BFJLNV		J		JL
Somewhat agree	-	1112	-	232	-	22	-	40	-	39	-	38	-	51	-	130	-	37	-	73	-	29	-	31
	-	33%	-	42%	-	42%	-	40%	-	22%	-	38%	-	40%	-	39%	-	37%	-	37%	-	29%	-	31%
		J		BJVX		J		J		J		J		J		BJ		J		J		J		J
Neither agree nor disagree	-	1027	-	142	-	15	-	16	-	73	-	41	-	23	-	80	-	24	-	41	-	35	-	23
	-	31%	-	26%	-	29%	-	16%	-	41%	-	41%	-	18%	-	24%	-	24%	-	21%	-	35%	-	23%
		DHNPT		H						BDHNPTX		BDHNPTX										HNPT		
BOTTOM 2 BOX (NET)	-	638	-	38	-	9	-	17	-	61	-	16	-	35	-	40	-	7	-	35	-	24	-	27
	-	19%	-	7%	-	17%	-	17%	-	35%	-	16%	-	27%	-	12%	-	7%	-	18%	-	24%	-	27%
		DPR				D		DR		BDHLPRT		D		BDLPRT		D		DR		DR		DPR		BDPR
Somewhat disagree	-	432	-	33	-	7	-	11	-	37	-	14	-	21	-	34	-	6	-	26	-	16	-	18
	-	13%	-	6%	-	13%	-	11%	-	21%	-	14%	-	16%	-	10%	-	6%	-	26	-	16%	-	18%
		DR				D				BDHPRT		D		DR		D		D		D		DR		DPR
Strongly disagree	-	206	-	5	-	2	-	6	-	24	-	2	-	14	-	6	-	1	-	9	-	8	-	9
	-	6%	-	1%	-	4%	-	6%	-	14%	-	2%	-	11%	-	2%	-	1%	-	9	-	8	-	9
		DPR				DP		DP		BDHLPRT				BDLPRT				D		D		DPR		DLPRT
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913_3. How strongly do you agree or disagree with the following statements about the registration process?
3. If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1837	-	374	-	35	-	59	-	60	-	48	-	76	-	225	-	74	-	122	-	59	-	58
		55%		68%		67%		58%		34%		48%		59%		68%		74%		61%		58%		58%
		J		BJL		JL		J		J		J		J		BJL		BHJLNTVX		JL		J		J
Strongly agree	-	667	-	117	-	16	-	28	-	11	-	8	-	32	-	83	-	41	-	53	-	25	-	24
		20%		21%		31%		28%		6%		8%		25%		25%		41%		27%		25%		24%
		JL		JL		BJL		BJL		BJL		BJL		JL		BJL		BHJLNTVX		BJL		JL		JL
Somewhat agree	-	1170	-	257	-	19	-	31	-	49	-	40	-	44	-	142	-	33	-	69	-	34	-	34
		35%		47%		37%		31%		28%		40%		34%		43%		33%		35%		34%		34%
		J		BHJLNTVX				J		J		J				BHJ								
Neither agree nor disagree	-	982	-	158	-	9	-	22	-	69	-	36	-	25	-	80	-	24	-	41	-	27	-	23
		29%		29%		17%		22%		39%		36%		20%		24%		24%		21%		27%		23%
		NPT		NT						BHJLNTVX		FHNPT												
BOTTOM 2 BOX (NET)	-	530	-	19	-	8	-	20	-	47	-	17	-	27	-	25	-	2	-	37	-	15	-	19
		16%		3%		15%		20%		27%		17%		21%		8%		2%		19%		15%		19%
		DPR				DR		DPR		BDPRV		DPR		DPR		DR				DPR		DPR		DPR
Somewhat disagree	-	321	-	12	-	7	-	17	-	29	-	15	-	17	-	20	-	1	-	29	-	9	-	14
		10%		2%		13%		17%		16%		15%		13%		6%		1%		15%		9%		14%
		DPR				DR		BDPR		BDPR		DPR		DPR		DR				BDPR		DR		DPR
Strongly disagree	-	209	-	7	-	1	-	3	-	18	-	2	-	10	-	5	-	1	-	8	-	6	-	5
		6%		1%		2%		3%		10%		2%		8%		2%		1%		4%		6%		5%
		DPR								BHJLRT				DPR						D		DP		DP
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q913_4. How strongly do you agree or disagree with the following statements about the registration process?
4. I did not feel like I had many alternatives that were available for registration

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1331	-	251	-	18	-	41	-	52	-	36	-	40	-	160	-	32	-	74	-	49	-	41
		40%		46%		35%		41%		30%		36%		31%		48%		32%		37%		49%		41%
		JN		BJNRT												BJLNRT						JNR		
Strongly agree	-	359	-	54	-	8	-	12	-	6	-	8	-	10	-	53	-	11	-	31	-	11	-	10
		11%		10%		15%		12%		3%		8%		8%		16%		11%		16%		11%		10%
		J		J		J		J								BDJLN				BDJN		J		J
Somewhat agree	-	972	-	197	-	10	-	29	-	46	-	28	-	30	-	107	-	21	-	43	-	38	-	31
		29%		36%		19%		29%		26%		28%		23%		32%		21%		22%		38%		31%
		T		BFJNRT												RT						FJNRT		
Neither agree nor disagree	-	1143	-	216	-	12	-	30	-	84	-	58	-	35	-	92	-	39	-	65	-	29	-	32
		34%		39%		23%		30%		48%		57%		27%		28%		39%		33%		29%		32%
		P		BFNPV						BDJNPTVX		BDJNPTVX						P						
BOTTOM 2 BOX (NET)	-	875	-	84	-	22	-	30	-	40	-	7	-	53	-	78	-	29	-	61	-	23	-	27
		26%		15%		42%		30%		23%		7%		41%		24%		29%		31%		23%		27%
		DL		L		BDJLPV		DL		DL				BDJLPTVX		DL		DL		DL		L		DL
Somewhat disagree	-	545	-	69	-	16	-	20	-	30	-	6	-	32	-	48	-	22	-	34	-	14	-	14
		16%		13%		31%		20%		17%		6%		25%		15%		22%		17%		14%		14%
		DL		L		BDJLPTVX		L		L				BDLPTVX		L		DL		L		L		L
Strongly disagree	-	330	-	15	-	6	-	10	-	10	-	1	-	21	-	30	-	7	-	27	-	9	-	13
		10%		3%		12%		10%		6%		1%		16%		9%		7%		14%		9%		13%
		DL		DL		DL		DL		DL				BDJLPR		DL		DL		DJL		DL		DJL
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q915. How much do you trust the domain name industry compared to these other industries?
SUMMARY TABLE OF TOP 2 BOX

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Internet service providers/the agency that provides my internet access	1269 49% I	1566 47% J	327 60% AIKMUV	334 61% BHJLNV	35 67% AIKMUV	27 52% J	43 57% IU	50 50% J	70 40% I	61 35% I	31 45% I	43 43% I	33 45% I	59 46% J	195 65% AIKMSUW	195 59% BJLNV	34 69% AIKMSUW	56 56% J	99 52% IU	108 54% BJ	32 39% I	47 47% I	35 44% I	52 52% J
Web based marketing companies	1030 40% IU	1255 37% J	267 49% AIKMU	272 49% BFJLNTV	19 37% I	16 31% I	31 41% I	43 43% JLN	34 19% I	48 27% I	23 33% I	29 29% I	22 30% I	38 30% I	180 60% ACEGKMSUW	178 54% BFHJLNTVX	30 61% AEGIKMUW	60 60% BFHJLNTVX	88 46% IMU	74 37% J	24 29% I	37 37% I	30 38% I	42 42% J
E-commerce companies	1061 41% IMU	1302 39% JN	268 49% AIKMU	269 49% BJLNV	25 48% IMU	25 48% JNV	40 53% AIMU	41 41% JN	45 26% I	51 29% I	25 36% I	35 35% I	20 27% I	31 24% I	170 57% ACIKMUW	180 55% BHJLNVX	37 76% ACEGKMSUW	65 65% BDFHJLNTVX	92 48% AIMU	98 49% BJLNV	25 30% I	31 31% I	32 40% I	40 40% N
Software companies	1213 47% I	1510 45% J	294 54% AIKU	325 59% BHJLNTV	30 58% I	28 54% J	45 59% AIKUW	47 47% J	56 32% I	52 30% I	28 41% I	50 50% J	38 52% I	55 43% J	202 68% ACIKMSUW	205 62% BHJLNTV	31 63% AIKUW	58 58% BJNV	98 52% I	95 48% J	33 40% I	38 38% I	34 43% I	52 52% JV
Computer hardware companies	1125 43% I	1487 44% JN	287 52% AIKUW	331 60% CBHJLNTVX	25 48% I	25 48% J	40 53% IU	48 48% J	55 31% I	56 32% I	26 38% I	43 43% I	30 41% I	45 35% I	183 61% ACIKMSUW	185 56% BJLNVX	31 63% AIKMSUW	60 60% BJLNVX	90 47% IU	98 49% JN	27 33% I	43 43% I	31 39% I	40 40% I

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q915. 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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Internet service providers/the agency that provides my internet access	367 14% CO	490 15% D	50 9%	50 9%	4 8%	12 23% EDRT	12 16%	19 19% D	24 14%	34 19% DRT	8 12%	14 14%	13 18% CO	17 13%	27 9%	45 14% D	3 6%	10 10%	32 17% CO	22 11%	12 15%	12 12%	20 25% ACEIKOQ	22 22% BDPRT
Web based marketing companies	553 21% CO	688 21% DPR	95 17% D	69 13% R	17 33% ACGOQS	19 37% BDLPRT	13 17%	26 26% DPR	36 20%	41 23% ACGIOQS	23 33% DR	21 21% ACGOQS	23 32% BDPR	37 29% BDPR	49 16%	50 15% R	6 12%	4 4%	35 18% DR	41 21% DR	19 23% DPR	28 28% ACGOQS	25 31% ACGOQS	30 30% BDPR
E-commerce companies	493 19% COQ	599 18% DR	72 13% R	72 13% R	6 12% R	8 15% R	10 13% DRT	23 23% COQ	39 22% BDPRT	44 25% COQ	18 26% COQ	18 18% R	18 25% COQ	37 29% BDPRT	43 14% R	49 15% R	3 6%	5 5%	34 18% Q	26 13% R	13 16% R	19 19% R	24 30% ACEGOOSU	22 22% DRT
Software companies	395 15% CO	489 15% D	55 10% D	41 7% D	6 12% D	8 15% D	7 9%	13 13% CO	29 16% BDHLPRT	40 23% BDPRT	11 16% COQ	13 13% DR	12 16% O	20 16% D	29 10% D	39 12% D	6 12% CO	10 10% CO	31 16% CO	33 17% D	12 15% D	17 17% D	13 16% D	20 20% DPR
Computer hardware companies	469 18% BCO	513 15% DR	79 14% D	46 8% D	12 23% O	7 13% O	11 14%	17 17% DR	38 22% CKO	43 24% BDPRV	7 10%	15 15% DR	15 21% O	25 20% DPR	31 10% DPR	39 12% DPR	6 12% DPR	6 6% CKO	44 23% CKO	34 17% DR	15 18% DR	14 14% DR	20 25% CKO	29 29% BDHLPRTV

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

Q915_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

19 Aug 2016
Table 311

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1269 49% I	1566 47% J	327 60% AIKMUW	334 61% BHJLNV	35 67% AIKMUW	27 52% J	43 57% IU	50 50% J	70 40% J	61 35% J	41 45% J	43 43% J	33 45% J	59 46% J	195 65% AIKMSUW	195 59% BJLNV	34 69% AIKMSUW	56 56% J	99 52% IU	108 54% BJ	32 39% J	47 47% J	35 44% J	52 52% J
Trust much more	497 19% BIK	520 16% JL	107 20% IK	113 21% BJL	16 31% AIKU	11 21% JL	17 22% IK	16 16% J	15 9% J	12 7% J	4 6% J	8 8% J	12 16% K	24 19% JL	95 32% ACIKMUW	85 26% BHJLNV	18 37% RACIKMUW	16 16% J	47 25% AIK	50 25% BJLV	12 15% J	15 15% J	15 19% IK	20 20% JL
Trust somewhat more	772 30% CO	1046 31% ADFPX	220 40% AISUW	221 40% BJNPT	19 37% J	16 31% J	26 34% J	34 34% J	55 31% J	49 28% J	27 39% J	35 35% J	21 29% J	35 27% J	100 34% J	110 33% J	16 33% J	40 40% JN	52 27% J	58 29% J	20 24% J	32 32% J	20 25% J	32 32% J
Trust the same	925 36% CO	1293 39% ADFPX	164 30% J	167 30% J	13 25% J	13 25% J	20 26% J	32 32% ACEGOQSW	81 46% BDPHTX	81 46% CEGOQ	30 43% DFPX	44 44% DFPX	27 37% O	52 41% DPX	75 25% J	90 27% J	12 24% J	34 34% J	59 31% J	70 35% CEGOQS	36 44% DFPX	42 42% DFPX	25 31% J	26 26% J
BOTTOM 2 BOX (NET)	367 14% CO	490 15% D	50 9% J	50 9% J	4 8% EDRT	12 23% EDRT	12 16% D	19 19% D	24 14% DRT	34 19% DRT	8 12% J	14 14% J	13 18% CO	17 13% J	27 9% D	45 14% D	3 6% J	10 10% CO	32 17% CO	22 11% J	12 15% ACEIKOQ	12 12% BDPRT	20 25% ACEIKOQ	22 22% BDPRT
Trust somewhat less	280 11% CO	362 11% D	42 8% J	44 8% J	4 8% BDNPRT	10 19% CO	11 14% CO	16 16% DR	18 10% BDPRT	27 15% BDPRT	7 10% J	13 13% J	9 12% J	11 9% J	18 6% J	31 9% J	2 4% J	6 6% J	22 12% O	17 9% J	9 11% J	12 12% ACOQ	15 19% ACOQ	12 12% J
Trust much less	87 3% C	128 4% DV	8 1% J	6 1% J	- - V	2 4% V	1 1% J	3 3% J	6 3% J	7 4% DV	1 1% J	1 1% J	4 5% C	6 5% DV	9 3% DV	14 4% DV	1 2% J	4 4% DV	10 5% C	5 3% J	3 4% J	- - C	5 6% C	10 10% BDHJLFTV
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	26 1% B	-	7 1% D	-	-	-	1 1% J	-	1 1% J	-	-	-	-	-	1 - J	-	-	-	-	-	2 2% S	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q915_2. How much do you trust the domain name industry compared to these other industries?
2. Web based marketing companies

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1030 40% IU	1255 37% J	267 49% AIKMU	272 49% BFJLNTV	19 37% I	16 31% I	31 41% I	43 43% JLN	34 19% I	48 27% I	23 33% I	29 29% I	22 30% I	38 30% I	180 60% ACEGKMSUW	178 54% BFHJLNTVX	30 61% AEGIKMUW	60 60% BFHJLNTVX	88 46% IMU	74 37% J	24 29% I	37 37% I	30 38% I	42 42% J
Trust much more	359 14% BIK	391 12% J	80 15% IK	75 14% JL	8 15% IK	5 10% J	12 16% IK	16 16% JL	6 3% I	3 2% I	3 4% I	6 6% I	7 10% I	11 9% J	82 28% ACEGKMSUW	74 22% BFJLNV	15 31% ACIKMSUW	20 20% BJLN	32 17% IK	31 16% JL	7 9% I	11 11% J	8 10% I	14 14% J
Trust somewhat more	671 26% I	864 26% I	187 34% AIMU	197 36% BFJLNT	11 21% I	11 21% I	19 25% I	27 27% I	28 16% I	45 26% I	20 29% I	23 23% I	15 21% I	27 21% I	98 33% AIMU	104 32% BNT	15 31% I	40 40% BFHJLNTV	56 29% I	43 22% I	17 21% I	26 26% I	22 28% I	28 28% I
Trust the same	975 38% CO	1406 42% ADHPX	178 32% O	210 38% P	15 29% I	17 33% I	31 41% O	32 32% ACEGKMSUW	105 60% BDFHPRVX	87 49% KDFHPRVX	23 33% I	51 50% I	28 38% O	53 41% PX	68 23% I	102 31% O	13 27% I	36 36% I	67 35% O	85 43% PX	37 45% COQ	36 36% I	25 31% I	28 28% I
BOTTOM 2 BOX (NET)	553 21% CO	688 21% DPR	95 17% D	69 13% R	17 33% ACGOQS	19 37% BDLPRT	13 17% DPR	26 26% DPR	36 20% DPR	41 23% ACGIOQS	23 33% DR	21 21% ACGOQS	23 32% BDPR	37 29% I	49 16% I	50 15% R	6 12% I	4 4% I	35 18% DR	41 21% DR	19 23% DPR	28 28% ACGOQS	25 31% BDPR	30 30% BDPR
Trust somewhat less	420 16% O	521 16% DPR	83 15% D	56 10% R	10 19% ACGOQS	14 27% BDPR	11 14% I	19 19% DR	25 14% DR	31 18% ACGIOQS	20 29% R	17 17% I	17 23% O	27 21% DPR	36 12% I	39 12% R	6 12% R	2 2% I	28 15% DR	33 17% DR	11 13% DPR	22 22% DPR	17 21% O	18 18% DR
Trust much less	133 5% C	167 5% D	12 2% I	13 2% ACGOQS	7 13% ACGOQS	5 10% DPR	2 3% I	7 7% D	11 6% C	10 6% D	3 4% I	4 4% I	6 8% CQ	10 8% DP	13 4% I	11 3% I	- - I	2 2% I	7 4% I	8 4% CQS	8 10% D	6 6% D	8 10% ACQS	12 12% BDLPRT
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	8 1% D	-	1 2% I	-	1 1% I	-	1 1% I	-	-	-	-	-	1 - I	-	-	-	-	-	2 2% S	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q915_3. How much do you trust the domain name industry compared to these other industries?
3. E-commerce companies

Base: All Qualified Respondents

	Country																								
	Asia										Africa														
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100	
TOP 2 BOX (NET)	1061 41% IMU	1302 39% JN	268 49% AIKMU	269 49% BJLNV	25 48% IMU	25 48% JNV	40 53% AIMU	41 41% JN	45 26% IMU	51 29% JNV	25 35% IMU	35 35% JNV	20 27% IMU	31 24% IMU	170 57% ACIKMUW	180 55% BHLNVX	37 76% ACEGKMSUW	65 65% BDFHLNVTX	92 48% AIMU	98 49% BJLNV	25 30% IMU	31 31% JNV	32 40% IMU	40 40% JNV	
Trust much more	408 16% BIKU	408 12% J	84 15% IKU	77 14% JV	9 17% IKU	7 13% IKU	14 18% IKU	18 18% JLV	9 5% IMU	10 6% JNV	4 6% IMU	8 8% JNV	9 12% IMU	13 10% IMU	101 34% PACGKMSUW	79 24% BDJLNVX	17 35% RACEGKMUW	17 17% JV	44 23% ACIKUW	38 19% BJLNV	5 6% IMU	6 6% JNV	9 11% IMU	12 12% JNV	
Trust somewhat more	653 25% M	894 27% N	184 34% AIMOS	192 35% BHLNV	16 31% M	18 35% N	26 34% IMO	23 23% DRT	36 20% ACGOQSW	41 46% PR	21 30% M	27 27% N	11 15% IMU	18 14% IMU	69 23% ON	101 31% AIMOS	20 41% BDHJLNTVX	48 48% JV	48 25% ACIKUW	60 30% N	20 24% ACGOQSW	25 25% DHPRT	23 29% M	28 28% N	
Trust the same	1002 39% OQ	1448 43% ADPR	200 36% OQ	210 38% P	21 40% Q	19 37% Q	25 33% IMU	37 37% DRT	90 51% ACGOQSW	81 46% PR	26 38% M	48 48% N	35 48% OQSW	60 47% PR	84 28% ON	101 31% AIMOS	9 18% BDHJLNTVX	30 30% Q	64 34% ACIKUW	76 38% N	42 51% ACGOQSW	51 50% DHPRT	24 30% M	38 38% N	
BOTTOM 2 BOX (NET)	493 19% COQ	599 18% DR	72 13% R	72 13% R	6 12% R	8 15% R	10 13% DRT	23 23% COQ	39 22% COQ	44 25% BDPRT	18 26% COQ	18 18% R	18 25% COQ	37 29% BDPRT	43 14% R	49 15% R	3 6% R	5 5% R	34 18% R	26 13% R	13 16% R	19 19% R	24 30% ACEGOQSW	22 22% DRT	
Trust somewhat less	382 15% CE	463 14% RT	60 11% R	62 11% R	2 4% C	6 12% R	8 11% DRT	19 19% DRT	28 18% E	34 19% BDPRT	16 23% ACEGOOU	14 14% R	12 18% E	23 18% DRT	33 11% R	39 12% R	3 6% R	3 3% R	29 15% E	18 9% C	10 10% C	8 6% C	17 17% RT	19 24% ACEGOOU	13 13% R
Trust much less	111 4% C	136 4% D	12 2% C	10 2% C	4 8% C	2 4% C	2 3% C	4 4% C	11 6% C	10 6% D	2 3% C	4 4% C	6 8% CQS	14 11% BDPRTV	10 3% C	10 3% C	- - C	2 2% C	5 3% C	8 4% C	5 6% C	2 2% C	5 6% C	9 9% BDPRV	
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not Sure	30 1% B	-	8 1% D	-	-	-	1 1% B	-	2 1% B	-	-	-	-	-	1	-	-	-	-	-	2 2% S	-	-	-	
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q915_4. How much do you trust the domain name industry compared to these other industries?

4. Software companies

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1213 47% I	1510 45% J	294 54% AIKU	325 59% BHJNTV	30 58% I	28 54% J	45 59% AIKUW	47 47% J	56 32% I	52 30% I	28 41% I	50 50% J	38 52% I	55 43% J	202 68% ACIKMSUW	205 62% BHJLNTV	31 63% AIKUW	58 58% BJNV	98 52% I	95 48% J	33 40% I	38 38% I	34 43% JV	52 52% JV
Trust much more	433 17% IU	504 15% JV	84 15% I	103 19% BJV	11 21% IU	7 13% J	20 26% ACIKU	19 19% JV	8 5% I	4 2% I	9 13% I	11 11% J	11 15% I	22 17% JV	102 34% ACIKMSUW	102 31% BDFHJLNTV	14 29% ACIKU	18 18% JV	39 21% IU	38 19% JV	7 9% I	7 7% I	15 19% I	23 23% BJLV
Trust somewhat more	780 30% I	1006 30% I	210 38% AIW	222 40% BHJNPTX	19 37% I	21 40% I	25 33% I	28 28% I	48 27% I	48 27% I	19 28% I	39 39% N	27 37% I	33 26% I	100 34% I	103 31% I	17 35% I	40 40% BJNT	59 31% I	57 29% I	26 32% I	31 31% I	19 24% I	29 29% I
Trust the same	951 37% OQ	1350 40% ADPX	191 35% O	185 34% P	15 29% I	16 31% I	23 30% I	41 41% P	90 51% ACEGMOOS	84 48% BDFPRTX	30 43% OQ	38 38% P	23 32% I	53 41% PX	66 22% I	86 26% I	11 22% I	32 32% O	61 32% O	72 36% P	35 43% OQ	46 46% DPX	33 41% OQ	28 28% I
BOTTOM 2 BOX (NET)	395 15% CO	489 15% D	55 10% I	41 7% I	6 12% D	8 15% D	7 9% I	13 13% CO	29 16% BDHLFR	40 23% I	11 16% I	13 13% I	12 16% D	20 10% D	39 12% D	6 12% I	10 10% CO	31 16% CO	33 17% D	12 15% I	17 17% D	13 16% D	20 20% DPR	
Trust somewhat less	305 12% CO	355 11% D	48 9% I	34 6% I	4 8% I	6 12% I	4 5% I	8 8% I	23 13% BDHNPR	29 16% I	10 14% I	10 10% I	7 10% I	11 9% I	24 8% I	29 9% I	6 12% I	6 6% I	24 13% I	19 10% I	7 9% BDPR	17 17% I	7 9% I	12 12% D
Trust much less	90 3% C	134 4% DV	7 1% I	7 1% I	2 4% I	2 4% V	3 4% I	5 5% DV	6 3% I	11 6% DV	1 1% I	3 3% I	5 7% CO	9 7% DV	5 2% I	10 3% I	- - I	4 4% V	7 4% C	14 7% BDPV	5 6% VCO	- - I	6 8% ACO	8 8% BDPV
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	28 1% B	-	8 1% D	-	1 2% I	-	1 1% I	-	1 1% I	-	-	-	-	-	1 - I	-	1 2% I	-	-	-	2 2% S	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q915_5. How much do you trust the domain name industry compared to these other industries?

19 Aug 2016
Table 315

5. Computer hardware companies

Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
TOP 2 BOX (NET)	1125 43% I	1487 44% JN	287 52% AIKUW	331 60% CBHJLNTX	25 48% I	25 48% J	40 53% IU	48 48% J	55 31% I	56 32% I	26 38% I	43 43% I	30 41% I	45 35% I	183 61% ACIKMSUW	185 56% BJLNVX	31 63% AIKMSUW	60 60% BJLNVX	90 47% IU	98 49% JN	27 33% I	43 43% I	31 39% I	40 40% I
Trust much more	435 17% BIU	469 14% JLV	95 17% IU	89 16% JLV	9 17% I	7 13% I	20 26% AIKU	17 17% JLV	6 3% I	11 6% I	8 12% I	6 6% I	12 16% I	18 14% JL	88 30% ACIKMUW	76 23% BDJLNV	15 31% ACIKUW	19 19% JLV	43 23% AIKU	33 17% JLV	6 7% I	7 7% I	11 14% I	16 16% JLV
Trust somewhat more	690 27% AN	1018 30% AN	192 35% AS	242 44% CBHJNFTX	16 31% I	18 35% I	20 26% I	31 31% I	49 28% I	45 26% I	18 26% I	37 37% N	25 21% I	27 21% I	95 32% A	109 33% N	16 33% N	41 41% BJNX	47 25% I	65 33% N	21 26% I	36 36% N	20 25% I	24 24% I
Trust the same	964 37% COS	1349 40% ADP	173 32% I	174 32% I	14 27% I	20 38% I	24 32% I	36 36% I	82 47% ACEGOQS	77 44% DPX	36 52% ACEGOQS	43 43% D	28 38% I	58 45% DPTX	82 28% I	106 32% I	12 24% I	34 34% I	56 29% I	68 34% I	38 46% I	44 44% I	29 36% I	31 31% I
BOTTOM 2 BOX (NET)	469 18% BCO	513 15% DR	79 14% D	46 8% D	12 23% O	7 13% O	11 14% O	17 17% DR	38 22% CKO	43 24% BDPRV	7 10% DR	15 15% DR	15 21% O	25 20% DPR	31 10% I	39 12% I	6 12% I	6 6% I	44 23% CKO	34 17% DR	15 18% I	14 14% I	20 25% CKO	29 29% BDFHPRTY
Trust somewhat less	347 13% O	395 12% DR	65 12% DO	39 7% DO	9 17% O	3 6% O	10 13% O	15 15% DR	32 18% CO	35 20% BDFPR	6 9% I	12 12% R	8 11% I	17 13% DR	21 7% I	33 10% I	6 12% I	4 4% I	33 17% O	26 13% DR	10 12% I	13 13% DR	13 16% O	22 22% BDFPRT
Trust much less	122 5% BC	118 4% D	14 3% I	7 1% I	3 6% I	4 8% DPV	1 1% I	2 2% I	6 3% I	8 5% D	1 1% I	3 3% ACGKIQ	7 10% DPV	8 6% I	10 3% I	6 2% I	- - I	2 2% I	11 6% C	8 4% D	5 6% I	1 1% CGOQ	7 9% DPV	7 7% I
Decline to Answer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not Sure	29 1% B	-	9 2% D	-	1 2% I	-	1 1% I	-	1 1% I	-	-	-	-	-	2 1% I	-	-	-	-	-	2 2% S	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q917. Why do you trust the domain name industry more than these other industries?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
Weighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
REPUTATION (NET)	-	988 44% DV	-	180 39% V	-	22 59% DPTV	-	41 64% BDJPTVX	-	41 47% V	-	42 60% BDPTVX	-	41 49% V	-	105 38% -	-	42 55% DPTV	-	55 38% -	-	17 26% -	-	33 43% V
Trustworthy	-	278 12% FT	-	68 15% FT	-	1 3% BDPTV	-	10 16% F	-	15 17% FT	-	25 36% BDJLNPRTVX	-	8 10% -	-	35 13% -	-	16 20% BFTV	-	11 8% -	-	5 8% -	-	8 10% -
Knowledgeable/Area of expertise/It's their business	-	160 7% DPT	-	7 2% -	-	6 16% BDPTV	-	4 6% D	-	7 8% DPT	-	8 11% DPTV	-	15 18% BDHPRTV	-	7 3% -	-	5 6% D	-	3 2% -	-	1 2% -	-	13 17% BDPRTV
Dependable/Reliable	-	100 4% J	-	18 4% -	-	3 8% HJLV	-	- -	-	- -	-	- -	-	3 4% -	-	12 4% J	-	1 1% -	-	5 3% -	-	- -	-	4 5% J
Legitimate/Genuine/Authentic	-	91 4% -	-	13 3% -	-	1 3% -	-	13 20% BDFJLNPRTVX	-	3 3% -	-	1 1% -	-	2 2% -	-	16 6% D	-	2 3% -	-	10 7% D	-	2 3% -	-	2 3% -
Good experience/Never had a problem	-	80 4% -	-	13 3% -	-	1 3% -	-	2 3% -	-	1 1% -	-	- -	-	3 4% -	-	7 3% -	-	2 3% -	-	5 3% -	-	1 2% -	-	3 4% -
Well known/Most commonly used	-	79 3% -	-	19 4% -	-	2 5% N	-	10 16% BDJNPVX	-	2 2% -	-	4 6% N	-	- -	-	7 3% -	-	5 6% N	-	5 3% -	-	2 3% -	-	2 3% -
Good company/reputation/track record	-	52 2% -	-	13 3% -	-	6 16% BDJLNPRTVX	-	- -	-	3 3% -	-	- -	-	1 1% -	-	6 2% -	-	1 1% -	-	3 2% -	-	2 3% -	-	1 1% -
No scams/fraud	-	41 2% D	-	3 1% -	-	- -	-	2 3% -	-	- -	-	- -	-	2 2% -	-	4 1% -	-	2 3% -	-	6 4% BD	-	2 3% -	-	2 3% -
Tested/Proven/Verified	-	35 2% -	-	12 3% BP	-	- -	-	4 6% BLNPV	-	1 1% -	-	- -	-	- -	-	1 1% -	-	3 4% P	-	2 1% -	-	- -	-	1 1% -
Established/Been around for long time	-	33 1% -	-	7 2% -	-	1 3% -	-	- -	-	2 2% -	-	1 1% -	-	2 2% -	-	4 1% -	-	1 1% -	-	3 2% -	-	- -	-	- -
Good management/Operation of site	-	32 1% -	-	8 2% -	-	- -	-	1 2% -	-	5 8% BDNPNX	-	6 9% BDNPVX	-	- -	-	1 1% -	-	3 4% P	-	2 1% -	-	- -	-	- -
Depends on company/website behind the name	-	14 1% -	-	1 1% -	-	- -	-	- -	-	- -	-	- -	-	1 1% -	-	3 1% -	-	- -	-	3 2% BD	-	- -	-	- -

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	2265	-**	459	-**	37*	-**	64*	-**	88*	-**	70*	-**	83*	-**	275	-**	80*	-**	144	-**	65*	-**	77*
Big/Larger company	-	12 1%	-	5 1%	-	1 3%	-	-	-	1 1%	-	-	-	-	-	2 1%	-	-	-	-	-	1 2%	-	-
Top level/High ranking	-	9	-	3 1%	-	-	-	-	-	-	-	-	-	-	2 1%	-	1 1%	-	-	-	-	-	-	-
Other reputation mentions	-	70 3%	-	12 3%	-	2 5%	-	1 2%	-	1 1%	-	-	5 6%	-	9 3%	-	1 1%	-	4 3%	-	3 5%	-	3 4%	
EXTENSION APPEAL (NET)	-	341 15%	-	113 25%	-	7 19%	-	5 8%	-	15 17%	-	5 7%	-	14 17%	-	45 16%	-	7 9%	-	20 14%	-	6 9%	-	12 16%
Professional	-	75 3% P	-	51 11% BHLNPRTV	-	4 11% BHLNPRTV	-	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-	2 3%	
Gut feeling/My opinion	-	63 3%	-	24 5% BPRX	-	1 3%	-	1 2%	-	7 8% BLPRX	-	-	6 7% BLPRX	-	4 1%	-	-	-	5 3%	-	1 2%	-	-	
Good/Like domain	-	56 2%	-	13 3%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	21 8% BDJNRTV	-	-	-	1 1%	-	-	2 3%	
Relevant to topic/Specific to the domain	-	28 1% D	-	1	-	-	-	1 2%	-	-	-	1 1%	-	1 1%	-	8 3% BD	-	-	-	3 2% D	-	2 3% D	-	-
Believable/Confidence/Convincing	-	27 1%	-	4 1%	-	-	-	1 2%	-	1 1%	-	1 1%	-	-	-	1 1%	-	5 6% BDNPTV	-	2 1%	-	-	-	1 1%
Ordinary/Traditional/Conventional	-	7	-	3 1%	-	-	-	-	-	1 1%	-	1 1% P	-	-	-	-	-	-	-	-	-	-	-	-
Better/Best	-	6	-	1	-	1 3% BDP	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	
Curiosity/Interesting	-	4	-	-	-	-	-	-	-	1 1% BD	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BD	
All/Everything	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	
I don't pay attention/Wouldn't notice	-	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% B	
Nothing looks/sounds suspicious	-	3	-	1	-	-	-	-	-	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
Same/Similar to others	-	3	-	1	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Wording makes sense	-	3	-	-	-	1% BDP	-	-	-	-	-	-	1% BD	-	-	-	-	-	-	-	-	-	-	-
Short wording	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-
Accurate	-	2	-	1	-	-	-	-	-	1% BP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It's meaning/Meaningful	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% BD	
Depends on language	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension appeal mentions	-	60% 3%	-	12% 3%	-	-	-	2% 3%	-	3% 3%	-	-	4% 5%	-	10% 4%	-	1% 1%	-	4% 3%	-	3% 5%	-	4% 5%	
USAGE (NET)	-	192% 8%	-	34% 7%	-	5% 14%	-	5% 8%	-	5% 6%	-	6% 9%	-	4% 5%	-	23% 8%	-	7% 9%	-	19% 13% BDN	-	7% 11%	-	8% 10%
More familiar/I use extension	-	62% 3%	-	13% 3%	-	1% 3%	-	3% 5%	-	4% 5%	-	2% 3%	-	1% 1%	-	4% 1%	-	2% 3%	-	3% 2%	-	1% 2%	-	2% 3%
Efficient/Work well	-	25% 1% D	-	1% 1%	-	2% 5% BDJN	-	-	-	-	-	-	-	-	4% 1% D	-	1% 1%	-	5% 3% BD	-	1% 2%	-	2% 3% D	
Necessary/Needed to access internet	-	23% 1%	-	5% 1%	-	-	-	-	-	-	2% 3%	-	-	-	3% 1%	-	-	-	5% 3% B	-	-	-	-	1% 1%
Helpful/Useful	-	19% 1%	-	3% 1%	-	-	-	1% 2%	-	-	-	-	2% 2%	-	5% 2%	-	1% 1%	-	1% 1%	-	-	-	-	-
I have control over domain	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1% D	-	1% 1%	-	2% 3% BDP	-	2% 3% BDP	
Business/Company use	-	4	-	1	-	-	-	-	1% B	-	1% B	-	-	-	1	-	-	-	-	-	-	-	-	-
Not familiar	-	3	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 316

Base: Trust Other Industries Much/Somewhat More

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indon- esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	2265	-**	459	-**	37*	-**	64*	-**	88*	-**	70*	-**	83*	-**	275	-**	80*	-**	144	-**	65*	-**	77*
Depends on use (Unspec.)	-	3	-	1	-	-	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	-	-
Government use	-	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1 B	-	-	-	-	-	-	-
Public use	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would try it	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non profit use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Educational use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Used by organizations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Commercial use	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other usage mentions	-	49 2%	-	10 2%	-	2 5% JN	-	1 2%	-	-	-	2 3%	-	-	-	6 2%	-	1 1%	-	5 3%	-	4 6% BJN	-	1 1%
SAFETY/SECURITY (NET)	-	189 8% DN	-	22 5%	-	1 3%	-	8 13% DN	-	5 6%	-	8 11% DN	-	2 2%	-	23 8%	-	4 5%	-	22 15% BDFJNPR	-	5 8%	-	7 9%
Safety/Security/Padlock	-	148 7% D	-	20 4%	-	1 3%	-	7 11% DN	-	4 5%	-	6 9%	-	2 2%	-	17 6%	-	3 4% BDNPR	-	17 12% BDNPR	-	3 5%	-	6 8%
Ensures privacy of personal information	-	32 1% D	-	1	-	-	-	-	-	-	-	1 1%	-	-	-	5 2% D	-	2 3% D	-	2 1%	-	2 3% D	-	1 1%
Not being exposed to virus	-	4	-	1	-	-	-	-	-	1 B	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Check with anti virus software	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other safety/security mentions	-	11	-	-	-	-	-	1 2% D	-	-	-	1 1% D	-	-	-	2 1%	-	-	-	2 1% D	-	-	-	1 1% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
CONVENIENCE (NET)	-	140 6%	-	28 6%	-	1 3%	-	2 3%	-	-	-	6 9%	-	4 5%	-	17 6%	-	9 11%	-	20 14%	-	11 17%	-	8 10%
Easy to use/access	-	52 2%	-	7 2%	-	1 3%	-	-	-	-	1 1%	-	1 1%	-	8 3%	-	2 3%	-	10 7%	-	5 8%	-	4 5%	
Clear/Easy to understand/differentiate	-	31 1%	-	6 1%	-	-	-	2 3%	-	-	-	1 1%	-	3 4%	-	3 1%	-	2 3%	-	4 3%	-	2 3%	-	1 1%
Harder to obtain/Requires certain criteria	-	22 1%	-	3 1%	-	-	-	-	-	-	-	1 1%	-	-	-	2 1%	-	2 3%	-	5 3%	-	2 3%	-	-
Faster/Quicker service	-	19 1%	-	6 1%	-	-	-	-	-	-	-	2 3%	-	-	-	2 1%	-	2 3%	-	1 1%	-	1 2%	-	2 3%
Convenient/More convenience	-	17 1%	-	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	-	-	-	-	-	1 1%
Other convenience mentions	-	9	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	3 1%	-	-	-	-	-	1 2%	-	-
INFORMATION (NET)	-	58 3%	-	15 3%	-	2 5%	-	1 2%	-	1 1%	-	1 1%	-	2 2%	-	7 3%	-	2 3%	-	9 6%	-	2 3%	-	1 1%
Content/Information provided	-	45 2%	-	11 2%	-	2 5%	-	1 2%	-	1 1%	-	1 1%	-	2 2%	-	6 2%	-	1 1%	-	5 3%	-	1 2%	-	1 1%
Has what I am looking for	-	12 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	1	-	1 1%	-	4 3%	-	1 2%	-	-	-
Other information mentions	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ECONOMY (NET)	-	46 2%	-	5 1%	-	1 3%	-	-	-	1 1%	-	2 3%	-	4 5%	-	5 2%	-	2 3%	-	4 3%	-	1 2%	-	4 5%
Good/Better price	-	20 1%	-	2	-	1 3%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	2 3%	-	1 1%	-	-	-	2 3%
It's paid for/Fee based	-	5	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	1 1%	-	1 2%	-	-
Other economy mentions	-	22 1%	-	3 1%	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	5 2%	-	-	-	2 1%	-	-	-	2 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
SEARCH (NET)	-	18 1%	-	3 1%	-	-	-	2%	-	-	-	-	-	-	4 1%	-	1 1%	-	3 2%	-	1 2%	-	-	
Search engine/Found through searching	-	9	-	1	-	-	-	-	-	-	-	-	-	-	2 1%	-	1 1%	-	2 1%	-	1 2%	-	-	
Researched it/Check out source first	-	6	-	2	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	
Google search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other search mentions	-	3	-	-	-	-	-	-	-	-	-	-	-	-	2 1% B	-	-	-	-	-	-	-	-	
WEBSITE ORIGIN (NET)	-	14 1%	-	3 1%	-	-	-	-	-	-	1 1%	-	-	-	1	-	-	-	-	-	2 3% BPT	-	2 3% B	
Worldwide/International usage	-	7	-	-	-	-	-	-	-	-	1 1% DP	-	-	-	-	-	-	-	-	-	-	1 2% DP	1 1% D	
Represents my country	-	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% BP	-	-	
Russian origin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Country/State of origin (Unspec.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other website origin mentions	-	5	-	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1 2% B	-	1 1%	
EXTENSION (NET)	-	11	-	2	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	1 1%
.com	-	5	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
.net	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1% BD	
.org	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 316

Base: Trust Other Industries Much/Somewhat More

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	2265	-**	459	-**	37*	-**	64*	-**	88*	-**	70*	-**	83*	-**	275	-**	80*	-**	144	-**	65*	-**	77*
Domain name/extension (Unspec.)	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.gov	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.in	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.info	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.co	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.cn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.ru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Https	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
.fr	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other extension mentions	-	5	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
WEBSITE (NET)	-	9	-	4 1%	-	-	-	-	-	2 B	-	-	-	-	-	1	-	-	-	1	-	-	-	-
Web based use/Used by major websites	-	9	-	4 1%	-	-	-	-	-	2 B	-	-	-	-	-	1	-	-	-	1	-	-	-	-
Linked from a trusted site	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website mentions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEBSITE APPEAL (NET)	-	4	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1 B

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	2265	**	459	**	37*	**	64*	**	88*	**	70*	**	83*	**	275	**	80*	**	144	**	65*	**	77*
Design/Layout/Way it looks	-	4	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1% B
Few/No pop-ups/advertisements	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (NET)	-	276 12% JL	-	70 15% BJLT	-	4 11%	-	6 9%	-	4 5%	-	2 3%	-	10 12% L	-	33 12% JL	-	15 19% JLT	-	12 8%	-	16 25% BHJLNPTX	-	8 10%
Authorized/Regulated	-	114 5%	-	34 7% BLPX	-	2 5%	-	3 5%	-	2 2%	-	-	-	3 4%	-	10 4%	-	6 8% L	-	5 3%	-	10 15% BHJLNPTX	-	1 1%
Provide good services	-	40 2%	-	7 2%	-	1 3%	-	1 2%	-	-	-	-	-	2 2%	-	9 3%	-	1 1%	-	5 3%	-	4 6% BDJL	-	1 1%
Good technology/innovation	-	31 1%	-	15 3% BP	-	-	-	-	-	-	-	-	-	2 2%	-	2 1%	-	1 1%	-	3 2%	-	-	-	1 1%
Good/Better customer service	-	22 1%	-	3 1%	-	1 3%	-	-	-	1 1%	-	-	-	-	-	6 2% B	-	1 1%	-	-	-	1 2%	-	-
Recommended by others	-	16 1%	-	3 1%	-	-	-	1 2%	-	-	-	-	-	2 2%	-	3 1%	-	-	-	-	-	-	-	1 1%
Good quality	-	15 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3% BP	-	-	-	1 2% P	-	1 1%
Advertised/Promoted	-	12 1%	-	1	-	-	-	1 2%	-	1 1%	-	-	-	-	-	1	-	1 1%	-	-	-	-	-	1 1%
Other	-	36 2%	-	7 2%	-	-	-	-	-	-	-	2 3% T	-	1 1%	-	5 2%	-	3 4% T	-	-	-	-	-	2 3%
EXCLUSIVE (NET)	-	310 14% RT	-	52 11% T	-	2 5%	-	4 6%	-	18 20% DFHLRTX	-	6 9%	-	12 14% T	-	44 16% HRT	-	5 6%	-	8 6%	-	8 12%	-	6 8%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	92 4%	-	23 5%	-	1 3%	-	-	-	7 8% HTX	-	2 3%	-	2 2%	-	14 5%	-	3 4%	-	3 2%	-	3 5%	-	1 1%
Don't know	-	82 4% DP	-	9 2%	-	-	-	2 3%	-	9 10% BDFLPRTX	-	1 1%	-	3 4%	-	4 1%	-	2 3%	-	2 1%	-	3 5%	-	1 1%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: Trust Other Industries Much/Somewhat More

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	2265	-**	459	-**	37*	-**	64*	-**	88*	-**	70*	-**	83*	-**	275	-**	80*	-**	144	-**	65*	-**	77*
Declined to answer	-	136 6% RT	-	20 4%	-	1 3%	-	2 3%	-	2 2%	-	3 4%	-	7 8% RT	-	26 9% BDJRT	-	-	-	3 2%	-	2 3%	-	4 5% R
Sigma	-	2738 121%	-	564 123%	-	47 127%	-	79 123%	-	92 105%	-	84 120%	-	95 114%	-	329 120%	-	98 123%	-	182 126%	-	80 123%	-	98 127%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1242	**	156	**	27**	**	39*	**	71*	**	39*	**	59*	**	116	**	14**	**	74*	**	42*	**	55*
Weighted Base	**	1242	**	156	**	27**	**	39*	**	71*	**	39*	**	59*	**	116	**	14**	**	74*	**	42*	**	55*
REPUTATION (NET)	-	540 43% P	-	64 41%	-	12 44%	-	19 49%	-	24 34%	-	20 51% P	-	25 42%	-	38 33%	-	5 36%	-	38 51% JP	-	19 45%	-	31 56% BJP
Untrustworthy/Less transparent/honest	-	124 10% D	-	6 4%	-	2 7%	-	5 13% D	-	7 10%	-	10 26% BDJ,NPT	-	6 10%	-	12 10% D	-	1 7%	-	4 5%	-	14% D	-	7 13% D
Fraud/Scams	-	76 6%	-	8 5%	-	2 7%	-	6 15% BDP	-	6 8%	-	2 5%	-	6 10%	-	4 3%	-	1 7%	-	5 7%	-	2 5%	-	4 7%
Not legitimate/genuine	-	62 5%	-	13 8% BX	-	1 4%	-	4 10% X	-	4 6%	-	1 3%	-	1 2%	-	7 6%	-	-	-	4 5%	-	4 10% X	-	-
Greed/Only in it for the money	-	30 2%	-	1 1%	-	-	-	-	-	-	-	2 5% D	-	1 2%	-	1 1%	-	-	-	-	-	1 2%	-	2 4%
Previous poor experience	-	27 2%	-	1 1%	-	-	-	1 3%	-	-	-	-	-	-	-	1 1%	-	2 14%	-	2 3%	-	-	-	-
Not well known/Less popular	-	27 2%	-	4 3%	-	2 7%	-	-	-	3 4% P	-	2 5% P	-	1 2%	-	-	-	-	-	3 4% P	-	1 2%	-	1 2%
Less reputable	-	25 2%	-	4 3%	-	2 7%	-	1 3%	-	-	-	-	-	2 3%	-	1 1%	-	-	-	-	-	-	-	1 2%
Less reliable/dependable	-	23 2%	-	4 3%	-	-	-	-	-	-	-	1 3%	-	3 5%	-	2 2%	-	-	-	3 4%	-	1 2%	-	1 2%
Poor customer service/support	-	22 2%	-	1 1%	-	1 4%	-	-	-	-	-	1 3%	-	1 2%	-	2 2%	-	-	-	1 1%	-	-	-	5 9% BDJPTV
Less knowledgeable/Lacks expertise	-	20 2%	-	1 1%	-	-	-	1 3%	-	1 1%	-	-	-	1 2%	-	2 2%	-	-	-	1 1%	-	-	-	6 11% BDJ,NPTV
Low credibility/Not believable	-	16 1%	-	2 1%	-	-	-	-	-	6 8% BDNP	-	-	-	-	-	-	-	-	-	2 3%	-	1 2%	-	4 7% BDNP
Not established/Hasn't been around a long time	-	15 1%	-	2 1%	-	-	-	-	-	-	-	1 3%	-	-	-	1 1%	-	1 7%	-	2 3%	-	-	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	1242	**	156	**	27**	**	39*	**	71*	**	39*	**	59*	**	116	**	14**	**	74*	**	42*	**	55*
Less business oriented/professional	-	15%	-	4%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	2%
Poor quality/Sub-standard products	-	13%	-	3%	-	-	-	1%	-	-	-	-	-	-	-	3%	-	1%	-	-	-	1%	-	-
Less/Not accountable/responsible	-	9%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	2%	3%	-	1%	-	-
Lack of confidence	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-
Based on size of company	-	7%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%
Poor performance/Better performance from others	-	6%	-	-	-	1%	-	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	1%	-	-	-
Always trying to up-sell/Pushing products	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not developed enough	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Markets their customers/Vetting names to other companies	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	B	-	-	-	-
Not sure rules are followed	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other reputation mentions	-	8%	-	13%	-	-	-	1%	-	1%	-	1%	-	3%	-	7%	-	1%	-	13%	-	5%	-	5%
SAFETY/SECURITY (NET)	-	157	-	12%	-	2%	-	6%	-	8%	-	3%	-	1%	-	16%	-	3%	-	10%	-	5%	-	4%
Poor safety/security	-	80	-	5%	-	-	-	5%	-	6%	-	3%	-	1%	-	13%	-	1%	-	6%	-	2%	-	3%
Not regulated/No background checks	-	61	-	5%	-	2%	-	-	-	3%	-	-	-	-	3%	-	2%	-	2%	-	3%	-	3%	1%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	**	1242	**	156	**	27**	**	39*	**	71*	**	39*	**	59*	**	116	**	14**	**	74*	**	42*	**	55*
Risk of viruses	-	7%	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	-	23%	-	-	-	-
Other safety/security mentions	-	13%	-	2%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	12%	-	-
DOMAIN APPEAL (NET)	-	149	-	31	-	2%	-	5%	-	3%	-	5%	-	13%	-	10%	-	2%	-	9%	-	3%	-	4%
Just my opinion/Gut instinct	-	49%	-	14%	-	-	-	13%	-	4%	-	13%	-	22%	-	9%	-	14%	-	12%	-	7%	-	7%
Not clear/Hard to understand	-	26%	-	7%	-	-	-	3%	-	-	-	5%	-	10%	-	3%	-	-	-	1%	-	12%	-	-
Not as specific	-	18%	-	1%	-	1%	-	3%	-	1%	-	5%	-	3%	-	-	-	-	-	2%	-	-	-	2%
Uncertainty/Hard to judge	-	12%	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	-	-
Names are not meaningful/relevant	-	6%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	1%
Too new	-	3%	-	-	-	-	-	-	-	1%	-	-	-	2%	-	-	-	-	-	-	-	-	-	-
Accuracy	-	2%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other domain appeal mentions	-	37%	-	2%	-	-	-	5%	-	1%	-	1%	-	2%	-	5%	-	2%	-	5%	-	1%	-	1%
USAGE (NET)	-	149	-	8%	-	9%	-	6%	-	6%	-	3%	-	5%	-	16%	-	3%	-	9%	-	8%	-	9%
Not familiar/Have not used	-	60%	-	2%	-	7%	-	-	-	3%	-	8%	-	3%	-	5%	-	-	-	3%	-	4%	-	6%
Dislike online/web based marketing	-	30%	-	-	-	15%	-	3%	-	1%	-	-	-	2%	-	3%	-	-	-	-	-	12%	-	2%
Anyone can access/register	-	25%	-	1%	-	4%	-	5%	-	1%	-	-	-	-	-	6%	-	1%	-	-	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 317

Base: Trust Other Industries Much/Somewhat Less

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	1242	-**	156	-**	27**	-**	39*	-**	71*	-**	39*	-**	59*	-**	116	-**	14**	-**	74*	-**	42*	-**	55*
Useless/Not helpful	-	5	-	-	-	14%	-	-	-	-	-	-	-	2%	-	1%	-	-	-	23% BD	-	-	-	-
Commercial use	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-	-	-
Other usage mentions	-	272%	-	53%	-	14%	-	38% B	-	23%	-	-	-	12%	-	22%	-	17%	-	57% B	-	12%	-	12%
MISCELLANEOUS (NET)	-	15813%	-	2617%	-	311%	-	38%	-	710%	-	38%	-	915%	-	1210%	-	17%	-	1115%	-	819%	-	815%
Cost/Payment issues	-	272%	-	43%	-	14%	-	13%	-	-	-	25%	-	12%	-	1%	-	-	-	1%	-	37% BJP	-	24%
Less information about domain	-	272%	-	1%	-	-	-	-	-	23%	-	-	-	35% D	-	43%	-	-	-	23%	-	12%	-	-
Too many websites/companies/options	-	181%	-	21%	-	14%	-	-	-	23%	-	-	-	-	-	1%	-	-	-	34%	-	-	-	-
Marketing issues	-	161%	-	43%	-	14%	-	-	-	1%	-	13%	-	-	-	-	-	-	-	23%	-	-	-	24% P
Hard to contact a real person/No personal touch	-	13%	-	21%	-	-	-	13%	-	-	-	-	-	23% P	-	-	-	-	-	1%	-	12%	-	-
Cannot physically test product/No physical store	-	11%	-	1%	-	-	-	13%	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Poor advertisements	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	504%	-	149% BJ	-	-	-	-	-	1%	-	-	-	35%	-	54%	-	17%	-	34%	-	37%	-	47%
EXCLUSIVE (NET)	-	22018%	-	2013%	-	311%	-	410%	-	2839% BDHJNTX	-	718%	-	1220%	-	3228% BDHTX	-	14%	-	811%	-	614%	-	59%
Illegible data	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	-	454%	-	64%	-	14%	-	-	-	811% BDH	-	25%	-	23%	-	87%	-	-	-	34%	-	25%	-	24%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
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Base: Trust Other Industries Much/Somewhat Less

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	-**	1242	-**	156	-**	27**	-**	39*	-**	71*	-**	39*	-**	59*	-**	116	-**	14**	-**	74*	-**	42*	-**	55*
Don't know	-	83 7% DX	-	4 3%	-	1 4%	-	1 3%	-	15 21% BDHPX	-	3 8% X	-	6 10% DPX	-	3 3%	-	2 14%	-	4 5%	-	3 7% X	-	-
Declined to answer	-	92 7% T	-	10 6%	-	1 4%	-	3 8%	-	5 7%	-	2 5%	-	4 7%	-	21 18% BDJNTVX	-	-	-	1 1%	-	1 2%	-	3 5%
Sigma	-	1460 118%	-	167 107%	-	32 119%	-	44 113%	-	81 114%	-	42 108%	-	67 114%	-	134 116%	-	19 136%	-	95 128%	-	56 133%	-	69 125%

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

Base: All Qualified Respondents

Q1000. Which devices do you use to access the Internet?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
DESKTOP/LAPTOP (NET)	2518 97%	3241 97%	542 99%	543 99%	52 100%	48 92%	74 97%	96 95%	170 97%	161 91%	65 94%	97 96%	72 99%	120 94%	288 97%	323 98%	46 94%	96 96%	182 96%	190 95%	81 99%	97 96%	77 96%	99 99%
Laptop computer	2049 79%	2576 77%	446 81%	443 80%	49 94%	46 88%	61 80%	78 77%	106 60%	105 60%	47 68%	69 68%	39 53%	71 55%	251 84%	272 82%	43 88%	88 85%	171 90%	181 91%	67 82%	81 80%	64 80%	83 83%
Desktop computer	1879 73%	2366 71%	420 77%	444 81%	40 77%	33 63%	59 78%	80 79%	109 62%	104 59%	59 86%	74 73%	63 86%	96 75%	219 73%	233 71%	29 59%	66 66%	115 61%	108 54%	56 68%	62 61%	62 78%	78 78%
TABLET/SMARTPHONE (NET)	2051 79%	2661 79%	425 78%	454 82%	45 87%	44 85%	63 83%	86 85%	98 56%	123 70%	58 84%	80 79%	60 82%	105 82%	244 82%	257 78%	45 92%	82 82%	178 94%	187 94%	61 74%	88 87%	61 76%	78 78%
Smartphone	1904 74%	2479 74%	410 75%	431 78%	44 85%	41 79%	59 78%	79 78%	80 45%	109 62%	55 80%	79 78%	51 70%	97 76%	226 76%	245 74%	41 84%	79 79%	174 92%	177 89%	59 72%	84 83%	55 69%	70 70%
Tablet	1257 49%	1649 49%	266 49%	290 53%	24 46%	24 46%	41 54%	59 55%	59 34%	67 38%	27 39%	31 31%	43 59%	83 65%	138 46%	145 44%	23 47%	47 47%	99 52%	109 55%	36 44%	50 50%	42 53%	42 42%
Other	16 1%	20 1%	-	-	2 4%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 2%	-	2 1%	2 1%	-	1 1%	-	-
Not Sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Sigma	7107 275%	9090 271%	1543 282%	1608 292%	159 306%	144 277%	220 289%	296 293%	355 202%	385 219%	188 272%	253 250%	197 270%	347 271%	835 280%	896 272%	137 280%	280 280%	561 295%	577 289%	218 266%	278 275%	223 279%	273 273%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1005. What is your experience with URL shorteners?

19 Aug 2016
Table 319

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
USE THEM (NET)	1304 50% BIM	1391 42% J	283 52% IM	265 48% BHJLN	36 69% FACIMOU	23 44% J	48 63% HAIMO	37 37% J	72 41% J	52 30% J	41 59% LIM	35 35% J	27 37% J	46 36% J	147 49% J	143 43% J	31 63% IM	48 48% J	128 67% ACIMOU	119 60% BDFHJLNPRV	42 51% J	44 44% J	52 65% ACIMO	62 62% BDFHJLNPRV
I use them frequently	419 16% B	424 13% B	94 17% BJNV	94 17% BJNV	8 15% JNV	10 19% JNV	14 18% JNV	11 11% JNV	20 11% JNV	15 9% JNV	10 14% LIM	15 15% LIM	7 10% LIM	11 9% PACIMU	72 24% PACIMU	51 15% J	11 22% I	16 16% IM	38 20% IM	31 16% J	11 13% J	8 8% J	18 23% IM	16 16% IM
I use them, but not frequently	885 34% BO	967 29% JL	189 34% O	171 31% JL	28 54% FACIMO	13 25% HAIMO	34 45% HAIMO	26 26% J	52 30% J	37 21% J	31 45% LIMO	20 20% LIMO	20 27% LIMO	35 27% LIMO	75 25% LIMO	92 28% LIMO	20 41% O	32 32% J	90 47% ACIMOU	88 44% BDFHJLNPR	31 38% O	36 36% JL	34 43% IO	46 46% BDFHJLNPR
NEVER USES THEM (NET)	1270 49% EGSW	1958 58% ADTX	260 47% ESW	286 52% TX	16 31% J	29 56% ETX	27 36% GDTX	64 63% ACEGKQSW	103 59% BDFNPRTX	124 70% BDFNPRTX	28 41% KDTX	66 65% ACEGKQSW	46 63% ACEGKQSW	82 64% DTX	150 50% EGSW	187 57% TX	18 37% O	52 52% X	62 33% J	81 41% BDFHJLNPR	40 49% ES	57 56% TX	28 35% TX	38 38% TX
I have heard of them but never used them	875 34% S	1298 39% ATX	196 36% ES	230 42% CTX	11 21% J	25 48% ETX	21 28% GDTX	35 35% ACEGKQSW	64 36% BDFNPRTX	71 40% X	23 33% KDTX	41 41% ACEGKQSW	33 45% BDHTX	66 52% BDHTX	98 33% S	139 42% OTX	14 29% QTX	47 47% QTX	44 23% J	62 31% BDFHJLNPR	23 28% O	41 41% JL	24 30% TX	28 28% TX
I have never heard of them or used them	395 15% CSW	660 20% ADFNPRTX	64 12% D	56 10% D	5 10% J	4 8% ETX	6 8% GDTX	29 29% GBDFNPRTX	39 22% ACEGKQSW	53 30% BDFNPRTX	5 7% KDFNPRTX	25 25% W	13 18% W	16 13% CGKSW	52 17% CGKSW	48 15% R	4 8% O	5 5% QTX	18 9% J	19 10% CGKSW	17 21% CGKSW	16 16% R	4 5% TX	10 10% TX
Not Sure	14 1% B	-	5 1% D	-	-	-	1 1% G	-	1 1% I	-	-	-	-	-	1 1% O	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1010. Why haven't you used URL shorteners?

19 Aug 2016
Table 320

Base: Have Not Used URL Shorteners

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1270	1958	260	286	16**	29**	27**	64*	103	124	28**	66*	46*	82*	150	187	18**	52*	62*	81*	40*	57*	28**	38*
Never needed to	585 46% B	826 42% HR	111 43%	135 47% HRT	8 50%	13 45%	8 30%	9 14%	52 50%	57 46% HR	14 50%	24 36% H	25 54% BHLPRTV	48 59%	67 45%	82 44% HR	4 22%	11 21%	32 52% T	28 35% H	16 40%	19 33% H	15 54%	15 39% H
Confused about which website I'm going to	307 24%	601 31% AJ	81 31% AIM	109 38% BJ	3 19%	10 34%	10 37% BDJNPV	33 52%	21 20%	24 19%	5 18%	26 39%	7 15%	25 30%	45 30% M	70 37% BJ	10 56% BDJNPVX	29 56%	15 24%	32 40% J	9 23%	19 33% J	10 36%	12 32%
I have never heard of them	311 24% C	423 22% DNRT	50 19%	48 17%	5 31%	7 24%	5 19% NRT	17 27% BDNV	25 24%	30 24% NRT	4 14%	12 18%	10 22% N	7 9%	37 25% J	32 17%	3 17%	5 10%	14 23% C	10 12%	14 35% DNRT	16 28% J	3 11%	5 13%
Don't trust them	135 11%	253 13%	28 11%	36 13%	-	4 14%	3 11% BDNV	15 23% BDNV	15 15%	19 15%	2 7%	8 12%	4 9%	8 10%	17 11%	26 14%	1 6%	10 19%	8 13%	12 15%	5 13%	4 7%	3 11%	8 21% V
Don't like them	105 8% S	214 11% A	30 12% ASU	34 12%	2 13%	5 17%	1 4% BDJPT	15 23% BDJPT	8 8% S	8 6%	5 18%	10 15% T	6 13% SU	11 13%	14 9% SU	20 11%	1 6%	10 19% JT	-	4 5%	-	6 11% U	3 11%	6 16% T
Other	14 1%	29 1%	2 1%	1	-	-	-	1 2%	-	2 2%	-	-	-	2 2% P	1 1%	-	1 6% DP	-	5 6% SBDLP	1 3%	-	-	-	1 3% P
Not Sure	6 B	-	1	-	-	-	1 4%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	1463 115%	2346 120%	303 117%	363 127%	18 113%	39 134%	28 104%	90 141%	121 117%	140 113%	30 107%	80 121%	52 113%	101 123%	182 121%	230 123%	20 111%	67 129%	69 111%	91 112%	45 113%	64 112%	34 121%	47 124%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1015. Why do you use URL shorteners?

19 Aug 2016
Table 321

Base: Have Used URL Shorteners

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1304	1391	283	265	36*	23**	48*	37*	72*	52*	41*	35*	27**	46*	147	143	31*	48*	128	119	42*	44*	52*	62*
They are convenient	848 65%	891 64% R	187 66% CBHRTVX	207 78%	28 78% G	17 74%	27 56%	23 62%	52 72% BRTV	40 77%	31 76%	28 80%	21 78% BPRTVX	36 78%	95 65%	89 62% R	17 55%	20 42%	89 70%	71 60% R	28 67%	24 55%	31 60%	37 60%
They save me time	759 58%	752 54%	167 59%	161 61% BJV	26 72% IU	13 57%	32 67% U	18 49%	36 50%	22 42%	26 63%	16 46%	13 48%	22 48%	91 62%	82 57%	28 90% ACGIKOSUW	39 81% BDJLNPVX	82 64% TU	60 50%	19 45%	19 43%	29 56%	33 53%
It's the latest thing	355 27% I	409 29% JT	134 47% AEGIKOSUW	113 43% BJLTV	9 25%	4 17%	14 29%	13 35% JT	11 15%	4 8%	7 17%	7 20%	6 22%	14 30% J	48 33% ISU	64 45% OBJLTV	11 35% IU	17 35% JT	27 21%	20 17%	6 14%	10 23% J	15 29%	25 40% JLT
Other	59 5% CO	85 6% D	1 -	1 -	2 6% C	3 13%	3 6% C	2 5% D	3 4% C	1 2%	-	-	2 7%	1 2%	2 1% D	7 5% D	3 10% CKO	7 15% BDJLNPX	6 5% C	8 7% D	3 7% CO	4 9% D	6 12% ACKO	2 3% D
Not Sure	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2% A	-	-	-
Decline to Answer	1	-	-	-	1 3% ACO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2025 155%	2137 154%	490 173%	482 182%	66 183%	37 161%	76 158%	56 151%	102 142%	67 129%	64 156%	51 146%	42 156%	73 159%	236 161%	242 169%	59 190%	83 173%	204 159%	159 134%	57 136%	57 130%	81 156%	97 156%

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

Q1020. What is your experience with QR codes?

19 Aug 2016
Table 322

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- nesia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
USE THEM (NET)	1396 54%	1838 55%	414 76%	418 76%	28 54%	29 56%	30 39%	35 35%	102 58%	120 68%	51 74%	77 76%	38 52%	58 45%	139 47%	167 51%	22 45%	50 50%	96 51%	106 53%	32 39%	57 56%	23 29%	46 46%
I use them frequently	426 16%	476 14%	189 34%	213 39%	5 10%	6 12%	6 8%	3 3%	18 10%	19 11%	12 17%	17 17%	7 10%	14 11%	70 23%	49 15%	8 16%	13 13%	12 6%	11 6%	7 9%	7 7%	3 4%	2 2%
I use them, but not frequently	970 37%	1362 41%	225 41%	205 37%	23 44%	23 44%	24 32%	32 32%	84 48%	101 57%	39 57%	60 59%	42 59%	44 34%	69 23%	118 36%	14 29%	37 37%	84 44%	95 48%	25 30%	50 50%	20 25%	44 44%
NEVER USES THEM (NET)	1181 46%	1511 45%	130 24%	133 24%	24 46%	23 44%	45 59%	66 65%	74 42%	56 32%	18 26%	24 24%	35 48%	70 55%	157 53%	163 49%	27 55%	50 50%	94 49%	94 47%	50 61%	44 44%	57 71%	54 54%
I have heard of them but never used them	822 32%	1263 38%	107 20%	100 18%	13 25%	18 35%	25 33%	45 45%	56 32%	39 22%	17 25%	19 19%	28 38%	63 49%	105 35%	127 38%	16 33%	41 41%	59 31%	81 41%	31 38%	37 37%	28 35%	48 48%
I have never heard of them or used them	359 14%	248 7%	23 4%	33 6%	11 21%	5 10%	20 26%	21 21%	18 10%	17 10%	1 1%	5 5%	7 10%	7 5%	52 17%	36 11%	11 22%	9 9%	35 18%	13 7%	19 23%	7 7%	29 36%	6 6%
Not Sure	11 B	-	4 1%	-	-	-	1 1%	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1025. Why haven't you used QR codes?

Base: Have Not Used QR Codes

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1181	1511	130	133	24**	23**	45*	66*	74*	56*	18**	24**	35*	70*	157	163	27**	50*	94*	94*	50*	44*	57*	54*
Never needed to	658 56% CG	969 64% ADH	56 43%	55 41%	16 67%	12 52%	18 40%	34 52%	46 62% CG	35 63% D	11 61%	13 54%	25 71% CG	55 79% BDHPR	92 59% CG	101 62% D	10 37%	30 60% D	54 57% C	62 66% D	30 60% C	32 73% DH	31 54%	39 72% DH
Don't like them	145 12% S	231 15% A	44 34% DAGIMOSUW	23 17%	4 17%	5 22%	5 11%	12 18%	7 9%	11 20% T	4 22%	6 25%	2 6%	7 10%	18 11%	24 15%	6 22%	7 14%	5 5%	8 9%	5 10%	8 18%	4 7%	10 19%
I have never heard of them or seen them	279 24% BC	217 14%	8 6% CBNTVX	39 29%	7 29%	5 22%	17 38% ACIM	18 27% BNTV	12 16% C	9 16%	2 11%	3 13%	4 11%	6 9%	48 31% ACIM	40 25% BNTV	10 37%	9 18%	29 31% TCIM	11 12%	13 26% VC	4 9%	23 40% XACIM	8 15%
Don't trust them	143 12%	180 12% NV	32 25% AOSUW	39 29% BNPRVX	2 8%	5 22%	5 11% BNPRVX	14 21% N	11 15%	6 11% N	4 22%	7 29%	5 14% N	1 1%	19 12%	16 10% N	1 4%	3 6%	10 11%	10 11% N	2 4%	1 2%	3 5%	2 4%
Other	42 4%	83 5% ADP	1 1%	1 1%	-	1 4%	-	4 6% DP	2 3%	1 2%	-	-	-	3 4%	2 1%	2 1%	2 7%	4 8% DP	2 2%	9 10% SDP	2 4%	1 2%	2 4%	1 2%
Not Sure	4 B	-	1 1%	-	-	-	1 2% A	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Decline to Answer	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1272 108%	1680 111%	142 109%	157 118%	29 121%	28 122%	46 102%	82 124%	78 105%	62 111%	21 117%	29 121%	36 103%	72 103%	180 115%	183 112%	29 107%	53 106%	100 106%	100 106%	52 104%	46 105%	63 111%	60 111%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Have Used QR Codes

Q1030. Why do you use QR codes?

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1396	1838	414	418	28**	29**	30*	35*	102	120	51*	77*	38*	58*	139	167	22**	50*	96*	106	32*	57*	23**	46*
They are convenient	933 67%	1173 64% HTX	326 79% AGOSU	340 81% BHLRPTVX	21 75%	18 62%	16 53%	14 40%	73 72% BHPRTVX	89 74%	36 71%	50 65% H	26 68%	42 72% HRTVX	88 63%	105 63% H	12 55%	26 52%	60 63%	54 51%	19 59%	31 54%	9 39%	23 50%
They save me time	770 55%	1028 56% JL	229 55% AGOSU	270 65% CBJLTV	16 57%	17 59%	14 47%	20 57%	49 48%	56 47%	27 53%	29 38%	17 45%	35 60% L	88 63% AIM	101 60% JL	20 91% BHLRPTVX	39 76%	60 63%	54 51%	22 66% IM	27 47%	12 52%	26 57%
It's the latest thing	523 37% I	662 36% J	195 47% AIS	199 48% BJLTV	17 61%	5 17%	16 53% I	21 60% BJLTV	12 12%	13 11%	17 33% I	21 27% J	13 34% I	23 40% J	69 50% AIKS	81 49% BJLTV	11 50%	24 48% JLT	33 34% I	29 27% J	11 34% I	18 32% J	11 48% BJLTV	27 59% L
Other	50 4% C	60 3% D	2	1	2 7%	3 10%	3 10% COS	1 3% D	4 4% C	2 2%	2 4% C	2 3% D	2 5% CS	-	2 1% D	4 2% D	-	3 6% D	-	7 7% SDN	2 6% CS	2 4% D	3 13%	-
Not Sure	2	-	-	-	-	-	-	1 AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	2278 163%	2923 159%	752 182%	810 194%	56 200%	43 148%	49 163%	56 160%	139 136%	160 133%	82 161%	102 132%	58 153%	100 172%	247 178%	291 174%	43 195%	92 184%	153 159%	144 136%	54 169%	78 137%	35 152%	76 165%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Use a search engine	1412 55% CO	1977 59% ADHP	238 43% C	277 50% C	33 63% CO	38 73% BDHJP	39 51% C	46 46% JACGOOS	124 70% C	101 57% C	41 59% C	62 61% DHP	48 66% COQ	88 69% BDHJP	143 48% C	160 48% C	22 45% QDHP	63 63% C	103 54% SDHP	131 66% C	49 60% C	75 74% UBDHJP	48 60% C	64 64% DHP
Type the domain name directly into my browser and see if it comes up	602 23% JL	730 22% JL	130 24% I	124 23% JL	8 15% ACEIKMOW	7 13% ACEIKMOW	28 37% FJLV	29 29% FJLV	23 13% C	27 15% C	14 20% C	13 13% C	11 15% C	24 19% C	70 23% I	77 23% JL	11 22% C	27 27% JLV	55 29% EIM	53 27% JLV	20 24% I	15 15% C	17 21% C	17 17% C
Use a QR code	217 8% KU	356 11% ATV	82 15% AGIKOSU	109 20% CBFNRRTV	6 12% GKU	3 6% R	2 3% C	11 11% GTV	8 5% C	32 18% IBFNRTV	- - C	12 12% KTV	10 14% GKSU	8 6% T	21 7% K	50 15% OBNTV	4 8% K	9 9% T	10 5% C	4 2% C	2 2% C	3 3% C	9 11% GIKU	13 13% TV
Use an app instead of going to websites themselves	335 13% BM	279 8% R	93 17% DAMW	41 7% R	4 8% R	4 8% R	7 9% BDRT	14 14% C	20 11% C	15 9% R	13 19% MW	13 13% RT	3 4% C	8 6% R	63 21% PAEGIMSUV	43 13% BDNRT	10 20% RMW	1 1% C	21 11% C	12 6% R	9 11% C	8 8% R	5 6% C	6 6% C
Other	16 1% B	7 * C	2 * C	- - C	1 2% O	- - C	- - C	1 1% D	- - C	1 1% O	1 1% O	1 1% O	- - C	- - C	- - C	- - C	2 4% RACIOS	- - C	1 1% C	- - C	2 2% ACIO	- - C	1 1% C	- - C
Not Sure	6 B	- - C	3 1% C	- - C	- - C	- - C	- - C	- - C	1 1% C	- - C	- - C	- - C	- - C	- - C	1 * C	- - C	- - C	- - C	- - C	- - C	- - C	- - C	- - C	- - C
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

1. Safest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Using an app instead of going to the website itself for example, an app provided by an airline or a bank	335 13% I	647 19% A	90 16% AIKMW	111 20%	7 13% I	15 29% P	9 12% I	21 21%	8 5%	30 17% I	4 6%	17 17% K	4 5%	26 20% M	69 23% ACGKMQSUW	57 17%	5 10%	24 24% Q	26 14% I	50 25% SBP	8 10%	22 22% U	5 6%	20 20% W
Accessing via a QR code	366 14% I	489 15% JV	115 21% DAGIMS	71 13% J	13 25% AGIMS	13 25% BDJLNV	8 11% GBDJLNV	24 24%	15 9%	13 7%	9 13%	10 10%	8 11%	16 13%	50 17% IS	75 23% BDJLNV	6 12%	20 20% JLV	18 9% SBDJLV	42 21% SBDJLV	10 12%	7 7%	12 15% WBDJLNV	29 29%
Typing the domain name into a browser	793 31% BCI	892 27% H	137 25% I	172 31% CBHNPRX	12 23%	13 25%	27 36% HI	18 18%	30 17%	42 24%	19 28%	30 30% H	20 27%	28 22%	79 27% I	79 24%	14 29%	20 20%	92 48% TACEKMQUW	53 27%	28 34% I	40 40% BHJNPRTX	21 26%	20 20%
Finding via an Internet search engine	679 26% BOS	603 18%	139 25% D	100 18%	13 25% F	4 8%	24 32% HOS	16 16%	53 30% JOS	29 16%	25 36% LOS	22 22% F	25 34% OS	32 25% BFRTX	62 21%	57 17% RACEOS	22 45%	13 13%	36 19%	28 14%	27 33% VOS	17 17% XACEOS	34 43%	14 14%
Accessing via a bookmark	278 11% C	431 13% AT	41 7% CT	70 13% CT	6 12%	6 12%	5 7%	15 15% T	56 32% JACEKMQSUW	39 22% BDLNPTVX	11 16% CQS	11 11%	12 16% CQS	14 11%	30 10% T	47 14% T	2 4%	13 13% T	13 7%	12 6%	6 7%	8 8%	7 9%	11 11%
Not sure	137 5% O	287 9% ADP	26 5%	27 5%	1 2%	1 2%	3 4%	7 7% OQSW	14 8% BDFF	23 13%	1 1% KDP	11 11%	4 5%	12 9% P	8 3%	15 5% QDP	- -	10 10% QDP	5 3%	15 8% S	3 4%	7 7%	1 1%	6 6%
Sigma	2588 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - UV - WX - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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?

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2. Fastest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app instead of going to the website itself for example, an app provided by an airline or a bank	-	502 15% D	-	64 12%	-	7 13%	-	18 18%	-	19 11%	-	16 16%	-	16 13%	-	67 20% BDJ	-	14 14%	-	29 15%	-	18 18%	-	19 19% D
Accessing via a QR code	-	733 22% PT	-	198 36% BPHLPRTVX	-	8 15%	-	17 17%	-	44 25% PT	-	24 24% T	-	36 28% HPTV	-	51 15%	-	22 22% T	-	24 12%	-	16 16%	-	19 19%
Typing the domain name into a browser	-	509 15% J	-	76 14% J	-	8 15%	-	20 20% J	-	14 8%	-	12 12%	-	19 15%	-	56 17% J	-	17 17% J	-	43 22% BDJL	-	16 16% J	-	13 13%
Finding via an Internet search engine	-	672 20% DN	-	92 17% N	-	14 27% N	-	22 22% N	-	34 19% N	-	18 18% N	-	11 9%	-	69 21% N	-	20 20% N	-	54 27% BDN	-	23 23% N	-	24 24% N
Accessing via a bookmark	-	742 22% D	-	103 19%	-	13 25%	-	18 18%	-	44 25%	-	28 28% D	-	40 31% BDHP	-	73 22%	-	24 24%	-	44 22%	-	26 26%	-	22 22%
Not sure	-	191 6% D	-	18 3%	-	2 4%	-	6 6%	-	21 12% BDLNPRTVX	-	3 3%	-	6 5%	-	14 4%	-	3 3%	-	6 3%	-	2 2%	-	3 3%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

3. Easiest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app instead of going to the website itself for example, an app provided by an airline or a bank	-	481 14% FJ	-	74 13% F	-	1 2%	-	12 12% F	-	15 9%	-	19 19% FJ	-	19 15% F	-	53 16% FJ	-	10 10%	-	38 19% FJR	-	21 21% FJR	-	12 12% F
Accessing via a QR code	-	552 16% T	-	155 28% BFHLPRTVX	-	7 13%	-	14 14%	-	37 21% NT	-	18 18%	-	15 12%	-	57 17%	-	13 13%	-	23 12%	-	18 18%	-	14 14%
Typing the domain name into a browser	-	508 15% J	-	80 15% J	-	15 29% BDJLNPX	-	16 16% J	-	11 6%	-	9 9%	-	20 16% J	-	56 17% JL	-	19 19% JL	-	34 17% J	-	16 16% J	-	14 14% J
Finding via an Internet search engine	-	968 29% DJ	-	129 23%	-	15 29%	-	23 23%	-	38 22%	-	34 34% DJ	-	40 31%	-	99 30% DJ	-	39 39% BDHJ	-	59 30%	-	27 27%	-	33 33% DJ
Accessing via a bookmark	-	670 20%	-	102 19%	-	13 25%	-	30 30% BDLPRV	-	60 34% BDLNPRTV	-	14 14%	-	25 20%	-	53 16%	-	16 16%	-	40 20%	-	18 18%	-	23 23%
Not sure	-	170 5% D	-	11 2%	-	1 2%	-	6 6% D	-	15 9% BDPTV	-	7 7% DV	-	9 7% DV	-	12 4%	-	3 3%	-	6 3%	-	1 1%	-	4 4%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - WX - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?
1. Safest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	771 23%	-	126 23%	-	17 33% JN	-	29 29% N	-	34 19%	-	22 22%	-	22 17%	-	79 24%	-	34 34% BDJNP	-	71 36% BDJLNP	-	29 29% N	-	25 25%
Accessing via a QR code	-	448 13% J	-	73 13% J	-	11 21% J	-	16 16% J	-	8 5%	-	10 10%	-	25 20% BJL	-	76 23% BDJLTV	-	14 14% J	-	28 14% J	-	11 11% J	-	21 21% BDJL
Typing the domain name into a browser	-	864 26% J	-	164 30% BHJPT	-	9 17%	-	20 20%	-	33 19%	-	24 24%	-	31 24%	-	72 22%	-	21 21%	-	42 21%	-	30 30% J	-	21 21%
Finding via an Internet search engine	-	541 16% FN	-	87 16%	-	3 6%	-	22 22% FN	-	27 15%	-	27 27% BDFJNPTX	-	12 9%	-	56 17% FN	-	13 13%	-	30 15%	-	16 16%	-	15 15%
Accessing via a bookmark	-	430 13% V	-	77 14% V	-	7 13%	-	8 8%	-	47 27% BDHAPRTX	-	8 8%	-	17 13%	-	39 12%	-	8 8%	-	18 9%	-	6 6%	-	13 13%
Not sure	-	295 9% DP	-	24 4%	-	5 10% P	-	6 6%	-	27 15% BDHPTX	-	10 10% DP	-	21 16% BDHPTX	-	8 2%	-	10 10% DP	-	11 6%	-	9 9% P	-	5 5%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?
2. Fastest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	555 17% DNR	-	62 11%	-	7 13%	-	14 14%	-	25 14% N	-	27 27% BDHJNR	-	8 6%	-	78 24% BDHJNR	-	9 9%	-	44 22% BDNR	-	25 25% BDJNR	-	23 23% DNR
Accessing via a QR code	-	677 20% TV	-	208 38% BFLJLNPTVX	-	9 17%	-	16 16%	-	40 23% TV	-	20 20%	-	25 20%	-	60 18%	-	26 26% TV	-	28 14%	-	11 11%	-	19 19%
Typing the domain name into a browser	-	538 16% DJ	-	66 12%	-	7 13%	-	26 26% BDJLNPX	-	17 10%	-	13 13%	-	19 15%	-	47 14%	-	21 21% DJ	-	46 23% BDJLP	-	17 17%	-	14 14%
Finding via an Internet search engine	-	672 20%	-	95 17%	-	11 21%	-	18 18%	-	28 16%	-	18 18%	-	19 15%	-	70 21%	-	22 22%	-	42 21%	-	26 26% DJN	-	21 21%
Accessing via a bookmark	-	718 21% T	-	110 20%	-	16 31% T	-	24 24%	-	54 31% BDLPRT	-	19 19%	-	49 38% BDHLRPTVX	-	67 20%	-	18 18%	-	31 16%	-	20 20%	-	20 20%
Not sure	-	189 6% DP	-	10 2%	-	2 4%	-	3 3%	-	12 7% DP	-	4 4%	-	8 6% DP	-	8 2%	-	4 4%	-	9 5% D	-	2 2%	-	3 3%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

3. Easiest

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app instead of going to a website-for example, an app provided by an airline or a bank	-	533 16%	-	80 15%	-	4 8%	-	21 21%	-	21 12%	-	25 25%	-	14 11%	-	68 21%	-	11 11%	-	47 24%	-	22 22%	-	15 15%
Accessing via a QR code	-	529 16% H	-	162 29% BFJLNPRTV	-	6 12%	-	7 7%	-	29 16% H	-	14 14%	-	17 13%	-	49 15% H	-	15 15%	-	28 14%	-	11 11%	-	21 21% H
Typing the domain name into a browser	-	546 16% J	-	76 14% J	-	13 25% DJL	-	16 16% J	-	13 7%	-	11 11%	-	17 13%	-	66 20% DJL	-	25 25% BDJLN	-	47 24% BDJLN	-	15 15% J	-	14 14%
Finding via an Internet search engine	-	907 27% D	-	127 23%	-	16 31%	-	33 33% D	-	41 23%	-	34 34% DT	-	40 31%	-	83 25%	-	32 32%	-	46 23%	-	33 33% D	-	35 35% DJT
Accessing via a bookmark	-	628 19% TX	-	95 17%	-	11 21%	-	17 17%	-	57 32% BDHLPRTVX	-	15 15%	-	29 23% TX	-	55 17%	-	13 13%	-	25 13%	-	19 19%	-	11 11%
Not sure	-	206 6% DPV	-	11 2%	-	2 4%	-	7 7% DV	-	15 9% DLPTV	-	2 2%	-	11 9% DLPTV	-	9 3%	-	4 4%	-	7 4%	-	1 1%	-	4 4%
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1060_1. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

19 Aug 2016
Table 332

1. Safest

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	886 26% DJ	-	120 22%	-	14 27%	-	30 30% J	-	32 18%	-	22 22%	-	30 23%	-	93 28% DJ	-	25 25%	-	86 43% BDFJLNPX	-	39 39% BDJLNPX	-	23 23%
Accessing via a QR code	-	442 13% JV	-	84 15% JV	-	14 27% BDJLNTV	-	23 23% BJNV	-	10 6%	-	13 13% J	-	14 11%	-	68 21% BDJNV	-	17 17% JV	-	29 15% JV	-	5 5% FNT	-	19 19% JV
Typing the domain name into a browser	-	770 23% FT	-	148 27% BFJNT	-	6 12%	-	23 23%	-	32 18%	-	24 24%	-	21 16%	-	73 22% T	-	22 22%	-	33 17%	-	28 28% FNT	-	21 21%
Finding via an Internet search engine	-	462 14%	-	101 18% BHT	-	6 12%	-	9 9%	-	26 15%	-	16 16%	-	16 13%	-	50 15% T	-	13 13%	-	22 11%	-	12 12%	-	15 15%
Accessing via a bookmark	-	497 15% PT	-	74 13%	-	11 21% PT	-	10 10% BDHLPX	-	48 27% BDHPT	-	16 16%	-	27 21% BDHPT	-	34 10% T	-	17 17% T	-	18 9%	-	13 13%	-	13 13%
Not sure	-	292 9% DP	-	24 4%	-	1 2%	-	6 6%	-	28 16% BDFHPTV	-	10 10% DP	-	20 16% BDFHPTV	-	12 4% DP	-	6 6%	-	12 6%	-	4 4%	-	9 9% P
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1060_2. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

19 Aug 2016
Table 333

2. Fastest

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	578 17% JN	-	83 15%	-	8 15%	-	14 14%	-	18 10%	-	27 27% BDHJNRX	-	13 10%	-	69 21% DJN	-	13 13%	-	48 24% BDHJNRX	-	20 20% JN	-	13 13%
Accessing via a QR code	-	618 18% HT	-	198 36% BFLJNPRTVX	-	8 15%	-	11 11%	-	42 24% HPT	-	17 17%	-	24 19%	-	54 16%	-	23 23% HT	-	24 12%	-	17 17%	-	18 18%
Typing the domain name into a browser	-	572 17% DJ	-	74 13% J	-	6 12%	-	27 27% BDFJLN	-	13 7%	-	13 13%	-	19 15% J	-	59 18% J	-	23 23% DJ	-	36 18% J	-	22 22% DJ	-	24 24% DJL
Finding via an Internet search engine	-	591 18% D	-	74 13%	-	15 29% BDJLN	-	17 17%	-	25 14%	-	14 14%	-	20 16%	-	61 18% D	-	22 22% D	-	40 20% D	-	19 19%	-	23 23% D
Accessing via a bookmark	-	772 23%	-	110 20%	-	14 27%	-	25 25%	-	60 34% BDLPRTVX	-	23 23% BDPRTVX	-	41 32% BDPRTVX	-	76 23%	-	17 17%	-	44 22%	-	20 20%	-	16 16%
Not sure	-	218 7% DP	-	12 2%	-	1 2%	-	7 7% D	-	18 10% BDPRTV	-	7 7% D	-	11 9% DPR	-	11 3%	-	2 2%	-	8 4%	-	3 3%	-	6 6% D
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1060_3. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information?

19 Aug 2016
Table 334

3. Easiest

Base: All Qualified Respondents

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Using an app provided by the website owner-for example, an app provided by an airline or a bank	-	587 18% N	-	90 16% N	-	6 12%	-	19 19% N	-	22 13%	-	17 17%	-	12 9%	-	81 25% BDFJNX	-	17 17%	-	54 27% BDFJNX	-	23 23% JN	-	13 13%
Accessing via a QR code	-	503 15% NT	-	152 28% BHLNPRTVX	-	10 19% NT	-	11 11%	-	35 20% NT	-	14 14% T	-	9 7%	-	52 16% NT	-	12 12% T	-	11 6%	-	12 12%	-	16 16% NT
Typing the domain name into a browser	-	561 17% J	-	77 14%	-	11 21% J	-	27 27% BDJPV	-	16 9%	-	17 17%	-	26 20% J	-	57 17% J	-	18 18% J	-	53 27% BDJPVX	-	15 15%	-	16 16%
Finding via an Internet search engine	-	767 23%	-	115 21%	-	17 33% DP	-	22 22%	-	35 20%	-	31 31% DJP	-	30 23%	-	67 20% BDHJNPT	-	36 36% BDHJNPT	-	42 21%	-	31 31% DJP	-	29 29%
Accessing via a bookmark	-	673 20% RT	-	106 19% R	-	7 13%	-	17 17%	-	48 27% BDHLRPTVX	-	14 14%	-	38 30% BDHLRPTVX	-	61 18%	-	11 11%	-	29 15%	-	14 14%	-	16 16%
Not sure	-	258 8% DP	-	11 2%	-	1 2%	-	5 5%	-	20 11% DFPT	-	8 8% D	-	13 10% DP	-	12 4%	-	6 6% D	-	11 6% D	-	6 6% D	-	10 10% DP
Sigma	-	3349 100%	-	551 100%	-	52 100%	-	101 100%	-	176 100%	-	101 100%	-	128 100%	-	330 100%	-	100 100%	-	200 100%	-	101 100%	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	1561 47% FJR	-	296 54% BFJNRX	-	14 27%	-	48 48% FJ	-	50 28%	-	51 50% FJR	-	50 39%	-	205 62% BDFJLNRX	-	34 34%	-	114 57% BFJNRX	-	59 58% BFJNRX	-	43 43% J
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	2066 62% JLX	-	334 61% JLX	-	31 60% J	-	58 57% J	-	63 36%	-	45 45%	-	99 77% BDFJLPRX	-	220 67% BJLX	-	63 63% JLX	-	152 76% BDFJLPRX	-	85 84% BDFJLPRX	-	49 49% J
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1087 32% J	-	274 50% BFJLNRX	-	14 27%	-	25 25%	-	29 16%	-	29 29% J	-	40 31% J	-	158 48% BFJLNRX	-	27 27% J	-	71 36% J	-	34 34% J	-	30 30% J
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	1515 45% JRX	-	256 46% JRX	-	28 54% JRX	-	52 51% JRX	-	47 27%	-	54 53% JRX	-	57 45% J	-	195 59% BDJNRX	-	32 32%	-	115 58% BDJNRX	-	55 54% JRX	-	32 32%
Malware - Short for "malicious software" used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	1764 53% FJLX	-	308 56% FJLX	-	18 35%	-	57 56% FJLX	-	47 27%	-	35 35%	-	75 59% FJLX	-	214 65% BDFJLX	-	54 54% FJL	-	134 67% BDFJLRX	-	62 61% FJLX	-	42 42% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
Phishing - The attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in electronic communication.	-	705 21% DLPV	-	68 12%	-	22 42% BDHLPRTVX	-	23 23% DV	-	41 23% DLPV	-	13 13%	-	35 27% DLPV	-	48 15%	-	24 24% DLPV	-	41 21% D	-	12 12%	-	21 21% D
Spamming - The use of electronic messaging systems to send unsolicited messages.	-	423 13% DTV	-	51 9% V	-	8 15% TV	-	11 11% V	-	41 23% BDHNRTV	-	27 27% BDHNRTV	-	9 7%	-	42 13% TV	-	10 10% V	-	13 7%	-	3 3%	-	16 16% DNTV
Cyber squatting - Registering or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.	-	1194 36% DP	-	90 16%	-	22 42% DP	-	34 34% D	-	80 45% BDPRVX	-	44 44% DPX	-	50 39% DP	-	87 26% D	-	31 31% D	-	76 38% DP	-	33 33% D	-	28 28% D
Stolen credentials - When hackers steal personal information stored online such as usernames, passwords, social security numbers, credit cards numbers, etc.	-	641 19% DHP	-	82 15%	-	11 21%	-	11 11%	-	51 29% BDHNPTV	-	13 13%	-	24 19%	-	47 14%	-	26 26% DHLPV	-	37 19%	-	12 12%	-	27 27% BDHLPV
Malware - Short for "malicious software" used to disrupt computer operations, gather sensitive information or gain access to private computer systems.	-	545 16% DP	-	63 11%	-	14 27% BDHNPTV	-	12 12%	-	61 35% BDHNRTV	-	29 29% BDHNPTV	-	15 12%	-	41 12%	-	17 17%	-	25 13%	-	11 11%	-	28 28% BDHNPTV

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1561	-	296	-	14	-	48	-	50	-	51	-	50	-	205	-	34	-	114	-	59	-	43
	-	47%	-	54%	-	27%	-	48%	-	28%	-	50%	-	39%	-	62%	-	34%	-	57%	-	58%	-	43%
		FJR		BFJNRX				FJ				FJR				BDJLNRX				BFJNRX		BFJNRX		J
Extremely familiar	-	577	-	98	-	2	-	18	-	22	-	19	-	15	-	78	-	11	-	40	-	22	-	13
	-	17%	-	18%	-	4%	-	18%	-	13%	-	19%	-	12%	-	24%	-	11%	-	20%	-	22%	-	13%
		F		F				F				F				BDJLNRX				F		FJNR		
Very familiar	-	984	-	198	-	12	-	30	-	28	-	32	-	35	-	127	-	23	-	74	-	37	-	30
	-	29%	-	36%	-	23%	-	30%	-	16%	-	32%	-	27%	-	38%	-	23%	-	37%	-	37%	-	30%
		J		BJR				J				J		J		BFJNR				BJR		JR		J
Somewhat familiar	-	1083	-	187	-	16	-	30	-	85	-	37	-	43	-	77	-	42	-	45	-	30	-	36
	-	32%	-	34%	-	31%	-	30%	-	48%	-	37%	-	34%	-	23%	-	42%	-	23%	-	30%	-	36%
		PT		PT				BDJLNPTX				PT		PT				BPT						PT
BOTTOM 2 BOX (NET)	-	705	-	68	-	22	-	23	-	41	-	13	-	35	-	48	-	24	-	41	-	12	-	21
	-	21%	-	12%	-	42%	-	23%	-	23%	-	13%	-	27%	-	15%	-	24%	-	21%	-	12%	-	21%
		DLPV				BDJLPRTVX		DV		DLPV				DLPV				DLPV		D				D
Just know the name	-	461	-	60	-	10	-	12	-	24	-	9	-	26	-	20%	-	12	-	17	-	9	-	14
	-	14%	-	11%	-	19%	-	12%	-	14%	-	9%	-	20%	-	7%	-	12%	-	9%	-	9%	-	14%
		DPT		P		PT		P		P		P		BDLPTV										P
Never heard of	-	244	-	8	-	12	-	11	-	17	-	4	-	9	-	26	-	12	-	24	-	3	-	7
	-	7%	-	1%	-	23%	-	11%	-	10%	-	4%	-	7%	-	8%	-	12%	-	12%	-	3%	-	7%
		D				BDJLNPFTX		DV		DV				D				DLV		BDLV				D
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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.

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 China	2015 Vietnam (w/o client sample)	2015 Vietnam	2015 Philippines (w/o client sample)	2015 Philippines	2015 Japan (w/o client sample)	2015 Japan	2015 South Korea (w/o client sample)	2015 South Korea	2015 Russia (w/o client sample)	2015 Russia	2015 India (w/o client sample)	2015 India	2015 Indonesia (w/o client sample)	2015 Indonesia	2015 Nigeria (w/o client sample)	2015 Nigeria	2015 South Africa (w/o client sample)	2015 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	2066	-	334	-	31	-	58	-	63	-	45	-	99	-	220	-	63	-	152	-	85	-	49
	-	62% JLX	-	61% JLX	-	60% J	-	57% J	-	36% J	-	45% J	-	77% BDFHJLPRX	-	67% BJLX	-	63% JLX	-	76% BDFHJLPRX	-	84% BDFHJLPRX	-	49% J
Extremely familiar	-	922	-	125	-	13	-	36	-	26	-	17	-	55	-	92	-	21	-	79	-	35	-	23
	-	28% DJL	-	23% J	-	25% J	-	36% DJLR	-	15% J	-	17% J	-	43% BDFJLPRX	-	28% JL	-	21% JL	-	40% BDJLPRX	-	35% DJLR	-	23% J
Very familiar	-	1144	-	209	-	18	-	22	-	37	-	28	-	44	-	128	-	42	-	73	-	50	-	26
	-	34% HJ	-	38% BHJX	-	35% J	-	22% J	-	21% J	-	28% J	-	34% HJ	-	39% HJLX	-	42% HJLX	-	37% HJ	-	50% BDHJLNTX	-	26% J
Somewhat familiar	-	860	-	166	-	13	-	32	-	72	-	29	-	20	-	68	-	27	-	35	-	13	-	35
	-	26% NPTV	-	30% BNPTV	-	25% J	-	32% NPTV	-	41% BDHNPTV	-	29% NTV	-	16% NPTV	-	21% NV	-	27% NV	-	18% NV	-	13% BNPTV	-	35% BNPTV
BOTTOM 2 BOX (NET)	-	423	-	51	-	8	-	11	-	41	-	27	-	9	-	42	-	10	-	13	-	3	-	16
	-	13% DTV	-	9% V	-	15% TV	-	11% V	-	23% BDHNPTV	-	27% BDHNPTV	-	7% TV	-	13% TV	-	10% V	-	7% V	-	3% DNTV	-	16% DNTV
Just know the name	-	280	-	35	-	5	-	8	-	23	-	18	-	7	-	24	-	5	-	8	-	2	-	12
	-	8% TV	-	6% V	-	10% V	-	8% V	-	13% BDHNPTV	-	18% BDHNPTV	-	5% BDHNPTV	-	7% BDHNPTV	-	5% BDHNPTV	-	4% BDHNPTV	-	2% BDHNPTV	-	12% DTV
Never heard of	-	143	-	16	-	3	-	3	-	18	-	9	-	2	-	18	-	5	-	5	-	1	-	4
	-	4% BDHNPTV	-	3% BDHNPTV	-	6% BDHNPTV	-	3% BDHNPTV	-	10% BDNTV	-	9% BDNTV	-	2% BDNTV	-	5% BDNTV	-	5% BDNTV	-	3% BDNTV	-	1% BDNTV	-	4% BDNTV
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indone-sia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1087	-	274	-	14	-	25	-	29	-	29	-	40	-	158	-	27	-	71	-	34	-	30
		32% J		50% BPHLNRTVX		27% J		25% J		16% J		29% J		31% J		48% BPHLNRTVX		27% J		36% J		34% J		30% J
Extremely familiar	-	371	-	75	-	3	-	13	-	7	-	11	-	12	-	69	-	7	-	24	-	9	-	16
		11% J		14% BJ		6% J		13% J		4% J		11% J		9% J		21% BDFLNRTV		7% J		12% J		9% J		16% JR
Very familiar	-	716	-	199	-	11	-	12	-	22	-	18	-	28	-	89	-	20	-	47	-	25	-	14
		21% HJ		36% BPHLNRTVX		21% J		12% J		13% J		18% J		22% HJ		27% BHJX		20% J		24% HJ		25% HJ		14% J
Somewhat familiar	-	1068	-	187	-	16	-	42	-	67	-	28	-	38	-	85	-	42	-	53	-	34	-	42
		32% P		34% P		31% J		42% BLPT		38% PT		28% J		30% J		26% J		42% BLPT		27% J		34% J		42% BLPT
BOTTOM 2 BOX (NET)	-	1194	-	90	-	22	-	34	-	80	-	44	-	50	-	87	-	31	-	76	-	33	-	28
		36% DP		16% DP		42% DP		34% D		45% BDPRVX		44% DPX		39% DP		26% D		31% D		38% DP		33% D		28% D
Just know the name	-	606	-	72	-	10	-	12	-	34	-	30	-	29	-	53	-	11	-	39	-	16	-	18
		18% D		13% D		19% D		12% D		19% D		30% BDHLPRTV		23% DHR		16% D		11% D		20% D		16% D		18% D
Never heard of	-	588	-	18	-	12	-	22	-	46	-	14	-	21	-	34	-	20	-	37	-	17	-	10
		18% DPX		3% DPX		23% DPX		22% DPX		26% BDLNFX		14% D		16% D		10% D		20% DPX		19% DP		17% D		10% D
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1515	-	256	-	28	-	52	-	47	-	54	-	57	-	195	-	32	-	115	-	55	-	32
	-	45%	-	46%	-	54%	-	51%	-	27%	-	53%	-	45%	-	59%	-	32%	-	58%	-	54%	-	32%
		JRX		JRX		JRX		JRX		JRX		JRX		J		BDJNRX		BDJNRX		BDJNRX		JRX		
Extremely familiar	-	519	-	70	-	11	-	28	-	15	-	19	-	16	-	67	-	9	-	37	-	14	-	9
	-	15%	-	13%	-	21%	-	28%	-	9%	-	19%	-	13%	-	20%	-	9%	-	19%	-	14%	-	9%
		DJ				JRX		BDJNRVX				JRX				BDJNRX				DJRX				
Very familiar	-	996	-	186	-	17	-	24	-	32	-	35	-	41	-	128	-	23	-	78	-	41	-	23
	-	30%	-	34%	-	33%	-	24%	-	18%	-	35%	-	32%	-	39%	-	23%	-	39%	-	41%	-	23%
		J		BHJRX		J		J		J		J		J		BHJRX				BHJRX		BHJRX		
Somewhat familiar	-	1193	-	213	-	13	-	38	-	78	-	34	-	47	-	88	-	42	-	48	-	34	-	41
	-	36%	-	39%	-	25%	-	38%	-	44%	-	34%	-	37%	-	27%	-	42%	-	24%	-	34%	-	41%
		PT		PT		PT		BFPT		BFPT		PT		PT		FPT		FPT		BHJRX		PT		PT
BOTTOM 2 BOX (NET)	-	641	-	82	-	11	-	11	-	51	-	13	-	24	-	47	-	26	-	37	-	12	-	27
	-	19%	-	15%	-	21%	-	11%	-	29%	-	13%	-	19%	-	14%	-	26%	-	19%	-	12%	-	27%
		DHP						BDHLPV								DHLPV								BDHLPV
Just know the name	-	466	-	72	-	9	-	6	-	26	-	12	-	19	-	32	-	15	-	20	-	8	-	18
	-	14%	-	13%	-	17%	-	6%	-	15%	-	12%	-	15%	-	10%	-	15%	-	10%	-	8%	-	18%
		HP		H		H		H		H		H		H		H		H		H		H		HPV
Never heard of	-	175	-	10	-	2	-	5	-	25	-	1	-	5	-	15	-	11	-	17	-	4	-	9
	-	5%	-	2%	-	4%	-	5%	-	14%	-	1%	-	4%	-	5%	-	11%	-	9%	-	4%	-	9%
		DL						BDPLNPV						D		BDLNP		BDL		BDL		DL		DL
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	3349	**	551	**	52*	**	101	**	176	**	101	**	128	**	330	**	100	**	200	**	101	**	100
TOP 2 BOX (NET)	-	1764	-	308	-	18	-	57	-	47	-	35	-	75	-	214	-	54	-	134	-	62	-	42
		53% FJLX		56% FJLX		35% FJLX		56% FJLX		27% FJLX		35% FJLX		59% FJLX		65% BDFJLX		54% FJL		67% BDFJLRX		61% FJLX		42% J
Extremely familiar	-	712	-	105	-	9	-	28	-	21	-	11	-	27	-	94	-	23	-	51	-	22	-	14
		21% JL		19% JL		17% JL		28% DJLX		12% JL		11% JL		21% JL		28% BDJLX		23% JL		26% JLX		22% JL		14% JL
Very familiar	-	1052	-	203	-	9	-	29	-	26	-	24	-	48	-	120	-	31	-	83	-	40	-	28
		31% FJ		37% BFJL		17% J		29% J		15% J		24% J		38% FJL		36% BFJL		31% J		42% BFHJLX		40% FJL		28% J
Somewhat familiar	-	1040	-	180	-	20	-	32	-	68	-	37	-	38	-	75	-	29	-	41	-	28	-	30
		31% PT		33% PT		38% PT		32% T		39% BPT		37% PT		30% PT		23% PT		29% PT		21% PT		28% PT		30% PT
BOTTOM 2 BOX (NET)	-	545	-	63	-	14	-	12	-	61	-	29	-	15	-	41	-	17	-	25	-	11	-	28
		16% DP		11% BDHNPTV		27% BDHNPTV		12% BDHNPTV		35% BDHNPTV		29% BDHNPTV		12% BDHNPTV		12% BDHNPTV		17% BDHNPTV		13% BDHNPTV		11% BDHNPTV		28% BDHNPTV
Just know the name	-	370	-	51	-	10	-	9	-	32	-	18	-	12	-	33	-	12	-	14	-	7	-	21
		11% DTV		9% DTV		19% DTV		9% BDHNPTV		18% BDHNPTV		18% BDPTV		9% BDHNPTV		10% BDHNPTV		12% BDHNPTV		7% BDHNPTV		7% BDHNPTV		21% BDHNPTV
Never heard of	-	175	-	12	-	4	-	3	-	29	-	11	-	3	-	8	-	5	-	11	-	4	-	7
		5% DP		2% DP		8% DP		3% BDHNPTV		16% BDHNPTV		11% BDHNPTV		2% BDHNPTV		2% BDHNPTV		5% D		6% D		4% D		7% DP
Sigma	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	1088 62% GQSW	1651 62% HTX	251 71% AGMOSW	335 69% BHRPTX	20 65% QW	16 53%	21 47%	35 45% AGMOSW	90 71% HTX	92 68% ACEGMOGSUW	47 84% BDFHJLNPTX	71 81%	29 53% W	57 61% HT	108 61% QSW	175 62% HT	13 35%	44 58% Q	64 47% W	72 45%	43 61% QW	60 67% HTX	19 31%	41 52% W
Spamming	1178 61% SW	1809 62% TX	254 69% AGMOSW	338 68% BFHRTX	27 59%	23 52%	30 52%	51 57% T	83 70% AGMOSW	89 66% TX	33 85% ACEGMOGSUW	54 73% BFHRTX	32 52%	74 62% T	112 59% SW	187 65% TX	21 55%	49 54% T	79 47%	78 42%	48 62% SW	73 74% BFHRTX	23 40%	43 51%
Cyber squatting	797 64% BS	1246 58% FT	189 66% MS	290 63% BFT	19 66%	12 40%	21 55%	37 55% T	44 77% AGMOSW	61 64% FT	17 89% FT	37 65% FT	16 48%	48 62% FT	105 73% PAGMSW	152 63% FT	19 61%	43 62% FT	52 47%	47 38%	28 74% MS	45 66% FT	30 54%	40 56% T
Stolen credentials	1121 66% BSW	1659 61% T	205 67% SW	309 66% BHRTX	30 65% W	28 68% T	32 58% W	49 54% T	84 80% ACGMSW	87 70% BHRTX	40 77% GQSW	65 74% BHRTX	36 63% W	68 65% T	120 74% PAGQSW	184 65% TX	18 51%	41 55% T	69 50%	65 40%	45 67% SW	65 73% BHRTX	22 39%	37 51%
Malware	1240 68% BGSW	1737 62% T	258 74% AGSW	348 71% BFHJTX	30 77% FGSW	20 53%	27 45%	52 58% T	72 72% GSW	69 60% T	22 71% G	46 64% T	43 70% GW	70 62% T	127 69% GSW	192 66% T	25 64%	51 61% T	83 57% T	78 45%	50 72% GSW	60 67% T	31 53%	41 57%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 INDIVIDUALS

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	1085 62% BGKS	1410 53% JLV	242 68% DAGKOS	289 60% BJLTVX	21 68% V	18 60% V	21 47% V	42 54% V	79 62% JKS	57 42% V	26 46% V	37 42% V	38 69% GKS	56 60% JLTVX	104 58% V	154 55% JLV	24 65% V	41 54% V	65 48% V	74 47% V	45 64% VKS	33 37% V	36 58% V	34 43% V
Spamming	1171 61% BGS	1614 55% JLV	244 66% AGKS	307 61% BHJLTVX	36 78% AGIKOSU	30 68% HJLTVX	25 43% V	45 50% V	70 59% JG	63 47% V	18 46% V	30 41% V	44 71% GKS	69 58% LV	114 60% G	159 55% L	23 61% V	50 56% V	83 50% V	95 51% V	46 59% V	43 44% V	38 66% XGS	39 46% V
Cyber squatting	717 58% BGOSUW	1131 52% JRX	194 68% AGOSUW	296 64% BHJLTVX	20 69% V	16 53% V	16 42% V	29 43% V	33 58% J	36 38% V	11 58% V	25 44% V	21 64% W	38 49% V	68 47% V	124 51% JX	14 45% V	27 39% V	49 45% V	70 56% JRX	16 42% V	29 43% V	23 41% V	24 33% V
Stolen credentials	1002 59% BGS	1460 54% JVX	202 66% DAGOSU	274 58% BJLTVX	31 67% G	19 46% V	23 42% V	48 53% V	58 55% J	52 42% V	27 52% V	41 47% V	38 67% GS	62 60% JVX	86 53% V	152 54% JV	18 51% V	38 51% V	71 51% V	82 50% V	35 52% V	33 37% V	32 57% V	30 41% V
Malware	1036 57% BGS	1497 53% VX	215 62% AGOSU	280 57% HTVX	23 59% V	25 66% HTVX	26 43% V	41 46% V	61 61% GS	56 49% V	18 58% V	34 47% V	37 61% S	67 59% VX	93 50% V	147 51% X	20 51% V	44 53% V	61 42% V	83 47% V	36 52% V	36 40% V	30 51% V	27 38% V

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior?
1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1756	2644	356	483	31*	30*	45*	78*	127	135	56*	88*	55*	93*	178	282	37*	76*	135	159	70*	89*	62*	79*
ORGANIZED GROUPS (NET)	1088 62%	1651 62%	251 71%	335 69%	20 65%	16 53%	21 47%	35 45%	90 71%	92 68%	47 84%	71 81%	29 53%	57 61%	108 61%	175 62%	13 35%	44 58%	64 47%	72 45%	43 61%	60 67%	19 31%	41 52%
Organized groups from outside my country	875 50%	1202 45%	170 48%	206 43%	15 48%	10 33%	17 38%	27 35%	85 67%	79 59%	42 75%	56 64%	20 36%	42 45%	87 49%	122 43%	13 35%	31 41%	52 39%	51 32%	37 53%	48 54%	16 26%	29 37%
Organized groups from within my country	770 44%	1190 45%	209 59%	263 54%	15 48%	12 40%	10 22%	19 24%	70 55%	67 50%	23 41%	46 52%	25 45%	48 52%	53 30%	129 46%	6 16%	29 38%	35 26%	45 28%	27 39%	34 38%	10 16%	20 25%
INDIVIDUALS (NET)	1085 62%	1410 53%	242 68%	289 60%	21 68%	18 60%	21 47%	42 54%	79 62%	57 42%	26 46%	37 42%	38 60%	56 55%	104 58%	154 55%	24 65%	41 54%	65 48%	74 47%	45 64%	33 37%	36 58%	34 43%
Individuals from outside my country	844 48%	1102 42%	179 50%	216 45%	11 35%	11 37%	21 47%	31 40%	64 50%	48 36%	21 38%	31 35%	29 53%	43 46%	67 38%	120 43%	19 51%	33 43%	47 35%	52 33%	37 53%	23 26%	28 45%	24 30%
Individuals from my country	786 45%	960 36%	170 48%	189 39%	17 55%	12 40%	6 13%	20 26%	62 49%	41 30%	19 34%	23 26%	33 60%	51 55%	74 42%	97 34%	19 51%	29 38%	46 34%	49 31%	29 41%	21 24%	19 31%	17 22%
Don't know	205 12%	365 14%	21 6%	30 6%	1 3%	2 7%	11 24%	12 15%	17 13%	23 17%	4 7%	7 8%	5 9%	12 13%	16 9%	31 11%	6 16%	14 18%	30 22%	42 26%	7 10%	12 13%	17 27%	17 22%
Not Sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3482 198%	4819 182%	750 211%	904 187%	59 190%	47 157%	65 144%	109 140%	298 235%	258 191%	109 195%	163 185%	112 204%	196 211%	297 167%	499 177%	63 170%	136 179%	210 156%	239 150%	137 196%	138 155%	86 139%	107 135%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1931	2926	367	500	46*	44*	58*	90*	118	135	39*	74*	62*	119	191	288	38*	90*	167	187	78*	98*	58*	84*
ORGANIZED GROUPS (NET)	1178 61% SW	1809 62% TX	254 69% AGMOSW	338 68% BFHRTX	27 59%	23 52%	30 52%	51 57% T	83 70% AGMOSW	89 66% TX	33 85% ACEGMOSSUW	54 73% BFHRTX	32 52% T	74 62% SW	112 59% TX	187 65% TX	21 55% T	49 54% T	79 47% T	78 42% SW	48 62% BFHRTX	73 74% SW	23 40% BFHRTX	43 51% BFHRTX
Organized groups from outside my country	887 46% SW	1267 43% FT	152 41% W	206 41% FT	15 33%	11 25%	22 38%	38 42% ACEGMOSSUW	76 64% BDFNPT	73 54% ACEGMOSSUW	25 64% ACEGMOSSUW	38 51% FT	24 39% SW	47 39% BHRTX	86 45% W	117 41% FT	18 47% FT	40 44% FT	61 37% FT	57 30% ESW	50 51% BDFHNPRTX	59 60% BDFHNPRTX	16 28% FT	36 43% FT
Organized groups from within my country	902 47% GOSW	1349 46% HTX	220 60% AGOOSSUW	272 54% BHRTX	22 48% SW	21 48% TX	18 31% TX	32 36% AGOOSSUW	66 56% TX	65 48% GOQSW	23 59% TX	32 43% TX	29 47% SW	66 55% BHRTX	63 33% OTX	136 47% TX	12 32% TX	34 38% TX	41 25% TX	47 25% TX	32 41% SW	44 45% TX	14 24% TX	19 23% TX
INDIVIDUALS (NET)	1171 61% BGS	1614 55% JLV	244 66% AGKS	307 61% BHULTVX	36 78% AGIKOSUW	30 68% HJLTVX	25 43% TX	45 50% JG	70 59% JG	63 47% JG	18 46% TX	30 41% TX	44 71% GKS	69 58% LV	114 60% G	159 55% L	23 61% L	50 56% L	83 50% L	95 51% L	46 59% V	43 44% V	38 66% XGS	39 46% XGS
Individuals from outside my country	890 46% BS	1211 41% LX	186 51% ES	230 46% BLTVX	16 35% SW	14 32% TX	23 40% TX	36 40% S	58 49% S	53 39% S	15 38% TX	21 28% TX	33 53% S	51 43% L	90 47% S	118 41% L	18 47% L	37 41% L	54 32% L	69 37% L	39 50% VS	33 34% VS	31 53% XS	25 30% XS
Individuals from my country	858 44% BGOS	1142 39% HLTX	164 45% GO	201 40% HLTX	33 72% ACGIKOSUW	27 61% BDHLPTVX	10 17% TX	21 23% JGO	55 47% JGO	44 33% JGO	12 31% TX	19 26% TX	40 65% ACGIKOSUW	65 55% BDHLPTVX	62 32% G	103 36% H	17 45% G	38 42% HLX	60 36% G	58 31% G	30 38% G	33 34% G	20 34% G	21 25% G
Don't know	211 11% CO	374 13% D	19 5%	35 7%	1 2%	3 7%	12 21% ACEKO	9 10% CEKO	17 14% CEKO	24 18% DP	1 3%	8 11% TX	6 10% TX	13 11% TX	12 6% TX	29 10% TX	3 8% TX	13 14% D	31 19% ACEKO	44 24% BDFHNPV	8 10% TX	10 10% TX	8 14% GE	14 17% D
Not Sure	3 B	-	1	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	3751 194%	5343 183%	742 202%	944 189%	87 189%	76 173%	85 147%	136 151%	272 231%	259 192%	76 195%	118 159%	132 213%	242 203%	314 164%	503 175%	68 179%	162 180%	247 148%	275 147%	149 191%	179 183%	89 153%	115 137%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1239	2155	285	461	29**	30*	38*	67*	57*	96*	19**	57*	33*	78*	144	243	31*	69*	110	124	38*	68*	56*	72*
ORGANIZED GROUPS (NET)	797 64% BS	1246 58% FT	189 66% MS	290 63% BFT	19 66%	12 40%	21 55%	37 55% T	44 77% AGMSW	61 64% FT	17 89%	37 65% FT	16 48%	48 62% FT	105 73% PAGMSW	152 63% FT	19 61%	43 47% FT	52 47%	47 38%	28 74% MS	45 66% FT	30 54% T	40 56% T
Organized groups from outside my country	603 49% BCS	824 38% FT	113 40% FT	159 34% FT	16 55%	5 17%	16 42%	26 39% FT	39 68% ACGMOSW	50 52% BDFT	16 84%	29 51% BDFT	13 39%	35 45% FT	66 46%	91 37% FT	17 55%	28 41% FT	39 35% T	27 22% ACGMOSW	25 66% BDFT	34 50% BDFT	27 48% FT	29 40% FT
Organized groups from within my country	582 47% BGQSW	886 41% TX	157 55% AGQSW	225 49% BHLTX	13 45%	10 33%	11 29%	22 33% JGQSW	34 60% TX	41 43% TX	10 53%	18 32%	14 42% W	40 51% HLTX	71 49% GQSW	112 46% LTX	9 29%	28 41% FT	34 31%	36 29%	17 45% W	26 38%	10 18%	18 25%
INDIVIDUALS (NET)	717 58% BGOSUW	1131 52% JRX	194 68% AGOQSUW	296 64% BHLNPRX	20 69%	16 53%	16 42%	29 43% J	33 58% J	36 38%	11 58%	25 44%	21 64% W	38 49% W	68 47% JX	124 51% JX	14 45%	27 39%	49 45%	70 56% JRX	16 42%	29 43%	23 41%	24 33%
Individuals from outside my country	583 47% BOSW	857 40% X	148 52% OSW	218 47% BHLNPRX	15 52%	9 30%	16 42%	22 33% D	26 46% J	31 32%	8 42%	20 35% NSW	18 55% NSW	25 32% NSW	53 37% NSW	89 37% NSW	12 39%	20 29%	35 40%	50 40%	14 37%	24 35%	18 32%	19 26%
Individuals from my country	490 40% BGOSW	739 34% HJVX	128 45% AGOSW	210 46% BHLNPRX	14 48%	11 37% HX	6 16%	12 18% JGOSW	26 48% JGOSW	21 22%	9 47%	13 23% GOSW	17 52% HJLVX	34 44% HJLVX	37 26% HX	78 32% HX	10 32%	20 29%	31 28%	38 31%	12 32%	15 22%	13 23%	13 18%
Don't know	141 11% CO	333 15% ADP	21 7% T	33 7% T	1 3%	7 23% DP	8 21% CO	11 16% D	6 11% D	21 22% DP	-	9 16% D	5 15% O	10 13% O	7 5% O	26 11% O	5 16% O	14 20% DP	26 24% ACIO	27 22% BDP	5 13% AC	8 12% AC	13 23% ACO	15 21% DP
Not Sure	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3% AC	-	-	-
Sigma	2400 194%	3639 169%	567 199%	845 183%	59 203%	42 140%	57 150%	93 139%	131 230%	164 171%	43 226%	89 156%	67 203%	144 185%	234 163%	396 163%	53 171%	110 159%	165 150%	178 144%	74 195%	107 157%	81 145%	94 131%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1700	2708	307	469	46*	41*	55*	90*	105	125	52*	88*	57*	104	162	283	35*	74*	139	163	67*	89*	56*	73*
ORGANIZED GROUPS (NET)	1121 66%	1659 61%	205 67%	309 66%	30 65%	28 68%	32 58%	49 54%	84 80%	87 70%	40 77%	65 74%	36 63%	68 65%	120 74%	184 65%	18 51%	41 55%	69 50%	65 40%	45 67%	65 73%	22 39%	37 51%
Organized groups from outside my country	855 50%	1158 43%	137 45%	183 39%	20 43%	15 37%	24 44%	32 36%	70 67%	71 57%	31 60%	39 44%	26 46%	47 45%	87 54%	120 42%	16 46%	32 43%	47 34%	36 22%	37 55%	48 54%	20 36%	30 41%
Organized groups from within my country	853 50%	1225 45%	169 55%	247 53%	24 52%	21 51%	17 31%	33 37%	68 65%	62 50%	26 50%	46 52%	32 56%	59 57%	78 48%	142 50%	9 26%	25 34%	46 33%	50 31%	30 45%	38 43%	10 18%	13 18%
INDIVIDUALS (NET)	1002 59%	1460 54%	202 66%	274 58%	31 67%	19 46%	23 42%	48 53%	58 55%	52 42%	27 52%	41 47%	38 67%	62 60%	86 53%	152 54%	18 51%	38 51%	71 51%	82 50%	35 52%	33 37%	32 57%	30 41%
Individuals from outside my country	801 47%	1107 41%	165 54%	200 43%	19 41%	8 20%	19 35%	35 39%	50 48%	43 34%	18 35%	29 33%	33 58%	49 47%	75 46%	105 37%	14 40%	32 43%	45 32%	55 34%	26 39%	30 34%	25 45%	27 37%
Individuals from my country	755 44%	1023 38%	133 43%	182 39%	22 48%	17 41%	14 25%	31 34%	48 46%	33 26%	22 42%	31 35%	33 58%	55 53%	44 27%	102 36%	14 40%	26 35%	57 41%	50 31%	29 43%	23 26%	18 32%	9 12%
Don't know	175 10%	371 14%	16 5%	40 9%	2 4%	4 10%	9 16%	12 13%	12 11%	21 17%	2 4%	7 8%	5 9%	11 11%	9 6%	25 9%	5 14%	13 18%	22 16%	41 25%	8 12%	10 11%	12 21%	17 23%
Not Sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3441 202%	4884 180%	621 202%	852 182%	87 189%	65 159%	83 151%	143 159%	248 236%	230 184%	99 190%	152 173%	129 226%	221 213%	293 181%	494 175%	58 166%	128 173%	217 156%	232 142%	130 194%	149 167%	85 152%	96 132%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior?

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5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1831	2804	348	488	39*	38*	60*	89*	100	115	31*	72*	61*	113	185	289	39*	83*	146	175	69*	90*	59*	72*
ORGANIZED GROUPS (NET)	1240 68%	1737 62%	258 74%	348 71%	30 77%	20 53%	27 45%	52 58%	72 72%	69 60%	22 71%	46 64%	43 70%	70 62%	127 69%	192 66%	25 64%	51 61%	83 57%	78 45%	50 72%	60 67%	31 53%	41 57%
Organized groups from outside my country	996 54%	1315 47%	169 49%	212 43%	23 59%	16 42%	23 38%	39 44%	66 66%	58 50%	18 58%	33 46%	37 61%	54 48%	91 49%	135 47%	23 59%	34 41%	71 49%	61 35%	48 70%	56 62%	26 44%	34 47%
Organized groups from within my country	882 48%	1168 42%	218 63%	258 53%	21 54%	10 26%	10 17%	32 36%	57 57%	48 42%	14 45%	30 42%	35 57%	61 54%	77 42%	132 46%	13 33%	38 46%	34 23%	42 24%	23 33%	27 30%	12 20%	14 19%
INDIVIDUALS (NET)	1036 57%	1497 53%	215 62%	280 57%	23 59%	25 66%	26 43%	41 46%	61 61%	56 49%	18 58%	34 47%	37 61%	67 59%	93 50%	147 51%	14 51%	44 53%	61 42%	83 47%	36 52%	36 40%	30 51%	27 38%
Individuals from outside my country	872 48%	1215 43%	171 49%	219 45%	20 51%	17 45%	23 38%	36 40%	52 52%	52 45%	16 52%	26 36%	29 48%	51 45%	75 41%	100 35%	18 46%	36 43%	47 32%	69 39%	33 48%	34 38%	24 41%	21 29%
Individuals from my country	752 41%	962 34%	152 44%	172 35%	16 41%	15 39%	8 13%	18 20%	51 51%	35 30%	11 35%	20 28%	35 57%	60 53%	61 33%	104 36%	14 36%	28 34%	41 28%	33 19%	22 32%	17 19%	19 32%	10 14%
Don't know	229 13%	399 14%	23 7%	34 7%	1 3%	4 11%	15 25%	13 15%	12 12%	22 19%	3 10%	10 14%	6 10%	11 10%	20 11%	24 8%	5 13%	12 14%	30 21%	43 25%	8 12%	16 18%	11 19%	14 19%
Not Sure	4 B	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3735 204%	5059 180%	735 211%	895 183%	81 208%	62 163%	79 132%	138 155%	238 238%	215 187%	62 200%	119 165%	142 233%	237 210%	324 175%	495 171%	73 187%	148 178%	223 153%	248 142%	134 194%	150 167%	92 156%	93 129%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1115. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	1521 87% GOS	2245 85% HNP	322 90% AGMOS	445 92% BFHNPRT	27 87%	22 73%	34 76%	57 73%	110 87%	117 87% H	51 91% G	80 91% FHNP	43 78%	72 77%	143 80%	228 81%	31 84%	64 84%	109 81%	133 84%	64 91% GMOS	81 91% FHNP	55 89%	70 89% H
Spamming	1781 92% BIO	2647 90% HN	347 95% IO	466 93% BHNX	41 89%	40 91%	52 90%	73 81%	103 87%	121 90%	38 97%	68 92%	55 89%	101 85%	168 88%	260 90% H	35 92%	85 94% HN	156 93%	170 91% H	73 94%	90 92% H	53 91%	72 86%
Cyber squatting	954 77% F	1626 75% F	223 78% IO	385 84% BFHN	22 76%	18 60%	29 76%	48 72%	45 79%	73 76%	15 79%	43 75%	23 70%	52 67%	115 80%	189 78% FN	27 87%	54 78%	87 79%	95 77%	28 74%	55 81% F	45 80%	56 78%
Stolen credentials	1402 82%	2174 80%	254 83%	377 80%	38 83%	34 83%	47 85%	72 80%	89 85%	109 87% BNR	43 83%	75 85%	50 88%	78 75%	131 81%	226 80%	29 83%	56 76%	120 86%	131 80%	60 90% BDHNPRTX	82 92%	48 86%	56 77%
Malware	1664 91% BI	2461 88%	321 92% I	448 92% BHJLN	36 92%	32 84%	52 87%	74 83%	85 85%	98 85%	26 84%	59 82%	56 92%	96 85%	169 91%	256 89%	35 90%	77 93% L	131 90%	152 87%	66 96% IK	83 92%	57 97% XIK	61 85%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1115. How common do you feel each type of abusive Internet behavior is?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																							
	2015 Total Registrants	Asia											Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	184 10%	273 10% D	31 9%	34 7%	4 13% BDJLTVX	7 23%	5 11%	11 14% D	10 8%	9 7%	5 9%	6 7%	12 22% ACIU	13 14% D	33 19% ACIU	42 15% BDJV	4 11%	8 11%	20 15% CU	16 10%	3 4%	6 7%	7 11%	6 8%
Spamming	102 5%	167 6% J	18 5%	29 6% J	5 11%	3 7%	4 7%	9 10% J	8 7% J	2 1%	1 3%	5 7% J	7 11% ACU	14 12% BDJT	21 11% ACSU	20 7% J	1 3%	4 4%	8 5% CU	10 5%	2 3%	5 5%	5 9% BDJRT	11 13%
Cyber squatting	225 18%	364 17%	58 20%	69 15%	6 21% BDHJLPRVX	11 37%	6 16%	10 15%	8 14%	10 10%	4 21%	6 11%	8 24%	17 22% J	25 17% HJV	43 18% JV	2 6%	10 14%	20 18%	22 18%	6 16%	7 10%	9 16%	13 18%
Stolen credentials	240 14% I	401 15% JV	49 16% I	85 18% BJV	6 13%	6 15% J	5 9%	9 10%	7 7%	5 4%	8 15%	11 13% J	7 12% HJV	22 21% HJV	28 17% I	49 17% JV	4 11%	13 18% JV	16 12%	25 15% JV	5 7%	5 6%	7 13% JV	11 15% JV
Malware	104 6% U	210 7% A	20 6% U	33 7%	1 3%	5 13% V	5 8% U	6 7%	9 9% U	5 4%	3 10% U	8 11% V	5 8% U	11 10% V	11 6% U	23 8% U	1 3%	4 5%	11 8% U	17 10% V	-	2 2%	1 2%	8 11% WV

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1115_1. How common do you feel each type of abusive Internet behavior is?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1756	2644	356	483	31*	30*	45*	78*	127	135	56*	88*	55*	93*	178	282	37*	76*	135	159	70*	89*	62*	79*
TOP 2 BOX (NET)	1521 87% GOS	2245 85% HNP	322 90% AGMOS	445 92% BFHNPRT	27 87%	22 73%	34 76%	57 73%	110 87%	117 87%	51 91%	80 91%	43 78%	72 77%	143 80%	228 81%	31 84%	64 84%	109 81%	133 84%	64 91%	81 91%	55 89%	70 89%
Very common	914 52% CEM	1313 50% FN	151 42% FN	222 46% FN	10 32%	7 23%	21 47%	34 44% N	73 57% JCEMW	61 45% FN	39 70% ACEGMOSW	49 56% FN	20 36%	25 27%	85 48%	132 47% FN	23 62% CEM	35 46% FN	66 49%	89 56% DFN	53 76% ACEGMOSW	61 69% BDFHNPRT	26 42% FN	45 57% FN
Somewhat common	607 35% KU	932 35% TV	171 48% AGIKOQSU	223 46% BHPVTX	17 55% AGIKOQSU	15 50% HTV	13 29%	23 29%	37 29%	56 41% U	12 21%	31 35%	23 42% KQU	47 51% BHLPTVX	58 33% U	96 34% V	8 22% V	29 38% U	43 32% U	44 28%	11 16%	20 22% AIKOQSU	29 47% AIKOQSU	25 32%
BOTTOM 2 BOX (NET)	184 10%	273 10% D	31 9%	34 7%	13% BDJLTVX	4 23%	7 11%	5 14% D	11 14%	10 8%	9 7%	5 9%	6 7%	12 22% ACIU	13 14% D	33 19% ACIU	42 15% BDJV	4 11%	8 11%	16 10%	3 4%	6 7%	7 11%	6 8%
Not very common	148 8% U	223 8% D	27 8%	31 6%	3 10%	7 23% BDJLNRTVX	4 9%	7 9%	8 6%	8 6%	5 9%	6 7%	9 16% ACIU	8 9% D	26 15% ACIU	36 13% BDJX	3 8%	6 8%	18 13% ACU	14 9%	1 1%	6 7%	4 6%	2 3%
Not at all common	36 2% C	50 2% D	4 1%	3 1%	1 3%	-	1 2% BDJLV	4 5% BDJLV	2 2%	1 1%	-	-	3 5% C	5 5% BDJLV	7 4% C	6 2%	1 3%	2 3%	2 1%	2 1%	2 3%	-	3 5% C	4 5% BDJLV
Don't know	48 3% C	126 5% AD	3 1%	4 1%	-	1 3% ACKMOW	5 11% BDLPVX	10 13% BDLPVX	7 6%	9 7% CO	-	2 2%	-	8 9% MD	1 1%	12 4% OD	2 5% CO	4 5% D	6 4% CO	10 6% D	3 4% CO	2 2%	-	3 4% D
Not Sure	3 B	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	1756 100%	2644 100%	356 100%	483 100%	31 100%	30 100%	45 100%	78 100%	127 100%	135 100%	56 100%	88 100%	55 100%	93 100%	178 100%	282 100%	37 100%	76 100%	135 100%	159 100%	70 100%	89 100%	62 100%	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1115_2. How common do you feel each type of abusive Internet behavior is?
2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1931	2926	367	500	46*	44*	58*	90*	118	135	39*	74*	62*	119	191	288	38*	90*	167	187	78*	98*	58*	84*
TOP 2 BOX (NET)	1781 92% BIO	2647 90% HN	347 95% IO	466 93% BHNX	41 89%	40 91%	52 90%	73 81%	103 87%	121 90%	38 97%	68 92%	55 89%	101 85%	168 88%	260 90% H	35 92%	85 94% HN	156 93% H	170 91% H	73 94%	90 92% H	53 91%	72 86%
Very common	1448 75% BCIO	2064 71% HJLP	252 69% HJLP	360 72% HJLP	37 80% IO	27 61%	38 66%	50 56%	76 64%	80 59% L	28 72% L	32 43%	50 81% IO	85 71% HJL	122 64%	182 63% L	27 71%	68 76% HJLP	145 87% ACGIKQOW	155 83% BDFHJLNPX	67 86% ACGIOW	77 79% FHJLPX	41 71%	53 63% L
Somewhat common	333 17% SU	583 20% AT	95 26% AEMSU	106 21% T	4 9%	13 30% ENTV	14 24% EMSU	23 26% NTV	27 23% EMSU	41 30% BDNTV	2 2%	36 49% BDNTV	5 8%	16 13% ACU	46 24% BDJT	78 27% ACSU	8 21% BNTV	17 19% SU	11 7% T	15 8% T	6 8% T	13 13% SU	12 21% SU	19 23% T
BOTTOM 2 BOX (NET)	102 5% J	167 6% J	18 5% J	29 6% J	5 11%	3 7%	4 7%	9 10% J	8 7% J	2 1%	1 3% J	5 7% J	7 11% ACU	14 12% BDJT	21 11% ACSU	20 7% J	1 3%	4 4% J	8 5% J	10 5% J	2 3% J	5 5% J	5 9% BDJRT	11 13% BDJRT
Not very common	82 4% J	117 4% J	16 4% J	26 5% J	3 7%	2 5%	3 5%	7 8% J	8 7% J	1 1%	1 3% J	2 3% J	3 5% J	5 4% PACSU	20 10% J	13 5% J	1 3%	2 2% J	6 4% J	8 4% J	2 3% J	4 4% J	5 9% BDJRT	9 11% BDJRT
Not at all common	20 1% D	50 2% D	2 1% D	3 1% D	2 4% ACIO	1 2%	1 2%	2 2% D	-	1 1%	-	-	3 4% D	4 6% ACIOSU	9 8% BDJPTV	1 1% D	7 2% D	-	2 2% D	2 1% D	2 1% D	-	1 1% D	2 2% D
Don't know	45 2% C	112 4% AD	2 1% C	5 1% AD	-	1 2%	2 3% C	8 9% BDLPRX	7 6% ACO	12 9% BDLPRX	-	1 1%	-	4 3% D	1 1% D	8 3% D	2 5% CO	1 1% D	3 2% D	7 4% D	3 4% CO	3 3% D	-	1 1% D
Not Sure	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	1931 100%	2926 100%	367 100%	500 100%	46 100%	44 100%	58 100%	90 100%	118 100%	135 100%	39 100%	74 100%	62 100%	119 100%	191 100%	288 100%	38 100%	90 100%	167 100%	187 100%	78 100%	98 100%	58 100%	84 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1115_3. How common do you feel each type of abusive Internet behavior is?
3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1239	2155	285	461	29**	30*	38*	67*	57*	96*	19**	57*	33*	78*	144	243	31*	69*	110	124	38*	68*	56*	72*
TOP 2 BOX (NET)	954 77%	1626 75% F	223 78% BFHN	385 84%	22 76%	18 60%	29 76%	48 72%	45 79%	73 76%	15 79%	43 75%	23 70%	52 67%	115 80%	189 78% FN	27 87%	54 78%	87 79%	95 77%	28 74%	55 81% F	45 80%	56 78%
Very common	457 37%	737 34% N	92 32% N	155 34% N	8 28%	7 23%	17 45%	23 34% N	25 44%	30 31% N	7 37%	14 25%	9 27%	13 17%	55 38%	89 37% N	16 52% CW	25 36% N	55 50% ACMW	61 49% BDFJLNP	19 50% CW	30 44% LN	16 29%	26 36% N
Somewhat common	497 40% SU	889 41% T	131 46% ASU	230 50% BPTV	14 48%	11 37%	12 32%	25 37%	20 35%	43 45% T	8 42%	29 51% T	14 42%	39 50% T	60 42% SU	100 41% T	11 35%	29 42% T	32 29%	34 27%	9 24%	25 37%	29 52% SU	30 42% T
BOTTOM 2 BOX (NET)	225 18%	364 17%	58 20%	69 15%	6 21%	11 37% BDHJLPRVTX	6 16%	10 15%	8 14%	10 10%	4 21%	6 11%	8 24%	17 22% J	25 17%	43 18%	2 6%	10 14%	20 18%	22 18%	6 16%	7 10%	9 16%	13 18%
Not very common	199 16% Q	316 15%	56 20% Q	67 15%	5 17% BDHJLPRVTX	10 33%	5 13%	7 10%	6 11%	9 9%	4 21%	6 11%	8 24% Q	15 19%	22 15%	34 14%	1 3%	8 12%	16 15%	19 15%	5 13%	7 10%	9 16%	10 14%
Not at all common	26 2% C	48 2% D	2 1%	2 1%	1 3% D	1 3% D	1 3%	3 4% D	2 4%	1 1%	-	-	-	2 3% D	3 2% D	9 4% D	1 3%	2 3% D	4 4% C	3 2% D	1 3%	-	-	3 4% D
Don't know	58 5% C	165 8% ADP	3 1%	7 2%	1 3%	1 3%	3 8% C	9 13% DP	4 7% C	13 14% BDPTX	-	8 14% DPX	2 6% C	9 12% DP	4 3%	11 5% D	2 6% C	5 7% D	3 3%	7 6% D	4 11% CO	6 9% D	2 4%	3 4%
Not Sure	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1239 100%	2155 100%	285 100%	461 100%	29 100%	30 100%	38 100%	67 100%	57 100%	96 100%	19 100%	57 100%	33 100%	78 100%	144 100%	243 100%	31 100%	69 100%	110 100%	124 100%	38 100%	68 100%	56 100%	72 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1115_4. How common do you feel each type of abusive Internet behavior is?
4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1700	2708	307	469	46*	41*	55*	90*	105	125	52*	88*	57*	104	162	283	35*	74*	139	163	67*	89*	56*	73*
TOP 2 BOX (NET)	1402 82%	2174 80%	254 83%	377 80%	38 83%	34 83%	47 85%	72 80%	89 85%	109 87%	43 83%	75 85%	50 88%	78 75%	131 81%	226 80%	29 83%	56 76%	120 86%	131 80%	60 90%	82 92%	48 86%	56 77%
Very common	765 45% BCM	1108 41% DX	105 34%	156 33%	19 41%	21 51% DNX	33 60% HACMOW	36 40% X	51 49% CM	51 41% X	26 50% C	34 39%	18 32%	34 33%	62 38%	117 41% DX	16 46%	27 36%	86 62% ACEIMOW	92 56% BDHJLNPRX	46 69% ACEIKMOW	53 60% BDHJLNPRX	22 39%	18 25%
Somewhat common	637 37% SU	1066 39% T	149 49% AGIKSU	221 47% BPTV	19 41% SU	13 32%	14 25%	36 40% T	38 36% SU	58 46% TV	17 33%	41 47% T	32 56% AGIKSU	44 42% T	69 43% GSU	109 39% T	13 37%	29 39% T	34 24%	39 24% BDHJLNPRX	14 21% ACEIKMOW	29 33% BDHJLNPRX	26 46% GSU	38 52% BFPTV
BOTTOM 2 BOX (NET)	240 14% I	401 15% JV	49 16% I	85 18% BJV	6 13%	6 15% J	5 9%	9 10%	7 7%	5 4%	8 15%	11 13% J	7 12% HJV	22 21% HJV	28 17% I	49 17% JV	4 11%	13 18% JV	16 12%	25 15% JV	5 7%	5 6%	7 13% JV	11 15% JV
Not very common	206 12% HJV	342 13% HJV	46 15% IMS	81 17% BHJV	6 13%	4 10% J	4 7%	3 3%	7 7%	3 2%	8 15%	9 10% J	3 5% MHJV	17 16% IMSU	26 15% HJV	42 15% HJV	3 9%	11 15% HJ	11 8%	22 13% HJ	4 6%	5 6%	6 11% HJ	9 12% HJ
Not at all common	34 2% D	59 2% D	3 1%	4 1%	-	2 5% DV	1 2% BDTV	6 7% BDTV	-	2 2%	-	2 2%	4 7% ACIO	5 5% DV	2 1% DV	7 2% DV	1 3%	2 3% DV	5 4% DV	3 2% DV	1 1% DV	-	1 2% DV	2 3% DV
Don't know	55 3% C	133 5% AD	3 1%	7 1%	2 4%	1 2%	3 5% C	9 10% BDLPV	9 9% ACMOS	11 9% BDPV	1 2%	2 2%	-	4 4%	3 2%	8 3% C	2 6% C	5 7% D	3 2% D	7 4% D	2 3% D	2 2% D	1 2% D	6 8% DP
Not Sure	3 B	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1700 100%	2708 100%	307 100%	469 100%	46 100%	41 100%	55 100%	90 100%	105 100%	125 100%	52 100%	88 100%	57 100%	104 100%	162 100%	283 100%	35 100%	74 100%	139 100%	163 100%	67 100%	89 100%	56 100%	73 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1115_5. How common do you feel each type of abusive Internet behavior is?
5. Malware

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1831	2804	348	488	39*	38*	60*	89*	100	115	31*	72*	61*	113	185	289	39*	83*	146	175	69*	90*	59*	72*
TOP 2 BOX (NET)	1664 91% BI	2461 88%	321 92% I	448 92% BHJLN	36 92%	32 84%	52 87%	74 83%	85 85%	98 85%	26 84%	59 82%	56 92%	96 85%	169 91%	256 89%	35 90%	77 93% L	131 90%	152 87%	66 96% IK	83 92%	57 97% XIK	61 85%
Very common	1179 64% BCK	1623 58% DL	188 54% I	250 51% L	28 72% CK	21 55% L	36 60% L	52 58% L	67 67% CK	66 57% L	13 42% L	25 35% L	41 67% K	59 52% L	119 64% CK	165 57% L	26 67% K	60 72% BDJLNP	106 73% ACK	115 66% BDLN	56 81% VACGIKO	58 64% DL	43 73% CK	43 60% L
Somewhat common	485 26% ISU	838 30% AT	133 38% AEIMOSUW	198 41% BHPRTVX	8 21%	11 29%	16 27%	22 25%	18 18%	32 28%	13 42% ISU	34 47% BHPRTVX	15 25%	37 33% T	50 27% SU	91 31% T	9 23%	17 20%	25 17%	37 21%	10 14%	25 28% U	14 24%	18 25%
BOTTOM 2 BOX (NET)	104 6% U	210 7% A	20 6% U	33 7% A	1 3%	5 13% V	5 8% U	6 7% U	9 9% U	5 4%	3 10% U	8 11% V	5 8% U	11 10% V	11 6% U	23 8% U	1 3%	4 5%	11 8% U	17 10% V	-	2 2%	1 2% WV	8 11% WV
Not very common	73 4% A	152 5% A	18 5% U	28 6% A	-	3 8% H	3 5% C	1 1%	7 7% UW	5 4%	3 10% UW	8 11% BHRV	2 3% C	5 4% BDJLV	6 5% C	7 2% C	1 3% CM	2 2%	8 5% U	14 8% H	-	2 2%	-	7 10% WHV
Not at all common	31 2%	58 2%	2 1%	5 1% A	1 3%	2 5% DJV	2 3% C	5 6% BDJLV	2 2%	-	-	-	3 5% C	6 5% BDJLV	5 5% C	7 2% C	-	2 2%	3 2%	3 2%	-	-	1 2%	1 1%
Don't know	57 3%	133 5% AD	6 2%	7 1% A	2 5%	1 3%	2 3% BDPRT	9 10% BDPRT	6 6% C	12 10% BDPRT	2 6% M	5 7% D	-	6 5% D	4 2%	10 3% CM	3 8% CM	2 2%	4 3%	6 3%	3 4%	5 6% D	1 2%	3 4%
Not Sure	6 B	-	1	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Sigma	1831 100%	2804 100%	348 100%	488 100%	39 100%	38 100%	60 100%	89 100%	100 100%	115 100%	31 100%	72 100%	61 100%	113 100%	185 100%	289 100%	39 100%	83 100%	146 100%	175 100%	69 100%	90 100%	59 100%	72 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1120. Have you ever been affected by any of these types of abusive Internet behaviors?
SUMMARY TABLE OF YES

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	645 37% IM	974 37% JNV	179 50% AIMOQSU	249 52% BHLNPRTV	13 42% I	13 43% J	16 36% I	24 31% J	21 17% I	25 19% AIMOU	28 50% JNV	36 41% JNV	12 22% I	23 25% I	59 33% I	94 33% J	11 30% I	23 30% I	51 38% IM	52 33% J	22 31% I	23 26% I	23 37% I	34 43% JNV
Spamming	1456 75% IKOU	2145 73% HJLPR	315 86% AIKOSU	415 83% BHLNPRTV	38 83% IKOU	35 80% JLPR	44 76% IK	57 63% L	60 51% I	70 52% I	18 46% AIMOU	30 41% JNV	48 77% IK	104 87% BHLNPRTV	125 65% IK	167 58% L	31 82% RIK	44 49% I	124 74% IK	140 75% HJLPR	51 65% IK	67 68% JLR	48 83% IKOU	65 77% HJLPR
Cyber squatting	322 26% BMUW	491 23% JNV	97 34% AMUW	173 38% BHLNPRTVX	7 24% V	5 17% V	9 24% M	18 27% JNV	16 28% JMU	9 9% I	7 7% I	8 14% I	2 6% I	7 9% I	57 40% PAMSUW	69 28% BJLNV	10 32% MU	13 19% V	30 27% MU	25 20% JNV	4 11% I	3 4% I	8 14% IKOU	16 22% JNV
Stolen credentials	402 24% I	616 23% JV	113 37% AGIKMOQSU	177 38% BHLNPRTVX	16 35% IMU	17 41% BJPRTVX	12 22% JV	22 24% JV	16 15% I	17 14% I	9 17% I	23 26% JV	9 16% I	26 25% JV	43 27% I	66 23% JV	7 20% I	17 23% I	34 24% I	35 21% I	10 15% I	11 12% I	13 23% I	16 22% I
Malware	1168 64% BIK	1688 60% JLT	258 74% AIKOS	339 69% BJLPRT	26 67% IK	27 71% JLT	40 67% IK	63 71% BJLPT	28 28% I	35 30% I	7 23% I	17 24% I	44 72% IKO	79 70% BJLPT	106 57% IK	159 55% JL	27 69% IK	48 58% JL	90 62% IK	91 52% JL	45 65% IK	54 60% JL	47 80% AIKOS	49 68% JLPT

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

Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors?

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1. Phishing

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1756	2644	356	483	31*	30*	45*	78*	127	135	56*	88*	55*	93*	178	282	37*	76*	135	159	70*	89*	62*	79*
Yes	645 37% IM	974 37% JNV	179 50% AIMO	249 52% QSU BHNPRTV	13 42% I	13 43% J	16 36% I	24 31% J	21 17% I	25 19% AIMOU	28 50% JNV	36 41% JNV	12 22% I	23 25% I	59 33% I	94 33% J	11 30% I	23 30% IM	51 38% IM	52 33% J	22 31% I	23 26% I	23 37% I	34 43% JNV
No	920 52% CGK	1378 52% D	144 40% D	206 43% D	13 42% D	11 37% D	17 38% D	39 50% ACEGKQSUW	95 75% BDFLNPRTX	102 76% D	22 39% D	47 53% D	39 71% ACEGKQSUW	56 60% DF	103 58% CGKS	155 55% D	18 49% D	42 55% D	62 46% D	81 51% D	37 53% BDFHTX	58 65% D	34 55% C	39 49% D
Not sure	191 11% DJ	292 11% DJ	33 9% D	28 6% D	5 16% D	6 20% DJL	12 27% ACIKMOW	15 19% BDJLX	11 9% D	8 6% D	6 11% D	5 6% D	4 7% D	14 15% DJL	16 9% D	33 22% ACIMO	8 22% D	11 14% DJ	22 16% AC	26 16% BDJL	11 16% D	8 9% D	5 8% D	6 8% D
Sigma	1756 100%	2644 100%	356 100%	483 100%	31 100%	30 100%	45 100%	78 100%	127 100%	135 100%	56 100%	88 100%	55 100%	93 100%	178 100%	282 100%	37 100%	76 100%	135 100%	159 100%	70 100%	89 100%	62 100%	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors?

2. Spamming

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1931	2926	367	500	46*	44*	58*	90*	118	135	39*	74*	62*	119	191	288	38*	90*	167	187	78*	98*	58*	84*
Yes	1456 75% IKOU	2145 73% HJLPR	315 86% AIKOSU	415 83% BHLPRTV	38 83% IKOU	35 80% JLPR	44 76% IK	57 63% L	60 51% L	70 52% L	18 46% L	30 41% L	48 77% IK	104 87% BHLPRTV	125 65% IK	167 58% L	31 82% RIK	44 49% L	124 74% IK	140 75% HJLPR	51 65% IK	67 68% JLR	48 83% IKOU	65 77% HJLPR
No	373 19% C	613 21% DN	39 11% C	71 14% C	5 11% C	6 14% C	10 17% C	21 23% DN	51 43% ACEGMOGSUW	52 39% BDFHNTX	19 49% ACEGMOGSUW	36 49% BDFHNTX	9 15% ACEGMOGSUW	11 9% ACEGMOGSUW	54 28% ACEGMOGSUW	99 34% BDFNTX	4 11% QBDFHNTVX	37 41% C	28 17% C	41 22% DN	20 26% C	26 27% DN	8 14% C	15 18% C
Not sure	102 5%	168 6% D	13 4%	14 3%	3 7%	3 7%	4 7%	12 13% BDNT	7 6% BDNT	13 10% DNT	2 5% DNT	8 11% DNT	5 8%	4 3%	12 6% DT	22 8% DT	3 8%	9 10% DT	15 9% TAC	6 3%	7 9% C	5 5%	2 3%	4 5%
Sigma	1931 100%	2926 100%	367 100%	500 100%	46 100%	44 100%	58 100%	90 100%	118 100%	135 100%	39 100%	74 100%	62 100%	119 100%	191 100%	288 100%	38 100%	90 100%	167 100%	187 100%	78 100%	98 100%	58 100%	84 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1239	2155	285	461	29**	30*	38*	67*	57*	96*	19**	57*	33*	78*	144	243	31*	69*	110	124	38*	68*	56*	72*
Yes	322 26% BMUW	491 23% JNV	97 34% AMUW	173 38% BFLNPRTVX	7 24% V	5 17% V	9 24% M	18 27% JNV	16 28% JMU	9 9% JMU	7 37% JMU	8 14% JMU	2 6% JMU	7 9% JMU	57 40% PAMSUW	69 28% BJLNV	10 32% MU	13 19% V	30 27% MU	25 20% JNV	4 11% JNV	3 4% JNV	8 14% JNV	16 22% JNV
No	764 62% GOQ	1369 64% DH	168 59% AMUW	249 54% BFLNPRTVX	15 52% V	19 63% V	16 42% M	33 49% JNV	34 60% JMU	72 75% JMU	9 47% JMU	38 67% JMU	29 88% ACGIOQS	61 78% BDHP	74 51% PAMSUW	149 61% BJLNV	13 42% MU	44 64% V	61 55% MU	83 67% DH	29 76% CGOQS	55 81% BDHPRT	43 77% ACGOQS	51 71% DH
Not sure	153 12% C	295 14% D	20 7% AMUW	39 8% BFLNPRTVX	7 24% V	6 20% D	13 34% ACIMOSUW	16 24% BDPX	7 12% JMU	15 16% JMU	3 16% JMU	11 19% DX	2 6% JMU	10 13% JMU	13 9% PAMSUW	25 10% BJLNV	8 26% ACMOW	12 17% V	19 17% C	16 13% JNV	5 13% CGOQS	10 15% BDHPRT	5 9% ACGOQS	5 7% DH
Sigma	1239 100%	2155 100%	285 100%	461 100%	29 100%	30 100%	38 100%	67 100%	57 100%	96 100%	19 100%	57 100%	33 100%	78 100%	144 100%	243 100%	31 100%	69 100%	110 100%	124 100%	38 100%	68 100%	56 100%	72 100%

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors?

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4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1700	2708	307	469	46*	41*	55*	90*	105	125	52*	88*	57*	104	162	283	35*	74*	139	163	67*	89*	56*	73*
Yes	402 24% I	616 23% JV	113 37% AGIKMOQSU	177 38% BHLNPRTVX	16 35% IMU	17 41% BJPRTVX	12 22% JV	22 24% JV	16 15% ACES	17 14% DFHLR	9 17% E	23 26% JV	9 16% ACEQS	26 25% JV	43 27% I	66 23% JV	7 20% DF	17 23% CE	34 24% DFH	35 21% DFHLR	10 15% CE	11 12% BDFHLNPR	13 23% CE	16 22% DF
No	1097 65% CE	1780 66% DFH	156 51% AGIKMOQSU	242 52% BHLNPRTVX	19 41% IMU	18 44% BJPRTVX	33 60% JV	48 53% JV	78 74% ACES	92 74% DFHLR	32 62% E	51 58% E	44 77% ACEQS	67 64% DF	104 64% CE	190 67% DFH	20 57% DF	43 58% CE	85 61% DFH	116 71% DFHLR	49 73% CE	71 80% BDFHLNPR	41 73% CE	49 67% DF
Not sure	201 12% W	312 12% DFH	38 12% AGIKMOQSU	50 11% BHLNPRTVX	11 24% ACIMOW	6 15% IMU	10 18% W	20 22% BDNPTV	11 10% ACES	16 13% DFHLR	11 21% AMOW	14 16% T	4 7% ACEQS	11 11% DF	15 9% CE	27 10% DFH	8 23% AMOW	14 19% BDPTV	20 14% TW	12 7% DFHLR	8 12% CE	7 8% BDFHLNPR	2 4% CE	8 11% DF
Sigma	1700 100%	2708 100%	307 100%	469 100%	46 100%	41 100%	55 100%	90 100%	105 100%	125 100%	52 100%	88 100%	57 100%	104 100%	162 100%	283 100%	35 100%	74 100%	139 100%	163 100%	67 100%	89 100%	56 100%	73 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors?

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5. Malware

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1831	2804	348	488	39*	38*	60*	89*	100	115	31*	72*	61*	113	185	289	39*	83*	146	175	69*	90*	59*	72*
Yes	1168 64% BIK	1688 60% JLT	258 74% AIKOS	339 69% BJLPRT	26 67% IK	27 71% JLT	40 67% IK	63 71% BJLPRT	28 28% ACEGMOQSUW	35 30% BDFHPRTVX	7 23% ACEGMOQSUW	17 24% BDFHPRTVX	44 72% IKO	79 70% BJLPRT	106 57% IK	159 55% JL	27 69% IK	48 58% JL	90 62% IK	91 52% JL	45 65% IK	54 60% JL	47 80% AIKOS	49 68% JLPT
No	505 28% CE	886 32% ADHX	61 18% CH	128 26% CH	4 10% FACGIMOQW	9 24% FACGIMOQW	16 27% DN	14 16% DN	64 64% ACEGMOQSUW	72 63% BDFHPRTVX	17 55% ACEGMOQSUW	47 65% BDFHPRTVX	14 23% ACEGMOQSUW	30 27% ACESW	67 36% BDHDX	107 37% BDHDX	10 26% H	27 33% H	34 23% SDHX	66 38% SDHX	16 23% H	26 29% H	10 17% H	14 19% H
Not sure	158 9%	230 8% D	29 8% D	21 4% D	9 23% FACGIMOQW	2 5%	4 7%	12 13% DN	8 8%	8 7% ACGIMOQW	7 23% ACGIMOQW	8 11% DN	3 5%	4 4%	12 6% D	23 8% D	2 5%	8 10% D	22 15% ACMOW	18 10% DN	8 12% DN	10 11% DN	2 3% DN	9 13% DN
Sigma	1831 100%	2804 100%	348 100%	488 100%	39 100%	38 100%	60 100%	89 100%	100 100%	115 100%	31 100%	72 100%	61 100%	113 100%	185 100%	289 100%	39 100%	83 100%	146 100%	175 100%	69 100%	90 100%	59 100%	72 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1125. How scared are you of each of the following?
SUMMARY TABLE OF TOP 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	1341 76%	1943 73%	306 86%	397 82%	22 71%	22 73%	31 69%	69 88%	109 86%	116 86%	46 82%	73 83%	35 64%	73 78%	138 78%	202 72%	34 92%	55 72%	97 72%	109 69%	54 77%	72 81%	35 56%	61 77%
Spamming	1163 60%	1624 56%	267 73%	332 66%	33 72%	21 48%	28 48%	64 71%	100 85%	109 81%	30 77%	51 69%	26 42%	60 50%	120 63%	182 63%	25 66%	51 57%	104 62%	93 50%	47 60%	52 53%	24 41%	40 48%
Cyber squatting	844 68%	1423 66%	188 66%	284 62%	23 79%	22 73%	31 82%	53 79%	46 81%	75 78%	13 68%	45 79%	22 67%	57 73%	108 75%	172 71%	25 81%	54 78%	79 72%	84 68%	25 66%	42 62%	41 73%	51 71%
Stolen credentials	1425 84%	2224 82%	262 85%	385 82%	43 93%	37 90%	49 89%	83 92%	98 93%	108 86%	46 88%	77 88%	47 82%	93 89%	134 83%	219 77%	32 91%	58 78%	118 85%	140 86%	57 85%	78 88%	36 64%	47 64%
Malware	1490 81%	2201 78%	320 92%	417 85%	35 90%	29 76%	45 75%	76 85%	92 92%	93 81%	20 65%	56 78%	47 77%	93 82%	150 81%	215 74%	33 85%	59 71%	120 82%	132 75%	52 75%	75 83%	40 68%	60 83%

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

Q1125. How scored are you of each of the following?
SUMMARY TABLE OF BOTTOM 2 BOX

Base: Familiar With Abusive Internet Behavior (Variable Bases)

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Phishing	411 23% CIQ	701 27% ADHJL	50 14%	86 18%	9 29% CIQ	8 27%	13 29% HCIQ	9 12%	17 13%	19 14%	10 18%	15 17%	20 36% ACIKOQ	20 22%	40 22% CIQ	80 28% DHJL	3 8%	21 26% QDHJ	38 28% CIQ	50 31% DHJLV	16 23%	17 19%	27 44% XACIKOOSU	18 23%
Spamming	763 40% CIK	1302 44% ADHJLP	100 27% I	168 34% CJ	13 28% I	23 52% EDHJL	29 50% HCEIK	26 29%	17 14%	26 19%	9 23%	23 31% ACEIKOOSU	36 58% DHJLP	59 50%	71 37% CI	106 37% J	13 34% I	39 43% HJ	63 38% CI	94 50% SDHJLP	31 40% CI	46 47% DHJL	34 59% ACEIKOOSU	44 52% DHJLP
Cyber squatting	392 32% I	732 34% HJLR	96 34% I	177 38% BHJLPR	6 21%	8 27%	7 18%	14 21%	11 19%	21 22%	6 32%	12 21%	11 33%	21 27%	36 25%	71 29%	6 19%	15 22%	31 28% I	40 32%	13 34% HJLR	26 38%	15 27%	21 29%
Stolen credentials	271 16% EI	484 18% HN	45 15% I	84 18% H	2 4%	4 10%	6 11%	7 8%	7 7%	17 14%	6 12%	11 13%	10 18% EI	11 11%	28 17% EI	64 23% BHJLNTV	3 9%	16 22% HN	21 15% I	23 14%	10 15%	11 12%	20 36% ACEGKMOOSU	26 36% BOFHJNFTV
Malware	338 18% CI	603 22% AD	28 8%	71 15% C	4 10%	9 24%	14 23% CI	13 15%	8 8%	22 19% I	11 35% ACEIOS	16 22%	14 23% CI	20 18%	35 19% CI	74 26% DH	6 15%	24 29% DH	26 18% CI	43 25% D	17 25% CI	15 17%	19 32% XACEIOS	12 17%

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

Q1125_1. How scared are you of each of the following?

1. Phishing

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1756	2644	356	483	31*	30*	45*	78*	127	135	56*	88*	55*	93*	178	282	37*	76*	135	159	70*	89*	62*	79*
TOP 2 BOX (NET)	1341 76% BMW	1943 73%	306 86% AEGMOSW	397 82% BPRT	22 71%	22 73%	31 69%	69 88% GBPRT	109 86% AGMSW	116 86% BPRT	46 82% MW	73 83% BPT	35 64%	73 78%	138 78% MW	202 72% RAEGMOSW	34 92%	55 72%	97 72% W	109 69%	54 77% W	72 81% T	35 56% W	61 77% W
Very scared	598 34% MW	931 35%	128 36% MW	201 42% BFJX	6 19%	6 20%	18 40% MW	43 55% BDFJLNPRTX	35 42% W	42 31%	14 25%	27 31%	10 18%	30 32%	60 34% MW	102 36% W	27 36%	52 39% EMW	57 36%	27 39% MW	36 40% FX	9 15%	20 25%	
Somewhat scared	743 42% BS	1012 38%	178 50% DAGS	196 41%	16 52%	16 53% T	13 29%	26 33% AGOSUW	74 58% BDHPRTV	74 55% AGSU	32 57% BDHPT	46 52%	25 45%	43 46% T	78 44% RAGOSUW	100 35% W	24 65%	28 37%	45 33%	52 33%	27 39%	36 40%	26 42% BHPT	41 52%
BOTTOM 2 BOX (NET)	411 23% CIQ	701 27% ADHJL	50 14%	86 18%	9 29% CIQ	8 27%	13 29% HCIQ	9 12%	17 13%	19 14%	10 18%	15 17%	20 36% ACIKOQ	20 22% CIQ	80 28% DHJL	3 8% QDHJ	21 28% CIQ	38 28% DHJLV	50 31% DHJLV	16 23%	17 19% XACIKOOSU	27 44% DHJLV	18 23%	
Not very scared	281 16% C	521 20% ADHJ	44 12%	73 15%	5 16%	5 17% HCIQ	11 24% HCIQ	8 10%	13 10%	15 11%	7 13%	13 15% CIQ	14 25% CIQ	14 15%	27 15% J	53 19% J	2 5%	15 20% Q	25 19% DHJ	37 23% DHJ	12 17%	15 17%	11 18% XACIKOOSU	10 13%
Not at all scared	130 7% C	180 7% DH	6 2%	13 3%	4 13% CI	3 10% DH	2 4% ACO	1 1%	4 3%	4 3%	3 5%	2 2%	6 11% CI	6 6%	13 7% C	27 10% DHJLV	1 3%	6 8% D	13 10% CI	13 8% DH	4 6% C	2 2% XACIKOOSU	16 26% DHJLV	8 10%
Not Sure	4 0% B	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1756 100%	2644 100%	356 100%	483 100%	31 100%	30 100%	45 100%	78 100%	127 100%	135 100%	56 100%	88 100%	55 100%	93 100%	178 100%	282 100%	37 100%	76 100%	135 100%	159 100%	70 100%	89 100%	62 100%	79 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1125_2. How scared are you of each of the following?

2. Spamming

Base: Familiar With Abusive Internet Behavior

	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1931	2926	367	500	46*	44*	58*	90*	118	135	39*	74*	62*	119	191	288	38*	90*	167	187	78*	98*	58*	84*
TOP 2 BOX (NET)	1163 60% BMW	1624 56% DAGMOSUW	267 73% BFNTVX	332 66% FGMW	33 72% FGMW	21 48% FGMW	28 48% GBFNRTVX	64 71% ACGMOOSUW	100 85% BDNPRTVX	109 81% AGMW	30 77% BFNTVX	51 69% AGMW	26 42% AGMW	60 50% AGMW	120 63% GMW	182 63% BNTX	25 66% MW	51 57% TMW	104 62% TMW	93 50% MW	47 60% MW	52 53% MW	24 41% MW	40 48% MW
Very scared	427 22% W	600 21% NX	83 23% W	109 22% NX	11 24% NX	9 20% NX	10 17% GBDFJNPRX	34 38% MW	33 28% NX	33 24% NX	7 18% NX	18 24% NX	8 13% NX	13 11% AMQW	57 30% BNX	77 27% BNX	5 13% BNX	19 21% N	50 30% AMQW	52 28% BNX	24 31% MQW	24 24% NX	6 10% NX	10 12% NX
Somewhat scared	736 38% B	1024 35% T	184 50% AGMOSUW	223 45% BFHPTV	22 48% FMU	12 27% FMU	18 31% T	30 33% AGMOSUW	67 57% BDNPRTVX	76 56% AGMOSUW	23 59% AGMOSUW	33 45% TV	18 29% TV	47 39% T	63 33% T	105 36% GMOSUW	20 53% T	32 36% T	54 32% T	41 22% T	23 29% T	28 29% T	18 31% T	30 36% T
BOTTOM 2 BOX (NET)	763 40% CIK	1302 44% ADHJLP	100 27% I	168 34% CJ	13 28% I	23 52% EDHJL	29 50% HCEIK	26 29% I	17 14% I	26 19% I	9 23% I	23 31% ACEIKQSU	36 58% DHJLP	59 50% DHJLP	71 37% CI	106 37% J	13 34% I	39 43% HJ	63 38% CI	94 50% SDHJLP	31 40% CI	46 47% DHJL	34 59% ACEIKQSU	44 52% DHJLP
Not very scared	532 28% EI	878 30% JP	90 25% I	140 28% J	6 13% EDHJLP	19 43% HACEIKQS	24 41% HACEIKQS	23 26% I	15 13% I	22 16% I	8 21% I	18 24% ACEIKS	25 40% J	33 28% EI	55 29% EI	67 23% EI	8 21% J	28 31% J	42 25% I	56 30% J	21 27% I	31 32% J	21 36% EI	29 35% JP
Not at all scared	231 12% CI	424 14% ADHJ	10 3% I	28 6% J	7 15% CI	4 9% CI	5 9% CI	3 3% I	2 2% I	4 3% I	1 3% I	5 7% CIKO	11 18% BDHJLP	26 22% DHJLP	16 8% CI	39 14% DHJ	5 13% CI	11 12% DHJ	21 13% CI	38 20% BDHJL	10 13% CI	15 15% DHJ	13 22% ACGIKO	15 18% DHJL
Not Sure	5 - B	-	-	-	-	-	1 2% AC	-	1 1% I	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1931 100%	2926 100%	367 100%	500 100%	46 100%	44 100%	58 100%	90 100%	118 100%	135 100%	39 100%	74 100%	62 100%	119 100%	191 100%	288 100%	38 100%	90 100%	167 100%	187 100%	78 100%	98 100%	58 100%	84 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1125_3. How scared are you of each of the following?

3. Cyber squatting

Base: Familiar With Abusive Internet Behavior

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1239	2155	285	461	29**	30*	38*	67*	57*	96*	19**	57*	33*	78*	144	243	31*	69*	110	124	38*	68*	56*	72*
TOP 2 BOX (NET)	844 68%	1423 66% D	188 66%	284 62%	23 79%	22 73%	31 82%	53 79% BDV	46 81% AC	75 78% BDV	13 68%	45 79% BDV	22 67%	57 73%	108 75%	172 71% D	25 81% BDV	54 78% BDV	79 72%	84 68%	25 66%	42 62%	41 73%	51 71%
Very scared	364 29% C	576 27% D	52 18%	89 19%	12 41%	8 27%	15 39% C	23 34% D	18 32% C	28 29% D	3 16%	15 26%	8 24%	23 29% D	56 39% AC	76 31% D	11 35% C	23 33% D	43 39% AC	43 35% BDV	15 39% VC	14 21%	15 27%	21 29%
Somewhat scared	480 39%	847 39%	136 48% AOSU	195 42%	11 38%	14 47%	16 42%	30 45%	28 49% SU	47 49% BT	10 53% BT	30 53% BT	14 42%	34 44%	52 36% D	96 40%	14 45%	31 45%	36 33%	41 33%	10 26%	28 41%	26 46%	30 42%
BOTTOM 2 BOX (NET)	392 32% I	732 34% HJLR	96 34% I	177 38% BHJLPR	6 21%	8 27%	7 18%	14 21%	11 19%	21 22%	6 32%	12 21%	11 33%	21 27%	36 25%	71 29%	6 19%	15 22%	31 28%	40 32%	13 34% HJLR	26 38% HJLR	15 27%	21 29%
Not very scared	266 21% W	517 24% JP	82 29% AIOQSW	150 33% BHJLNPKX	5 17%	7 23%	7 18%	12 18%	9 16%	14 15%	4 21%	10 18%	6 18%	16 21%	23 16% D	42 17%	3 10%	10 14%	20 18%	30 24%	8 21%	19 28% J	5 9%	11 15%
Not at all scared	126 10% CG	215 10% D	14 5%	27 6%	1 3%	1 3%	-	3%	2 4%	7 7%	2 11%	2 4%	5 15% CG	5 6%	13 9% DH	29 12% DH	3 10%	5 7%	11 10% G	10 8%	5 13% CG	7 10% CGI	10 18% CGI	10 14% DHL
Not Sure	3 0% B	-	1 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1239 100%	2155 100%	285 100%	461 100%	29 100%	30 100%	38 100%	67 100%	57 100%	96 100%	19 100%	57 100%	33 100%	78 100%	144 100%	243 100%	31 100%	69 100%	110 100%	124 100%	38 100%	68 100%	56 100%	72 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1125_4. How scared are you of each of the following?

4. Stolen credentials

Base: Familiar With Abusive Internet Behavior

	Country																								
	2015 Total Registrants	Asia										Africa													
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	1700	2708	307	469	46*	41*	55*	90*	105	125	52*	88*	57*	104	162	283	35*	74*	139	163	67*	89*	56*	73*	
TOP 2 BOX (NET)	1425 84% W	2224 82% PX	262 85% W	385 82% X	43 93% W	37 90% X	49 89% W	83 92% BDPRX	98 93% ACMOSW	108 86% PX	46 88% W	77 88% PX	47 82% W	93 89% BPRX	134 83% W	219 77% X	32 91% W	58 78% W	118 85% W	140 86% PX	57 85% W	78 88% PX	36 64% PX	47 64% PX	
Very scared	867 51% BCIW	1282 47% DX	138 45% W	199 42% X	26 57% IW	25 61% DJLRX	42 76% ACEIKMOQW	67 74% BDJLNPRTVX	39 37% X	53 42% X	24 46% W	37 42% X	28 49% W	61 59% BDJLPRX	89 55% CIW	129 46% X	16 46% W	29 39% ACIKMQW	90 65% BDJLPRX	101 62% W	41 61% CIW	51 57% DJLRX	16 29% W	19 26% W	
Somewhat scared	558 33% GS	942 35% HT	124 40% AGOSU	186 40% BHPT	17 37% GS	12 29% W	7 13% ACEGMSUW	16 18% BHNPTV	59 56% W	55 44% GSU	22 42% W	40 45% BHNPTV	19 33% G	32 31% H	45 28% G	90 32% H	16 46% GOSU	29 39% HT	28 20% W	39 24% W	16 24% W	27 30% W	20 36% GS	28 38% HT	
BOTTOM 2 BOX (NET)	271 16% EI	484 18% HN	45 15% I	84 18% H	2 4% W	4 10% W	6 11% W	7 8% W	17 7% W	17 14% W	6 12% W	11 13% W	10 18% EI	11 11% W	28 17% EI	64 23% BHLNTV	3 9% W	16 22% HN	21 15% I	23 14% W	10 15% W	11 12% W	20 36% ACEGMSUW	26 36% BDFHJLNPTV	
Not very scared	188 11% Q	367 14% AH	37 12% Q	70 15% H	2 4% W	4 10% W	5 9% W	5 6% W	6 6% W	14 11% W	5 10% W	10 11% W	4 7% W	9 9% W	17 10% Q	43 15% H	- - Q	9 12% Q	13 9% W	16 10% W	8 12% Q	11 12% W	12 21% AEIMOGS	19 26% BDFHJLNPTV	
Not at all scared	83 5% CI	117 4% V	8 3% W	14 3% W	- - AC	- - W	2 2% W	2 2% W	1 1% W	3 2% W	2 2% W	1 1% W	1 11% NACEI	6 2% W	11 7% CI	21 7% BDJLNV	3 9% EI	7 9% BDFHJLNPTV	8 6% W	7 4% V	2 3% W	- - ACEGIKU	8 14% BDFHJLNPTV	7 10% W	
Not Sure	4 - B	- - AC	- - W	- - W	1 2% AC	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W	- - W
Sigma	1700 100%	2708 100%	307 100%	469 100%	46 100%	41 100%	55 100%	90 100%	105 100%	125 100%	52 100%	88 100%	57 100%	104 100%	162 100%	283 100%	35 100%	74 100%	139 100%	163 100%	67 100%	89 100%	56 100%	73 100%	

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q1125_5. How scared are you of each of the following?

5. Malware

Base: Familiar With Abusive Internet Behavior

2015 Total Registrants	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1831	2804	348	488	39*	38*	60*	89*	100	115	31*	72*	61*	113	185	289	39*	83*	146	175	69*	90*	59*	72*
TOP 2 BOX (NET)	1490 81% BKW	2201 78%	320 92% DAGKMOSUW	417 85% BPRT	35 90% KW	29 76%	45 75%	76 85% PR	92 92% JAGKMOSUW	93 81%	20 65%	56 78%	47 77%	93 82%	150 81% KW	215 74%	33 85%	59 71%	120 82% KW	132 75%	52 75%	75 83%	40 68% W	60 83% W
Very scared	741 40% BIK	1044 37%	163 47% AIKW	217 44% BX	26 67% ACGKMOQUW	18 47%	23 38% K	37 42% PR	30 30%	41 36%	5 16%	24 33%	27 44% K	58 51% BJLPRX	75 41% K	110 38%	12 31%	29 35% AIKW	73 50% KQW	78 45% BX	28 41% K	36 40%	19 32% W	22 31% W
Somewhat scared	749 41% ES	1157 41% NT	157 45% ES	200 41% T	9 23% T	11 29%	22 37%	39 44% T	62 62% JACEGMSUW	52 45% NT	15 48% E	32 44% T	20 33%	35 31%	75 41% E	105 36% EMS	21 54%	30 36%	47 32%	54 31%	24 35% T	39 43% T	21 36% BFPNPT	38 53% BFPNPT
BOTTOM 2 BOX (NET)	338 18% CI	603 22% AD	28 8% C	71 15% C	4 10% C	9 24%	14 23% CI	13 15% T	8 8% I	22 19% ACEIOS	11 35% OS	16 22%	14 23% CI	20 18%	35 19% CI	74 26% DH	6 15%	24 29% DH	26 18% CI	43 25% D	17 25% CI	15 17% XACEIOS	19 32% CI	12 17% CI
Not very scared	235 13% CI	452 16% AD	26 7% C	57 12% C	3 8% C	7 18%	11 18% CI	12 13% I	5 5% ACEIMOQS	19 17% I	10 32% MOQS	13 18%	8 13%	16 14%	19 10% C	45 16% BDHLNV	4 10% C	18 22% DH	17 12% D	33 19% D	12 17% CI	12 13% CI	11 19% CI	9 13% CI
Not at all scared	103 6% C	151 5% D	2 1% C	14 3% C	3 3% C	2 5% C	3 5% C	1 1% AC	3 3% C	3 3% C	1 3% C	3 4% C	6 10% C	4 4% C	16 9% C	29 10% BDHLNV	2 5% C	6 7% DH	9 6% C	10 6% C	5 7% C	3 3% C	8 14% ACI	3 4% C
Not Sure	3 1% B	-	-	-	-	-	1 2% AC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	1831 100%	2804 100%	348 100%	488 100%	39 100%	38 100%	60 100%	89 100%	100 100%	115 100%	31 100%	72 100%	61 100%	113 100%	185 100%	289 100%	39 100%	83 100%	146 100%	175 100%	69 100%	90 100%	59 100%	72 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

SUMMARY TABLE OF PURCHASED

Base: All Qualified Respondents

	2015 Total Registrants	Country																						
		Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
Malware	1687 69% BIK	2229 67% JL	363 73% IK	398 72% BJLP	40 77% IK	35 67% JL	52 72% IK	69 68% JL	92 58% JL	85 48% JL	35 51% JL	50 50% JL	57 80% AIK	105 82% BDHJLPRVX	197 71% IK	217 66% JL	35 74% IK	68 68% JL	132 71% IK	161 81% SBDPHJLPRVX	60 74% IK	68 67% JL	53 66% JL	65 65% JL
Stolen credentials	1417 58% BSW	1828 55% HJX	333 67% AGISW	377 68% BHLJLPRVX	35 67% GWS	41 79% BHLJLPRVX	34 47% BHLJLPRVX	43 43% BHLJLPRVX	85 54% BHLJLPRVX	81 46% BHLJLPRVX	39 57% BHLJLPRVX	46 46% AGIKSUW	53 75% BHLJLPRVX	86 67% BHLJLPRVX	172 62% GWS	196 59% HJLVX	27 57% X	56 56% X	91 49% X	110 55% HX	48 59% HX	47 47% HX	36 45% HX	41 41% HX
Phishing	1393 57% BW	1771 53% HX	330 66% AEGISW	376 68% BHLJLPRVX	27 52% GWS	25 48% BHLJLPRVX	36 50% BHLJLPRVX	41 41% BHLJLPRVX	89 56% W	88 50% W	39 57% W	47 47% W	52 73% NAEGIKOSW	75 59% HX	165 60% SW	187 57% HX	28 60% HX	55 55% HX	94 50% HX	106 53% HX	49 60% W	51 50% W	35 44% W	38 38% W
Spamming	1362 56% BW	1637 49% HX	281 56% DW	276 50% HX	31 60% W	23 44% W	36 50% W	39 39% W	89 56% W	83 47% W	37 54% W	44 44% ACGSW	49 69% BDHJLPRVX	77 60% ASW	172 62% BDFJLRTVX	204 62% W	30 64% W	47 47% W	95 51% W	105 53% HX	52 64% VSW	49 49% W	34 43% W	39 39% W
Cyber squatting	1228 50% B	1487 44% H	265 53% H	263 48% H	25 48% H	29 56% H	40 56% H	32 32% H	83 53% H	76 43% H	34 49% H	45 45% ACEKSW	47 66% BHJV	71 55% ACEIKSW	173 63% BDHJLV	185 56% BDHJLV	29 62% SW	56 56% BHJV	85 45% H	98 49% H	47 58% V	42 42% W	34 43% W	46 46% H

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

1. Phishing

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
PURCHASED (NET)	1393 57% BW	1771 53% HX	330 66% AEGISW	376 68% BFHJLNPTVX	27 52% F	25 48% F	36 50% F	41 41% F	89 56% OSW	88 50% FX	39 57% F	47 47% F	52 73% NAEGIKOSW	75 59% HX	165 60% SW	187 57% HX	28 60% HX	55 55% HX	94 50% HX	106 53% HX	49 60% W	51 50% W	35 44% W	38 38% W
Purchased antivirus software for my computer	1132 46% BOSW	1408 42% FHX	251 50% OSW	304 55% BFHJLNPTVX	21 40% F	11 21% F	32 44% F	32 32% F	82 52% OSW	75 43% FX	31 45% F	35 35% F	46 65% ACEGKOSW	67 52% BFHJLNPTVX	109 39% F	128 39% F	21 45% F	36 36% F	72 39% F	84 42% FX	45 56% OSW	46 46% FHX	24 30% F	29 29% F
Purchased an identity protection plan	423 17% I	556 17% JN	117 23% AIMU	121 22% BFHJLNPTVX	16 31% AIMSU	19 37% BDJLNPTVX	13 18% I	13 13% I	12 8% I	18 10% I	13 19% I	17 17% N	7 10% I	9 7% AIMSU	72 26% BDJLNPTVX	93 28% AGIKMSUW	17 36% BFHJLNPTVX	30 30% I	33 18% N	31 16% N	8 10% I	12 12% I	13 16% I	12 12% I
Changed my Internet habits	786 32% BIM	903 27% JN	146 29% IM	162 29% JN	19 37% IM	14 27% JN	24 33% IM	33 33% JN	30 19% JN	23 13% IM	23 33% JN	23 23% JN	12 17% JN	16 13% IM	85 31% IM	93 28% JN	18 38% IM	41 41% BDJLNPTVX	84 45% TACIMO	61 31% JN	31 38% IM	33 33% JN	34 43% ACIM	31 31% JN
Stopped making purchases online	307 13% BIMSU	357 11% JT	109 22% DAIKMOSU	87 16% BJNRTV	16 31% AIKMSU	14 27% BDJLNPTVX	12 17% IMSU	16 16% JTV	8 5% J	9 5% J	6 9% J	12 12% J	2 3% J	11 9% IMSU	41 15% BJTV	51 15% IMU	8 17% IMU	8 8% IMU	15 8% IMU	12 6% IMU	4 5% IMU	6 6% AIKMSU	18 23% BDJLNPTVX	24 24% BDJLNPTVX
Other	144 6% J	192 6% J	22 4% CU	24 4% CU	6 12% CU	2 4% CU	4 6% CU	8 8% J	7 4% J	4 2% J	5 7% J	7 7% J	3 4% J	7 5% J	18 7% J	19 6% J	3 6% J	6 6% J	10 5% J	12 6% J	2 2% J	7 7% J	8 10% C	5 5% C
None	325 13% CO	643 19% ADPR	31 6% CO	42 8% CO	5 10% CO	6 12% CO	13 18% COQ	25 25% DPRX	41 26% ACEMOOSUW	65 37% BDJLNPTVX	12 17% COQ	30 30% BDFPRTVX	8 11% DPR	28 22% DPR	20 7% DPR	35 11% DPR	2 4% DPR	11 11% DPR	21 11% C	39 20% SDP	11 14% C	18 18% D	7 9% D	12 12% D
Not Sure	4 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3121 128%	4059 121%	676 135%	740 134%	83 160%	66 127%	98 136%	127 126%	180 114%	194 110%	90 130%	124 123%	78 110%	138 108%	345 125%	419 127%	69 147%	132 132%	235 126%	239 120%	101 125%	122 121%	104 130%	113 113%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

2. Spamming

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
PURCHASED (NET)	1362 56% BW	1637 49% HX	281 56% DW	276 50% HX	31 60%	23 44%	36 50%	39 39%	89 56% W	83 47%	37 54%	44 44%	49 69% ACGSW	77 60% BDHJLRX	172 62% ASW	204 62% BDHJLRX	30 64% W	47 47%	95 51% HX	105 53% VSW	52 64%	49 49%	34 43%	39 39%
Purchased antivirus software for my computer	1137 47% BW	1333 40% F	216 43% W	208 38% FW	27 52% FW	13 25%	31 43%	33 33% JACKOSW	87 55% F	73 41%	27 39%	32 32%	45 63% ACGKOSW	71 55% BDHJLRX	118 43% W	140 42% F	23 49% W	37 37%	78 42% W	83 42% F	49 60% VACGKOSW	40 40%	23 29%	32 32%
Purchased an identity protection plan	368 15% I	472 14% JN	95 19% AIU	102 19% BHJNX	12 23% IMU	15 29% BHJNTVX	12 17% I	10 10%	6 4%	13 7%	14 20% JN	16 16%	7 10%	7 5%	20 25% ACIMSUW	88 27% BDHJLRX	18 38% RACGKMSUW	21 21% BHJNX	31 17% I	33 17% JN	7 9%	14 14% N	11 14% I	10 10%
Changed my Internet habits	765 31% BIM	928 28% JNP	142 28% IM	157 28% JNP	20 38% IKM	17 33% JN	27 38% IKM	41 41% BDJLNPV	31 20%	23 13%	15 22% IU	22 22%	11 15%	22 17%	78 28% IM	74 22% J	16 34% IM	48 48% BDJLNPV	87 47% TACIKMO	60 30% JN	31 38% IKM	27 27% J	31 39% IKM	34 34% JNP
Stopped making purchases online	264 11% M	318 9% JT	91 18% AIKMSU	89 16% BJNTV	9 17% IKMU	11 21% BJNTV	11 15% IKMU	12 12% J	11 7%	6 3%	3 4%	10 10% J	2 3%	10 8% AIKMSU	48 15% BJTV	7 15% M	12 12% JT	18 10% M	11 6% JT	4 5% M	5 5% M	9 11% M	12 12% JT	
Other	196 8% N	263 8% N	40 8% N	45 8% N	4 8%	2 4%	9 13% U	9 9%	10 6%	8 5%	7 10% U	3 3%	6 8%	4 3% U	16 6% U	21 6% U	3 6% U	9 9% U	12 6% U	17 9% U	3 4% U	10 10% LN	11 14% XOU	5 5% U
None	326 13% OS	658 20% ADPR	55 11% O	82 15% O	6 12%	6 12%	9 13%	18 18% R	36 23% ACMOQSW	62 35% BDHJLRX	18 26% ACGMOQSW	34 34% BDHJLRX	8 11%	24 19% PR	18 7% U	36 11% U	3 6% U	8 8% U	16 9% SPR	37 19% O	11 14% O	20 20% PR	9 11% U	17 17% U
Not Sure	4 B	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3060 125%	3972 119%	641 128%	683 124%	78 150%	64 123%	99 138%	123 122%	181 115%	185 105%	84 122%	117 116%	79 111%	138 108%	350 127%	407 123%	70 149%	135 135%	242 129%	241 121%	105 130%	116 115%	94 118%	110 110%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
PURCHASED (NET)	1228 50% B	1487 44% H	265 53% C	263 48% H	25 48% E	29 56% F	40 56% G	32 32% H	83 53% I	76 43% J	34 49% K	45 45% L	47 66% M	71 55% N	173 63% O	185 56% P	29 62% Q	56 56% R	85 45% S	98 49% T	47 58% U	42 42% V	34 43% W	46 46% X
Purchased antivirus software for my computer	975 40% B	1128 34% D	182 36% C	164 30% D	21 40% E	19 37% F	35 49% G	29 29% H	76 48% I	67 38% J	25 36% K	28 28% L	41 58% M	59 46% N	118 43% O	127 38% P	22 47% Q	37 37% R	63 34% S	69 35% T	40 49% U	36 36% V	26 33% W	38 38% X
Purchased an identity protection plan	401 16% I	543 16% HJ	113 23% AIW	132 24% BHJNVX	13 25% I	18 35% BHJNVX	12 17% I	9 9% I	12 8% J	14 8% J	14 20% I	21 21% HJ	9 13% I	15 12% I	76 28% AIMUW	91 28% BHJNVX	16 34% AGIMSUV	32 32% BHJNVX	37 20% I	39 20% HJ	11 14% I	11 11% I	10 13% I	12 12% I
Changed my Internet habits	628 26% BIM	723 22% JN	128 26% IM	142 26% BJN	15 29% M	9 17% M	18 25% M	36 36% BDFJLNPV	28 18% J	14 8% J	14 20% I	18 18% J	8 11% I	17 13% I	64 23% M	74 22% JN	17 36% IM	33 33% BFJLNPV	62 33% ACIKMO	52 26% JN	21 26% M	20 20% J	31 39% ACIKMO	28 28% JN
Stopped making purchases online	274 11% I	329 10% JN	74 15% AIU	74 13% BJNTV	10 19% IU	11 21% BJNRTV	9 13% I	13 13% JN	7 4% J	8 5% J	5 7% J	13 13% JN	6 8% I	5 4% I	49 18% AIKU	55 17% BJNRTV	8 17% IU	7 7% I	23 12% I	15 8% I	4 5% I	6 6% I	23 29% ACGKMOSU	20 20% BJNRTV
Other	139 6% B	165 5% J	36 7% U	37 7% BJ	4 8% I	2 4% F	4 6% J	7 7% J	6 4% I	3 2% J	4 6% I	3 3% I	4 3% I	5 4% I	15 5% I	23 7% J	3 6% I	5 5% I	10 5% I	10 5% I	1 1% I	3 3% I	7 9% XU	2 2% I
None	558 23% COQW	1038 31% ADPRX	86 17% OQW	132 24% CFX	9 17% Q	10 19% Q	15 21% OQW	32 32% PRX	50 32% ACEMOQSW	81 46% DFPRTX	23 33% ACMOQSW	37 37% DFPRTX	11 15% MPRX	36 28% I	30 11% I	50 15% I	2 4% I	16 16% Q	38 20% OQW	51 26% PX	21 26% OQW	38 38% DFPRTX	6 8% I	14 14% I
Not Sure	9 B	-	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1 1%	-	-	-
Sigma	2984 122%	3926 117%	621 124%	681 124%	72 138%	69 133%	93 129%	126 125%	179 113%	187 106%	85 123%	120 119%	78 110%	137 107%	353 128%	420 127%	68 145%	130 130%	233 125%	236 118%	99 122%	114 113%	103 129%	114 114%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

Base: All Qualified Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
PURCHASED (NET)	1417 58%	1828 55%	333 67%	377 68%	35 67%	41 79%	34 47%	43 43%	85 54%	81 46%	39 57%	46 46%	53 75%	86 67%	172 62%	196 59%	27 57%	56 56%	91 49%	110 55%	48 59%	47 47%	36 45%	41 41%
Purchased antivirus software for my computer	1135 46%	1377 41%	257 51%	289 52%	26 50%	29 56%	28 39%	29 29%	81 51%	73 41%	30 43%	32 32%	46 65%	73 57%	113 41%	131 40%	21 45%	32 32%	61 33%	66 33%	42 52%	41 41%	27 34%	28 28%
Purchased an identity protection plan	473 19%	676 20%	125 25%	143 26%	19 37%	22 42%	16 22%	22 22%	8 5%	14 8%	15 22%	18 18%	10 14%	18 14%	77 28%	97 29%	18 38%	37 37%	47 25%	56 28%	11 14%	11 11%	10 13%	16 16%
Changed my Internet habits	747 31%	873 26%	133 27%	147 27%	18 35%	9 17%	23 32%	35 35%	30 19%	14 8%	26 38%	25 25%	7 10%	22 17%	71 26%	77 23%	22 47%	39 39%	77 41%	63 32%	34 42%	29 29%	27 34%	29 29%
Stopped making purchases online	342 14%	401 12%	112 22%	92 17%	11 21%	11 21%	12 17%	18 18%	10 6%	8 5%	5 7%	14 14%	4 6%	11 9%	51 18%	60 18%	7 15%	16 16%	25 13%	18 9%	8 10%	10 10%	18 23%	21 21%
Other	141 6%	172 5%	26 5%	25 5%	3 6%	2 4%	3 4%	8 8%	8 5%	10 6%	7 10%	7 7%	4 6%	5 4%	19 7%	20 6%	3 6%	4 4%	8 4%	9 5%	2 2%	6 6%	8 10%	3 3%
None	334 14%	623 19%	37 7%	46 8%	5 10%	2 4%	15 21%	22 22%	40 25%	71 40%	11 16%	28 28%	8 11%	17 13%	23 8%	35 11%	2 4%	8 8%	23 12%	32 16%	11 14%	22 22%	11 14%	15 15%
Not Sure	5 B	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3177 130%	4122 123%	692 138%	742 135%	82 158%	75 144%	97 135%	134 133%	177 112%	190 108%	94 136%	124 123%	79 111%	146 114%	354 128%	420 127%	73 155%	136 136%	241 129%	244 122%	108 133%	119 118%	101 126%	112 112%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?
5. Malware

Base: All Qualified Respondents

	Country																							
	Asia										Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2444	3349	500	551	52*	52*	72*	101	158	176	69*	101	71*	128	276	330	47*	100	187	200	81*	101	80*	100
PURCHASED (NET)	1687 69% BIK	2229 67% JL	363 73% IK	398 72% BJLP	40 77% IK	35 67% JL	52 72% IK	69 68% JL	92 58% JL	85 48% JL	35 51% JL	50 50% JL	57 80% AIK	105 82% BDFJLPRVX	197 71% IK	217 66% JL	35 74% IK	68 68% JL	132 71% IK	161 81% SDFJLPRVX	60 74% IK	68 67% JL	53 66% JL	65 65% JL
Purchased antivirus software for my computer	1465 60% KO	1931 58% JL	284 57% K	323 59% JL	38 73% CIKO	29 56% JL	49 68% IKO	65 64% JLP	85 54% J	74 42% JL	28 41% JL	43 43% JL	54 76% ACIKOW	97 76% BDFJLPRVX	143 52% JL	174 53% J	28 60% K	54 54% K	124 66% CIKO	144 72% BDFJLPRX	57 70% CIKO	63 62% JL	47 59% K	52 52% JL
Purchased an identity protection plan	400 16% I	508 15% JN	128 26% AGIKMSUW	120 22% BHJNV	13 25% IMUW	13 25% BHJNV	10 14% JL	11 11% JL	12 8% JL	16 9% JL	10 14% JL	15 15% JL	7 10% JL	10 8% AGIKMSUW	20 25% BHJNV	80 24% AGIKMSUW	17 36% BHJNV	25 25% I	28 15% JN	32 16% JN	9 11% JL	10 10% JL	7 9% JL	16 16% JL
Changed my Internet habits	671 27% BIM	752 22% JN	136 27% IM	130 24% JN	15 29% JN	15 29% JN	20 28% I	26 26% JN	26 16% JL	22 13% JL	15 22% JL	20 20% N	11 15% JL	12 9% JL	73 26% I	69 21% JN	13 28% JL	31 31% BJNP	59 32% TIM	44 22% JN	23 28% I	22 22% JN	25 31% IM	26 26% JN
Stopped making purchases online	265 11% JT	314 9% AGIMSU	95 19% AGIMSU	93 17% BHJNTV	9 17% MU	10 19% BHJNTV	5 7% JL	8 8% T	14 9% JL	7 4% JL	7 10% JL	10 10% JT	4 6% AMSU	8 6% BHJNTV	41 15% AMSU	56 17% BHJNTV	6 13% JL	10 10% JT	16 9% T	5 3% JL	4 5% JL	6 6% JL	8 10% JNTV	15 15% JNTV
Other	119 5% J	166 5% J	22 4% J	30 5% J	4 8% FI	-	4 6% J	7 7% J	3 2% JL	3 2% JL	4 6% JL	6 6% JL	3 4% JL	3 2% JL	15 5% JL	13 4% JL	3 6% JL	6 6% JL	6 3% JL	9 5% JL	1 1% JL	3 3% JL	5 6% JL	2 2% JL
None	230 9% CO	434 13% ADPRTX	28 6% JL	36 7% JL	4 8% JL	3 6% JL	5 7% JL	13 13% DT	40 25% ACEGMOGSUW	69 39% SDFHPRVX	19 28% ACEGMOGSUW	31 31% SDFHPRVX	4 6% JL	12 9% JL	12 4% JL	24 7% JL	2 4% JL	5 5% JL	14 7% CO	12 6% CO	10 12% CO	11 11% JL	6 8% JL	5 5% JL
Not Sure	4 B	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	3154 129%	4105 123%	694 139%	732 133%	83 160%	70 135%	93 129%	130 129%	180 114%	191 109%	83 120%	125 124%	83 117%	142 111%	354 128%	416 126%	69 147%	131 131%	247 132%	246 123%	104 128%	115 114%	98 123%	116 116%

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

Base: All Qualified Respondents

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?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Consumer protection agency	-	1145 34% ALN	-	171 31% CLN	-	22 42% ELN	-	45 45% GBDLN	-	58 33% ILN	-	21 21% K	-	27 21% M	-	138 42% OBDLN	-	44 44% QBDLN	-	69 35% SLN	-	34 34% ULN	-	37 37% WLN
Contact the website owner/operator	1568 61% BISU	985 29% DAIMSU	383 70% B	192 35% B	33 63% FI	22 42% BN	55 72% HAISU	40 40% BN	79 45% BN	66 38% BN	49 71% LISU	35 35% BN	42 58% N	33 26% N	236 79% PACEIMSUW	104 32% BNPTX	36 73% RISU	45 45% BNPTX	93 49% T	57 29% V	41 50% V	33 33% V	48 60% XI	30 30% XI
Local police	-	951 28% AHJNTV	-	198 36% CBFJNPRVX	-	10 19% EN	-	19 19% GN	-	37 21% IN	-	30 30% KNTV	-	8 6% M	-	141 43% OBDLN	-	23 23% QN	-	32 16% SN	-	17 17% UN	-	32 32% WJHJNTV
NATIONAL LAW ENFORCEMENT/FBI (NET)	-	822 25% AJX	-	185 34% CBULNPRVX	-	18 35% EJVX	-	29 29% GJX	-	23 13% I	-	23 23% KJ	-	27 21% M	-	86 26% OJX	-	22 22% Q	-	61 31% SBJVB	-	20 20% U	-	16 16% W
National law enforcement	-	769 23% AJ	-	185 34% CBULNPRVX	-	18 35% EBJVB	-	29 29% GJX	-	23 13% I	-	23 23% KJ	-	27 21% M	-	86 26% OJX	-	22 22% Q	-	61 31% SBJVB	-	20 20% U	-	16 16% W
FBI	-	53 2% ADP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NATIONAL INTELLIGENCE AGENCY/CIA (NET)	-	545 16% AJN	-	86 16% CJN	-	6 12% E	-	40 40% GBDFJNPRVX	-	12 7% I	-	27 27% KBDFJNPRVX	-	7 5% M	-	85 26% OBDLN	-	15 15% QJN	-	64 32% SBDFJNPRVX	-	14 14% UN	-	17 17% WJN
A national intelligence agency	-	529 16% AJN	-	86 16% CJN	-	6 12% E	-	40 40% GBDFJNPRVX	-	12 7% I	-	27 27% KBDFJNPRVX	-	7 5% M	-	85 26% OBDLN	-	15 15% QJN	-	64 32% SBDFJNPRVX	-	14 14% UN	-	17 17% WJN
Intelligence agency like the CIA or NSA	-	16 A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ICANN	-	532 16% AJRT	-	185 34% CBFJNPRVX	-	5 10% E	-	12 12% GR	-	11 6% I	-	16 16% KJR	-	31 24% MBFHJRTV	-	58 18% OJRT	-	4 4% S	-	19 10% S	-	10 10% U	-	31 31% WBFJHJRTV
Federal police	-	511 15% ADJLNV	-	58 11% C	-	3 6% I	-	15 15% GJV	-	10 6% I	-	8 8% K	-	9 7% M	-	61 18% OBDLN	-	10 10% Q	-	39 20% SDFJLNRVX	-	5 5% U	-	14 14% WJN
Private security companies	-	408 12% ADJN	-	51 9% CJN	-	27 52% EBDULNPRVX	-	28 28% GBDULNPRVX	-	5 3% I	-	8 8% K	-	4 3% M	-	79 24% OBDLN	-	17 17% QDUN	-	28 14% SUN	-	8 8% U	-	18 18% WJLNV
Interpol	-	360 11% AN	-	69 13% CN	-	6 12% EN	-	13 13% GN	-	17 10% IN	-	7 7% K	-	4 3% M	-	62 19% OBDLN	-	12 12% QN	-	26 13% SN	-	6 6% U	-	11 11% WN
Other	370 14% BCIO	-	34 6% D	-	9 17% FCI	-	15 20% HCIMO	-	7 4% J	-	7 10% L	-	6 8% N	-	30 10% PCI	-	10 20% RCIO	-	42 22% TACIKMO	-	19 23% VACIKMO	-	14 18% XCI	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
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Base: All Qualified Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
No one	266 10%	-	54 10%	-	7 13%	-	3 4%	-	65 37%	-	4 6%	-	14 19%	-	15 5%	-	9 18%	-	9 5%	-	5 6%	-	9 11%	-
Not sure	469 18%	-	75 14%	-	7 13%	-	8 11%	-	25 14%	-	11 16%	-	11 15%	-	28 9%	-	-	-	65 34%	-	22 27%	-	12 15%	-
Decline to Answer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	744 22%	-	81 15%	-	5 10%	-	18 18%	-	47 27%	-	19 19%	-	49 38%	-	38 12%	-	19 19%	-	51 26%	-	39 39%	-	23 23%
Sigma	2675 103%	7003 209%	546 100%	1276 232%	56 108%	124 238%	81 107%	259 256%	176 100%	286 163%	71 103%	194 192%	73 100%	199 155%	309 104%	852 258%	55 112%	211 211%	209 110%	446 223%	87 106%	186 184%	83 104%	229 229%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

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

Base: Registered For Business

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Yes	-	712 42% DN	-	88 34%	-	10 42%	-	42 76%	-	24 32%	-	12 33%	-	9 21%	-	114 65%	-	26 43% N	-	70 51% BDJN	-	29 40% N	-	27 60% BDJLNV
No	-	975 58% HPTX	-	172 66% BHPTX	-	14 58%	-	13 24%	-	51 68% HPTX	-	24 67% HPX	-	33 79% BHPRTVX	-	62 35%	-	35 57% HP	-	68 49% HP	-	44 60% HPX	-	18 40%
Sigma	-	1687 100%	-	260 100%	-	24 100%	-	55 100%	-	75 100%	-	36 100%	-	42 100%	-	176 100%	-	61 100%	-	138 100%	-	73 100%	-	45 100%

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

Base: Registered For Business

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Manufacturing	-	203 12% TV	-	88 34%	-	2 8%	-	3 5%	-	16 21%	-	2 6%	-	3 7%	-	25 14% TV	-	7 11%	-	6 4%	-	3 4%	-	2 4%
Education	-	100 6% D	-	6 2%	-	2 8%	-	3 5%	-	2 3%	-	4 11% D	-	1 2%	-	18 10% BDJ	-	4 7%	-	8 6%	-	7 10% D	-	7 16% BDJNT
Computer programming, consultancy and related activities	-	98 6%	-	17 7%	-	-	-	2 4%	-	3 4%	-	4 11% N	-	-	-	25 14% BDHJN	-	3 5%	-	11 8%	-	6 8%	-	2 4%
Retail trade, except of motor vehicles and motorcycles	-	90 5% D	-	2 1%	-	-	-	1 2%	-	4 5% D	-	2 6% D	-	7 17% BDHJPTX	-	5 3%	-	3 5% D	-	3 2%	-	8 11% BDHPTX	-	-
Information service activities	-	74 4%	-	15 6%	-	1 4%	-	-	-	4 5%	-	-	-	-	-	13 7% BH	-	1 2%	-	15 11% BHLNRV	-	1 1%	-	3 7%
Arts, entertainment and recreation	-	67 4% DP	-	4 2%	-	-	-	3 5% JP	-	-	-	-	-	-	-	1 1%	-	2 3%	-	7 5% DJP	-	2 3%	-	-
Other service activities	-	55 3% D	-	2 1%	-	3 13%	-	-	-	9 12% BDHPTVX	-	1 3%	-	2 2%	-	2 1%	-	4 7% DP	-	3 2%	-	2 3%	-	-
Food and beverage service activities	-	47 3%	-	14 5% BT	-	2 8%	-	2 4%	-	2 3%	-	1 3%	-	-	-	5 3%	-	3 5%	-	1 1%	-	5 7% BT	-	-
Human health activities	-	47 3% D	-	1	-	-	-	3 5% D	-	2 3%	-	1 3%	-	-	-	4 2%	-	-	-	2 1%	-	1 1%	-	4 9% BDPRT
Advertising and market research	-	43 3% D	-	2 1%	-	1 4%	-	5 9% BDJP	-	-	-	1 3%	-	3 7% DJP	-	2 1%	-	2 3%	-	10 7% BDJP	-	2 3%	-	3 7% DJP
Construction of buildings	-	42 2%	-	6 2%	-	2 8%	-	2 4%	-	2 3%	-	1 3%	-	3 7% R	-	7 4%	-	-	-	3 2%	-	1 1%	-	1 2%
Real estate activities	-	40 2%	-	10 4%	-	1 4%	-	1 2%	-	-	-	2 6% JV	-	-	-	4 2%	-	1 2%	-	3 2%	-	-	-	-
Other professional, scientific and technical activities	-	39 2%	-	2 1%	-	1 4%	-	-	-	2 3%	-	-	-	1 2%	-	5 3%	-	2 3%	-	2 1%	-	4 5% D	-	1 2%
Telecommunications	-	36 2% D	-	1	-	-	-	3 5% DV	-	1 1%	-	-	-	-	-	8 5% BD	-	1 2%	-	4 3% 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: Registered For Business

Q305. Which of the following sectors does your business fall into?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Agriculture, forestry and fishing	-	36 2%	-	5 2%	-	2 8%	-	1 2%	-	1 1%	-	-	-	-	1 1%	-	3 5% P	-	7 5% BP	-	1 1%	-	1 2%	
Office administrative, office support and other business support activities	-	32 2%	-	4 2%	-	-	-	-	-	1 1%	-	3 8% BDHPR	-	-	3 2%	-	-	-	4 3%	-	6 8% BDHPR	-	-	
Wholesale trade, except of motor vehicles and motorcycles	-	29 2%	-	3 1%	-	-	2 4%	-	5 7% BDPV	-	2 6% V	-	2 5%	-	2 1%	-	1 2%	-	3 2%	-	-	-	1 2%	
Legal and accounting activities	-	26 2%	-	1	-	-	-	-	-	-	1 3% P	-	2 5% DP	-	-	-	1 2%	-	3 2%	-	-	-	4 9% BDHPTV	
Electricity, gas, steam and air conditioning supply	-	24 1%	-	7 3%	-	-	-	-	-	-	-	-	2 5% P	-	1 1%	-	2 3%	-	2 1%	-	2 3%	-	1 2%	
Financial service activities, except insurance and pension funding	-	23 1%	-	1	-	-	-	-	1 1%	-	-	-	-	-	9 5% BD	-	-	-	3 2%	-	1 1%	-	1 2%	
Activities auxiliary to financial service and insurance activities	-	22 1%	-	6 2%	-	-	1 2%	-	-	-	3 8% BDJPTV	-	-	-	1 1%	-	3 5% BP	-	2 1%	-	-	-	-	
Scientific research and development	-	22 1%	-	8 3% BT	-	-	1 2%	-	-	-	1 3%	-	-	-	2 1%	-	-	-	-	-	2 3%	-	-	
Civil engineering	-	22 1%	-	5 2%	-	-	-	-	1 1%	-	1 3%	-	-	-	6 3% BT	-	1 2%	-	-	-	1 1%	-	1 2%	
Travel agency, tour operator, reservation service and related activities	-	19 1%	-	2 1%	-	2 8%	-	1 2%	-	-	-	-	2 5% BD	-	2 1%	-	1 2%	-	1 1%	-	-	-	1 2%	
Wholesale and retail trade and repair of motor vehicles and motorcycles	-	18 1%	-	5 2%	-	1 4%	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	2 1%	-	-	-	-	
Warehousing and support activities for transportation	-	18 1%	-	10 4% B	-	-	-	-	1 1%	-	-	-	2 5% B	-	2 1%	-	1 2%	-	1 1%	-	-	-	-	
Architectural and engineering activities; technical testing and analysis	-	18 1%	-	4 2%	-	-	3 5% BPTV	-	1 1%	-	-	-	1 2%	-	1 1%	-	-	-	1 1%	-	-	-	1 2%	
Publishing activities	-	17 1%	-	-	-	-	-	-	2 3% D	-	-	-	-	-	2 1%	-	1 2% D	-	2 1%	-	2 3% D	-	1 2% D	

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

Base: Registered For Business

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indon- esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Accommodations	-	17 1%	-	1	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	2 1%	-	2 3%	-	-	
Specialized construction activities	-	17 1%	-	1	-	2 8%	-	-	-	-	-	-	3 7%	-	1 1%	-	-	-	-	-	-	-	-	
Activities of head offices; management consultancy activities	-	14 1%	-	1	-	-	-	-	2 3%	-	-	-	1 2%	-	1 1%	-	1 2%	-	-	-	-	-	1 2%	
Insurance, reinsurance and pension funding, except compulsory social security	-	13 1%	-	1	-	-	2 4% BD	-	-	-	-	-	-	-	1 1%	-	1 2%	-	1 1%	-	-	-	-	
Employment activities	-	13 1%	-	-	-	-	1 2% D	-	-	-	-	-	-	-	3 2% D	-	2 3% BD	-	1 1%	-	1 1%	-	-	
Land transport and transport via pipelines	-	11 1%	-	1	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	2 3% B	-	-	
Rental and leasing activities	-	11 1%	-	1	-	-	-	-	-	-	-	-	1 2% P	-	-	-	1 2%	-	1 1%	-	-	-	1 2% P	
Motion picture, video and television program production, sound recording and music publishing activities	-	11 1%	-	1	-	1 4%	-	1 2%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	
Mining and quarrying	-	9 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 2%	
Social work activities without accommodation	-	7	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	
Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use	-	7	-	-	-	-	-	-	-	-	-	-	1 2% DP	-	-	-	1 2% D	-	-	-	-	-	-	
Security and investigation activities	-	6	-	1	-	-	-	-	-	-	1 3% BP	-	-	-	-	-	-	-	-	-	-	-	-	
Services to buildings and landscape activities	-	6	-	-	-	-	-	-	-	-	-	-	1 2% BD	-	1 1%	-	-	-	1 1%	-	-	-	-	

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q305. Which of the following sectors does your business fall into?

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Table 377

Base: Registered For Business

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	**	1687	**	260	**	24**	**	55*	**	75*	**	36*	**	42*	**	176	**	61*	**	138	**	73*	**	45*
Veterinary activities	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public administration and defense; compulsory social security	-	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
Programming and broadcasting activities	-	6	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	2
Postal and courier activities	-	5	-	4	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2	-	-	-	4
Water transport	-	5	-	1	-	-	1	-	-	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-
Water supply; sewerage, waste management and remediation activities	-	5	-	1	-	-	-	-	-	-	6	-	1	-	-	-	-	-	-	1	-	-	-	2
Residential care activities	-	4	-	1	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	-
Air transport	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Activities of extraterritorial organizations and bodies	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	199	-	11	-	1	-	11	-	12	-	3	-	3	-	7	-	7	-	14	-	10	-	4
	-	12%	-	4%	-	4%	-	20%	-	16%	-	8%	-	7%	-	4%	-	11%	-	10%	-	14%	-	9%
	-	DP	-		-		-	DP	-	DP	-		-		-		-	DP	-	DP	-	DP	-	
Sigma	-	1687	-	260	-	24	-	55	-	75	-	36	-	42	-	176	-	61	-	138	-	73	-	45
	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Alabama	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	2	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Arkansas	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
California	5 1%	27 2% AJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colorado	1	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Connecticut	1	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delaware	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Florida	6 1%	22 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	1	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illinois	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Indiana	-	7 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kansas	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Louisiana	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Maine	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	3	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minnesota	3	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nebraska	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Jersey	4	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Mexico	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New York	6 1%	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Carolina	3	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Dakota	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	1	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																						
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		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Oklahoma	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	1*	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennsylvania	1*	11% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Carolina	3*	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Texas	7% 1%	24% 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utah	2*	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vermont	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	1*	8% 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Washington	2*	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Virginia	1*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	1*	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alberta	8% 1%	15% 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
British Columbia	17% 2%	18% 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Manitoba	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
New Brunswick	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newfoundland	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest Territories	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nova Scotia	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nunavut	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ontario	32 4%	40 3% JN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prince Edward Island	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quebec	7 1%	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saskatchewan	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yukon Territory	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alsace	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aquitaine	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Auvergne	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Normandy	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Burgundy	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brittany	6 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Centre	6 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Champagne-Ardenne	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Corsica	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Upper Normandy	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ile de France (Paris)	15 2%	28 2% J	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Languedoc-Roussillon	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Limousin	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lorraine	6 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midi-Pyrenees	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Calais	5 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pays de la Loire	4	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Picardy	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poitou-Charentes	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Provence-Alpes-Cote-D'azur	6 1%	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhone-Alps	12 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baden-Wurtemberg	15 2%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bavaria	17 2%	19 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Berlin	7 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Brandenburg	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bremen	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hamburg	4 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hesse	7 1%	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mecklenburg-Western Pomerania	4 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lower Saxony	11 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Rhine-Westphalia	26 3%	35 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhineland-Palatinate	4 *	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saarland	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saxony	1 *	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Saxony-Anhalt	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Schleswig-Holstein	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Thuringia	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abruzzo	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basilicata	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Calabria	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campania	7 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lazio	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liguria	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lombardy	3	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Marche	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Molise	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piedmont	5 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apulia	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sardinia	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Sicily	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tuscany	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Umbria	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veneto	2	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andalusia	6 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asturias	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Balearic Islands	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canary Islands	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cantabria	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-Leon	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Castilla-La Mancha	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Catalonia	7 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extremadura	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Galicia	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
La Rioja	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Madrid	1	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Murcia	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basque Country	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Valencia	6 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East of England	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
East Midlands	3	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
London	14 2%	22 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	10 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scotland	6 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	14 2%	16 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South West	5 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	6 1%	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																						
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		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	**	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
Yorkshire and the Humber	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hokkaido	7 1%	14 1%	-	-	-	-	-	-	7 4% A	14 8% BN	-	-	-	-	-	-	-	-	-	-	-	-	
Aomori	-	1	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	
Iwate	1	1	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	
Miyagi	3	4	-	-	-	-	-	-	3 2% A	4 2% B	-	-	-	-	-	-	-	-	-	-	-	-	
Akita	-	2	-	-	-	-	-	-	-	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	
Yamagata	-	1	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	
Fukushima	4	1	-	-	-	-	-	-	4 2% A	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	
Tochigi	1	1	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	
Gunma	3	2	-	-	-	-	-	-	3 2% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	
Ibaraki	2	2	-	-	-	-	-	-	2 1% A	2 1% B	-	-	-	-	-	-	-	-	-	-	-	-	
Saitama	14 2%	12 1%	-	-	-	-	-	-	14 8% AM	12 7% BN	-	-	-	-	-	-	-	-	-	-	-	-	
Chiba	8 1%	11 1%	-	-	-	-	-	-	8 5% A	11 6% BN	-	-	-	-	-	-	-	-	-	-	-	-	
Tokyo	33 4%	37 3% N	-	-	-	-	-	-	33 19% AM	37 21% BN	-	-	-	-	-	-	-	-	-	-	-	-	
Kanagawa	17 2% B	12 1%	-	-	-	-	-	-	17 10% AM	12 7% BN	-	-	-	-	-	-	-	-	-	-	-	-	

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 378

Base: Have Region Codes And Region Question To Be Asked

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	2015 Total Registrants	Asia														Africa							
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Yamanashi	-	2	-	-	-	-	-	-	-	2	1%	-	-	-	-	-	-	-	-	-	-	-	-
Nagano	4	4	-	-	-	-	-	-	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-
Niigata	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toyama	-	2	-	-	-	-	-	-	-	2	1%	-	-	-	-	-	-	-	-	-	-	-	-
Ishikawa	-	1	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-	-	-
Shizuoka	2	5	-	-	-	-	-	-	2	5	-	-	-	-	-	-	-	-	-	-	-	-	-
Gifu	2	2	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-
Aichi	11	8	-	-	-	-	-	-	11	8	-	-	-	-	-	-	-	-	-	-	-	-	-
Mie	2	1	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-
Shiga	-	1	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-	-	-
Kyoto	6	4	-	-	-	-	-	-	6	4	-	-	-	-	-	-	-	-	-	-	-	-	-
Osaka	17	17	-	-	-	-	-	-	17	17	-	-	-	-	-	-	-	-	-	-	-	-	-
Hyogo	10	8	-	-	-	-	-	-	10	8	-	-	-	-	-	-	-	-	-	-	-	-	-
Nara	-	1	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-	-	-
Tottori	-	1	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
Shimane	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okayama	3	1	-	-	-	-	-	-	3%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hiroshima	3	4	-	-	-	-	-	-	3%	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yamaguchi	-	2	-	-	-	-	-	-	-	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Tokushima	-	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagawa	2	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ehime	4	2	-	-	-	-	-	-	4%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fukuoka	6%	4	-	-	-	-	-	-	6%	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saga	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagasaki	-	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kumamoto	-	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oita	2	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Miyazaki	1	2	-	-	-	-	-	-	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kagoshima	2	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Okinawa	1	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Lower Silesia	6 1%	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kuyavia-Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lodz	3	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lublin	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lubusz	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lesser Poland	6 1%	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masovia	8 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Subcarpathia	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pomerania	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Silesia	5 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Swietokrzyskie (Holy Cross)	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Warmia-Masuria	3 B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Greater Poland	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Pomerania	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bashkortostan Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Buryatiya Republic	-	1	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-
Kalmykiya Republic	1*	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-	-	-	-
Sakha (Yakutiya) Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-
Tatarstan Republic	1*	6% 1%	-	-	-	-	-	-	-	-	-	-	1% A	6% 5% BJ	-	-	-	-	-	-	-	-	-
Chechnya Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-
Chuvashiya Republic	-	1*	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-
Krasnodar Kray	3% B	-	-	-	-	-	-	-	-	-	-	-	3% 4% NAI	-	-	-	-	-	-	-	-	-	-
Krasnoyarsk Kray	1	2%	-	-	-	-	-	-	-	-	-	-	1% A	2% B	-	-	-	-	-	-	-	-	-
Primorskiy Kray	-	1*	-	-	-	-	-	-	-	-	-	-	-	1% B	-	-	-	-	-	-	-	-	-
Amur Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-	-	-	-
Astrakhan Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	1% A	-	-	-	-	-	-	-	-	-	-
Bryansk Oblast	3	2%	-	-	-	-	-	-	-	-	-	-	3% 4% AI	2% 2% B	-	-	-	-	-	-	-	-	-
Volgograd Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	3% 2% BJ	-	-	-	-	-	-	-	-	-
Vologda Oblast	1*	2%	-	-	-	-	-	-	-	-	-	-	1% A	2% 2% B	-	-	-	-	-	-	-	-	-
Voronezh Oblast	-	2%	-	-	-	-	-	-	-	-	-	-	-	2% 2% B	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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	2015 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2015 Philippines (w/o client sample)	2015 Japan (w/o client sample)	2015 South Korea (w/o client sample)	2015 Russia (w/o client sample)	2015 India (w/o client sample)	2015 Indonesia (w/o client sample)	2015 Nigeria (w/o client sample)	2015 South Africa (w/o client sample)	2015 Egypt (w/o client sample)	2016 China	2016 Vietnam	2016 Philippines	2016 Japan	2016 South Korea	2016 Russia	2016 India	2016 Indonesia	2016 Nigeria	2016 South Africa	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Ivanovo Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Irkutsk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-
Kaliningrad Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Kaluga Oblast	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-
Kemerovo Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Kirov Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-
Kostroma Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Kurgan Oblast	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-
Kursk Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-
Leningrad Oblast	4	2	-	-	-	-	-	-	-	-	-	-	-	4%	2%	-	-	-	-	-	-	-	-
Lipetsk Oblast	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Moscow Oblast	11	12	-	-	-	-	-	-	-	-	-	-	-	11%	12%	-	-	-	-	-	-	-	-
Nizhny Novgorod Oblast	1	2	-	-	-	-	-	-	-	-	-	-	-	1%	2%	-	-	-	-	-	-	-	-
Novgorod Oblast	1	1	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-
Novosibirsk Oblast	2	2	-	-	-	-	-	-	-	-	-	-	-	2%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
Omsk Oblast	2	4	-	-	-	-	-	-	-	-	-	-	2 3% AI	4 3% BJ	-	-	-	-	-	-	-	-	-	-
Orenburg Oblast	1*	2	-	-	-	-	-	-	-	-	-	-	1 1% A	2 2% B	-	-	-	-	-	-	-	-	-	-
Orel Oblast	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% A	-	-	-	-	-	-	-	-	-	-	-
Penza Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Perm Kray	1*	4	-	-	-	-	-	-	-	-	-	-	1 1% A	4 3% BJ	-	-	-	-	-	-	-	-	-	-
Rostov Oblast	1*	6 1%	-	-	-	-	-	-	-	-	-	-	1 1% A	6 5% BJ	-	-	-	-	-	-	-	-	-	-
Ryazan Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Samara Oblast	5 1%	4	-	-	-	-	-	-	-	-	-	-	5 7% AI	4 3% BJ	-	-	-	-	-	-	-	-	-	-
Saratov Oblast	-	2*	-	-	-	-	-	-	-	-	-	-	-	2 2% B	-	-	-	-	-	-	-	-	-	-
Sverdlovsk Oblast	3	6 1%	-	-	-	-	-	-	-	-	-	-	3 4% AI	6 5% BJ	-	-	-	-	-	-	-	-	-	-
Smolensk Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Tver Oblast	1	1	-	-	-	-	-	-	-	-	-	-	1 1% A	1 1% B	-	-	-	-	-	-	-	-	-	-
Tomsk Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Tula Oblast	-	1*	-	-	-	-	-	-	-	-	-	-	-	1 1% B	-	-	-	-	-	-	-	-	-	-
Tyumen Oblast	-	3	-	-	-	-	-	-	-	-	-	-	-	3 2% BJ	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia											Africa										
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Chelyabinsk Oblast	3	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
Zabaykalsk (Chita) Krai	B	1	-	-	-	-	-	-	-	-	-	-	4%	1	-	-	-	-	-	-	-	-	-
Yaroslavl Oblast	1	2	-	-	-	-	-	-	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-
Moscow	16	21	-	-	-	-	-	-	-	-	-	-	16	21	-	-	-	-	-	-	-	-	-
Saint Petersburg	2	14	-	-	-	-	-	-	-	-	-	-	22%	21	-	-	-	-	-	-	-	-	-
Yevrey Jewish Autonomous Oblast	-	1	-	-	-	-	-	-	-	-	-	-	1	14	-	-	-	-	-	-	-	-	-
Adana Province	-	2	-	-	-	-	-	-	-	-	-	-	3%	11%	-	-	-	-	-	-	-	-	-
Adiyaman Province	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Ankara Province	9	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Antalya Province	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aydin Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bolu Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bursa Province	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Canakkale Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Denizli Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	812	1198	**	**	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Eskisehir Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gaziantep Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Giresun Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Isparta Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Istanbul Province	21 3%	18 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Izmir Province	6 1%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kayseri Province	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kocaeli Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Samsun Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sivas Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Van Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zonguldak Province	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sirnak Province	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other place	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	812 100%	1198 100%	-	-	-	-	-	-	176 100%	176 100%	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q320. U.S. Region-Harris Interactive Definition.

Base: All U.S. Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
East	18 28%	64 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Midwest	11 17%	49 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	22 34%	87 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West	13 20%	55 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All U.S. Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	255	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
HIGH SCHOOL OR LESS (NET)	3 5%	20 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than high school	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some high school	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	3 5%	16 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED COLLEGE OR COLLEGE DEGREE (NET)	43 67%	130 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college, but no degree	12 19%	41 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Associate Degree	10 16%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College (such as B.A., B.S.)	21 33%	67 26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)	17 27%	96 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some graduate school, but no degree	4 6%	22 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate degree (such as MBA, MS, M.D., Ph.D.)	13 20%	74 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Job-specific training program(s) after high school	1 2%	9 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	255 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Non-U.S. Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
Weighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
Middle School	1	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	10 2%	14 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No formal education	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-
Some high school	2	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2% A	6 6% B	-	-
High school completed	14 3%	24 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 17% A	24 24% B	-	-
Some University/Technikon college	28 6% B	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28 34% VA	17 17% B	-	-
University/Technikon college completed	33 7%	49 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 40% A	49 49% B	-	-
Other post-matric qualification	4 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5% A	5 5% B	-	-
Less Than Secondary School (high school)	5 1%	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some Secondary School (high school)	4 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduated from Secondary School (high school)	11 2%	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade Certificate or diploma	1	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Certificate or Diploma from Community College, Institution, CEGEP	8 2%	15 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Non-U.S. Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
Teaching Certificate from Provincial Department of Education	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed some university study, but no degree	13 3%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Certificate or Diploma below Bachelor Level	12 2%	11 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor or first professional degree	17 4%	23 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduate or Professional Degree above Bachelor Level	8 2%	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAP / BEP (Vocational training certificate/Technical education certificate)	12 2%	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school diploma	8 2%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2-year college degree/Associate's degree	14 3%	23 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3-year college degree/Bachelor's degree	15 3%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4-year college degree/Master's degree	8 2%	12 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DESS/DEA /Master (5-year college degree)	13 3%	19 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	4 1%	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Did not graduate	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Non-U.S. Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
Lower Secondary Education (5th - 9 or 10th)	3 1%	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HS Diploma	17 4%	13 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Entrance Exam	19 4%	28 4% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University of Applied Sciences	14 3%	14 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Finished University	21 4%	27 4% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	1	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Apprenticeship	26 5% U	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Master Craftsman Diploma	3 1%	7 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Qualification	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	2	8 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some College	5 1%	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Bachelor, 2-3 Year	1	10 2% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor, 4-5 Year	6 1%	16 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
post-bachelor	3 1%	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorate	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Non-U.S. Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
No formal education	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baccalaureate	14 3%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not finalized University studies	3 1%	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diploma	5 1%	11 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Degree	11 2%	15 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters/Postgraduate/Doctorate/PHD	4 1%	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Still studying	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GCSE/O-Level/CSE	10 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocational qualifications	3 1%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A-Level/Scottish Higher or equivalent	18 4%	21 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor Degree or equivalent	26 5% U	37 6% V	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters/PhD or equivalent	12 2%	17 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No formal qualifications	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apprentice/Trainee	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Non-U.S. Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Weighted Base	483	637	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	82*	101	**	**
Other	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	483 100%	637 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82 100%	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2512	3349	548	551	52*	52*	**	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Employed full time	1570 63% IUW	2070 62% HTVX	499 91% AEIKMOQSJW	511 93% BPHJLNPTX	26 50% VX	35 67% VX	-	52 51% V	93 53% V	103 59% AEISUW	51 74% BHJTVX	73 72% EISUW	52 71% BHJTVX	93 73% AEISUW	211 71% BHJTVX	234 71% BHJTVX	31 63% W	72 72% W	110 58% W	110 55% V	39 48% C	43 43% D	34 43% C	47 47% BDLP
Employed part time	221 9% C	292 9% D	5 1% C	12 2% ACIKOQ	11 21% D	7 13% D	-	22 22% BDJLNPRV	13 9% C	15 9% D	2 3% O	5 5% C	8 11% C	10 8% D	28 9% C	22 7% D	3 6% C	9 9% D	25 13% ACK	26 13% BDLP	8 10% C	8 8% D	9 11% C	15 15% BDLP
Self-employed full time	355 14% BCO	369 11% DN	18 3% D	7 1% C	10 19% C	4 8% D	-	8 8% D	39 22% ACKMO	28 16% BDN	5 7% O	8 8% D	6 8% C	30 10% C	37 11% DN	7 14% C	10 20% D	38 20% ACKMO	34 17% BDHLN	25 30% ACKMO	27 27% BDJLNPR	22 28% ACKMO	26 26% BDJLNPR	
Not employed, but looking for work	40 2% C	77 2% DT	1 * C	1 * C	-	-	-	4 4% DTX	-	5 3% IDT	-	3 3% DT	1 1% O	3 2% DT	5 2% C	6 2% D	-	1 1% C	1 1% C	-	-	3 3% DT	2 3% CI	-
Not employed and not looking for work	16 1% C	19 1% C	1 * C	-	-	-	-	-	4 2% ACOS	5 3% BDPT	1 1% O	1 1% D	1 1% O	2 2% DP	-	-	-	-	-	-	-	-	-	-
Retired	87 3% COS	151 5% ADLPRT	8 1% C	4 1% C	-	-	-	2 2% I	8 5% COS	5 3% DT	-	-	4 5% COS	4 3% DT	3 1% C	3 1% C	-	-	1 1% C	-	4 5% COS	4 4% DLPRT	2 3% C	1 1% C
Not employed, unable to work due to a disability or illness	21 1% C	23 1% C	-	-	-	-	-	-	3 2% CO	1 1% C	-	-	2 2% DP	-	-	-	-	-	-	-	1 1% C	-	-	-
Student	143 6% BCI	144 4% DN	11 2% C	10 2% C	5 10% CIM	5 10% DJNP	-	7 7% DJN	4 2% C	3 2% LACIMO	9 13% LACIMO	3 3% C	1 1% C	-	14 5% C	11 3% N	2 4% C	6 6% DN	14 7% CI	13 7% DJN	4 5% C	6 6% DN	8 10% CIM	10 10% BDJLNPR
Stay-at-home spouse or partner	59 2% C	77 2% D	5 1% C	3 1% C	-	-	-	6 6% BDNPX	12 7% ACMOS	9 5% BDNPX	1 1% C	5 5% DX	-	1 1% C	7 2% RACEKMO	6 2% S	6 12% RACEKMO	2 2% C	1 1% C	4 2% C	1 1% C	1 1% C	3 4% CS	-
Self-employed part time	-	127 4% ADHR	-	3 1% C	-	1 2% C	-	-	-	2 1% C	-	1 1% C	-	7 5% MDHJR	-	11 3% OD	-	-	13 7% SBDHJLRX	-	9 9% UBDHJLRX	-	1 1% C	
Sigma	2512 100%	3349 100%	548 100%	551 100%	52 100%	52 100%	-	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Less than \$15,000	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999	2	23 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999	7	23 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$35,000 to \$49,999	8 1%	32 2% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999	15 1% C	54 3% ADJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999	10 1%	50 3% ADJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999	9 1%	17 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999	1	11 1% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999	1	19 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than \$15,000 (in Canadian dollars)	8 1%	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$15,000 to \$24,999 (in Canadian dollars)	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$25,000 to \$34,999 (in Canadian dollars)	5	14 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

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	Country																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
\$35,000 to \$49,999 (in Canadian dollars)	9 1%	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$50,000 to \$74,999 (in Canadian dollars)	7 1%	20 D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$75,000 to \$99,999 (in Canadian dollars)	11 C	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$100,000 to \$124,999 (in Canadian dollars)	11 C	10 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$125,000 to \$149,999 (in Canadian dollars)	5	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$150,000 to \$199,999 (in Canadian dollars)	6	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$200,000 to \$249,999 (in Canadian dollars)	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$250,000 or more (in Canadian dollars)	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 yuan	4 *	8 *	4 1% A	8 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 to 19,999 yuan	6	6	6 1% A	6 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 yuan	8 1%	8	8 1% A	8 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 yuan	10 1%	9	10 2% A	9 2% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 yuan	8 1%	7	8 1% A	7 1% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 59,999 yuan	22 1% B	13 1%	22 4% AI	13 2% BJ	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 to 79,999 yuan	36 2% I	38 2%	36 7% AIM	38 7% BJN	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - Q/R - S/T - U/V - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
80,000 to 99,999 yuan	68 5%	48 2%	68 12%	48 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BI	J	DAIM	BJN																				
100,000 to 124,999 yuan	133 9%	122 6%	133 24%	122 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	BIM	JN	AIM	BJN																				
125,000 to 149,999 yuan	96 6%	117 6%	96 18%	117 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	IM	JN	AIM	BJN																				
150,000 or more yuan	145 10%	171 9%	145 26%	171 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	IM	JN	AIM	BJN																				
Less than 1,000,000 yen	5	8	-	-	-	-	-	-	5 3%	8 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AC	BDN														
1,000,000 to 1,499,999 yen	3	2	-	-	-	-	-	-	3 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AC	BD														
1,500,000 to 1,999,999 yen	7	3	-	-	-	-	-	-	7 4%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
									AC	BD														
2,000,000 to 2,999,999 yen	13 1%	14 1%	-	-	-	-	-	-	13 7%	14 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
3,000,000 to 3,999,999 yen	19 1%	13 1%	-	-	-	-	-	-	19 11%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C								ACM	BDN														
4,000,000 to 4,999,999 yen	16 1%	19 1%	-	-	-	-	-	-	16 9%	19 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
5,000,000 to 5,999,999 yen	27 2%	23 1%	-	-	-	-	-	-	27 15%	23 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
6,000,000 to 6,999,999 yen	21 1%	17 1%	-	-	-	-	-	-	21 12%	17 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
7,000,000 to 7,999,999 yen	13 1%	17 1%	-	-	-	-	-	-	13 7%	17 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
8,000,000 to 9,999,999 yen	24 2%	20 1%	-	-	-	-	-	-	24 14%	20 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														
10,000,000 or more yen	24 2%	34 2%	-	-	-	-	-	-	24 14%	34 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	C	D							ACM	BDN														

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?

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	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**
Less than 4,000 real	24 2% C	35 2% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,000 to 7,999 real	17 1% C	27 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8,000 to 11,999 real	4 *	16 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12,000 to 15,999 real	8 1%	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
16,000 to 19,999 real	4 *	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 to 29,999 real	17 1% C	18 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 real	10 1%	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 real	10 1%	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 real	14 1% C	14 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 real	5 *	19 1% AD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 or more real	19 1% C	14 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 50,000 Mexican pesos	7 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 Mexican pesos	4 *	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 Mexican pesos	5 *	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 to 149,999 Mexican pesos	7 *	13 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
150,000 to 199,999 Mexican pesos	7	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 to 249,999 Mexican pesos	5	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
250,000 to 299,999 Mexican pesos	5	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
300,000 to 399,999 Mexican pesos	3	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
400,000 to 499,999 Mexican pesos	5	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
500,000 to 999,999 Mexican pesos	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,000,000 Mexican pesos or more	2	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5.000 Euros	8%	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5.000 Euros - 9.999 Euros	9%	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10.000 Euros - 19.999 Euros	28%	34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20.000 Euros - 29.999 Euros	26%	40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30.000 Euros - 39.999 Euros	28%	40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40.000 Euros - 49.999 Euros	21%	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50.000 Euros - 74.999 Euros	20%	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75.000 Euros - 99.999 Euros	11%	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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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)	
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
100,000 Euros - 149,999 Euros	2	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 Euros - 199,999 Euros	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 10,000 ZL	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10,000 ZL - 19,999 ZL	B	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20,000 ZL - 29,999 ZL	4	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 ZL - 39,999 ZL	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 ZL - 49,999 ZL	5	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 ZL - 59,999 ZL	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
60,000 ZL - 79,999 ZL	11	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
80,000 ZL - 99,999 ZL	C	3	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100,000 ZL - 149,999 ZL	8	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
150,000 ZL - 199,999 ZL	1%	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
200,000 ZL - 249,999 ZL	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than 5,000 TRY	4	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5,000 TRY - 9,999 TRY	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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	Country																								
	Asia											Africa													
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)		
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**	
10,000 TRY - 19,999 TRY	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
20,000 TRY - 29,999 TRY	7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
30,000 TRY - 39,999 TRY	3	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
40,000 TRY - 49,999 TRY	7	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
50,000 TRY - 74,999 TRY	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
75,000 TRY - 99,999 TRY	5	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
100,000 TRY - 149,999 TRY	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
200,000 TRY - 249,999 TRY	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
250,000 TRY or more	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less than 2000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-
2000 RUB - 4000 RUB	-	2	-	-	-	-	-	-	-	-	-	-	-	2	2%	-	-	-	-	-	-	-	-	-	-
6001 RUB - 8000 RUB	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1%	-	-	-	-	-	-	-	-	-	-
8001 RUB - 10000 RUB	1	3	-	-	-	-	-	-	-	-	-	-	-	1	1%	3	2%	-	-	-	-	-	-	-	-
10001 RUB - 15000 RUB	3	4	-	-	-	-	-	-	-	-	-	-	-	3	4%	4	3%	-	-	-	-	-	-	-	-
15001 RUB - 25000 RUB	8	6	-	-	-	-	-	-	-	-	-	-	-	8	11%	6	5%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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																							
	Asia											Africa												
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	1485	1929	548	551	**	**	**	**	176	176	**	**	73*	128	**	**	**	**	**	**	**	**	**	**
More than 25000 RUB	58 4% CI	107 6% ADJ	-	-	-	-	-	-	-	-	-	-	58 79% ACI	107 84% BDJ	-	-	-	-	-	-	-	-	-	-
Up to 4,499 GBP	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500 to 6,499 GBP	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6,500 to 7,499 GBP	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500 to 9,499 GBP	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9,500 to 11,499 GBP	4	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11,500 to 13,499 GBP	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13,500 to 15,499 GBP	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,500 to 17,499 GBP	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17,500 to 24,999 GBP	11 1% C	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25,000 to 29,999 GBP	5	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000 to 39,999 GBP	7	14 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
40,000 to 49,999 GBP	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000 to 74,999 GBP	11 1% C	18 1% D	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000 to 99,999 GBP	4	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	1485	1929	548	551	-**	-**	-**	-**	176	176	-**	-**	73*	128	-**	-**	-**	-**	-**	-**	-**	-**	-**
100,000 or more GBP	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	79 5% CI	89 5% D	12 2% D	4 1%	-	-	-	-	4 2%	6 3% D	-	-	3 4%	4 3% D	-	-	-	-	-	-	-	-	-
Sigma	1485 100%	1929 100%	548 100%	551 100%	-	-	-	-	176 100%	176 100%	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q485. Racial Background.

Base: All Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
White	106 4%	289 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hispanic	2	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLACK/AFRICAN AMERICAN (NET)	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Black	7	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Asian or Pacific Islander	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Native American or Alaskan Native	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mixed Race	4	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
First Nation/Native Canadian	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Asian	7	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chinese	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Korean	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Japanese	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Southeast Asian	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Filipino	1	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q485. Racial Background.

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Table 384

Base: All Respondents

	Country																							
	Asia											Africa												
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2588	3349	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	190	200	82*	101	80*	100
Arab/West Asian	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other race	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to Answer	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unknown	2444 94% B	3019 90%	548 100% A	551 100% B	52 100%	52 100% B	76 100% A	101 100% B	176 100% A	176 100% B	69 100% A	101 100% B	73 100% A	128 100% B	298 100% A	330 100% B	49 100%	100 100% B	190 100% A	200 100% B	82 100% A	101 100% B	80 100% A	100 100% B
Sigma	2588 100%	3348 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	190 100%	200 100%	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base

Q364. What is your marital status?

Base: Marital Status Is To Be Presented And 18 Or Older

	Country																							
	Asia										Africa													
	2015 Total Registrants	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	2398	3149	548	551	52*	52*	76*	101	176	176	69*	101	73*	128	298	330	49*	100	**	**	82*	101	80*	100
Never married	716 30% CM	944 30% DN	104 19% N	102 19% ACKMOQU	29 56% BDJLNPRV	30 58% ACMOQU	32 42% BDJLNPRV	55 54% ACMOQU	79 45% BDNV	65 37% BDNV	24 35% CM	41 41% BDNV	8 11% E	13 10% FHR	86 29% PEIQW	132 40% FHR	12 24% BDNV	40 40% BDNV	-	-	22 27% M	25 25% N	37 46% ACMOQU	45 45% BDNV
Married or civil union	1377 57% EIQW	1812 58% FHR	422 77% AEGIKOQUW	440 80% BFHJLPRVX	20 38% N	19 37% ACKMOQU	38 50% BDJLNPRV	28 28% ACMOQU	88 50% BDNV	93 53% BDNV	40 58% E	58 57% FHR	57 78% AEGIKOQUW	102 80% BFHJLPRVX	183 61% PEIQW	176 53% FHR	21 43% BDNV	41 41% BDNV	-	-	44 54% M	52 51% N	36 45% ACMOQU	48 48% BDNV
Divorced	91 4% CO	117 4% DHPR	8 1% C	4 1% D	1 2% C	1 2% DL	-	-	9 5% CGO	11 6% DHLPR	2 3% C	1 1% C	5 5% CGO	6 5% DHPR	2 1% D	4 1% D	-	-	-	-	5 6% CGO	7 7% DHLPR	3 4% O	4 4% DHR
Separated	36 2% C	48 2% D	-	1 -	-	-	3 4% C	2 2% D	-	2 1% D	-	-	-	2 2% D	2 1% D	4 1% D	1 2% C	2 2% D	-	-	2 2% C	4 4% BDL	4 5% ACIO	1 1% D
Widow/Widower	22 1% C	36 1% D	1	2	-	-	-	1 1% C	-	3 2% D	2 3% C	1 1% C	-	2 2% D	1 1% D	2 1% D	-	-	-	-	2 2% C	2 2% BDL	-	1 1% D
Living with partner	156 7% CIW	192 6% DJLPX	13 2% DI	2	2 4% DL	2 4% DL	3 4% I	15 15% GBDFJLNPX	-	2 1% D	1 1% C	-	3 4% I	3 2% D	24 8% PCIW	12 4% D	15 31% ACEGHKMOUW	17 17% BDFJLNPX	-	-	7 9% CIW	11 11% BDJLNPRV	-	1 1% D
Sigma	2398 100%	3149 100%	548 100%	551 100%	52 100%	52 100%	76 100%	101 100%	176 100%	176 100%	69 100%	101 100%	73 100%	128 100%	298 100%	330 100%	49 100%	100 100%	-	-	82 100%	101 100%	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Argentina Respondents

QARREG. In which region do you currently reside?

19 Aug 2016
Table 386

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	68*	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Buenos Aires	28 41%	34 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buenos Aires Province (including Gran Buenos Aires)	12 18%	23 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Fe	4 6%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordoba	5 7%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Patagonia	3 4%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	16 24%	20 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	68 100%	104 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All South Korea Respondents

QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?

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Table 387

	Country																							
	Asia											Africa												
	2015 Total Registrants	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	69*	101	**	**	**	**	**	**	**	**	69*	101	**	**	**	**	**	**	**	**	**	**	**	**
Less than 10,000,000 Won	2 3%	2 2%	-	-	-	-	-	-	-	-	2 3%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
10,000,000 to 20,999,999 Won	4 6%	3 3%	-	-	-	-	-	-	-	-	4 6%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
21,000,000 to 29,999,999 Won	10 14%	11 11%	-	-	-	-	-	-	-	-	10 14%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000 to 44,999,999 Won	13 19%	22 22%	-	-	-	-	-	-	-	-	13 19%	22 22%	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000 to 74,999,999 Won	28 41%	41 41%	-	-	-	-	-	-	-	-	28 41%	41 41%	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000 or more Won	11 16%	18 18%	-	-	-	-	-	-	-	-	11 16%	18 18%	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	1 1%	4 4%	-	-	-	-	-	-	-	-	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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?

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Base: All South Korea Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	69*	101	**	**	**	**	**	**	**	**	69*	101	**	**	**	**	**	**	**	**	**	**	**
Yes	68 99%	97 96%	-	-	-	-	-	-	-	-	68 99%	97 96%	-	-	-	-	-	-	-	-	-	-	-
No	1 1%	4 4%	-	-	-	-	-	-	-	-	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**
Seoul	-	49 49%	-	-	-	-	-	-	-	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	7 7%	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-
Ulsan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daejeon	-	3 3%	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Gwangju	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Incheon	-	3 3%	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Daegu	-	6 6%	-	-	-	-	-	-	-	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-
Jeju-do	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongbuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gangwon-do	-	4 4%	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-
Chungcheongnam-do	-	2 2%	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Jeollabuk-do	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeollanam-do	-	3 3%	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..**	101	..**	..**	..**	..**	..**	..**	..**	..**	101	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Gyeongsangnam-do	-	2 2%	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-
Gyeongsangbuk-do	-	3 3%	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QKRREG2. REGION CLASSIFICATION

Base: All South Korea Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	101	**	**	**	**	**	**	**	**	101	**	**	**	**	**	**	**	**	**	**	**	**
Seoul	-	49 49%	-	-	-	-	-	-	-	-	49 49%	-	-	-	-	-	-	-	-	-	-	-	-
Busan	-	7 7%	-	-	-	-	-	-	-	-	7 7%	-	-	-	-	-	-	-	-	-	-	-	-
Gyeonggi-do	-	17 17%	-	-	-	-	-	-	-	-	17 17%	-	-	-	-	-	-	-	-	-	-	-	-
All other metropolitan cities	-	13 13%	-	-	-	-	-	-	-	-	13 13%	-	-	-	-	-	-	-	-	-	-	-	-
All other provinces (do)	-	15 15%	-	-	-	-	-	-	-	-	15 15%	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

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Base: All India Respondents

	Country																						
	2015 Total Registrants	Asia												Africa									
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**
No education	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-
Less than primary	5 2%	5 2%	-	-	-	-	-	-	-	-	-	-	-	-	5 2%	5 2%	-	-	-	-	-	-	-
Primary but less than middle	7 2%	9 3%	-	-	-	-	-	-	-	-	-	-	-	-	7 2%	9 3%	-	-	-	-	-	-	-
Middle but less than matric	6 2%	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	6 2%	10 3%	-	-	-	-	-	-	-
Matric but less than graduate	24 8%	25 8%	-	-	-	-	-	-	-	-	-	-	-	-	24 8%	25 8%	-	-	-	-	-	-	-
Graduate or above	256 86%	279 85%	-	-	-	-	-	-	-	-	-	-	-	-	256 86%	279 85%	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QININC2. Which of the following income categories best describes your total 2015 household income before taxes?

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**	**
Less than 120,000 rupees	38 13%	53 16%	-	-	-	-	-	-	-	-	-	-	-	38 13%	53 16%	-	-	-	-	-	-	-	-
120,000 rupees or more	250 84%	257 78%	-	-	-	-	-	-	-	-	-	-	-	250 84%	257 78%	-	-	-	-	-	-	-	-
Decline to answer	10 3%	20 6%	-	-	-	-	-	-	-	-	-	-	-	10 3%	20 6%	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All India Respondents

	Country																						
	2015 Total Registrants	Asia											Africa										
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**
Metro	239 80%	281 85%	-	-	-	-	-	-	-	-	-	-	-	-	239 80%	281 85%	-	-	-	-	-	-	-
Non-metro	59 20%	49 15%	-	-	-	-	-	-	-	-	-	-	-	-	59 20%	49 15%	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All India Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	298	330	**	**	**	**	**	**	**	**	**	**	**	298	330	**	**	**	**	**	**	**	**
Yes	285 96%	311 94%	-	-	-	-	-	-	-	-	-	-	-	285 96%	311 94%	-	-	-	-	-	-	-	-
No	13 4%	19 6%	-	-	-	-	-	-	-	-	-	-	-	13 4%	19 6%	-	-	-	-	-	-	-	-
Sigma	298 100%	330 100%	-	-	-	-	-	-	-	-	-	-	-	298 100%	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Country																							
	2015 Total Registrants	Asia														Africa								
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..*	330	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	330	..*	..*	..*	..*	..*	..*	..*	..*	
Uttar Pradesh	-	10 3%	-	-	-	-	-	-	-	-	-	-	-	-	10 3%	-	-	-	-	-	-	-	-	-
Maharashtra	-	61 18%	-	-	-	-	-	-	-	-	-	-	-	-	61 18%	-	-	-	-	-	-	-	-	-
Bihar	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
West Bengal	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	29 9%	-	-	-	-	-	-	-	-	-
Andhra Pradesh	-	34 10%	-	-	-	-	-	-	-	-	-	-	-	-	34 10%	-	-	-	-	-	-	-	-	-
Tamil Nadu	-	46 14%	-	-	-	-	-	-	-	-	-	-	-	-	46 14%	-	-	-	-	-	-	-	-	-
Madhya Pradesh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-
Rajasthan	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-	-
Karnataka	-	29 9%	-	-	-	-	-	-	-	-	-	-	-	-	29 9%	-	-	-	-	-	-	-	-	-
Gujarat	-	21 6%	-	-	-	-	-	-	-	-	-	-	-	-	21 6%	-	-	-	-	-	-	-	-	-
Orissa	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-
Kerala	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-	-
Assam	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
Punjab	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

19 Aug 2016
Table 395

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..**	330	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	330	..**	..**	..**	..**	..**	..**	..**	..**
Haryana	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-	-
Jharkhand	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chhattisgarh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jammu and Kashmir	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Uttaranchal	-	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	-	-	-	-	-	-	-
Himachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tripura	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Manipur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Meghalaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nagaland	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Goa	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Arunachal Pradesh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mizoram	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sikkim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Delhi	-	61 18%	-	-	-	-	-	-	-	-	-	-	-	-	61 18%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All India Respondents

QINREG1. In which division do you currently reside?

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	330	330
Pondicherry	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chandigarh	-	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	-
Andaman and Nicobar Islands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dadra and Nagar Haveli	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Daman and Diu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lakshadweep	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	330 100%	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QINREG2. STATE SIZE CLASSIFICATION

Base: All India Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	330	**	**	**	**	**	**	**	**	**	**	**	**	330	**	**	**	**	**	**	**	**
Bigger State	-	258 78%	-	-	-	-	-	-	-	-	-	-	-	-	258 78%	-	-	-	-	-	-	-	-
Smaller State	-	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	8 2%	-	-	-	-	-	-	-	-
Union Territories	-	64 19%	-	-	-	-	-	-	-	-	-	-	-	-	64 19%	-	-	-	-	-	-	-	-
Sigma	-	330 100%	-	-	-	-	-	-	-	-	-	-	-	-	330 100%	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

19 Aug 2016
Table 397

	Country																						
	2015 Total Registrants	Asia														Africa							
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49*	100	**	**	**	**	**
Irian Jaya Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Papua	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Banten	1 2%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	9 9%	-	-	-	-	-
Jakarta Raya	17 35%	21 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 35%	21 21%	-	-	-	-	-
Jawa Barat	5 10%	11 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 10%	11 11%	-	-	-	-	-
Jawa Tengah	5 10%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 10%	15 15%	-	-	-	-	-
Jawa Timur	9 18%	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 18%	16 16%	-	-	-	-	-
Yogyakarta	3 6%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	6 6%	-	-	-	-	-
Kalimantan Barat	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Kalimantan Selatan	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Kalimantan Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalimantan Timur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Maluku Utara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Base: All Indonesia Respondents

Q1500. In which province do you currently reside?

19 Aug 2016
Table 397

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49*	100	**	**	**	**	**	**
Bali	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Nusa Tenggara Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nusa Tenggara Timur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Gorontalo	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Sulawesi Barat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Selatan	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Sulawesi Tengah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Tenggara	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sulawesi Utara	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Aceh	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Bangka-Belitung	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Bengkulu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jambi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kepulauan Riau	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lampung	2 4%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4%	1 1%	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1500. In which province do you currently reside?

Base: All Indonesia Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49*	100	**	**	**	**	**	**
Riau	1 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	1 1%	-	-	-	-	-	-
Sumatera Barat	2 4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 4% R	-	-	-	-	-	-	-
Sumatera Selatan	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-	-	-	-	-
Sumatera Utara	3 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 6%	5 5%	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1502. REGION CLASSIFICATION

Base: All Indonesia Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49*	100	**	**	**	**	**	**
Irian Jaya	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawa	40 82%	78 78%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	40 82%	78 78%	-	-	-	-	-	-
Kalimantan	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-
Maluku	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-
Nusa Tenggara	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-	-	-	-	-
Sulawesi	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	3 3%	-	-	-	-	-	-
Sumatera	8 16%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 16%	12 12%	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1580. What is your marital status?

Base: All Nigeria Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Single, never married	87 46%	100 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	87 46%	100 50%	-	-	-	-
Married (monogamous or polygamous)	96 51%	95 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	96 51%	95 48%	-	-	-	-
Divorced	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-
Separated	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-	-
Widowed	2 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-
Loosely coupled	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1503. In which state do you currently reside?

19 Aug 2016
Table 400

Base: All Nigeria Respondents

	Country																						
	2015 Total Registrants	Asia															Africa						
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Lagos State	104 55%	112 56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	104 55%	112 56%	-	-	-	-
Ogun State	9 5%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 5%	4 2%	-	-	-	-
Oyo State	8 4%	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8 4%	7 4%	-	-	-	-
Osun State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-
Kogi State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Kwara State	5 3%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 3%	3 2%	-	-	-	-
Delta State	3 2%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	2 1%	-	-	-	-
Ondo State	7 4%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	2 1%	-	-	-	-
Edo State	7 4%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 4%	1 1%	-	-	-	-
Ekiti State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Anambra State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-
Abia State	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-
Enugu State	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 2%	-	-	-	-
Ebonyi 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia															Africa						
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Rivers State	11 6%	13 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 6%	13 7%	-	-	-	-
Akwa Ibom State	1 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	3 2%	-	-	-	-
Imo State	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 2%	-	-	-	-
Cross River State	-	5 3% A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 3% S	-	-	-	-
Bayelsa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Borno State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Adamawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Taraba State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yobe State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kano State	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-
Jigawa State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bauchi State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-
Gombe State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Kaduna State	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-
Katsina State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Sokoto State	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-
Kebbi State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zamfara State	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Benue State	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	-	-	-	-
Niger State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Plateau State	3 2%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	4 2%	-	-	-	-
Nassarawa State	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Abuja Federal Capital Territory	21 11%	20 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 11%	20 10%	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1504. STATE CLASSIFICATION

Base: All Nigeria Respondents

	Country																						
	2015 Total Registrants	Asia															Africa						
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Postal Code Region 1	113 59%	116 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	113 59%	116 58%	-	-	-	-
Postal Code Region 2	13 7%	14 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 7%	14 7%	-	-	-	-
Postal Code Region 3	17 9%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17 9%	6 3%	-	-	-	-
Postal Code Region 4	3 2%	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	6 3%	-	-	-	-
Postal Code Region 5	14 7%	24 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 7%	24 12%	-	-	-	-
Postal Code Region 6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Postal Code Region 7	2 1%	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	4 2%	-	-	-	-
Postal Code Region 8	2 1%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	3 2%	-	-	-	-
Postal Code Region 9	26 14%	27 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26 14%	27 14%	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q1585. Do you consider yourself...?

19 Aug 2016
Table 402

Base: All Nigeria Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	190	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	190	200	**	**	**	**
Hausa	2 1%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 1%	5 3%	-	-	-	-
Yoruba	100 53%	92 46%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100 53%	92 46%	-	-	-	-
Igbo/Ibo	52 27%	50 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52 27%	50 25%	-	-	-	-
Fulanji	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-
Other	32 17%	48 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 17%	48 24%	-	-	-	-
Decline to answer	3 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 2%	5 3%	-	-	-	-
Sigma	190 100%	200 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190 100%	200 100%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	80*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	80*	100
Ad Daqahliyah	3 4%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	6 6%
Al Buhayrah	4 5%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%	2 2%
Al Gharbiyah	7 9%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7 9%	4 4%
Al Isma'iliyah	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kafr ash Shaykh	5 6%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 6%	1 1%
Dumyat	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%
Al Qalyubiyah	3 4%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	3 3%
Ash Sharqiyah	5 6%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5 6%	5 5%
Al Minufiyah	2 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 3%	4 4%
Al Qahirah	21 26%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	21 26%	25 25%
Al Iskandariyah	14 18%	15 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 18%	15 15%
Bur Sa'id	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 1%
Al Uqsur	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
As Suways	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Egypt Respondents

Q1505. In which governorate do you currently reside?

	Country																							
	Asia										Africa													
	2015 Total Registrants	Nielsen Sample Only	2016 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)	2016 Egypt
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	80*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	80*	100
Aswan	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Asyut	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	5 5%
Al Minya	3 4%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 4%	2 2%
Suhaj	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%
Qina	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
Al Fayyum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Jizah	10 13%	9 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10 13%	9 9%
Bani Suwayf	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%
Janub Sina'	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Matruh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shamal Sina'	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
Al Wadi al Jadid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Al Bahr al Ahmar	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1506. REGION CLASSIFICATION

Base: All Egypt Respondents

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	80*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	80*	100
Lower	29 36%	29 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 36%	29 29%
City	37 46%	42 42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37 46%	42 42%
Upper	14 18%	25 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 18%	25 25%
Desert	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%
Sigma	80 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 405

Base: All Colombia Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indon-esia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Menos de \$ 6.000.000 pesos colombianos	8 13%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 6.001.000 a \$ 12.000.000 pesos colombianos	7 11%	16 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 12.001.000 a \$ 18.000.000 pesos colombianos	5 8%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 18.001.000 a \$ 24.000.000 pesos colombianos	4 6%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 24.001.000 a \$ 30.000.000 pesos colombianos	2 3%	14 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 30.001.000 a \$ 36.000.000 pesos colombianos	3 5%	8 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 36.001.000 a \$ 60.000.000 pesos colombianos	11 17%	13 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 60.001.000 a \$ 84.000.000 pesos colombianos	4 6%	10 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$ 84.001.000 o mas pesos colombianos	8 13%	15 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	12 19%	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Colombian Respondents

QCOREG2. In which region do you live?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..*	125	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
Central	-	9 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bogota	-	54 43%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Norte	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eje Cafetero	-	12 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Norte	-	12 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Andina Sur	-	4 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pacifico Sur	-	18 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caribe	-	13 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Orinoquia	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

19 Aug 2016
Table 407

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	**	**	52*	52*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
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)	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Complete Lower Secondary school (Grades 6-9)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some Upper Secondary school (Grades 10-12)	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Complete Upper Secondary school (Grades 10-12)	3 6%	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some Professional Secondary school - Primary level	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Complete Professional Secondary school - Primary level	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some Professional Secondary school - Intermediate level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Complete Professional Secondary school - Intermediate level	1 2%	1 2%	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Some College	1 2%	-	-	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4010. What is your current education level?

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	**	**	52*	52*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Complete College	5 10%	8 15%	-	-	5 10%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some University	11 21%	8 15%	-	-	11 21%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete University	25 48%	27 52%	-	-	25 48%	27 52%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some Post graduate degree	1 2%	1 2%	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete Post graduate degree	2 4%	5 10%	-	-	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	-**	-**	52*	52*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
GOVERNMENT EMPLOYEE (THE GOVERNMENT'S ORGANIZATIONS OR STATE-OWN COMPANIES)	-	4 8% A	-	-	-	4 8% E	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Senior government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle government official	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low government official	1 2%	3 6%	-	-	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Production Worker	3 6%	1 2%	-	-	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NON-STATE SECTOR EMPLOYEE	2 4%	5 10%	-	-	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top level management	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle management	8 15%	8 15%	-	-	8 15%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low manager	5 10%	2 4%	-	-	5 10%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Executive/Officer	1 2%	3 6%	-	-	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMPLOYER (owners of companies/business establishments having 'employees' on a continuous basis)	3 6%	1 2%	-	-	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (10 workers or higher)	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Owner of a company/agency/farm (1- 9 workers)	1 2%	-	-	-	1 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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4015. What is your current occupation?

Base: All Vietnam Respondents

	Country																						
	Asia											Africa											
	Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	**	**	52*	52*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
OWN-ACCOUNT WORKER	7 13%	5 10%	-	-	7 13%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investor (real estate, stock,...)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Store owner/ individual establishment owner (not having "employees" on a continuous basis)	1 2%	1 2%	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmer, logger, fisherman (agriculture, forestry and fishing)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other self-employment (professional, freelancer, own-account driver, vendor, hawker,...)	1 2%	1 2%	-	-	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PART-TIME/UNPAID FAMILY WORKER/ UNEMPLOYED	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student/ Apprentice	12 23%	11 21%	-	-	12 23%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife/househusband	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Family workers	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHERS (UNCLASIFIABLE BY STATUS)	2 4%	4 8%	-	-	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/ REFUSED	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

1. Household Income

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	-**	-**	52*	52*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	5 10%	6 12%	-	-	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	3 6%	5 10%	-	-	3 6%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	5 10%	-	-	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	4 8%	6 12%	-	-	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	14 27%	13 25%	-	-	14 27%	13 25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	18 35%	11 21%	-	-	18 35%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	3 6%	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	-	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	3 6%	-	-	2 4%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

2. Household Expenditure

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	-**	-**	52*	52*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	2 4%	1 2%	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	4 8%	5 10%	-	-	4 8%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	4 8%	-	-	2 4%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	1 2%	2 4%	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	5 10%	10 19%	-	-	5 10%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	11 21%	12 23%	-	-	11 21%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	14 27%	10 19%	-	-	14 27%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	9 17% B	2 4%	-	-	9 17% F	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	1 2%	3 6%	-	-	1 2%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	2 4%	2 4%	-	-	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

3. Personal Income

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	-**	-**	52*	52*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	3 6%	1 2%	-	-	3 6%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	3 6%	3 6%	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	2 4%	1 2%	-	-	2 4%	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	4 8%	6 12%	-	-	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	13 25%	11 21%	-	-	13 25%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	10 19%	11 21%	-	-	10 19%	11 21%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	5 10%	8 15%	-	-	5 10%	8 15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	5 10%	4 8%	-	-	5 10%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	3 6%	2 4%	-	-	3 6%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	1 2%	2 4%	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	3 6%	3 6%	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

19 Aug 2016
Table 412

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	-**	-**	52*	52*	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
150,000,000 VND or higher	3 6%	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
75,000,000- 149,999,999 VND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45,000,000- 74,999,999 VND	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30,000,000- 44,999,999 VND	2 4%	2 4%	-	-	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15,000,000- 29,999,999 VND	3 6%	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
7,500,000- 14,999,999 VND	2 4%	2 4%	-	-	2 4%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4,500,000- 7,499,999 VND	5 10%	6 12%	-	-	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3,000,000- 4,499,999 VND	10 19%	9 17%	-	-	10 19%	9 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1,500,000- 2,999,999 VND	11 21%	17 33%	-	-	11 21%	17 33%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1- 1,499,999 VND	11 21%	12 23%	-	-	11 21%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No income/ expenditure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know/NA	3 6%	4 8%	-	-	3 6%	4 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4025. BTS

19 Aug 2016
Table 413

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip-pines (w/o client sample)	2016 Philip-pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon-esia (w/o client sample)	2016 Indone-sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	50*	49*	**	**	50*	49*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Class A5 (150,000,000+)	5 10%	6 12%	-	-	5 10%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A4 (75,000,000 - 149,999,999)	3 6%	5 10%	-	-	3 6%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A3 (45,000,000 - 74,999,999)	2 4%	5 10%	-	-	2 4%	5 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A2 (30,000,000 - 44,999,999)	4 8%	6 12%	-	-	4 8%	6 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class A1 (15,000,000 - 29,999,999)	14 28%	13 27%	-	-	14 28%	13 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class B (7,500,000 - 14,999,999)	18 36%	11 22%	-	-	18 36%	11 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class C (4,500,000 - 7,499,999)	3 6%	-	-	-	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class D (3,000,000 - 4,499,000)	-	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class E (1,500,000 - 2,999,999)	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Class F (1 - 1,499,999)	-	1 2%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	50 100%	49 100%	-	-	50 100%	49 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4027. In what region do you live?

19 Aug 2016
Table 414

Base: All Vietnam Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	52*	52*	**	**	52*	52*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
North East	6 12%	10 19%	-	-	6 12%	10 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Red River Delta	15 29%	12 23%	-	-	15 29%	12 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North Central Coast	3 6%	3 6%	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Central Coast	3 6%	3 6%	-	-	3 6%	3 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Highlands	2 4%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South East	14 27%	15 29%	-	-	14 27%	15 29%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mekong River Delta	8 15%	7 13%	-	-	8 15%	7 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	1 2%	2 4%	-	-	1 2%	2 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	52 100%	52 100%	-	-	52 100%	52 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4030. What is your highest educational attainment?

19 Aug 2016
Table 415

Base: All Philippines Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	**	**	**	**	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Complete elementary	-	2%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some high school	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed high school	4%	2%	-	-	-	-	4%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some vocational	-	3%	-	-	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed Vocational	4%	6%	-	-	-	-	4%	6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some college	8%	17%	-	-	-	-	8%	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed college/ Has degree	46%	63%	-	-	-	-	46%	63%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some post graduate degree	6%	5%	-	-	-	-	6%	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed post graduate degree	7%	1%	-	-	-	-	7%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76%	101%	-	-	-	-	76%	101%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

19 Aug 2016
Table 416

Base: All Philippines Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	**	**	**	**	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Professional, technical and kindred workers	35 46%	40 40%	-	-	-	-	35 46%	40 40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Farmers and farm managers	-	2 2%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manager, officials and proprietors except farm	2 3%	3 3%	-	-	-	-	2 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Clerical and kindred workers	11 14%	12 12%	-	-	-	-	11 14%	12 12%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sales workers	2 3%	7 7%	-	-	-	-	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Craftsmen, foremen and kindred workers	1 1%	2 2%	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service workers except private household workers	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private household workers	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	1 1%	2 2%	-	-	-	-	1 1%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not gainfully employed	1 1%	5 5%	-	-	-	-	1 1%	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife	6 8%	8 8%	-	-	-	-	6 8%	8 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student	2 3%	7 7%	-	-	-	-	2 3%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensioner	1 1%	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	8 11%	10 10%	-	-	-	-	8 11%	10 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4035. At the present time, what is your occupation?

19 Aug 2016
Table 416

Base: All Philippines Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	76*	101
Refused	4 5%	2 2%	-	-	-	-	4 5%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q4036. Please select the area in which you live?

19 Aug 2016
Table 417

Base: All Philippines Respondents

	Country																						
	2015 Total Registrants	Asia											Africa										
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	**	**	**	**	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
National Capital Region	19 25%	41 41% A	-	-	-	-	19 25%	41 41% G	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cordillera Administrative Region	1 1%	7 7%	-	-	-	-	1 1%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ilocos (Region I)	2 3%	1 1%	-	-	-	-	2 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cagayan Valley (Region II)	2 3%	3 3%	-	-	-	-	2 3%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Luzon (Region III)	6 8%	7 7%	-	-	-	-	6 8%	7 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Tagalog (Region IV)	22 29%	17 17%	-	-	-	-	22 29%	17 17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicol (Region V)	6 8%	2 2%	-	-	-	-	6 8%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Visayas (Region VI)	1 1%	4 4%	-	-	-	-	1 1%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Visayas (Region VII)	10 13%	6 6%	-	-	-	-	10 13%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern Visayas (Region VIII)	1 1%	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Western Mindanao (Region IX)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Mindanao (Region X)	4 5%	6 6%	-	-	-	-	4 5%	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Southern Mindanao (Region XI)	2 3%	4 4%	-	-	-	-	2 3%	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central Mindanao (Region XII)	-	2 2%	-	-	-	-	-	2 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	76*	101	**	**	**	**	76*	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Autonomous Region in Muslim Mindanao	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Caraga	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	76 100%	101 100%	-	-	-	-	76 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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?

Base: All Brazil Respondents And 21+ Years Of Age

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	126	168	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nenhum	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alfabetizacao	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental I (1a. serie a 4a.)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental incompleto - fundamental II (6a. serie a 8a. serie)	2 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundamental completo	2 2%	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ensino Medio	44 35%	52 31%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Superior	61 48%	81 48%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pos-graduacao (Mestrado, Doutorado ou Pos-doutorado)	17 13%	24 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	126 100%	168 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..*	186	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
Distrito Federal	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Goiás	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mato Grosso do Sul	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Acre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amapa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amazonas	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Para	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rondonia	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Roraima	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tocantins	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Alagoas	-	4 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bahia	-	17 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ceara	-	2 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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Brazil Respondents

QBRREG1. In which state do you currently reside?

19 Aug 2016
Table 419

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..**	186	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**	..**
Maranhao	-	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Paraiba	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pernambuco	-	8 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Piaui	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Norte	-	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sergipe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parana	-	9 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio Grande do Sul	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Santa Catarina	-	5 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Espirito Santo	-	6 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Minas Gerais	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rio de Janeiro	-	18 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sao Paulo	-	63 34%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

QBRREG2. REGION CLASSIFICATION

Base: All Brazil Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	186	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Center-west	-	10 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North	-	7 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North-east	-	40 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South	-	21 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South-east	-	108 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	186 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 421

Base: All Mexican Respondents And 21+ Years Of Age

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	62*	95*	
No he estudiado	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primaria completa	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria incompleta	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secundaria completa	2 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera comercial	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carrera tecnica	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria incompleta	1 2%	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Preparatoria completa	5 8%	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura incompleta	10 16%	12 13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Licenciatura completa	37 60%	63 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diplomado/Maestria	6 10%	10 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Doctorado	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	62 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

19 Aug 2016
Table 422

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..*	100	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	
Aguascalientes	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Norte	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Baja California Sur	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Campeche	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chiapas	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chihuahua	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coahuila	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Colima	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Distrito Federal	-	18 18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Durango	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guanajuato	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Guerrero	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hidalgo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jalisco	-	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 - UV - W/X - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Mexican Respondents

QMXREG. In which state do you currently reside?

19 Aug 2016
Table 422

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted Base	..	100	
Mexico	-	16 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Michoacan	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Morelos	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nayarit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuevo Leon	-	6 6%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oaxaca	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puebla	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Queretaro	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quintana Roo	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
San Luis Potosi	-	5 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sinaloa	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sonora	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tabasco	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tamaulipas	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tlaxcala	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..	100
Veracruz	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yucatan	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Zacatecas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	-	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 423

Base: All Chinese Respondents And 21+ Years Of Age

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	540	543	540	543	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
High school or less	10 2%	18 3%	10 2%	18 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
College	99 18%	119 22%	99 18%	119 22%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bachelor degree	379 70%	356 66%	379 70%	356 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post graduate	52 10%	50 9%	52 10%	50 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	540 100%	543 100%	540 100%	543 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 424

Base: All Turkey Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	45*	50*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Primary education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Middle school or junior high school	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
High school	10 22%	12 24%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	29 64%	29 58%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Masters degree or doctorate	6 13%	8 16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No schooling completed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	45 100%	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

Base: All Colombia Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	64*	125	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	5 8%	9 7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical/Technology	22 34%	34 27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University	27 42%	63 50%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post Graduate	10 16%	17 14%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	64 100%	125 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Base: All Indonesia Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	49*	100	**	**	**	**	**	**	**	**	**	**	**	**	**	49*	100	**	**	**	**	**	**
No schooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Elementary school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior high school	1 2%	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 2%	2 2%	-	-	-	-	-	-
High school or higher	48 98%	98 98%	-	-	-	-	-	-	-	-	-	-	-	-	-	48 98%	98 98%	-	-	-	-	-	-
Sigma	49 100%	100 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	49 100%	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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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?

Base: All Japan Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	176	176	**	**	**	**	**	**	176	176	**	**	**	**	**	**	**	**	**	**	**	**	**
Less than high school	4 2%	3 2%	-	-	-	-	-	-	4 2%	3 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
High school degree	47 27%	43 24%	-	-	-	-	-	-	47 27%	43 24%	-	-	-	-	-	-	-	-	-	-	-	-	-
Junior College degree	17 10%	16 9%	-	-	-	-	-	-	17 10%	16 9%	-	-	-	-	-	-	-	-	-	-	-	-	-
BA or University degree	108 61%	114 65%	-	-	-	-	-	-	108 61%	114 65%	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	176 100%	176 100%	-	-	-	-	-	-	176 100%	176 100%	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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?

19 Aug 2016
Table 428

Base: All Nigeria Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	**	200	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	200	**	**	**	**
No level completed	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Completed FSLC (first school leaving certificate)	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	-
Completed MSLC (middle school leaving certificate)	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
Vocational/COMM	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
JSS/O'Level	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Completed O'Level/SSS (senior secondary school)	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	-
Completed A'Level or higher	-	111%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	111%	-	-	-	-
Other	-	73%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73%	-	-	-	-
Sigma	-	200%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200%	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Base: All Poland Respondents

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

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	53*	53*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Incomplete primary or no school education	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Basic vocational	-	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary	14 26%	16 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Post-secondary	7 13% B	1 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tertiary	32 60%	35 66%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	53 100%	53 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	73*	128	**	**	**	**	**	**	**	**	**	**	73*	128	**	**	**	**	**	**	**	**	**
Incomplete secondary and lower	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Secondary general	4 5%	7 5%	-	-	-	-	-	-	-	-	-	-	4 5%	7 5%	-	-	-	-	-	-	-	-	-
Secondary special	12 16%	18 14%	-	-	-	-	-	-	-	-	-	-	12 16%	18 14%	-	-	-	-	-	-	-	-	-
Incomplete higher	2 3%	8 6%	-	-	-	-	-	-	-	-	-	-	2 3%	8 6%	-	-	-	-	-	-	-	-	-
Higher (including postgraduate)	55 75%	95 74%	-	-	-	-	-	-	-	-	-	-	55 75%	95 74%	-	-	-	-	-	-	-	-	-
Sigma	73 100%	128 100%	-	-	-	-	-	-	-	-	-	-	73 100%	128 100%	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** 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?

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Base: All South Korea Respondents

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	69*	101	**	**	**	**	**	**	**	**	69*	101	**	**	**	**	**	**	**	**	**	**	**
Less than high school	1 1%	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-
High school graduate	9 13%	18 18%	-	-	-	-	-	-	-	-	9 13%	18 18%	-	-	-	-	-	-	-	-	-	-	-
College/University graduate	53 77%	76 75%	-	-	-	-	-	-	-	-	53 77%	76 75%	-	-	-	-	-	-	-	-	-	-	-
Post graduate degree	6 9%	6 6%	-	-	-	-	-	-	-	-	6 9%	6 6%	-	-	-	-	-	-	-	-	-	-	-
Sigma	69 100%	101 100%	-	-	-	-	-	-	-	-	69 100%	101 100%	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Chinese Respondents

QCNINC. Which of the following income categories best describes your total monthly household income before taxes?

	Country																						
	2015 Total Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	548	551	548	551	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Less than 1000 RMB	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1001-2000 RMB	3 1%	2	3 1%	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2001-3000 RMB	9 2%	9 2%	9 2%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3001-4000 RMB	14 3%	9 2%	14 3%	9 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
4001-6000 RMB	62 11% B	42 8%	62 11% D	42 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6001-10,000 RMB	181 33%	163 30%	181 33%	163 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Over 10,000 RMB	265 48%	321 58% A	265 48%	321 58% C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Decline to answer	14 3% B	4 1%	14 3% D	4 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	548 100%	551 100%	548 100%	551 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
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 Registrants	Asia										Africa											
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2015 Vietnam (w/o client sample)	2016 China	2016 Vietnam	2015 Philip- pines (w/o client sample)	2016 Philip- pines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indon- esia (w/o client sample)	2016 Indone- sia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted Base	..*	101	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	..*	101	..*	..*
Free state	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	-
Gauteng	-	38 38%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38 38%	-	-
KwaZulu-Natal	-	19 19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19 19%	-	-
Limpopo	-	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3 3%	-	-
Mpumalanga	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-
Northern Cape	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northwest	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-
Western Cape	-	30 30%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 30%	-	-
Eastern Cape	-	4 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4 4%	-	-
Sigma	-	101 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101 100%	-	-

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 - A/C/E/G/I/K/M/O/Q/S/U/W - B/D/F/H/J/L/N/P/R/T/V/X
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

	Country																							
	2015 Total Registrants	Asia										Africa												
		Nielsen Sample Only	2016 Total Registrants	2015 China (w/o client sample)	2016 China	2015 Vietnam (w/o client sample)	2016 Vietnam	2015 Philippines (w/o client sample)	2016 Philippines	2015 Japan (w/o client sample)	2016 Japan	2015 South Korea (w/o client sample)	2016 South Korea	2015 Russia (w/o client sample)	2016 Russia	2015 India (w/o client sample)	2016 India	2015 Indonesia (w/o client sample)	2016 Indonesia	2015 Nigeria (w/o client sample)	2016 Nigeria	2015 South Africa (w/o client sample)	2016 South Africa	2015 Egypt (w/o client sample)
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
2015 Total Registrants	2588	-	548	-	52	-	76	-	176	-	69	-	73	-	298	-	49	-	190	-	82	-	80	-
Nielsen Sample Only	-	3349	-	551	-	52	-	101	-	176	-	101	-	128	-	330	-	100	-	200	-	101	-	100
Country																								
Asia																								
2015 China (w/o client sample)	548	-	548	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 China	-	551	-	551	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Vietnam (w/o client sample)	52	-	-	-	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Vietnam	-	52	-	-	-	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Philippines (w/o client sample)	76	-	-	-	-	-	76	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Philippines	-	101	-	-	-	-	-	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 Japan (w/o client sample)	176	-	-	-	-	-	-	-	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 Japan	-	176	-	-	-	-	-	-	-	176	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2015 South Korea (w/o client sample)	69	-	-	-	-	-	-	-	-	-	69	-	-	-	-	-	-	-	-	-	-	-	-	-
2016 South Korea	-	101	-	-	-	-	-	-	-	-	-	101	-	-	-	-	-	-	-	-	-	-	-	-
2015 Russia (w/o client sample)	73	-	-	-	-	-	-	-	-	-	-	-	73	-	-	-	-	-	-	-	-	-	-	-
2016 Russia	-	128	-	-	-	-	-	-	-	-	-	-	-	128	-	-	-	-	-	-	-	-	-	-
2015 India (w/o client sample)	298	-	-	-	-	-	-	-	-	-	-	-	-	-	298	-	-	-	-	-	-	-	-	-
2016 India	-	330	-	-	-	-	-	-	-	-	-	-	-	-	-	330	-	-	-	-	-	-	-	-
2015 Indonesia (w/o client sample)	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	-	-	-	-	-	-	-
2016 Indonesia	-	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	-	-	-	-	-	-
Africa																								
2015 Nigeria (w/o client sample)	190	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	190	-	-	-	-	-
2016 Nigeria	-	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200	-	-	-	-
2015 South Africa (w/o client sample)	82	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	82	-	-	-
2016 South Africa	-	101	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	101	-	-
2015 Egypt (w/o client sample)	80	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80	-
2016 Egypt	-	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100

T Test Suppressed Because No Base Row

<u>Page</u>	<u>Table</u>	<u>Title</u>
1	1	Q616. Country
4	2	Q264. In which country or region do you currently reside?
7	3	Q268. I identify my gender as...?
8	4	Q280. Respondent Age.
10	5	Q605. Have you ever registered a domain name?
11	6	Q610. What was your role in the domain registration decision?
12	7	Q615. For what purpose(s) did you register a domain name?
13	8	Q625. For which types of business(es) did you register a domain name?
14	9	Q635. How many total domains have you personally registered, including domains that may no longer be active?
15	10	Q640. Have you ever registered duplicate domain names?
16	11	Q642. Why did you register duplicate domain names?
17	18	Q655. COUNTRY QUOTAS
20	19	Q700. Which of the following domain name extensions, if any, have you heard of?
24	20	Q630. In which of the following TLD(s) have you registered domain names?
27	21	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (INCLUDING 0)
28	22	Q795. Of the (...) domains you have registered, how many are in each of the following categories? SUMMARY TABLE OF MEANS (EXCLUDING 0)
29	23	Q795_1. Of the (...) domains you have registered, how many are in each of the following categories? 1. Parked-registered and reserved for your use, but not in active service. The site displays a placeholder webpage like "under development" or similar term
30	24	Q795_2. Of the (...) domains you have registered, how many are in each of the following categories? 2. Redirected to an active website-if you enter the URL, it redirects to another URL
31	25	Q795_3. Of the (...) domains you have registered, how many are in each of the following categories? 3. Used for an active website
32	26	Q795_4. Of the (...) domains you have registered, how many are in each of the following categories? 4. Actively used for some purpose other than a website
33	27	Q795_5. Of the (...) domains you have registered, how many are in each of the following categories? 5. Expired-no longer registered in your or your company's name
34	28	Q795_6. Of the (...) domains you have registered, how many are in each of the following categories? 6. Other
35	29	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF TOP 2 BOX
38	30	Q720. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? SUMMARY TABLE OF BOTTOM 2 BOX
41	31	Q720_1. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 1. .biz
42	32	Q720_2. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 2. .com
43	33	Q720_3. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 3. .info
44	34	Q720_4. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 4. .mobi
45	35	Q720_5. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 5. .net
46	36	Q720_6. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 6. .org
47	37	Q720_7. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 7. .tel
48	38	Q720_8. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 8. .asia
49	39	Q720_9. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 9. .pro
50	40	Q720_10. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 10. .coop
51	41	Q720_11. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 11. .cn
52	42	Q720_12. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 12. .vn
53	43	Q720_13. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 13. .ph
54	44	Q720_14. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 14. .jp

<u>Page</u>	<u>Table</u>	<u>Title</u>
55	45	Q720_15. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 15. .kr
56	46	Q720_16. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 16. .ru
57	47	Q720_17. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 17. .in
58	48	Q720_18. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 18. .id
59	49	Q720_19. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 19. .ng
60	50	Q720_20. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 20. .za
61	51	Q720_21. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 21. .eg
62	52	Q720_22. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 22. .co
63	53	Q720_23. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 23. .ar
64	54	Q720_24. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 24. .br
65	55	Q720_25. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 25. .it
66	56	Q720_26. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 26. .tr
67	57	Q720_27. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 27. .es
68	58	Q720_28. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 28. .pl
69	59	Q720_29. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 29. .uk
70	60	Q720_30. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 30. .fr
71	61	Q720_31. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 31. .de
72	62	Q720_32. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 32. .us
73	63	Q720_33. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 33. .ca
74	64	Q720_34. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 34. .mx
75	65	Q720_38. If you were setting up your own website in the next 6 months, how likely would you be to consider the following domain name extensions? 38. .eu
76	66	q730. To the best of your knowledge, why do websites have different extensions?
81	67	Q748. How would you describe your satisfaction with the types of common domain names we've mentioned so far?
82	68	Q750. If you wanted more information about one of the current domain name extensions, where would you go?
83	69	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF TOP 2 BOX
85	70	Q755. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? SUMMARY TABLE OF BOTTOM 2 BOX
87	71	Q755_1. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 1. Innovative
88	72	Q755_2. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 2. Cutting edge
89	73	Q755_3. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 3. Extreme
90	74	Q755_4. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 4. Trustworthy
91	75	Q755_5. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 5. Unconventional
92	76	Q755_6. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 6. Practical
93	77	Q755_7. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 7. Technical
94	78	Q755_8. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 8. Confusing

<u>Page</u>	<u>Table</u>	<u>Title</u>
95	79	Q755_9. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 9. Overwhelming
96	80	Q755_10. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 10. Useful
97	81	Q755_11. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 11. For people like me
98	82	Q755_12. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 12. Interesting
99	83	Q755_13. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 13. Exciting
100	84	Q755_14. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 14. Helpful
101	85	Q755_15. How well do each of the following adjectives describe common gTLDs such as .com, .org and .net? 15. Informative
102	86	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT/SOME RESTRICTIONS
105	87	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF STRICT RESTRICTIONS
108	88	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF SOME RESTRICTIONS
111	89	Q765. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? SUMMARY TABLE OF NO RESTRICTIONS
114	90	Q765_1. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 1. .com
115	91	Q765_2. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 2. .net
116	92	Q765_3. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 3. .info
117	93	Q765_4. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 4. .org
118	94	Q765_5. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 5. .cn
119	95	Q765_6. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 6. .vn
120	96	Q765_7. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 7. .ph
121	97	Q765_8. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 8. .jp
122	98	Q765_9. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 9. .kr
123	99	Q765_10. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 10. .ru
124	100	Q765_11. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 11. .in
125	101	Q765_12. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 12. .id
126	102	Q765_13. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 13. .ng
127	103	Q765_14. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 14. .za

<u>Page</u>	<u>Table</u>	<u>Title</u>
128	104	Q765_15. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 15. .eg
129	105	Q765_16. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 16. .co
130	106	Q765_17. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 17. .ar
131	107	Q765_18. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 18. .br
132	108	Q765_19. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 19. .it
133	109	Q765_20. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 20. .fr
134	110	Q765_21. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 21. .es
135	111	Q765_22. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 22. .pl
136	112	Q765_23. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 23. .uk
137	113	Q765_24. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 24. .ir
138	114	Q765_25. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 25. .de
139	115	Q765_26. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 26. .us
140	116	Q765_27. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 27. .ca
141	117	Q765_28. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 28. .mx
142	118	Q765_29. What are your expectations about placing restrictions on purchasing/registering a domain using each of the following gTLDs? 29. .eu
143	119	Q767. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? SUMMARY TABLE OF YES
144	120	Q767_1. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 1. Requirements for validated credentials related to the gTLD (e.g., must be a licensed contractor to register a .builder domain)
145	121	Q767_2. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 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)
146	122	Q767_3. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 3. Requirements for local presence within a specific city, country, or region for a domain related to that place (e.g., someone registering .ca would have to be located in Canada)
147	123	Q767_4. We'd like to ask you another question about restrictions on registration of a gTLD. Do you feel each of the following restrictions should be enforced? 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)
148	124	Q770. Does having purchase restrictions or requirements on a particular gTLD make it...?
149	125	Q780. How do you determine whether a website is legitimate or not?
155	126	Q785. Have you ever tried to identify who created a particular website?
156	127	Q790. What did you use to try and figure this out?
161	128	Q830x1. To the best of your knowledge, why have new gTLDs been created?
165	129	Q800. Which of the following new gTLDs, if any, have you heard of?
169	130	Q807. And have you personally registered a domain name using any of these new gTLDs?

<u>Page</u>	<u>Table</u>	<u>Title</u>
173	131	Q809. Of the (...) domains you have registered, how many are of these new gTLDs?
174	132	Q812. Would you say that your primary reason for a registering new gTLD was?
175	133	Q813_1. Please indicate how each of the following statements apply to your registration of new gTLDs? 1. I gave up a legacy gTLD registration when I registered the new gTLD
176	134	Q813_2. Please indicate how each of the following statements apply to your registration of new gTLDs? 2. I kept an existing gTLD registration(s) similar to the new gTLD
177	135	Q813_3. Please indicate how each of the following statements apply to your registration of new gTLDs? 3. This was a completely new registration, no prior domain was registered for this use
178	136	Q827. Have you considered switching from your existing registered domain name to one of the new gTLDs?
179	137	Q828. Why have you considered switching?
180	138	Q829. Why did you decide not to switch?
181	139	Q831. Why have you not considered switching?
182	140	Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF TOP 2 BOX
186	141	Q820. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? SUMMARY TABLE OF BOTTOM 2 BOX
189	142	Q820_1. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 1. .email
190	143	Q820_2. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 2. .photography
191	144	Q820_3. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 3. .link
192	145	Q820_4. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 4. .guru
193	146	Q820_5. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 5. .realtor
194	147	Q820_6. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 6. .club
195	148	Q820_7. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 7. .xyz
196	149	Q820_16. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 16. .top
197	150	Q820_17. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 17. .pics
198	151	Q820_18. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 18. .online
199	152	Q820_19. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 19. .space
200	153	Q820_20. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 20. .website
201	154	Q820_21. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 21. .news
202	155	Q820_22. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 22. .site
203	156	Q820_23. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 23. .toronto
204	157	Q820_24. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 24. .guadalajara
205	158	Q820_25. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 25. .roma
206	159	Q820_26. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 26. .istanbul
207	160	Q820_27. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 27. .madrid
208	161	Q820_28. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 28. .warszawa
209	162	Q820_29. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 29. .paris
210	163	Q820_30. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 30. Foshan
211	164	Q820_31. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 31. .hanoi
212	165	Q820_32. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 32. .manilla

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213	166	Q820_33. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 33. .tokyo
214	167	Q820_34. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 34. .seoul
215	168	Q820_35. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 35. .MOCKBa
216	169	Q820_36. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 36. .delhi
217	170	Q820_37. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 37. .jakarta
218	171	Q820_38. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 38. .abuja
219	172	Q820_39. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 39. .capetown
220	173	Q820_40. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 40. .cairo
221	174	Q820_41. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 41. .bogota
222	175	Q820_42. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 42. .cordoba
223	176	Q820_43. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 43. .rio
224	177	Q820_8. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 8. .berlin
225	178	Q820_9. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 9. .ovh
226	179	Q820_10. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 10. .london
227	180	Q820_11. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 11. .nyc
228	181	Q820_12. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 12. .wang
229	182	Q820_13. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 13. .xn-ses554g (Chinese for network address)
230	183	Q820_14. If you were setting up a new website in the next 6 months, how likely would you be to consider the following new gTLDs? 14. .xn-55qx5d (Chinese for company)
231	184	Q823. Which of the following would be most important to you in determining which gTLD to register your domain name under?
232	185	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF TOP 2 BOX
236	186	Q825. Please rate the following gTLDs by how trustworthy you feel they are. SUMMARY TABLE OF BOTTOM 2 BOX
239	187	Q825_1. Please rate the following gTLDs by how trustworthy you feel they are. 1. .email
240	188	Q825_2. Please rate the following gTLDs by how trustworthy you feel they are. 2. .photography
241	189	Q825_3. Please rate the following gTLDs by how trustworthy you feel they are. 3. .link
242	190	Q825_4. Please rate the following gTLDs by how trustworthy you feel they are. 4. .guru
243	191	Q825_5. Please rate the following gTLDs by how trustworthy you feel they are. 5. .realtor
244	192	Q825_6. Please rate the following gTLDs by how trustworthy you feel they are. 6. .club
245	193	Q825_7. Please rate the following gTLDs by how trustworthy you feel they are. 7. .xyz
246	194	Q825_16. Please rate the following gTLDs by how trustworthy you feel they are. 16. .top
247	195	Q825_17. Please rate the following gTLDs by how trustworthy you feel they are. 17. .pics
248	196	Q825_18. Please rate the following gTLDs by how trustworthy you feel they are. 18. .online
249	197	Q825_19. Please rate the following gTLDs by how trustworthy you feel they are. 19. .space
250	198	Q825_20. Please rate the following gTLDs by how trustworthy you feel they are. 20. .website

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251	199	Q825_21. Please rate the following gTLDs by how trustworthy you feel they are. 21. .news
252	200	Q825_22. Please rate the following gTLDs by how trustworthy you feel they are. 22. .site
253	201	Q825_23. Please rate the following gTLDs by how trustworthy you feel they are. 23. .toronto
254	202	Q825_24. Please rate the following gTLDs by how trustworthy you feel they are. 24. .guadalajara
255	203	Q825_25. Please rate the following gTLDs by how trustworthy you feel they are. 25. .roma
256	204	Q825_26. Please rate the following gTLDs by how trustworthy you feel they are. 26. .istanbul
257	205	Q825_27. Please rate the following gTLDs by how trustworthy you feel they are. 27. .madrid
258	206	Q825_28. Please rate the following gTLDs by how trustworthy you feel they are. 28. .warszawa
259	207	Q825_29. Please rate the following gTLDs by how trustworthy you feel they are. 29. .paris
260	208	Q825_30. Please rate the following gTLDs by how trustworthy you feel they are. 30. Foshan
261	209	Q825_31. Please rate the following gTLDs by how trustworthy you feel they are. 31. .hanoi
262	210	Q825_32. Please rate the following gTLDs by how trustworthy you feel they are. 32. .manilla
263	211	Q825_33. Please rate the following gTLDs by how trustworthy you feel they are. 33. .tokyo
264	212	Q825_34. Please rate the following gTLDs by how trustworthy you feel they are. 34. .seoul
265	213	Q825_35. Please rate the following gTLDs by how trustworthy you feel they are. 35. .MOCKBa
266	214	Q825_36. Please rate the following gTLDs by how trustworthy you feel they are. 36. .delhi
267	215	Q825_37. Please rate the following gTLDs by how trustworthy you feel they are. 37. .jakarta
268	216	Q825_38. Please rate the following gTLDs by how trustworthy you feel they are. 38. .abuja
269	217	Q825_39. Please rate the following gTLDs by how trustworthy you feel they are. 39. .capetown
270	218	Q825_40. Please rate the following gTLDs by how trustworthy you feel they are. 40. .cairo
271	219	Q825_41. Please rate the following gTLDs by how trustworthy you feel they are. 41. .bogota
272	220	Q825_42. Please rate the following gTLDs by how trustworthy you feel they are. 42. .cordoba
273	221	Q825_43. Please rate the following gTLDs by how trustworthy you feel they are. 43. .rio
274	222	Q825_8. Please rate the following gTLDs by how trustworthy you feel they are. 8. .berlin
275	223	Q825_9. Please rate the following gTLDs by how trustworthy you feel they are. 9. .ovh
276	224	Q825_10. Please rate the following gTLDs by how trustworthy you feel they are. 10. .london
277	225	Q825_11. Please rate the following gTLDs by how trustworthy you feel they are. 11. .nyc
278	226	Q825_12. Please rate the following gTLDs by how trustworthy you feel they are. 12. .wang
279	227	Q825_13. Please rate the following gTLDs by how trustworthy you feel they are. 13. .xn-ses554g (Chinese for network address)
280	228	Q825_14. Please rate the following gTLDs by how trustworthy you feel they are. 14. .xn-55qx5d (Chinese for company)
281	229	Q848. As a registrant, how would you describe your satisfaction with the new gTLDs?
282	230	Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF TOP 2 BOX
284	231	Q855. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? SUMMARY TABLE OF BOTTOM 2 BOX

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286	232	Q855_1. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 1. Innovative
287	233	Q855_2. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 2. Cutting edge
288	234	Q855_3. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 3. Extreme
289	235	Q855_4. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 4. Trustworthy
290	236	Q855_5. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 5. Unconventional
291	237	Q855_6. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 6. Practical
292	238	Q855_7. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 7. Technical
293	239	Q855_8. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 8. Confusing
294	240	Q855_9. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 9. Overwhelming
295	241	Q855_10. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 10. Useful
296	242	Q855_11. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 11. For people like me
297	243	Q855_12. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 12. Interesting
298	244	Q855_13. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 13. Exciting
299	245	Q855_14. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 14. Helpful
300	246	Q855_15. How well do each of the following adjectives describe new gTLDs such as .email, .photography and .club? 15. Informative
301	247	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF HAVE
302	248	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE BUSINESS
303	249	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE ORGANIZATION
304	250	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF PROMOTE PERSONAL
305	251	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF SOCIAL MEDIA
306	252	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF BLOGGING OR PUBLISHING
307	253	Q890. Which of the following online identities do you have, and which to you use to promote a business or organization, or to promote a personal activity or interest? SUMMARY TABLE OF WEB PAGE
308	254	Q895. How would you say your use of alternative identities, like social media accounts, blogging or publishing accounts or web pages, has impacted your decision to register a domain name, if at all?
309	255	Q896. And, do you expect these online identities to have an impact on domain registrations in the future?
310	256	Q897. What value do these alternative online identities provide over registering a domain name?
311	257	Q898. What value does a registered domain offer over these alternative identities?
312	258	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF STRICT/SOME RESTRICTIONS
316	259	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF STRICT RESTRICTIONS
320	260	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF SOME RESTRICTIONS
324	261	Q865. Earlier we asked you about enforcing restrictions on who can register/purchase domains with specific extensions. What level of restrictions would you expect there to be on purchasing the following new gTLDs? SUMMARY TABLE OF NO RESTRICTIONS

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328	262	Q865_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
329	263	Q865_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
330	264	Q865_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
331	265	Q865_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
332	266	Q865_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
333	267	Q865_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
334	268	Q865_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
335	269	Q865_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
336	270	Q865_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
337	271	Q865_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
338	272	Q865_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
339	273	Q865_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
340	274	Q865_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
341	275	Q865_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
342	276	Q865_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
343	277	Q865_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
344	278	Q865_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
345	279	Q865_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
346	280	Q865_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
347	281	Q865_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
348	282	Q865_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
349	283	Q865_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
350	284	Q865_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
351	285	Q865_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

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352	286	Q865_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
353	287	Q865_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
354	288	Q865_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
355	289	Q865_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
356	290	Q865_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
357	291	Q865_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
358	292	Q865_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
359	293	Q865_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
360	294	Q865_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
361	295	Q865_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
362	296	Q865_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
363	297	Q865_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
364	298	Q865_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)
365	299	Q865_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)
366	300	Q910. How much do you trust that the restrictions on this new registration will actually be enforced?
367	301	Q900. How would you describe the processing of registering a domain?
368	302	Q905. What, if anything, would you change about the domain name purchase process?
369	303	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF TOP 2 BOX
370	304	Q913. How strongly do you agree or disagree with the following statements about the registration process? SUMMARY TABLE OF BOTTOM 2 BOX
371	305	Q913_1. How strongly do you agree or disagree with the following statements about the registration process? 1. It was easy to find a domain name and extension that worked for my needs
372	306	Q913_2. How strongly do you agree or disagree with the following statements about the registration process? 2. There were plenty of choices between gTLDs that met my needs-for example, .photography and .photo, or .auto and .cars
373	307	Q913_3. How strongly do you agree or disagree with the following statements about the registration process? 3. If I had known more about the new gTLDs, choosing a domain to register would have been a lot easier
374	308	Q913_4. How strongly do you agree or disagree with the following statements about the registration process? 4. I did not feel like I had many alternatives that were available for registration
375	309	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF TOP 2 BOX
376	310	Q915. How much do you trust the domain name industry compared to these other industries? SUMMARY TABLE OF BOTTOM 2 BOX
377	311	Q915_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
378	312	Q915_2. How much do you trust the domain name industry compared to these other industries? 2. Web based marketing companies
379	313	Q915_3. How much do you trust the domain name industry compared to these other industries? 3. E-commerce companies

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380	314	Q915_4. How much do you trust the domain name industry compared to these other industries? 4. Software companies
381	315	Q915_5. How much do you trust the domain name industry compared to these other industries? 5. Computer hardware companies
382	316	Q917. Why do you trust the domain name industry more than these other industries?
391	317	q919. Why do you trust the domain name industry less than these other industries?
396	318	Q1000. Which devices do you use to access the Internet?
397	319	Q1005. What is your experience with URL shorteners?
398	320	Q1010. Why haven't you used URL shorteners?
399	321	Q1015. Why do you use URL shorteners?
400	322	Q1020. What is your experience with QR codes?
401	323	Q1025. Why haven't you used QR codes?
402	324	Q1030. Why do you use QR codes?
403	325	Q1050. What is your preferred way of finding websites now?
404	326	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
405	327	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
406	328	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
407	329	Q1055_1. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 1. Safest
408	330	Q1055_2. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 2. Fastest
409	331	Q1055_3. Which of these are the fastest, easiest and safest way to get to the website you want to buy from? 3. Easiest
410	332	Q1060_1. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 1. Safest
411	333	Q1060_2. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 2. Fastest
412	334	Q1060_3. Which of these is the safest, which is the easiest, and which is the fastest method to get to the website to access your personal information? 3. Easiest
413	335	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF TOP 2 BOX
414	336	Q1100a. How would you describe your familiarity with each of the following abusive internet behaviors? SUMMARY TABLE OF BOTTOM 2 BOX
415	337	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.
416	338	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.
417	339	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.
418	340	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.
419	341	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.
420	342	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF ORGANIZED GROUPS
421	343	Q1105. What do you think are the source(s) for each type of abusive Internet behavior? SUMMARY TABLE OF INDIVIDUALS
422	344	Q1105_1. What do you think are the source(s) for each type of abusive Internet behavior? 1. Phishing
423	345	Q1105_2. What do you think are the source(s) for each type of abusive Internet behavior? 2. Spamming
424	346	Q1105_3. What do you think are the source(s) for each type of abusive Internet behavior? 3. Cyber squatting
425	347	Q1105_4. What do you think are the source(s) for each type of abusive Internet behavior? 4. Stolen credentials
426	348	Q1105_5. What do you think are the source(s) for each type of abusive Internet behavior? 5. Malware
427	349	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF TOP 2 BOX

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428	350	Q1115. How common do you feel each type of abusive Internet behavior is? SUMMARY TABLE OF BOTTOM 2 BOX
429	351	Q1115_1. How common do you feel each type of abusive Internet behavior is? 1. Phishing
430	352	Q1115_2. How common do you feel each type of abusive Internet behavior is? 2. Spamming
431	353	Q1115_3. How common do you feel each type of abusive Internet behavior is? 3. Cyber squatting
432	354	Q1115_4. How common do you feel each type of abusive Internet behavior is? 4. Stolen credentials
433	355	Q1115_5. How common do you feel each type of abusive Internet behavior is? 5. Malware
434	356	Q1120. Have you ever been affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF YES
435	357	Q1120_1. Have you ever been affected by any of these types of abusive Internet behaviors? 1. Phishing
436	358	Q1120_2. Have you ever been affected by any of these types of abusive Internet behaviors? 2. Spamming
437	359	Q1120_3. Have you ever been affected by any of these types of abusive Internet behaviors? 3. Cyber squatting
438	360	Q1120_4. Have you ever been affected by any of these types of abusive Internet behaviors? 4. Stolen credentials
439	361	Q1120_5. Have you ever been affected by any of these types of abusive Internet behaviors? 5. Malware
440	362	Q1125. How scared are you of each of the following? SUMMARY TABLE OF TOP 2 BOX
441	363	Q1125. How scared are you of each of the following? SUMMARY TABLE OF BOTTOM 2 BOX
442	364	Q1125_1. How scared are you of each of the following? 1. Phishing
443	365	Q1125_2. How scared are you of each of the following? 2. Spamming
444	366	Q1125_3. How scared are you of each of the following? 3. Cyber squatting
445	367	Q1125_4. How scared are you of each of the following? 4. Stolen credentials
446	368	Q1125_5. How scared are you of each of the following? 5. Malware
447	369	Q1130. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? SUMMARY TABLE OF PURCHASED
448	370	Q1130_1. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 1. Phishing
449	371	Q1130_2. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 2. Spamming
450	372	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
451	373	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
452	374	Q1130_5. What measures have you taken, if any, to avoid being affected by any of these types of abusive Internet behaviors? 5. Malware
453	375	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?
455	376	Q300. Does the company for which you registered domains have multi-national operations?
456	377	Q305. Which of the following sectors does your business fall into?
460	378	Q318. In what state, province or territory do you currently reside?
478	379	Q320. U.S. Region-Harris Interactive Definition.
479	380	Q437. What is the highest level of education you have completed or the highest degree you have received?
480	381	Q437. What is the highest level of education you have completed or the highest degree you have received?
485	382	Q410. Which one of the following best describes your employment status?
486	383	Q462. Which of the following income categories best describes your total 2015 household income before/after taxes?
495	384	Q485. Racial Background.
497	385	Q364. What is your marital status?
498	386	QARREG. In which region do you currently reside?

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499	387	QKRINC. Which of the following income categories best describes your total 2015 household income before taxes?
500	388	QKRBUY. In the past 12 months, did you purchase any products or services over the Internet?
501	389	QKRREG1. In which region do you currently reside?
503	390	QKRREG2. REGION CLASSIFICATION
504	391	QINED. What is the highest level of education/literacy you have completed/obtained or the highest degree you have received?
505	392	QININC2. Which of the following income categories best describes your total 2015 household income before taxes?
506	393	QINSUB. Which of the following best describes the area in which you live?
507	394	QINBUY. In the past month, did you purchase any products or services over the Internet?
508	395	QINREG1. In which division do you currently reside?
511	396	QINREG2. STATE SIZE CLASSIFICATION
512	397	Q1500. In which province do you currently reside?
515	398	Q1502. REGION CLASSIFICATION
516	399	Q1580. What is your marital status?
517	400	Q1503. In which state do you currently reside?
520	401	Q1504. STATE CLASSIFICATION
521	402	Q1585. Do you consider yourself...?
522	403	Q1505. In which governorate do you currently reside?
524	404	Q1506. REGION CLASSIFICATION
525	405	Q4005. Which of the following income categories best describes your total 2015 household income before taxes?
526	406	QCOREG2. In which region do you live?
527	407	Q4010. What is your current education level?
529	408	Q4015. What is your current occupation?
531	409	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 1. Household Income
532	410	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 2. Household Expenditure
533	411	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 3. Personal Income
534	412	Q4020. What is your approximate net HOUSEHOLD monthly income from all income sources after tax, based on following scale? 4. Personal Expenditure
535	413	Q4025. BTS
536	414	Q4027. In what region do you live?
537	415	Q4030. What is your highest educational attainment?
538	416	Q4035. At the present time, what is your occupation?
540	417	Q4036. Please select the area in which you live?
542	418	Q1507. What is the highest level of education you have completed or the highest degree you have received?
543	419	QBRREG1. In which state do you currently reside?
545	420	QBRREG2. REGION CLASSIFICATION
546	421	Q1538. What is the highest level of education you have completed or the highest degree you have received?
547	422	QMXREG. In which state do you currently reside?
550	423	Q1574. What is the highest level of education you have completed or the highest degree you have received?
551	424	QTRED. What is the highest level of education you have completed or the highest degree you have received?
552	425	QCOED. What was the last year of schooling that you completed?
553	426	QIDED. What is the highest level of education you have completed or the highest degree you have received?
554	427	QJPED. What is the highest level of education you have completed or the highest degree you have received?
555	428	QNGED. What is the highest level of education you have completed or the highest degree you have received?
556	429	QPLED. What is the highest level of education you have completed or the highest degree you have received?
557	430	QRUED. What is the highest level of education you have completed or the highest degree you have received?
558	431	QKRED. What is the highest level of education you have completed or the highest degree you have received?
559	432	QCNINC. Which of the following income categories best describes your total monthly household income before taxes?
560	433	QZAREG. In which region do you currently reside?
561	434	Banner * Banner